

A woman with blonde hair in a ponytail, wearing a black and white striped long-sleeved shirt, is scanning a product in a grocery store aisle. She is holding a handheld scanner in her left hand and a box of a product in her right hand. The background is a blurred grocery store aisle with other shoppers and shelves of products.

# Emerging **Business Opportunities**

# Emerging Business Opportunities for CPG - Powering growth by staying ahead of trends

## Industry Context

CPG Manufacturers are on a constant lookout for their next **Big/Billion Dollar Opportunity**. The challenge is, that opportunity could be lurking in any of the myriad trends on the horizon today. Unless picked out in time and executed ahead of competition, there's risk of being seen as an also-ran by the consumers – **a place category leaders** hate to be.

## Keeping up with the Trends is challenging



The number of trends to monitor and sources to pick signals from are both growing by the day



Multiplicity of structured and unstructured sources of data



Complexity in understanding the patterns of evolving demand around emerging product claims



Difficulty in quantifying the true business opportunity of trends and specific product claims

### Resulting in inability to answer key questions



Which emerging flavors and trends present an opportunity for my brand?



What is the size of the opportunity for us to capitalize?



How should we assort these alongside existing products?



What should be the trade and marketing support needed?



Are there potential acquisition targets to help gain momentum in opportunity areas?

## Leading to lost opportunities

1

Lost revenue opportunities

2

Loss of share to competition

3

Ineffective NPI

4

Impact to overall Brand Strength



# Emerging Business Opportunities for CPG

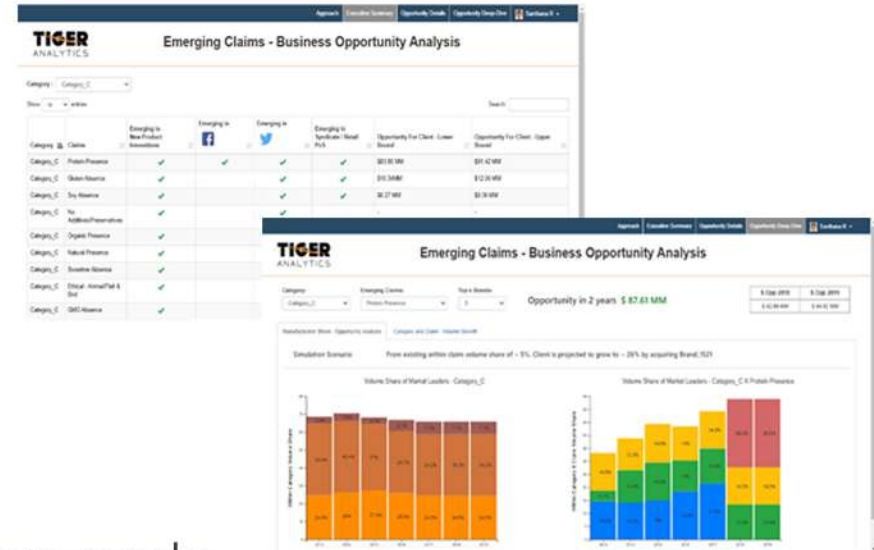
## Powering growth by staying ahead of trends



## Value Proposition

Tiger's "Emerging Business Opportunities" solution helps collect data & monitor 100's of new flavors, product claims, project their growth path in terms of category & cross-category penetration and size them. Powerful insights are generated through robust combination of:

- Forward looking consumer insights (culled from a broad range of sources including social),
- Insights on entities involved along the entire product launch Supply Chain
- Early performance of past launches



## Solution Features

### Catalog of data sources

Access to curated data sources to help track trends

### Accelerators for specific data sources

Reusable code snippets to harness and process specific data sources available to the CPG company

### Harmonization & mapping logic for common CPG sources

Ability to harmonize data and make it insights ready

### Emerging trends detection

Triangulation approach to help detect emerging trends and flavors

### Growth trajectory projection

Quantification and projection of the growth expected in the claim

### Sizing & action levers

Determination of the value of the opportunity and the Trade and Marketing levers required to be pulled to help capture the value from the claim

## Case example

### Global Confectionaries Major:

#### Context

Entry into new adjacent category through launch/M&A

#### Solution

Analyzed multiple subcategories within Confectionaries & Snacks

#### Impact

Identified specific flavors & claims that summed up to USD 300 MM in next 24 months

Identified specific brand growth and M&A opportunities

### Snack division of a global F&B

#### Context

Healthy portfolio of innovations but penetration uneven across markets

#### Solution

Regional claims & flavors preference analysis

Defined competitive positioning and growth levers to pull

#### Impact

Executable opportunity range of USD 250-350 MM identified across Salty Snacks subcategories

### Pet Foods Manufacturer

#### Context

Need to standardize data collection, harmonization and monitoring process for 300+ trends

#### Solution

Enhanced harmonization & mapping across sources

Set up monitoring & sizing mechanism for trend

#### Impact

Robust end-to-end process in place from data pipelines to pack & size analytics

# About Tiger Analytics



**Tiger Analytics** is pioneering what AI and analytics can do to solve some of the toughest problems faced by CPG organizations globally. Delivering value leveraging AI & Analytics is as much an art as it is a science. We have honed this through a combination of our **talent, methodologies, technology accelerators and business solutions.**

We have helped deliver **100's of Millions of dollars** in value to our CPG and Retail clients through our services and solutions. Tiger offers a full range of Insight services including **Data Engineering, AI & Analytics services and ML Operations.**

## Our Open Solutions Approach

We believe that our clients should not tie themselves down to analytical products and solutions in areas that offer **competitive advantage.** Hence we make our investments in Intellectual Property available and open to our clients so that they can manage and enhance the solution by themselves, if they so desire.

### Solutions from Tiger Analytics

- Driver Base Forecasting
- Emerging Business Opportunities
- Strategic Revenue Management
- SKU Rationalization
- Market Mix Modeling
- Omni Channel Insights
- Route to Market Optimization



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