

# IRI ILLNESS TRACKING MODULE

## New Insights Create New Opportunities for the Seasonal Allergy and Illness Market

### Market Situation

Unfortunately, the number of people with seasonal allergies and illnesses continues to increase. For example, increased pollen counts affect more than 30 million Americans. Manufacturers and retailers are already focused on helping meet consumer needs when they are affected by flu and allergy seasons. By better understanding current and future trends as well as product drivers built on more granular and new insights, the CPG industry can be more responsive to market demand, which helps consumers, manufacturers and retailers alike.

### Opportunity

Consumers make more than 26 billion retail trips per year just to purchase OTC medications.<sup>1</sup> Deeper insights that ensure the right product is on the right shelf at the right time and at the right price point will enable manufacturers and retailers to serve consumers even better at their time of need. Additionally, accurate forecasts of season timing, peak and duration enable better resource allocation for supply chain, innovation pipeline, merchandising support and media spending.

Serving consumers better has significant rewards. With retail OTC sales totaling \$34 billion in 2016,<sup>2</sup> a 1 percent increase in market share represents a \$340 million growth opportunity.

### Limitations

Product sales in many CPG and OTC categories are highly correlated with seasonal allergies and illnesses. However, it has been difficult for marketers to integrate incidence data with POS data in an actionable way to connect with consumers at the right time and succeed in a very competitive marketplace.

### Why IRI?

For manufacturers and retailers with sales influenced by seasonal allergy and illness incidences, IRI Illness Tracking is the only fully integrated solution available.

Created in partnership with Symphony Health, it brings much needed innovation by integrating incidence data from Symphony Health with IRI's POS sales data at the county level. The solution delivers these insights via IRI's industry-leading Liquid Data® technology platform. Manufacturers and retailers can now track incidence and sales at the same geographic level and better understand causal relationships, gaining a significant insights advantage over companies who don't subscribe to the solution.

<sup>1</sup> [www.chpa.org/marketstats.aspx](http://www.chpa.org/marketstats.aspx)

<sup>2</sup> [www.chpa.org/OTCRetailSales.aspx](http://www.chpa.org/OTCRetailSales.aspx)

## Answers Key Illness Incidence Planning Questions

- How do I plan for the upcoming cough, cold, flu and allergy season?
- Do I have enough products on shelf to avoid OOS during peak seasonal periods?
- Which markets offer the most opportunity for my products during the next 4 to 12 weeks?
- How do I explain my sales performance versus last season?
- When should I expect the seasonal peaks to occur for different types of allergies and illnesses?



Illness duration, levels and peaks correlate with sales over time.

Rapidly uncover previously unavailable growth opportunities for illness-related products.

### How It Works

IRI's Illness Tracking module is integrated into IRI's Market Advantage™ application. It enables marketers to forecast incidence on a weekly basis during peak allergy and illness seasons and provides incidence information looking forward 4 to 12 weeks. This equips manufacturers and retailers with the lead time necessary to execute and adjust go-to market strategies. The service provides:

- **Rapid Incidence/POS Tracking** – Integrated illness incidence and product sales information on a single analytic platform, enabling quicker insights and decision-making.
- **Comprehensive Incidence Outbreak Alerts** – Illness outbreak alerts to navigate manufacturers and retailers throughout the season with guidance on activation.
- **Actionable Incidence Forecasts** – Accurate incidence forecasts (season, weekly, 4 to 12 weeks out) to help manage plans more efficiently.

### Capturing the Value with IRI

Companies that use the Illness Tracking solution will gain deeper insights more rapidly by understanding the impact of seasonal allergies and illnesses on sales by product and geography over time. Manufacturers and retailers can then apply that knowledge proactively to fine-tune marketing activities, such as merchandising, pricing and mix, unlocking new revenue, profit and market share growth potential.

### Contact

For more information, contact your IRI representative or the Customer Interaction Center at [Customer.Interaction.Center@IRIworldwide.com](mailto:Customer.Interaction.Center@IRIworldwide.com)

**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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