



The Global Language of Business

shopper experience

Category Vision

“Preparing for Tomorrow, Today”

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Definition

A category vision...

...describes the possible and **desired mid-term target state** of a **category** for the **retailer** and **in the market**.

It illustrates the way of **changing shopper and consumer needs and behaviour** over a period of 3 to 5 years with the goal of **growing the category size** in the **overall market**.



Idea

Shoppers and **consumers** in a category have **needs**. These can **change** and/or be **influenced** by **various factors** and **trends** over time.

The category vision focuses on the **future** and **aims** to fulfil **future** and/or **new needs** of **shoppers** and **consumers**.

A category must therefore be adapted to the **needs** of **shoppers** and **consumers** of the future to ensure **sustainable long-term growth**.





Objective

The target is to **sustainably** increase the **consumption** and **shopping experience** of **shoppers** and **consumers** and to create **added value**.

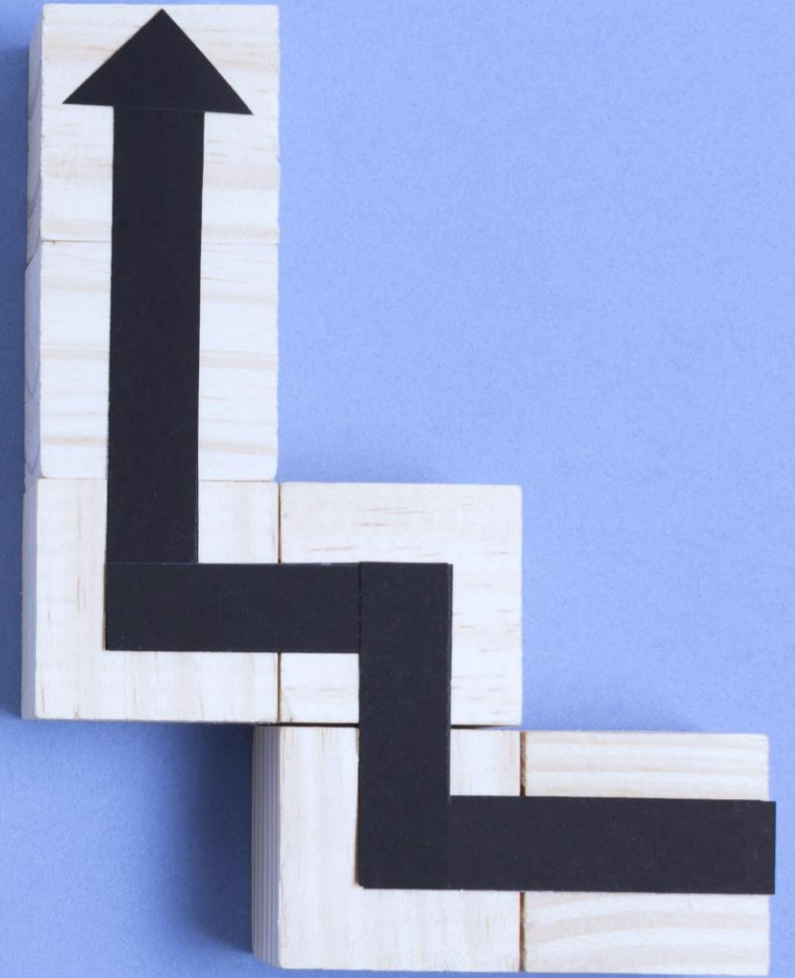
By influencing **shopper** and **consumer behaviour**, the **category** should grow in the **overall market**.

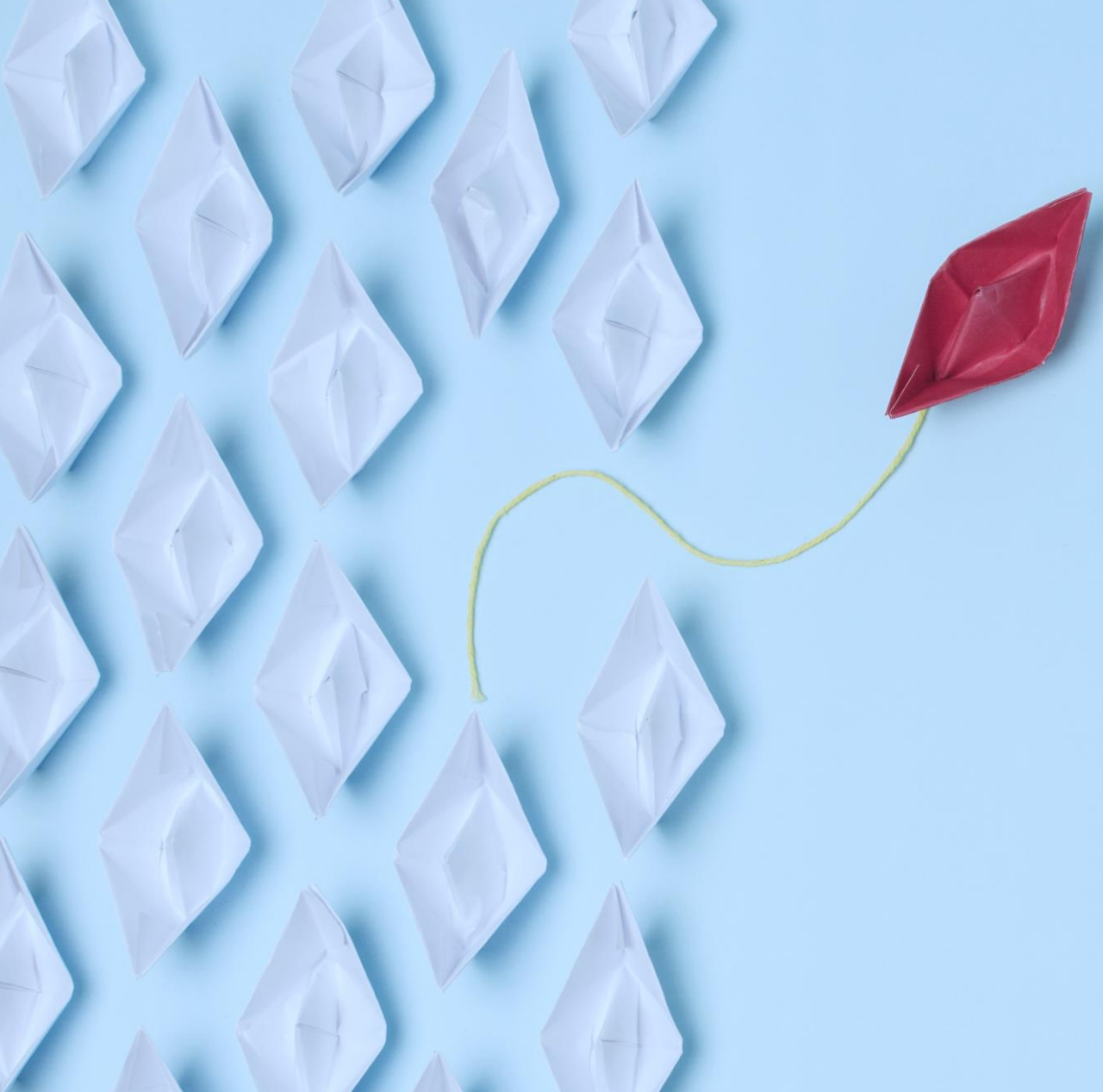
The category vision creates **future-oriented** added value, which aims to increase the **penetration** and/or **demand** for the category **in the future**.

Development areas

External perspective: Evaluation of external **influencing factors** and **trends** (macro & micro) to identify the **opportunities** and **threats** for the category.

Internal perspective: In-depth analysis of the portfolio to understand which shopper and consumer **needs** are **currently covered** and which should be **covered in the future** (potential development areas).





Growth drivers

Growth drivers describe how **consumer behaviour** in the category can change in the future, leading to **value growth**.

The growth drivers should **address** at least one of the **levers**:

- More shoppers in the category
- More spend (average spend through value or volume)
- More often (frequency)

Activation platforms

Activation platforms help to bring the growth driver **"to life"**.

The tactical measures are used to **activate** the growth drivers with:

- Product/ Assortment mix
- Placement (macro /mirco)
- Price
- Promotion at POS
- Communication to the consumer
- Communication on the product



Category Vision process



01

Analysis phase

Generate & evaluate insights

- Retailer perspective
- Shopper /consumer perspective
- Trend analysis
- Which needs/ trends do we serve, which do we not?
- Which needs could/should we serve more?



02

Formulating a category vision

Verbalisation of the future category development

- How can we strengthen our development fields?
- What analytical measures are required to optimise the development areas?
- How must the product portfolio be adapted and/or expanded?
- What communication measures are necessary?



03

Identification & quantification

Assess and prioritise growth drivers

- Which development areas are the biggest drivers of category growth?
- Where do we achieve the maximum benefit? Where are our biggest levers?



04

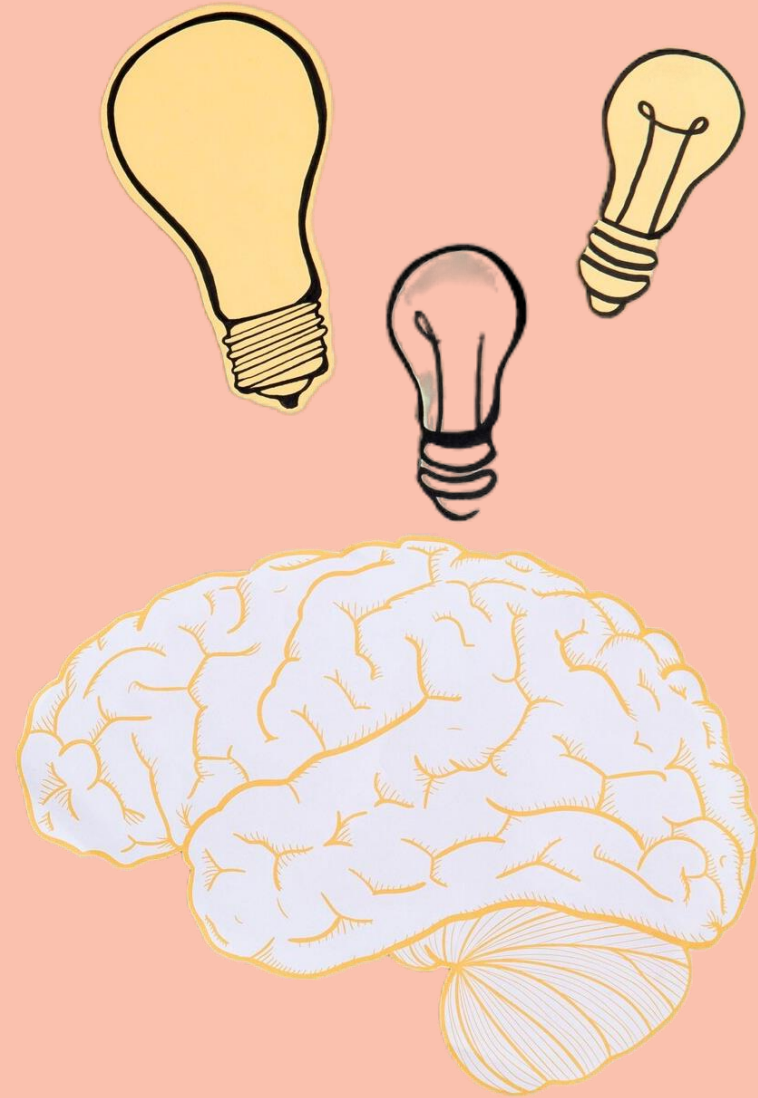
Preparing the activation

Creating the story

- What is the background for the category vision? Why is this category chosen?
- What potential is seen in the category?
- How will the category vision be implemented? What are the concrete measures?

Recommendations

- Think **category**, not brands
- **Data & fact-based** approach
- **Future-oriented** shopper & consumer insights
- Only **ONE** category **vision** (long-term character!)
- **Omnichannel** view for full growth potential
- Corporate culture: **willingness** and **openness** for new things & innovation
- **Cross-department** thinking (cross-functional)
- **Commitment** of all those involved, especially top management
- **Resource** allocation (time, budget, experts)
- **Transparent** communication to all stakeholders





Eager to ...

know more:

soon to be released white paper Category Vision in English – keep your eyes open or write an email to category-management@gs1.de

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So your shopper will love you.

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