Innovations in Soft Drinks

Description: This report provides the latest innovations around category management for the soft drinks category, with the aim to assist you in taking your category to the next level, thus driving footfall, engaging shoppers, enhancing shopping experience, and ultimately, increasing sales and shopper loyalty.

This report develops six key topics for the soft drinks category: aisle innovations, displays, cross merchandising, promotions, checkout, and private label vs. brands.

This report covers various retail markets and store formats, including hypermarkets, supermarkets, convenience, forecourt, and drugstore.

This report is based on an extensive ongoing programme of research into the soft drinks category on a global scale. Our teams of retail experts, based in various geographical locations, possess in depth country specific retail knowledge and continuously analyse category management and in-store execution for the soft drinks category, in the search for the latest innovations taking place around the world.

This report provides best practices and inspiration for in-store execution around the soft drinks category, focusing on six key topics: aisle innovations, displays, cross merchandising, promotions, checkout, and private label vs. brands. In-store execution analysis is derived from a broad range of markets, a mix of developed and emerging markets, as well as from a variety of store formats, including hypermarket, supermarket, discount, convenience, forecourt, drug, specialist, and general merchandising.

Reasons to Purchase:

- Gain a comprehensive understanding of innovations in category management for the soft drinks category.
- Obtain insights into what leading retailers and brands are implementing in-store, and identify how your competitors are winning in the category.
- Understand the differences and similarities in innovations across a variety of store formats.
- Obtain actionable recommendations on how to win in the soft drinks category.
- Gain inspiration via best practices from the top retailers and brands around the world, and formulate more effective marketing/go-to-market strategies and category plans.
- Direct your category investment and optimise resources for the best ROI, by understanding best in class execution and the role of private label within the category.
- Foster truly collaborative retailer-supplier strategic relationships, by focusing on elevating overall category with innovative in-store execution.
- Save extensive hours of research and store visit time. Access relevant insights in a highly visual and straight to the point report, with slides that you can easily use in your own internal presentations and reports.

Key Questions Answered:

- What are the latest innovations taking place in-store around the soft drinks category?
- What are the latest trends in innovative promotions for the soft drinks category?
- How can I optimize merchandising in order for the soft drinks category to be present in all the hot spots of the store?
- What are the latest innovations in Private Label products and how is Private Label driving changes for the overall soft drinks category?
- How can I create excitement in-store in order to drive footfall to my products, brands, and overall category, while engaging shoppers and building loyalty?
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8. Key Takeaways

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