

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.

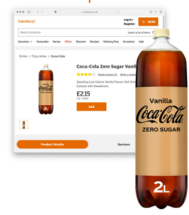
Our approach

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

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|  | SKU Name: Coca-Cola Zero Sugar Vanilla 2L Country: United Kingdom Category: Carbonates Subcategory: Low Calorie Cola Carbonates Brand: Coca-Cola Supplier: Coca-Cola Co, The Brand: Coca-Cola Retailer: 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 | Volume: 2000 ml Country: 1.0 Units Secondary Packaging: Can Be Recycled, Widely Recycled Diet: Vegetarian, Vegan GTIN: 549000240235 Flavor: Vanilla Health Claims: No Sugar, Low Calories Carbonation: Sparkling Pack Type And Material Type: Plastic Bottle No Chemical Additives: No Sulphur Dioxide Sweetener: Acesulfame Potassium, Sugar, Aspartame Free From: No Caffeine, No Nuts, No Crustaceans, No Allergens, No Eggs, Gluten Free, No Coloring, No Molluscs, Dairy Free, No Milk, No Soy, No Preservatives No Artificial Ingredients: No GMO, No Artificial Additives, No Artificial Flavours, No Artificial Preservatives |
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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 | | |