



#ECRCatManNetwork

Survey on Collaboration



Project Background

- **Each webinar** will be supported by an ECR **#CatManNetwork Survey** focusing on the **featured Hot Topic**.
- **The objective** is to deliver **bespoke & current research findings** at the **commencement of each webinar**.
- **Please participate** in our survey for our second webinar.



Research Approach

Sample

- Respondents who work in **Retail or Manufacturing Companies**
- Sociodemographic based on natural occurrence
- **Multi-country & Multi-language** survey

Sample Size

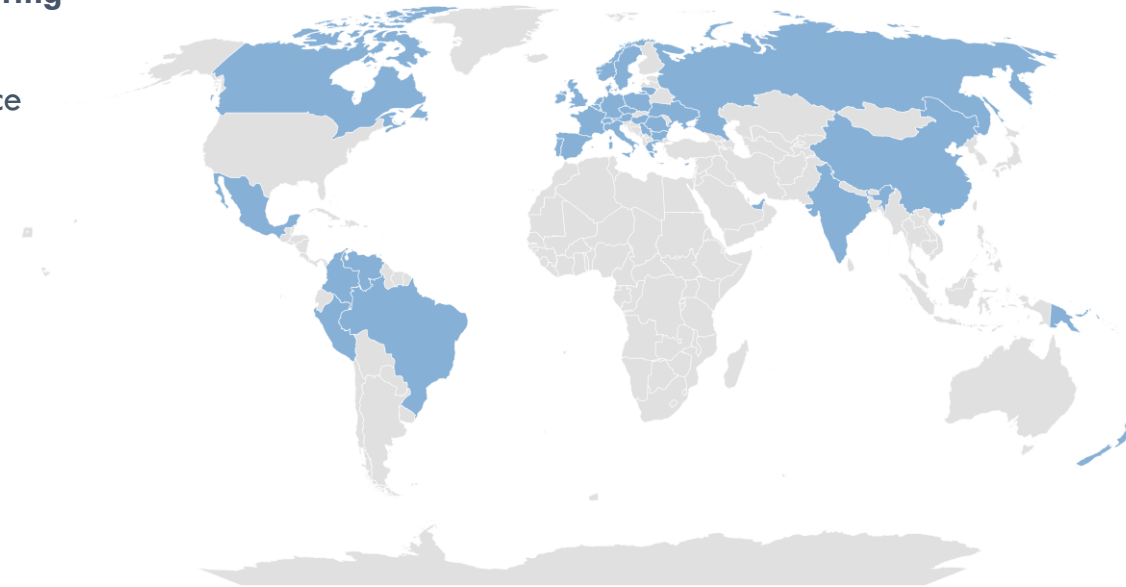
- **n = 338** interviews in total

Method of data collection

- Online interview

Interview

- Length of interview ~7 minutes.



Respondent Share

France	15%
China	14%
Brazil	13%
Russia	13%
Germany	12%
Italy	6%
Ireland	5%
Greece	3%
United Kingdom	2%
Colombia	2%
Canada	2%
Cyprus	2%
Spain	2%
Denmark	1%
Poland	1%
Portugal	1%
Austria	1%
Other	8%

Report structure



Sample structure

- Type of company
- Sector
- Departments and Functions



Organisational structure

- Own department
- Structure
- Experience



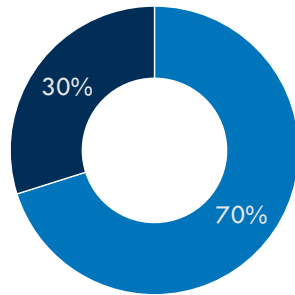
Collaboration

- Initiator
- Satisfaction
- Challenge (internally & externally)
- Development of no. of projects
- Reasons for well working collaboration

Sample Structure

The sample consist of retailers and manufacturers with a high share working in the Food and beverage section.

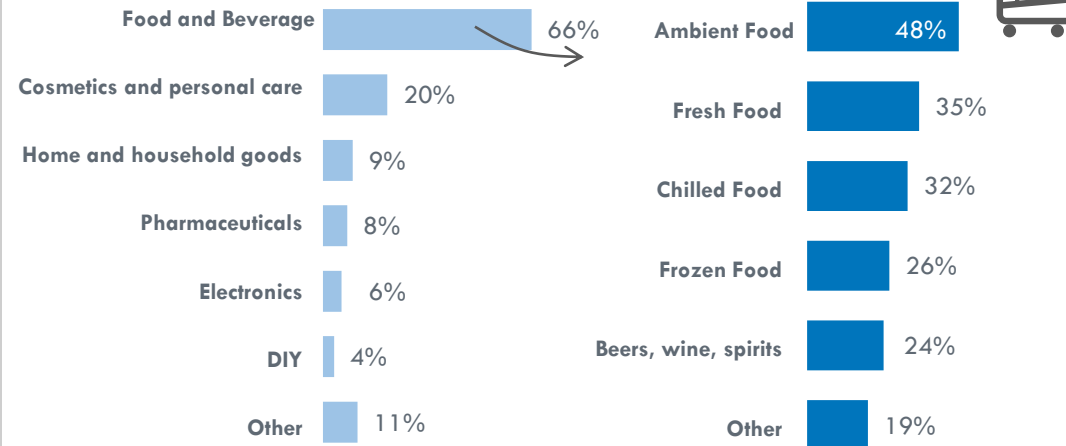
Type of company



■ Manufacturer

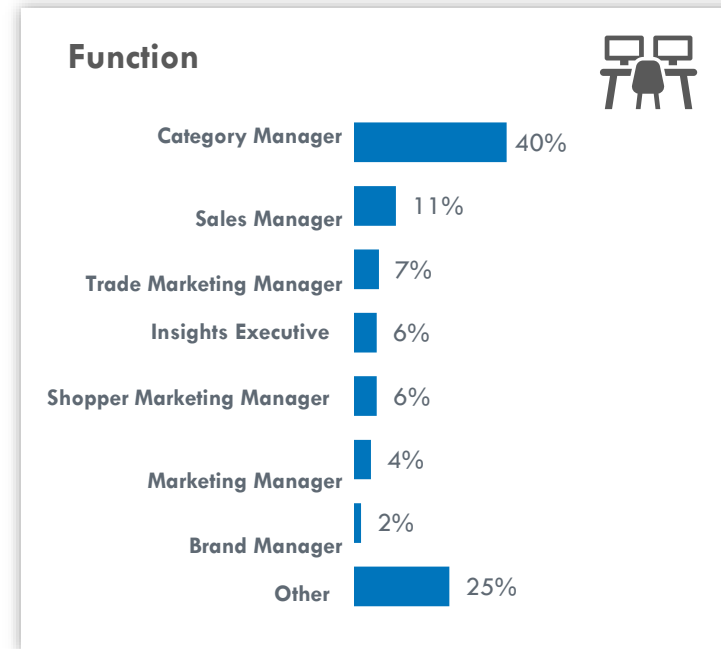
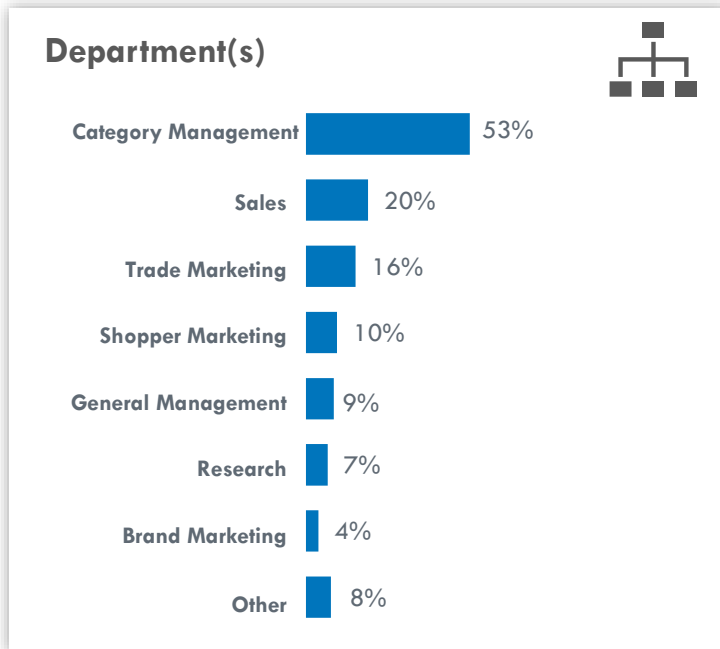
■ Retailer

Sector



Sample Structure

Beside the main target group of category managers, we also got answers from other departments and functions closely related to category management.



Report structure



Sample structure

- Type of company
- Sector
- Departments and Functions



Organisational structure

- Own department
- Structure
- Experience



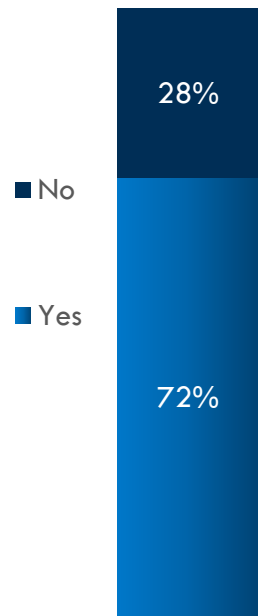
Collaboration

- Initiator
- Satisfaction
- Challenge (internally & externally)
- Development of no. of projects
- Reasons for well working collaboration

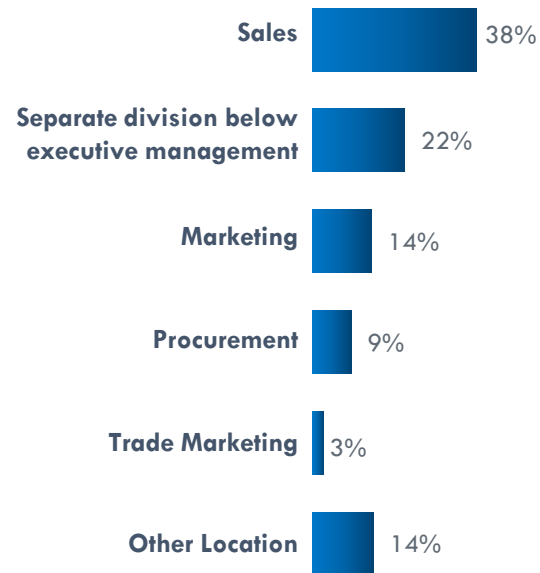
Organisational Structure

Most companies have an independent CM department, mostly located in Sales.

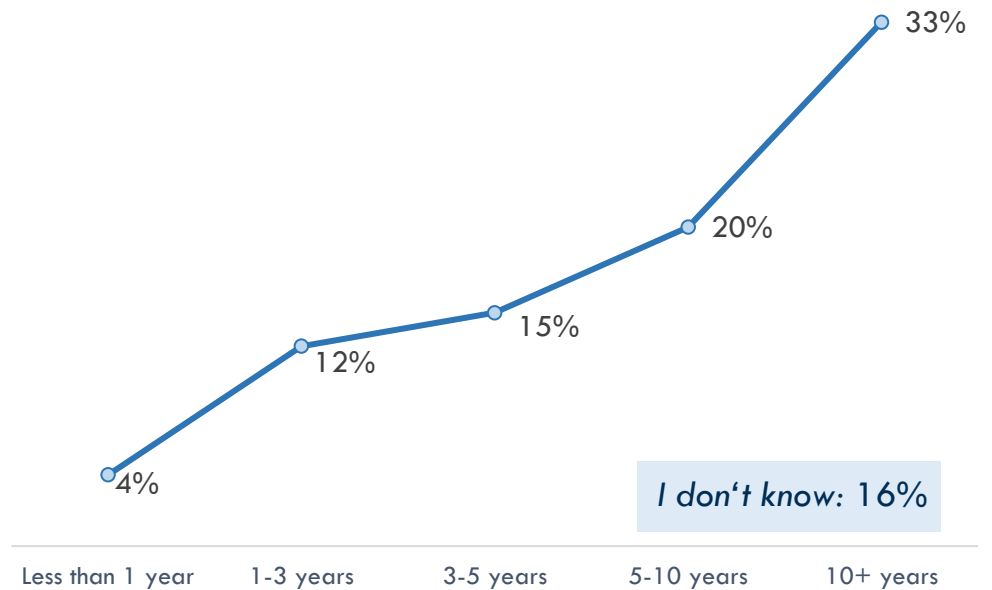
Does your Company have an independent CM department?



Where is the department located organisationally?



For how many years does your company have a CM department?



Report structure



Sample structure

- Type of company
- Sector
- Departments and Functions



Organisational structure

- Own department
- Structure
- Experience



Collaboration

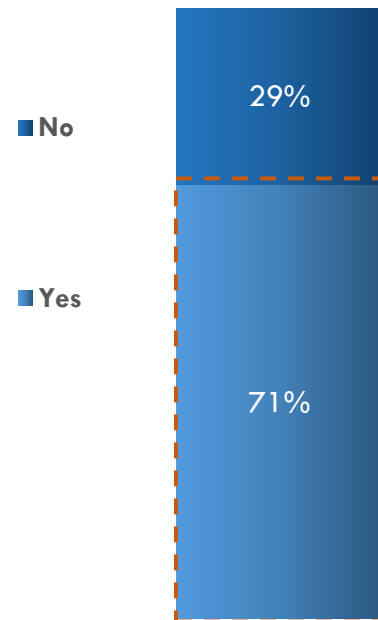
- Initiator
- Satisfaction
- Challenge (internally & externally)
- Development of no. of projects
- Reasons for well working collaboration



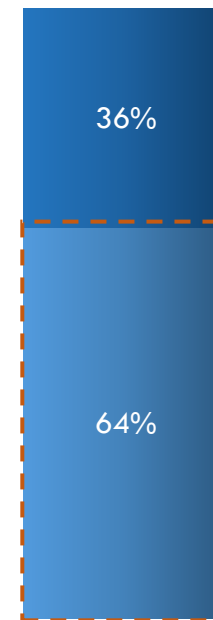
Insights on Collaboration

Around 2/3 of companies collaborate with other retailers / manufacturers in terms of CM –
Collaboration is alive

*Do you currently work together
with other **retail** companies in CM?*



*Do you currently work together with other
Manufacturing companies in CM?*



*Respondants
working in:*

**Manufacturing
companies**

Retail companies

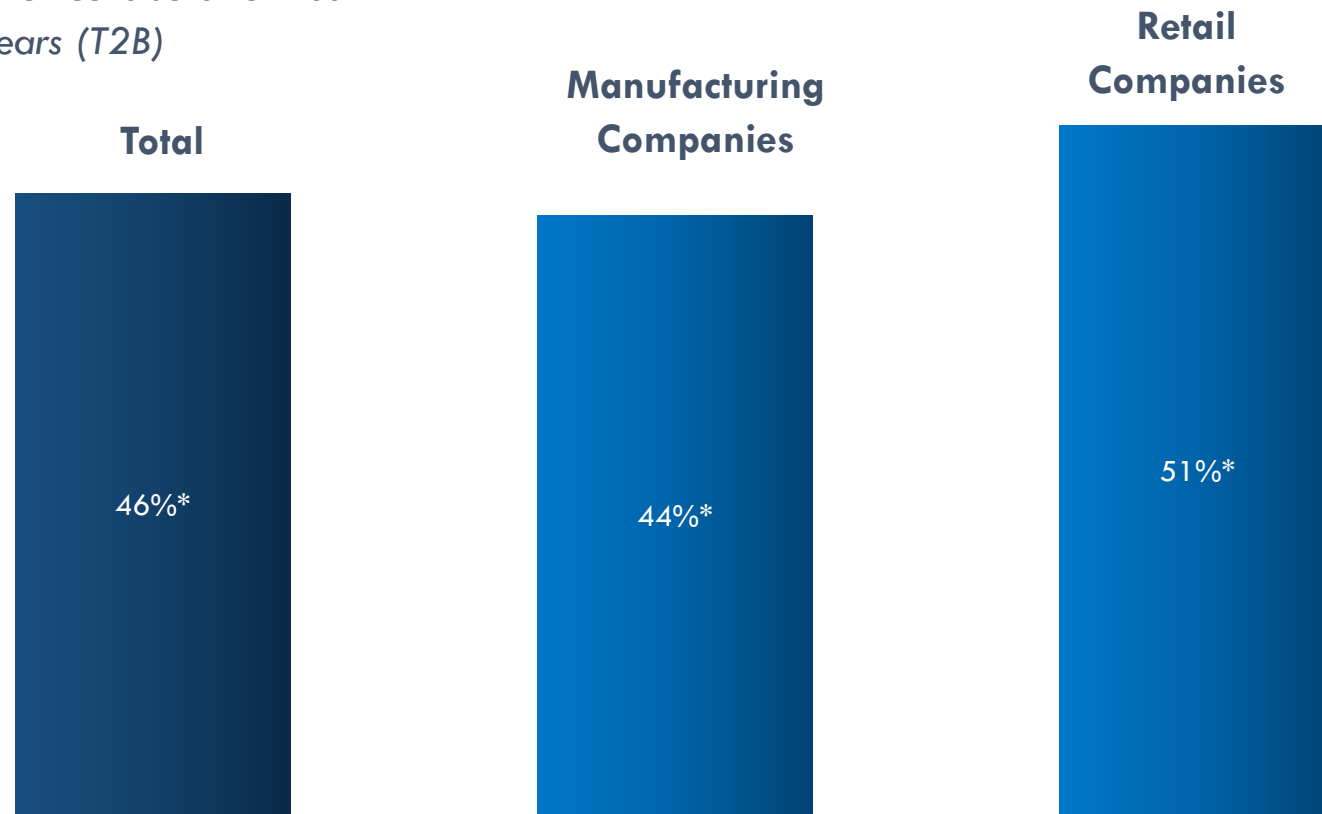
Total: n= 253 (Only respondents who currently work in CM or have worked in CM in the last 3 years)



Number of Collaboration

Most respondents state an increasing no. of projects – Collaboration is on the rise

Respondents who state that number of collaboration has increased in the last 3 years (T2B)



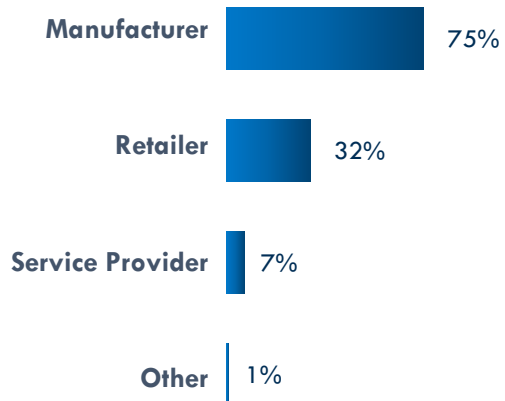
Total: n= 253 (Only respondents who currently work in CM or have worked in CM in the last 3 years)

* T2b: number of collaboration have increased very much / number of collaboration have increased slightly

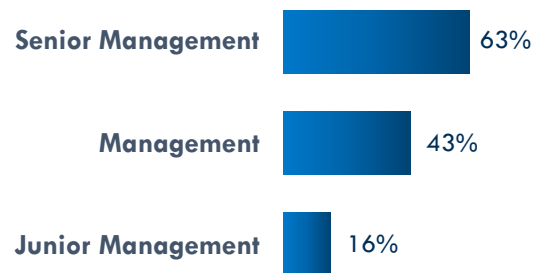
Initiating Cooperations

Cooperations are mostly initiated by Manufacturers with the aim to identify new potentials and to benefit from each other – **Collaboration is manufacturer and potential driven**

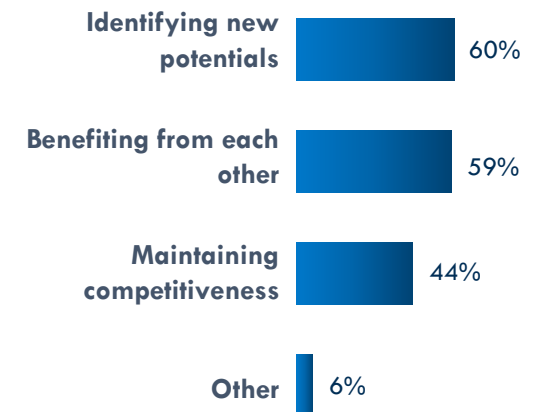
Who usually initiates Category Management cooperations and projects?



At what level are Category Management cooperations and projects initiated?



What are usually the concrete triggers/motives for Category Management cooperations and projects?





Satisfaction on Collaboration

Collaboration can potentially be improved in order to increase level of satisfaction -
Collaboration can be improved

Respondents in...

...Manufacturing companies who
are **satisfied with collaboration
with retailers (T2B)**

45%*

...Retail companies who are
**satisfied with collaboration
with manufacturers (T2B)**

42%*

Total: n= 253 (Only respondents who currently work in CM or have worked in CM in the last 3 years)

* T2b: Very satisfied / rather satisfied

Conclusion of the Status Quo

Status Quo

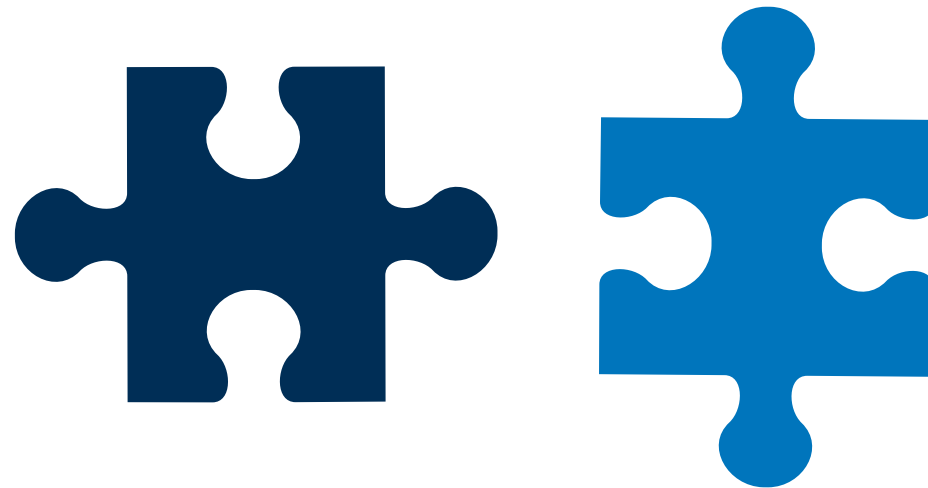
Collaboration ...

... is **alive**

...is **on the rise**

...is **manufacturer and potential driven**

...can be **improved**



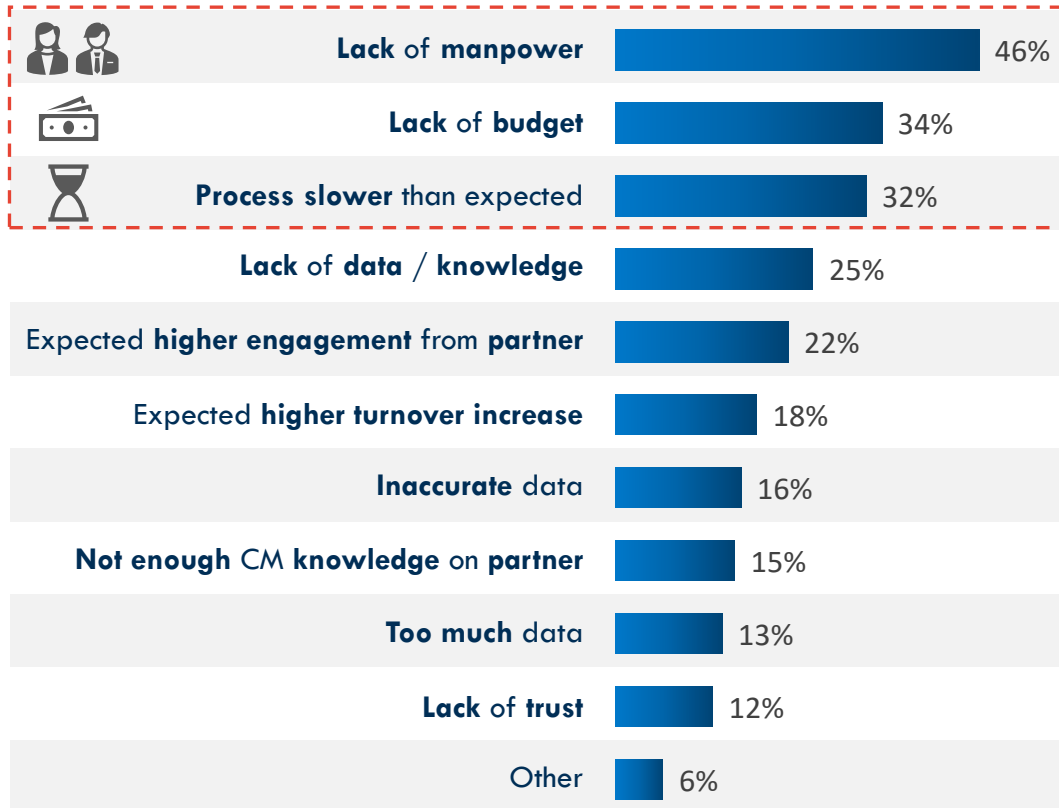
Challenges

...what **Challenges** are
collaboration facing?

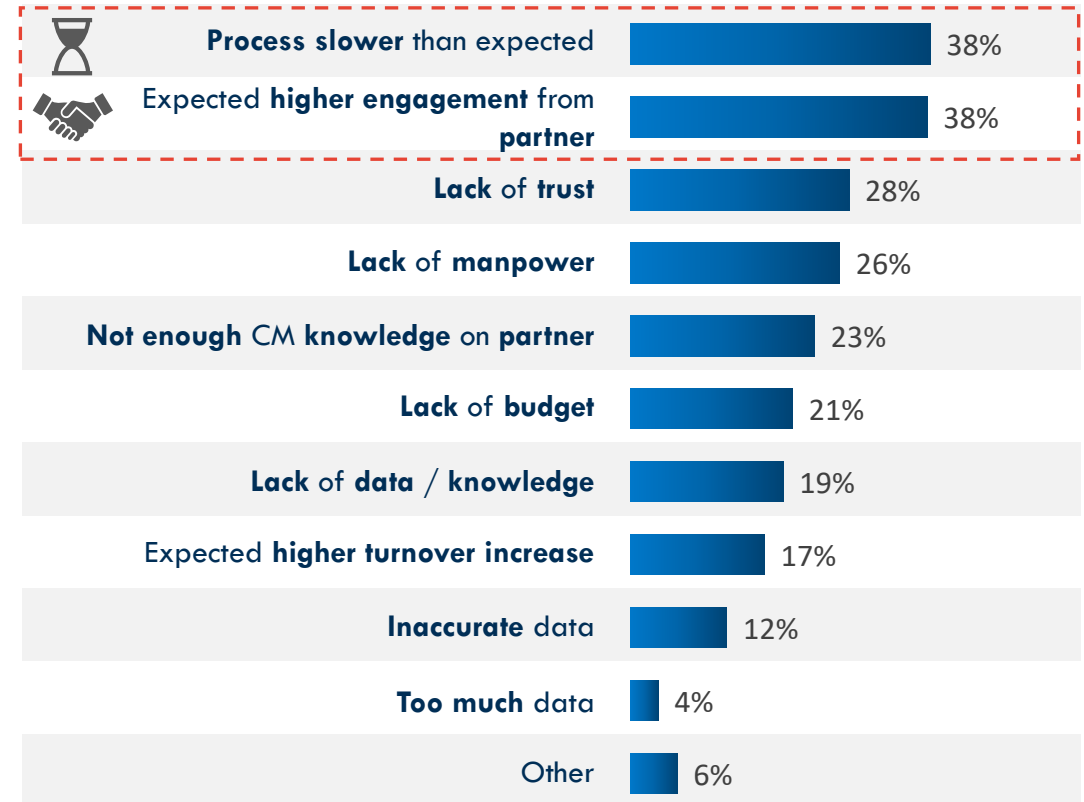
Challenges for CM

Especially the **slow process** is an important challenge internally and externally.

Internal Challenges

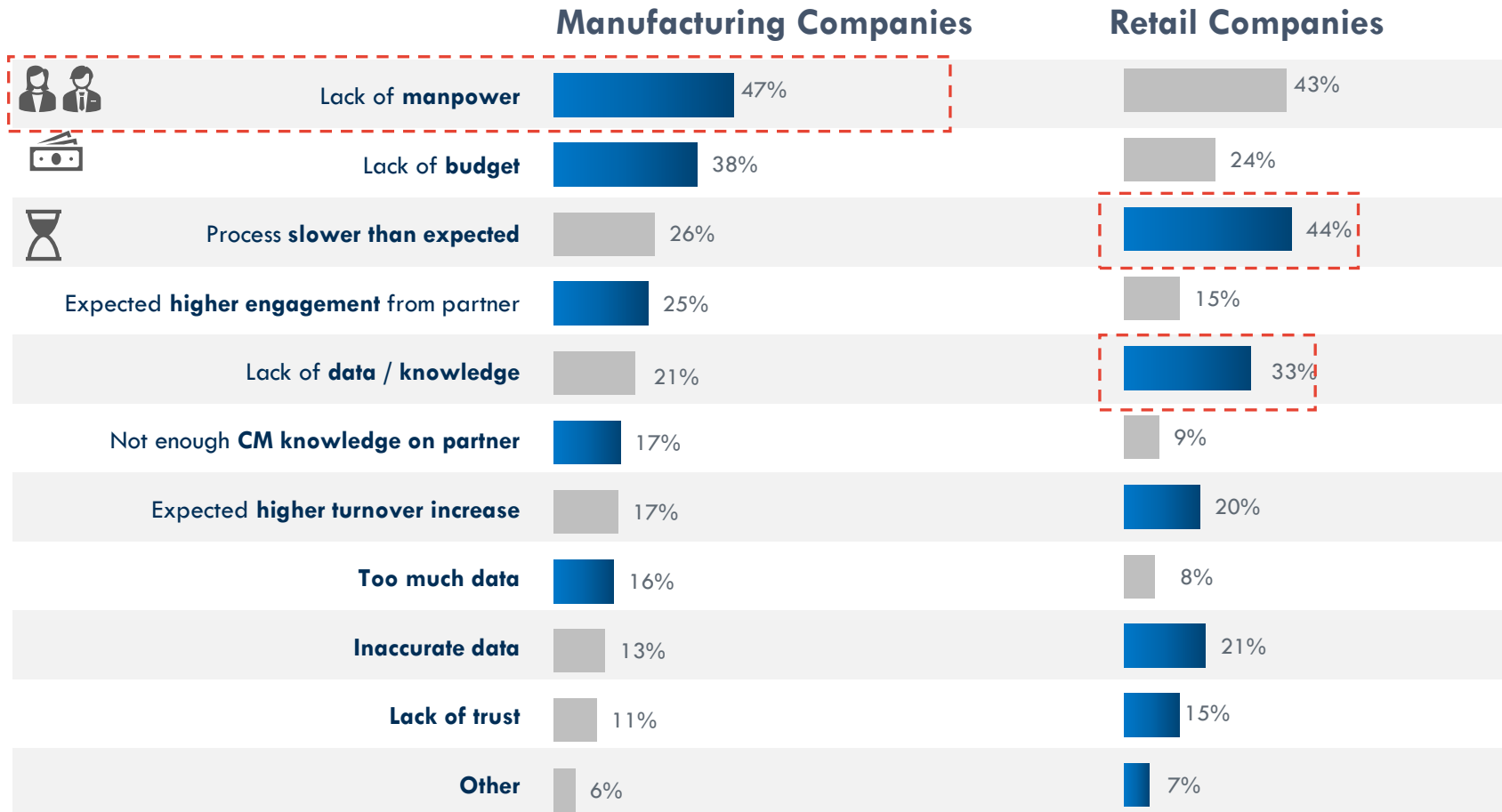


External Challenges



Internal Challenges

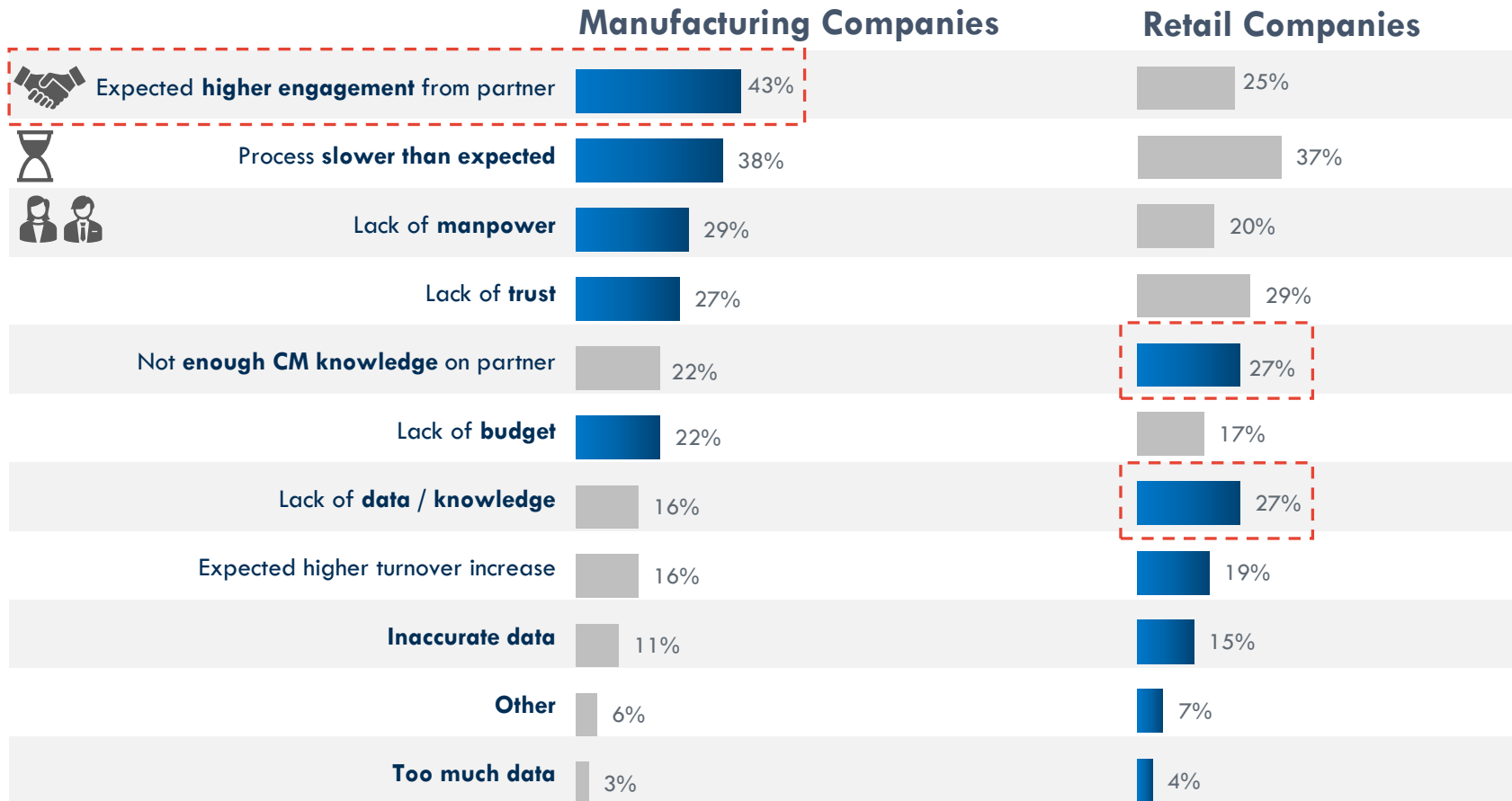
Especially Manufacturers criticise the **lack of manpower** as the biggest internal challenge.



Total: n= 253 (Only respondents who currently work in CM or have worked in CM in the last 3 years)

External Challenges

Especially Manufacturers **expect a higher engagement** from their retail partner.

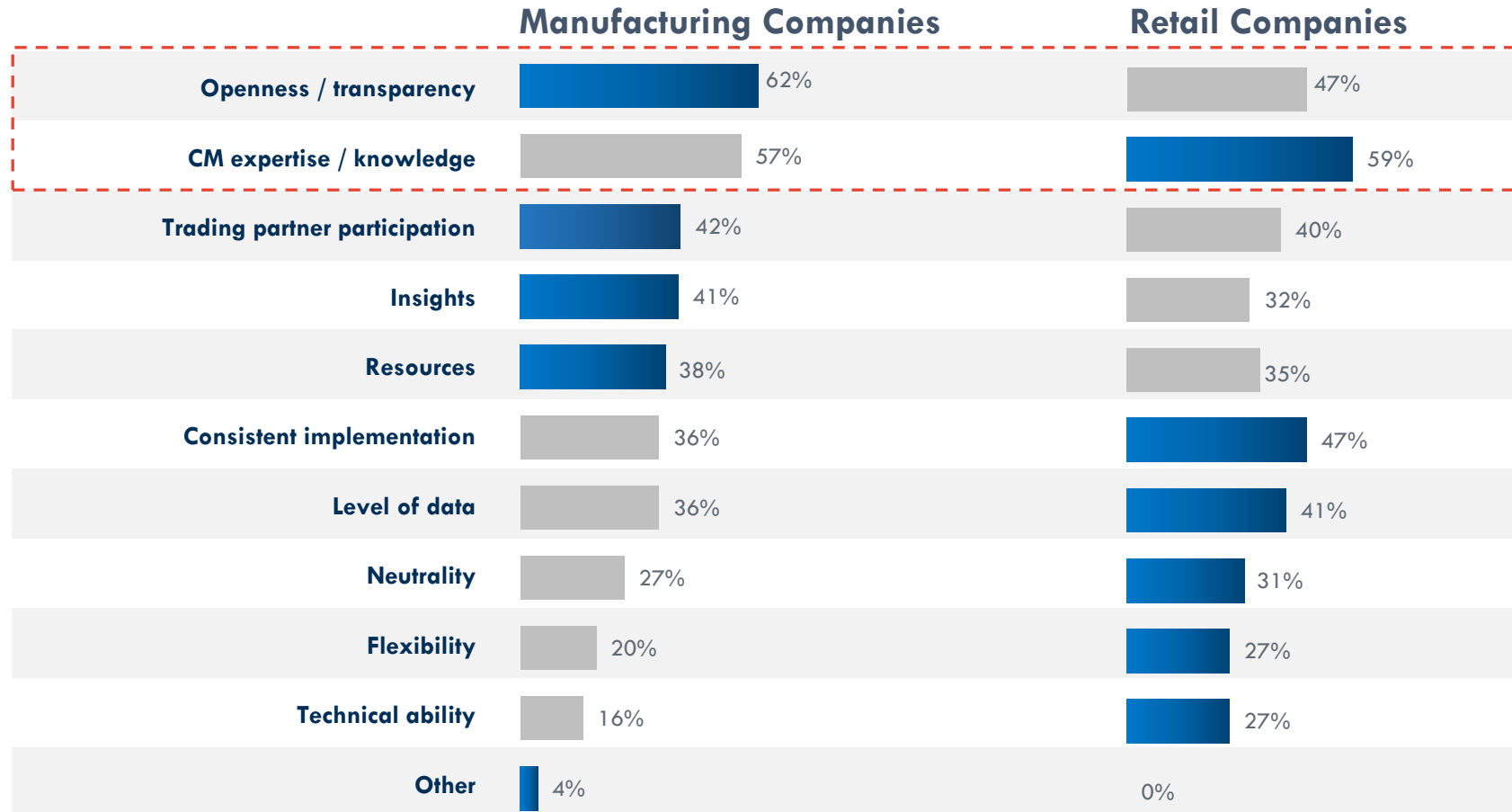


Total: n= 253 (Only respondents who currently work in CM or have worked in CM in the last 3 years)



Reasons for well working collabs.

Transparency and **CM expertise** are especially appreciated for well working collaboration.



Total: n= 253 (Only respondents who currently work in CM or have worked in CM in the last 3 years)

Summary Collaboration

Status Quo

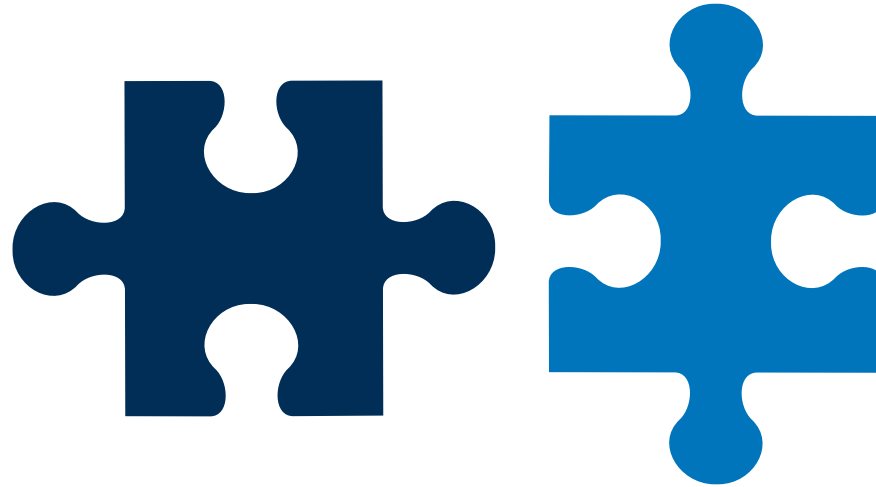
Collaboration ...

... is **alive**

...is **on the rise**

...is **manufacturer and potential driven**

...can be **improved**



Challenges

...for Retailers:

- **Slow process**
- **Lack of data**

...for Manufacturers:

- **Lack of manpower & budget**
- **Higher expectation on engagement of retail partner**



2nd Survey

Please feel free to participate in our newest survey on Gen Z

Please scan with
your phone

