Category Management challenges in a changing data landscape

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Hello! Nice to meet you!

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Experience

- 16+ years of category management experience at CPG multinationals such as FrieslandCampina and Unilever

- 3 years of Advanced Business Solutions Lead at GfK The Netherlands

- 4 years of Global Product Management at GfK

  - ☐ Advanced Business Solutions

  - ☐ Consumer Panel Core Analytics tools

Love

- Data, analytics, and statistics

- Creating winning category management solutions

- Travel, art, and family & friends time

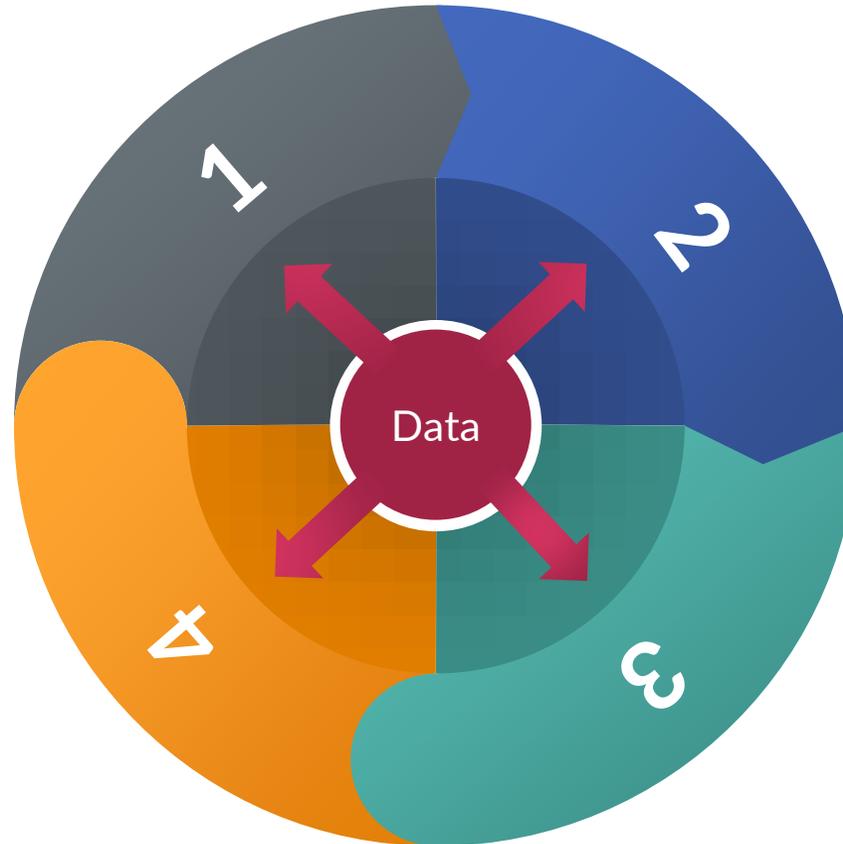# Data are at the heart of category management

Efficient and effective assortment and shelf optimization
- Assortment tailored to the store's target group.
- Optimizes retail space and shelves.

Efficient and effective pricing and promotions
- Optimizes pricing and tailors promotions to consumers' needs.

Efficient and effective replenishment
- Integrates the chain between consumer, retailer and manufacturer.
- Ensures the store shelves have the right products at minimal loss and exercise.
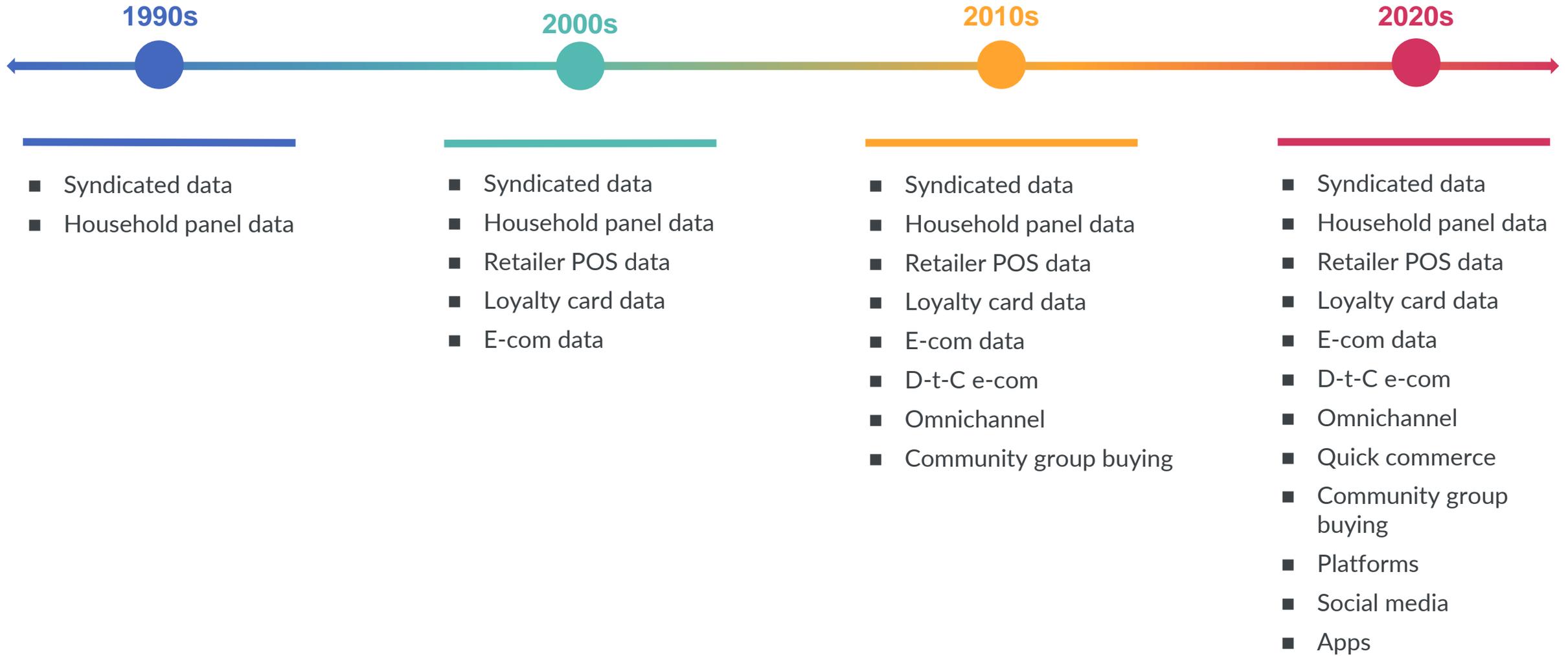
Efficient and effective product introduction
- Aims to develop and introduce new products that meet unmet consumer needs.

1

2

3

4

Data
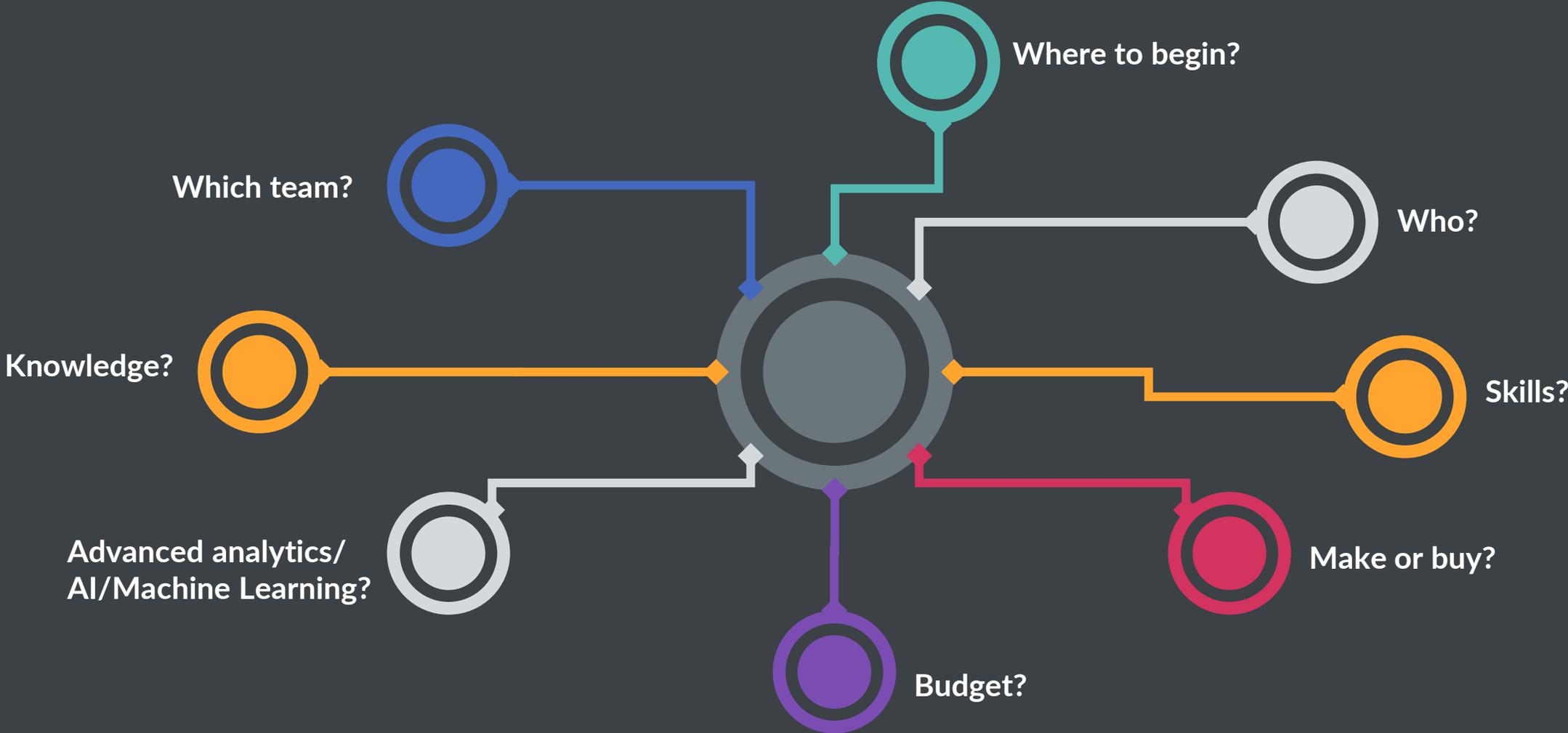
The external data sources used for category and channel management have exploded since the start of category management

GfK

1990s **2000s** **2010s** **2020s**

1990s
- Syndicated data
- Household panel data

2000s
- Syndicated data
- Household panel data
- Retailer POS data
- Loyalty card data
- E-com data

2010s
- Syndicated data
- Household panel data
- Retailer POS data
- Loyalty card data
- E-com data
- D-t-C e-com
- Omnichannel
- Community group buying

2020s
- Syndicated data
- Household panel data
- Retailer POS data
- Loyalty card data
- E-com data
- D-t-C e-com
- Omnichannel
- Quick commerce
- Community group buying
- Platforms
- Social media
- Apps

Due to the volume of data available, it is clear that we need to change the way we work in Category Management

Changing the way we work is not so easy

Where to begin?

Which team?

Who?

Knowledge?

Skills?

Advanced analytics/
AI/Machine Learning?

Make or buy?

Budget?

It is all too easy to stick to the old path

How to get started

1. What is your goal?

2. Start with a particular Key Business Question

3. Data in your organization

4. Skills and Capabilities

5. Business champions

6. Decide on Tools

7. Train your talent

The Jobs-To-Be-Done in Category Management will stay the same, but the way of working changes
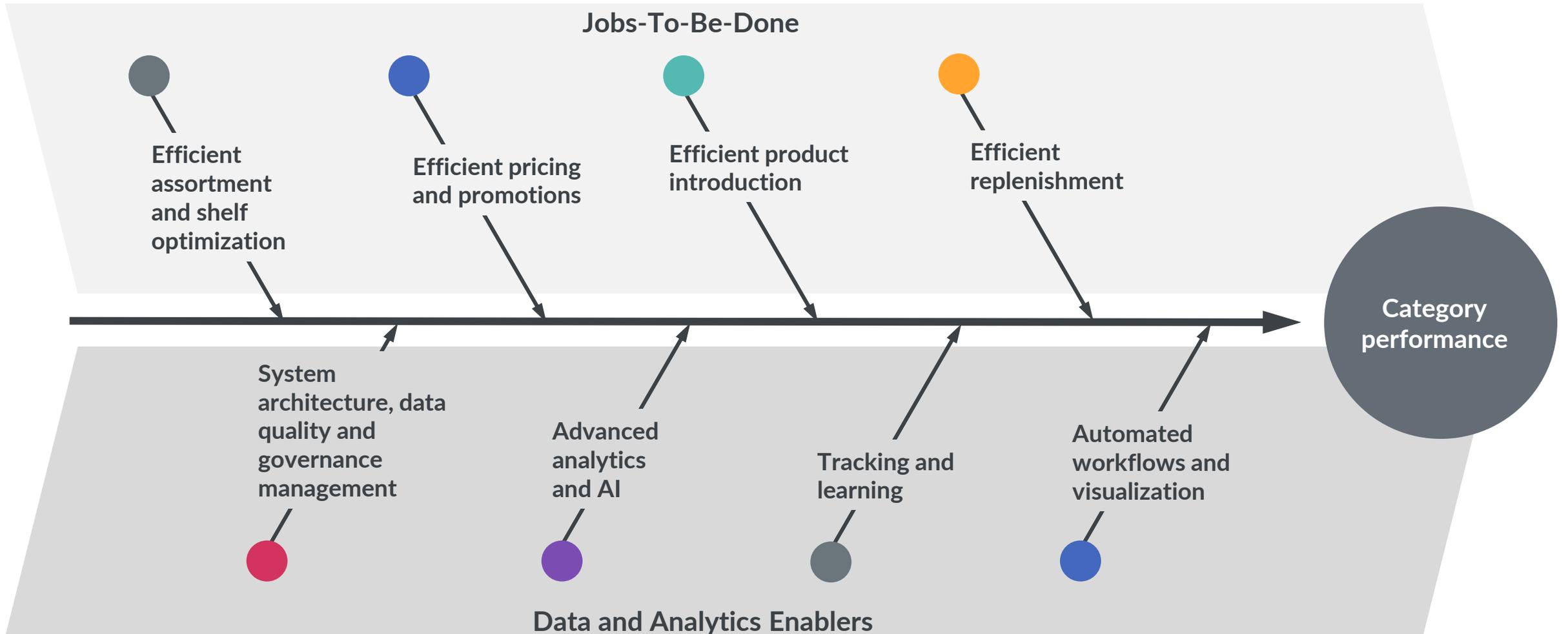
Jobs-To-Be-Done

Efficient assortment and shelf optimization

Efficient pricing and promotions

Efficient product introduction

Efficient replenishment

Category performance

System architecture, data quality and governance management

Advanced analytics and AI

Tracking and learning

Automated workflows and visualization

Data and Analytics Enablers

**Start learning
by
Starting small**

Thank you

Growth from Knowledge