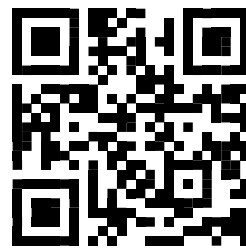


Value-based differentiation with NIQ's 'Better For' competitive set segmentation



Compare your business to niche competitors, *not just the total market*

Understand **Better For**

Better For solves limitations that come from the “Natural Channel” by defining and narrowing a competitive set of category disruptors and differentiated products.

- Analyze the full view of category dynamics across all channels
- Measure brands that differentiate through claims, certifications, and positioning
- Reach and segment value-oriented consumers
- Apply meaningful and sustainable growth towards your products

Answer **key** questions

How does my portfolio measure against the competitive set **across all channels**, at a brand level?

Which brands are **disrupting** categories with value oriented better for positioning? Who are their consumers?

What **Better For** claims, certifications, and positioning do consumers care about?

How can I **penetrate** beyond small, regional “natural channel” retailers to reach more consumers with my message and products?

How can I better **connect** with retailers on differentiation and category performance?

“75%+ of organic is sold outside of the traditional natural grocers”

The legacy natural segment is **not** an accurate representation of the market. You need a wider view that measures the majority of **Better For**

NIQ’s industry-leading data is derived from deep product coding, full views across channels, and consumer panels including:

- Mass, Drug, Club, Dollar, eCommerce, Convenience
- Conventional Food, Pet, BevAl (**contains NIQ exclusive coverage**)



Industry-leading granularity



Differentiated market view



Product-driven segmentation



Expanded competitive coverage