

Ingredients landscape tracking



Business need

An ingredients manufacturer wanted to sharpen their product positioning and reformulation plans across markets. To achieve this, they needed clear, comparable evidence on which ingredients were used where, how fast they were spreading, what price premiums they commanded and which brands were driving activity.

Our approach

We scraped leading retailer sites to capture full ingredient lists along with brand, price, nutrition, claims and reviews. This web-scraping approach ensured an accurate and scalable solution, with products mapped against a consistent category taxonomy.

Client outcome

Euromonitor delivered a live dashboard that enabled the client to easily analyse and monitor ingredient penetration and evolution. The client could then quantify price premiums, surface leading brands and manufacturers and link ingredients to functional health claims for millions of SKUs across a variety of categories and markets.

