



## Retailers vs. Packaged Goods Companies: Worlds Apart?

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## About RSR

- Founded in 2007 to quickly become the leading source of insights for trends in retail technology, and retail in general
- Mission: To elevate the conversation about retail technology to a strategic level within the retail enterprise. Our differentiators:
  - **Objective Insights** *into the business challenges and opportunities that retailers are addressing in today's marketplace, and how Winners win*
  - **Pragmatic Advice** *to both retailers and solution providers*
  - **Extensive Retail Industry Experience**
  - **A Deep Bed Of Research** *into retailers' technology investment plans and the business opportunities and challenges that drive those investments.*

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# Research Overview

- A very different research project for RSR
  - Merchandise planning has long been about what brands want to sell (more than about what shoppers want to buy)
  - This model no longer works for consumers, and they are becoming more vocal about that
  - As a result, we queried both sides – retailers AND CPG providers - to find out their challenges, internal struggles and future plans in order to make real progress
- Wanted to understand the extent of product category managers' current and future realities on both sides of the trading relationship
- Also wanted to home in on how planners use technology, particularly geo-location data and analytics, to better localize and refine assortments, prices and promotions
- Who's to blame?
  - Are retailers and suppliers in the fight to bring more relevant products to shoppers together?
  - Or are they truly worlds apart?

# The High Value Of Location Data

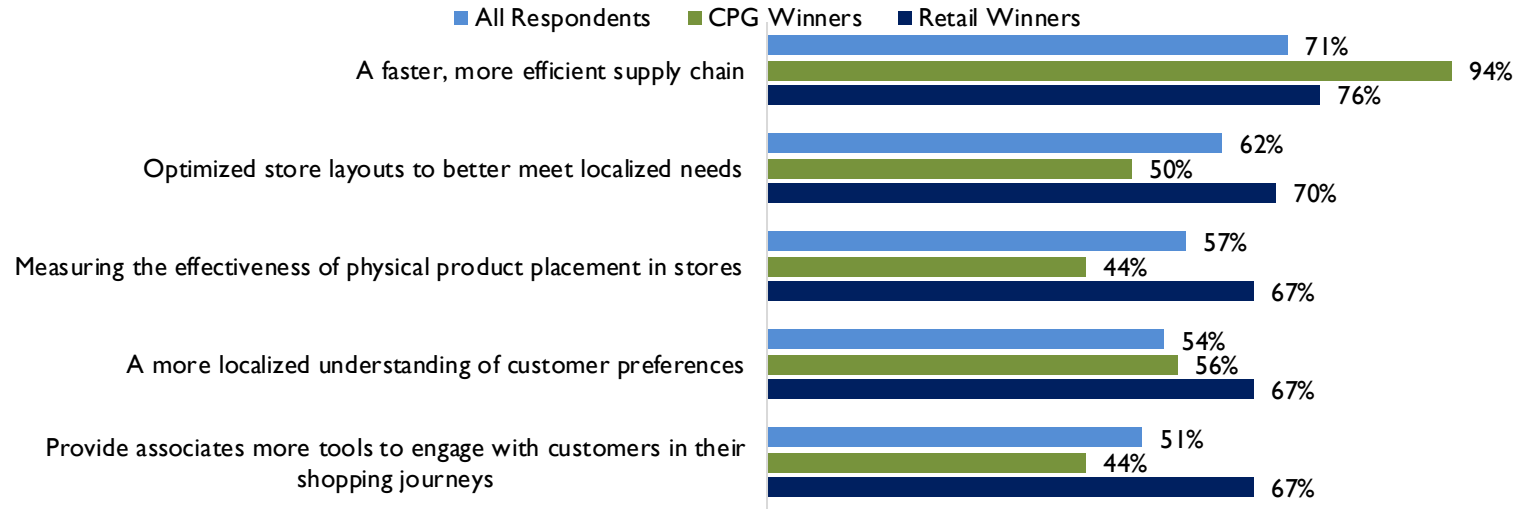
How much value is there in using geo-location data to achieve the following?

■ High Value ■ Some Value ■ Little/No Value



# A Matter Of Focus

How much value is there in using location data to achieve the following? ('High Value' - Selected Differences)



# Different...

## CPG's Top Category Management Challenges (Compared To Retailers)

■ CPG ■ Retail

Predicting the impact of future pricing, assortment and promotional decisions

43%

30%

Cannot pull insights from data quickly enough to act on them

34%

20%

Understanding the customer experience across channels

32%

39%

Difficulty managing extremely fast and extremely slow moving products

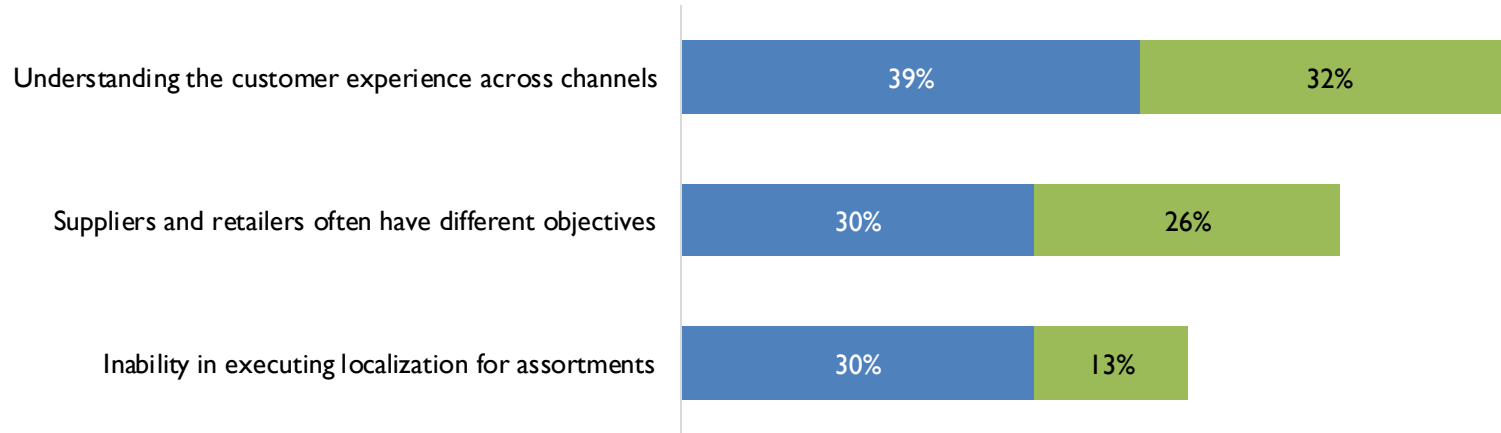
32%

15%

# ...Points Of View

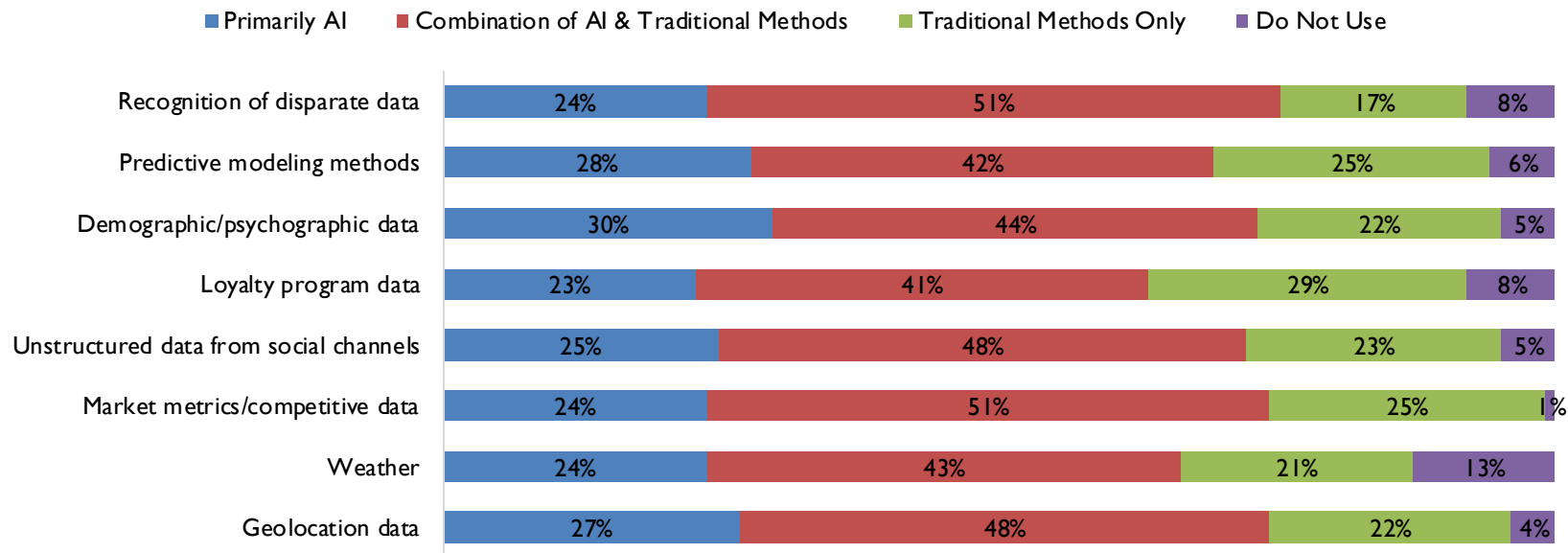
## Retailers' Top Category Management Challenges (Compared to CPG)

■ Retail ■ CPG



# New Analytical Tools Are Gaining Acceptance

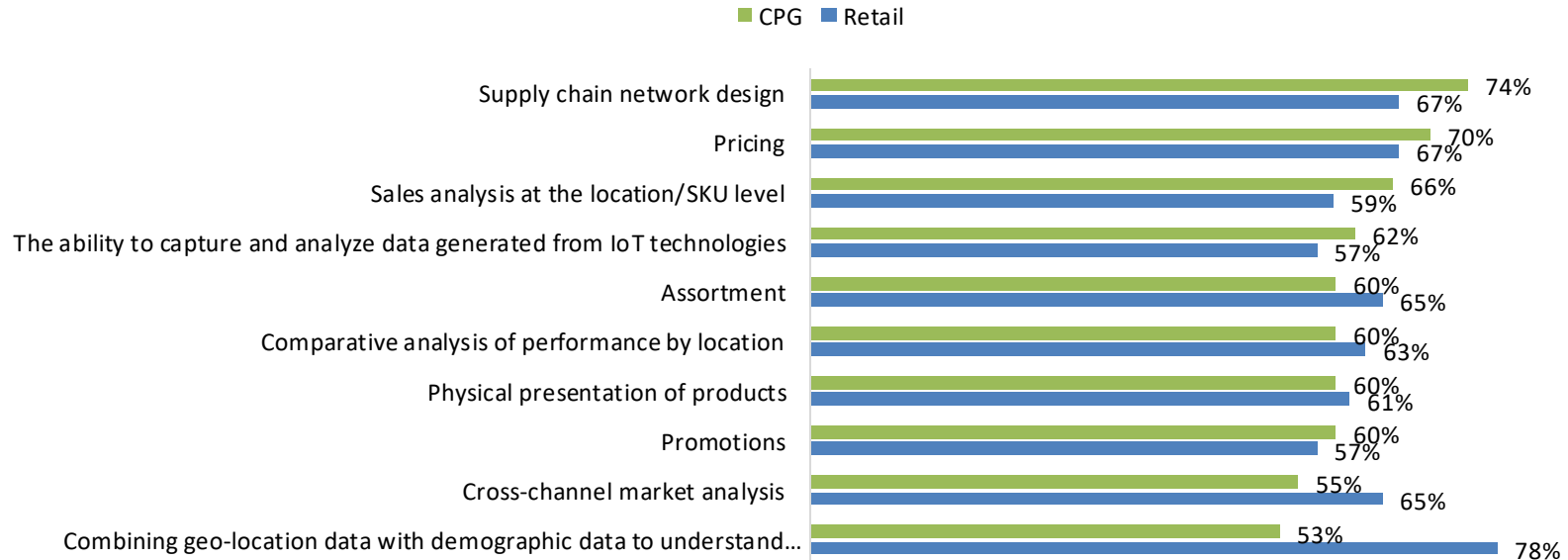
How does your company use the following to improve forecasting?  
(All Respondents)





# Location Information = Real Power

How do you perceive the value of location information for the following?  
('High Value')





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