

# IRI FreshLook™ Produce Solutions



## Answers to Immediate Business Needs Quickly and Right-Sized for Your Budget

### Market Situation

Health and wellness, convenience and consumer fragmentation are today's top three market trends. The growth of these key trends is providing great opportunities and challenges for growers and at the same time shifting long-standing ways of doing business.

Health and wellness consciousness among consumers, including using food for preventative health, has driven strong sales in produce vs. other sections of the store, with 2016 annual sales up +6 percent vs. less than +3 percent.

Convenient options in the form of washed, prepackaged, and value-added produce are gaining steam with time-strapped consumers. Consumers are seeking all kinds of produce attribute knowledge: natural and organic sources, where and how it was grown, the variety and advice on cooking preparation.

Retailers are addressing market fragmentation and personalized paths to purchase to meet the needs of consumers from different age and ethnic backgrounds. To help do this effectively, more than ever before retailers are looking to their suppliers to bring more insights about the consumer.

### Opportunity

Growers can seize upon these market trends and get their fair share of this expanding growth by investing in fast, easy and integrated solutions to understand market dynamics. Think about it – moving the needle an additional 1 percent for a mid-size grower with \$50 million in annual sales translates to an additional \$500,000.

Consider a more engaging conversation with your retail partners by providing them with a comprehensive assessment of the market and the consumers that shop their stores.

### Limitations

Retailer produce buyers have traditionally relied on growers to provide them with sales trends on their categories. But now buyers have increased their category assessment skills and embraced insights beyond basic point-of-sale (POS) sales trends and are looking to their supplier partners for deeper consumer and market insights.

Some existing solutions have had limited success in providing an integrated understanding of both random-weight and fixed-weight products. Others do not even provide a projected total market view, which is essential today.

## Why IRI

IRI's FreshLook™ portfolio of produce solutions combines POS data with consumer purchasing behavior and even pricing dynamics. It moves growers from being data providers into the role of insights partners.

The IRI FreshLook for Market Advantage™ application uses existing IRI FreshLook produce data, providing integrated, accurate, actionable, scanner-based sales information, exceptionally quickly and accurately.

Data sets include syndicated and custom views, multiple product attributes and channel views. Clients can also configure custom combinations of products, yielding accurate results of sales rates, distribution and promotional effects.

IRI FreshLook for IRI's Consumer Network™ panel provides an understanding of consumer and shopper behavior metrics, including penetration and buy rates, retailer leakage, cross purchase and channel insights.

The IRI FreshLook pricing solution provides a syndicated understanding of how price affects consumption, providing product price elasticities, promotion impact and differences between channels and retailers.

IRI provides a tiered offering of services designed to meet every budget: working with you to provide a one-time snapshot of the market, build a retailer pitch presentation or design an ongoing syndicated or custom delivery of data and insights that meets your needs.



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**About IRI.** IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care, retailers and media companies to grow. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand cloud-based technology platform, IRI guides over 5,000 clients globally in their quests to remain relentlessly relevant, capture market share, connect with consumers and deliver growth. [www.IRIworldwide.com](http://www.IRIworldwide.com)

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## Answers Fresh Food Trends Questions

- How has value-added produce and clamshell-packaged produce items affected my category?
- What other complementary produce items are millennial consumers purchasing at the same time as my category?
- How has the increase in sales of organics affected my category among all consumers? Among the heaviest consumers of my category?
- How can I better understand expected demand for my products as I get closer to harvest and have a closer view on current market pricing?

## Capturing the Value with IRI

IRI enables new levels of collaboration and joint business planning between growers and retailers to drive stronger growth within perishables. Examples include:

- Assisting a salad client with proving the incrementality of adding another kit SKU on shelf.
- Helping a carrot client to build a case for convenience packs targeting homes with children.
- Advising a berries client to demonstrate the role that organic plays in berry choice at the shelf.

## Contact

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