

# Global botanicals tracking in drinks



## Business need

A global supplier of botanicals for teas, juices and functional drinks wanted to track where priority botanicals appear across non-alcoholic drink categories and markets, monitor penetration trends, and align priorities with category growth forecasts.

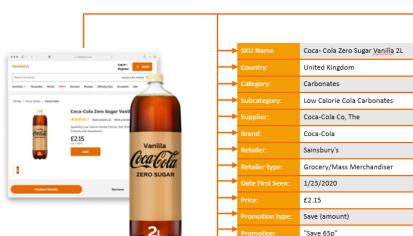
## Our approach

We analysed the digital share of shelf for SKUs containing priority botanicals by country, category, and year to assess their presence over time. We then integrated five-year category forecasts to measure penetration and growth potential across 35 markets.

## Outcome

The insights served as a centralised resource for tracking market trends related to the client's core ingredients, enabling strategic decisions on ingredient investment and maximising market potential. This intelligence also guided product development investments and informed market entry strategies.

Sku-level data leveraged



SKU Name	Coca-Cola Zero Sugar Vanilla 2L
Country	United Kingdom
Category	Carbonates
Subcategory	Low Calorie Cola Carbonates
Supplier	Coca-Cola Co, The
Brand	Coca-Cola
Tailer	Sainsbury's
Retailer type	Grocery/Mass Merchandiser
Date First Seen	1/23/2020
Price	£2.15
Promotion type	Save (amount)
Promotion	Save 65p*
Star Rating	4.0

Source: Sainsbury's

Volume:	2000 ml
Quantity:	1.0 Units
Sustainable Packaging:	Can Be Recycled, Widely Recycled
Diet:	Vegetarian, Vegan
GTIN:	5449000240255
Flavour:	Vanilla
Health Claims:	No Sugar, Low Calories
Certifications:	Sparkling
Pack Type And Material Type:	Plastic Bottle
No Chemical Additives:	No Sulphur Dioxide
Sweetener:	Acetylferene Potassium, Sugar, Aspartame
Free From:	No Caffeine, No Nuts, No Caffeine, No Allergens, No Eggs, Gluten Free, No Cereals, No Molluscs, Dairy Free, No Milk, No Soy, No Peanuts
No Artificial Ingredients:	No GMO, No Artificial Additives, No Artificial Flavours, No Artificial Preservatives

## Botanical ingredients in scope

Product name English	Priority	Product name English	Priority
Anise	A	Fenugreek seed	B
Apple	A	Nettle	B
Artichoke	A	Turmeric	B
Valerian	A	Safflower	B
Fennel	A	Ginkgo	B
Psyllium	A	Elderberry	B
Ginseng	A	Cardamom	B
Guarana	A	Lavender	B
Rosehip	A	Mate	B
Hibiscus	A	Rhubarb root	B
Millet	A	Beetroot	B
Ginger	A	Horsetail	B
St John's wort	A	Plantain	B
Chamomile	A	Chicory root	B
Spearmint	A	Cinnamon bark	B
Peppermint	A	Lemon peels	B
Rhodiola root	A		
Rooibos	A		
Thyme	A		