

Retailers want proof we grow the category. **Now we can show them.**

Buyer meetings run on our sell-in data and their scan data. Neither shows why shoppers choose. With buyer, product and AI evidence we bring a category story retailers can't get elsewhere.

WHERE WE STAND

-4%

shelf space at our top retailer this year

2 of 5

retailer reviews won last cycle

3

markets where rivals grow faster

0

joint plans built on shopper evidence

CATEGORY GROWTH BY MARKET

Market A		12%
Market B		7%
Market C		3%

Shelf, review and AI data across 3 markets, last 12 months.

WHY · THREE LAYERS OF EVIDENCE

Human Intelligence · leads
Why shoppers choose and switch, by retailer and market.

Product Intelligence
Range, price and claim gaps on each retailer's shelf.

Machine Intelligence
What AI recommends shoppers buy at each retailer.

WHAT BUYERS SAY

"Store brand is fine in the day. At night I only trust the big ones."

Occasion split seen at every major retailer

NIGHT-TIME SHARE OF CATEGORY VALUE

Retailer 1		38%
Retailer 2		31%
Retailer 3		44%
Online		52%

SHELF CHECK · TOP RETAILER

Night range fully listed	No
Premium tier visible	Partial
Store brand overlap	High
Online range matches store	3 / 5

Night-time is where shoppers trade up — and where our range is thinnest on shelf.

THREE MOVES

01 Lead with night-time
A trade-up story retailers grow with.

02 Fix range gaps
Right SKUs at each retailer.

03 Prioritise markets
Back the fastest-growing first.

What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
Category story night-time trade-up Shopperevidence · Category lead	Days 1-21	HUMAN
Range gap review top 3 retailers SKU by SKU · Sales	Days 7-28	PRODUCT
Retailer AI check what AI sends shoppers to Online partners · Category + eCom	Days 14-35	MACHINE
Joint plan with top retailer Shared targets · Key account	Days 30-60	HUMAN
Market priority growth vs share For leadership · Category	Days 45-75	PRODUCT

02 What we expect · 90 days

-4% → +3%

shelf space at top retailer

4 / 5

retailer reviews won

+2 pts

night-time share

1

joint plan on shopper evidence

03 How we measure it

Shelf space By retailer	QUARTERLY
Range listing Night and premium SKUs	MONTHLY
Share by occasion Day vs night	MONTHLY
Retailer reviews Won vs lost	PER REVIEW
Board readout Category story, before / after	DAY 90

Baseline locked day 1. Current listings and last cycle's retailer outcomes.

THE TEAM GETS
Win plan
Market and retailer priorities

Content bank
Retailer-ready stories

Action decks
Buyer meeting decks

Buyer personas
Shopper views per retailer

The ask: approve the night-time category story for the next retailer review cycle.

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