

Advantage Report

2021-2022 Ireland

ECR Conference

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Prepared October 2021

Report Prepared by
The Advantage Group International



Advantage

A Year of Growth against Customer Priorities in Ireland

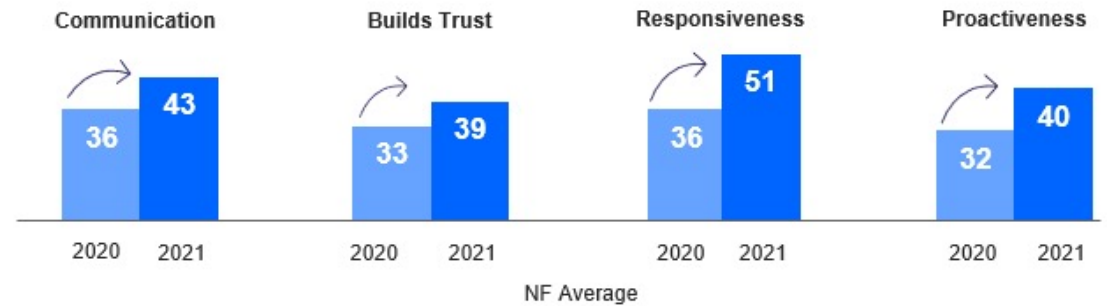
Advantage_
2021

Suppliers improve performance against all top 5 customer priorities in 2021



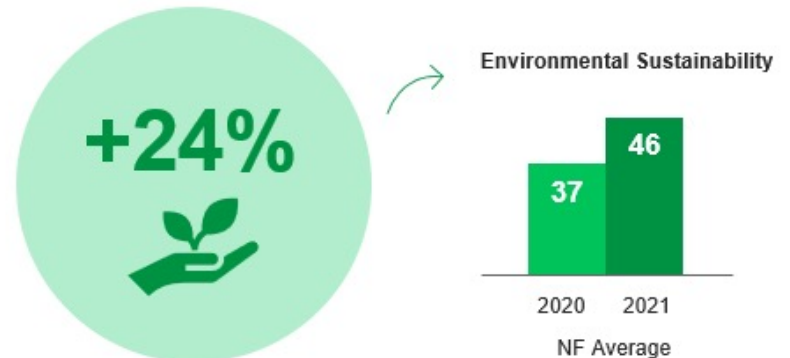
In the past there would be suppliers we had minimal contact with; that has all changed now. In the future, we would expect suppliers to be touching on every area of our business and not specifically focusing on the buying team. There will be much more communication and working a lot closer with them. *Ireland Retailer*

Suppliers improve their personnel performance across the board:



Environmental sustainability is extremely important and becoming increasingly more so. We have a very clear strategy we are working to and all our customer facing plastic will be gone in the next year. We are looking for suppliers to work with us to develop this and will not accept NPD in the future that has any customer facing plastic. *Ireland Retailer*

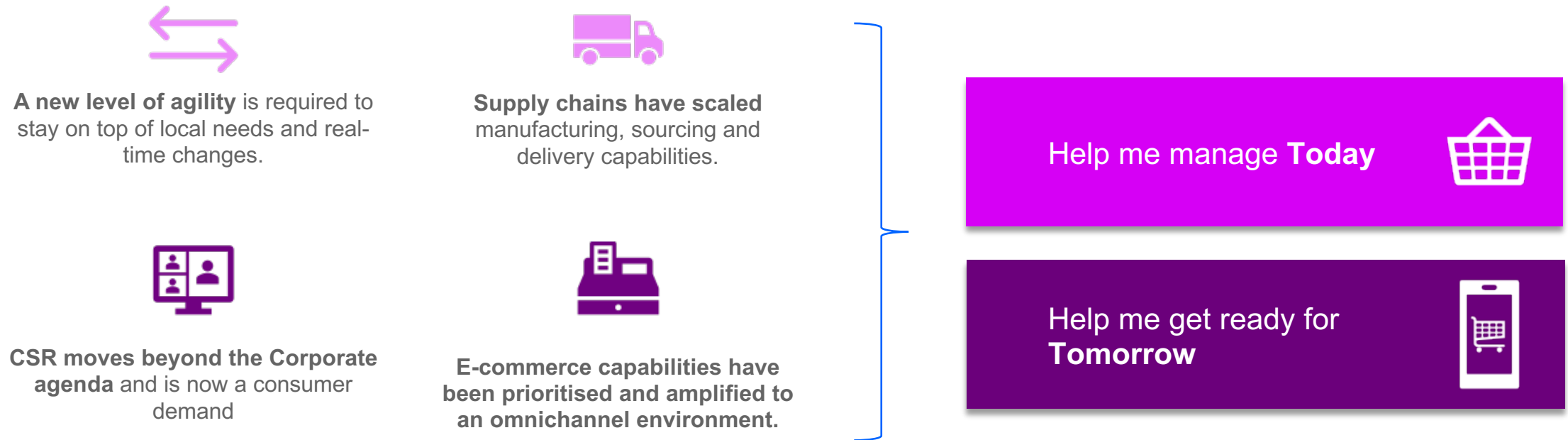
Environmental sustainability is a key area of focus for Retailers and Wholesalers (and a key area of improvement for Suppliers)



The Supplier-Retailer Landscape is Constantly Changing

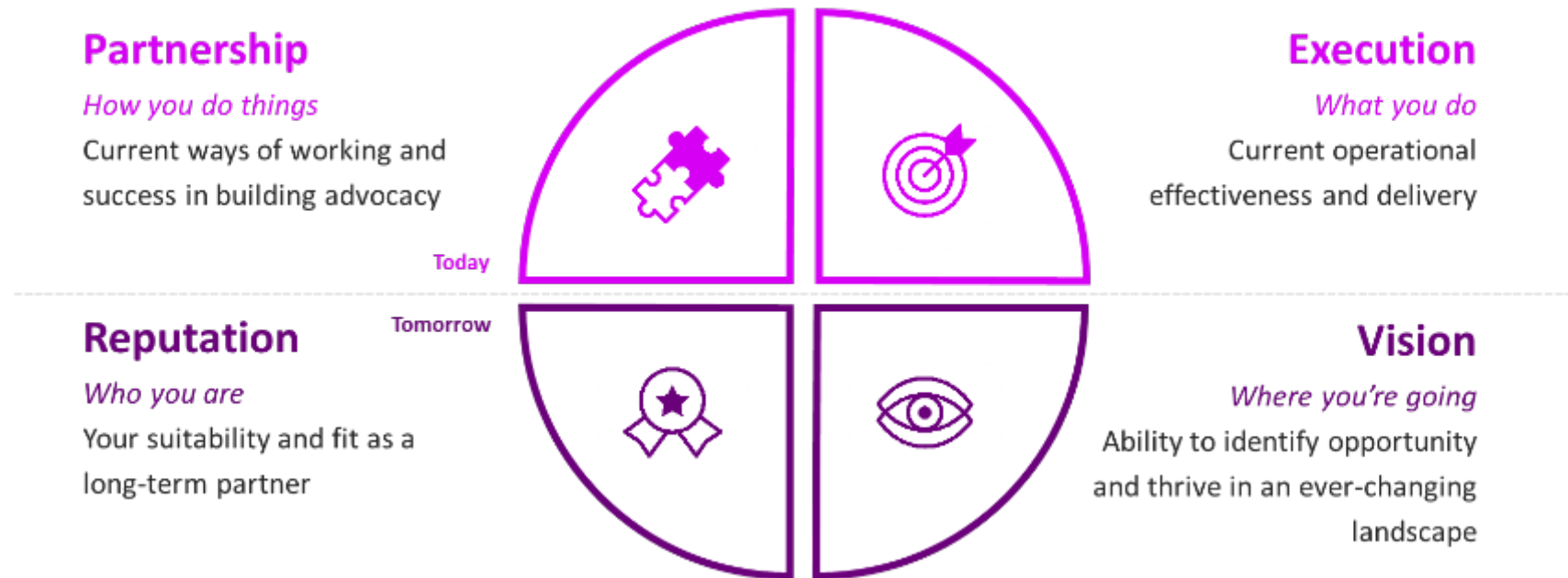
Not only have consumer preferences and shopping behaviours radically changed, but so have the skills and capabilities of Retailer and Supplier teams and how they engage with each other.

In a post-pandemic world, businesses operate differently and demand more.



For 2022 Advantage Group will be helping Irish Retailers and Suppliers build partnerships in the Online grocery channel

Our analysis of the 10 Million datapoints we have collected in Advantage Surveys globally, highlights that business partner engagement is defined by 4 Strategic Drivers





**There Are Always
Opportunities to
Improve**

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