

Refining product positioning for clients



A home care retailer is striving to optimise its product range to better align with the latest consumer preferences, shifting consumer trends and evolving local market dynamics. The challenge lies in understanding which products will resonate most with their target audience while staying competitive in a crowded market. That's where their advertising and media can stand out—powered by Euromonitor International's market research and data analytics.

How Euromonitor International's research supports you:

- **Spot emerging trends:** With Euromonitor's robust data, agencies can help their client to identify fast-growing product categories like natural ingredients or sustainable packaging. This allows messaging to be fine-tuned and campaigns adapted to align with what the client's customers want right now.
- **Localised strategies:** Euromonitor's regional insights let your client tailor marketing efforts to specific geographic preferences. For example, helping clients highlight organic and sustainable products in one region while focusing on value-driven messaging in another.
- **Stay ahead of competitors:** By analysing competitor strategies, market trends can be identified, pricing strategies adjusted and promotions crafted to keep the client's brand competitive and relevant in a shifting market.

By utilising these insights, advertising and media agencies can help their clients refine their product assortment to better cater to customer needs, increasing satisfaction and loyalty. This data-driven approach also helps maximise revenue by ensuring their inventory aligns with consumer demand, minimising overstock of less popular items and enhancing sales of in-demand products. Ultimately, this positions the client as a leader in the home care market, offering tailored solutions that keep them ahead of the curve.

Key features:

- **Consumer data:** Obtain comprehensive, up-to-date information covering demographics and spending habits.
- **Industry reports:** Deep-dive into reports across diverse industries, with a special focus on competitive analysis and trends.
- **Lifestyles reports:** Explore consumer behaviours, attitudes and opinions and identify and quantify megatrends.
- **Forecasting tools:** Use advanced tools to assess market performance and project future opportunities.
- **Interactive dashboards:** Visualise data efficiently to make quick, informed decisions.