

Looking Beyond the Aisle: Understanding the Full View of Consumer Behavior

NIQ

C360
Envision *what's possible*



Retail channel
shifting

Sustainability

AI

Financially polarized
consumers

SNAP/WIC

GLP-1 impact

Pop culture

Globalization and
localization

Aging population

Cannabis
legalization

Clean label

Social media

Out-of-home workplace and
dining behavior shifts

Shifting
demographics

Personalization

Rx to OTC

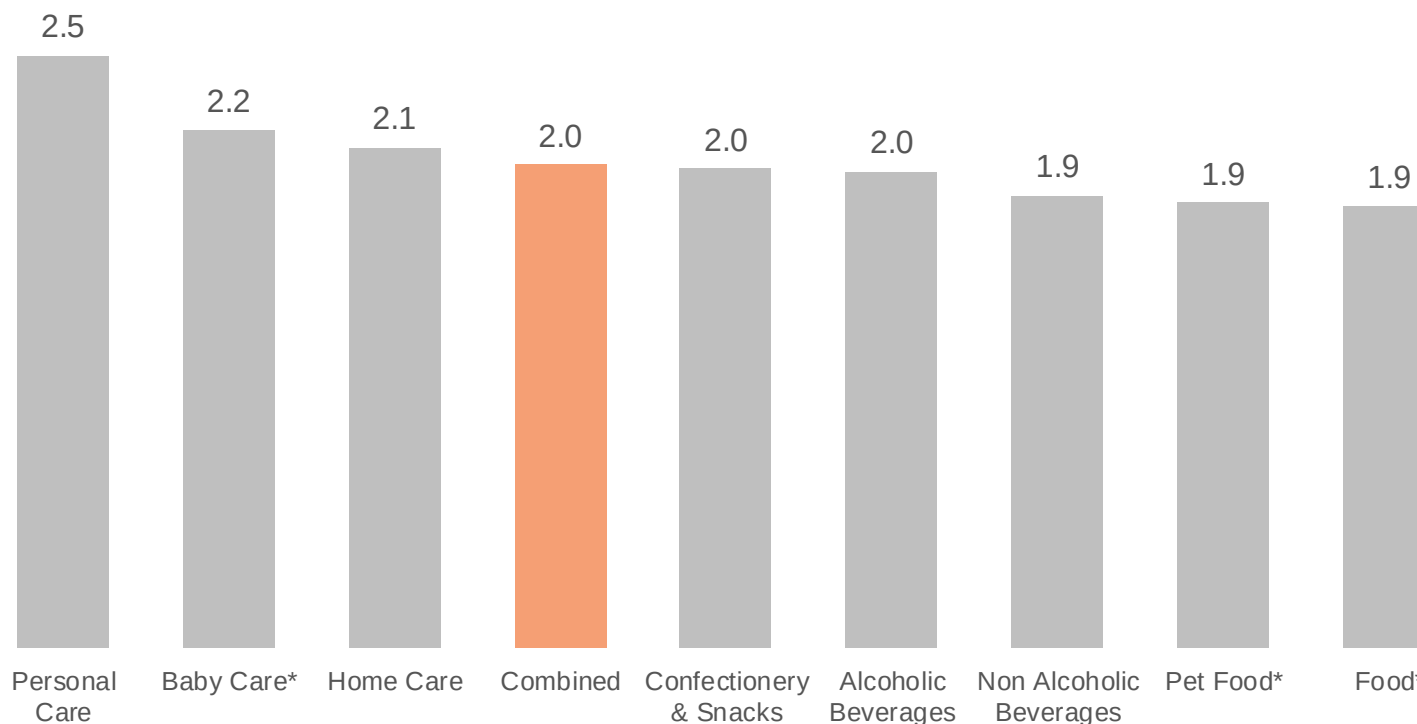
GenZ and GenAlpha

Better For™
mainstreaming

Manufacturers with growing innovation sales are **2x more likely** to grow total sales...

But only 7% of manufacturers grew innovation sales in the past year!

Impact of Innovation Growth on Overall Growth¹
by Super Category



* US only

¹ - Impact is calculated as a ratio of percentages of manufacturers growing total sales among those growing innovation sales vs. those with no growth in innovation sales
Source: BASES Innovation Measurement comparison of Total Sales & Innovation Sales growth across 20K+ manufacturers in US & EU comparing latest 52 weeks with previous 52 weeks

Flavor, ingredients, collaborations, emerging need consumer needs and behaviors



Stretching innovations into new categories



1 out of 4

of all new brand launches in the US in the past year were brand extensions

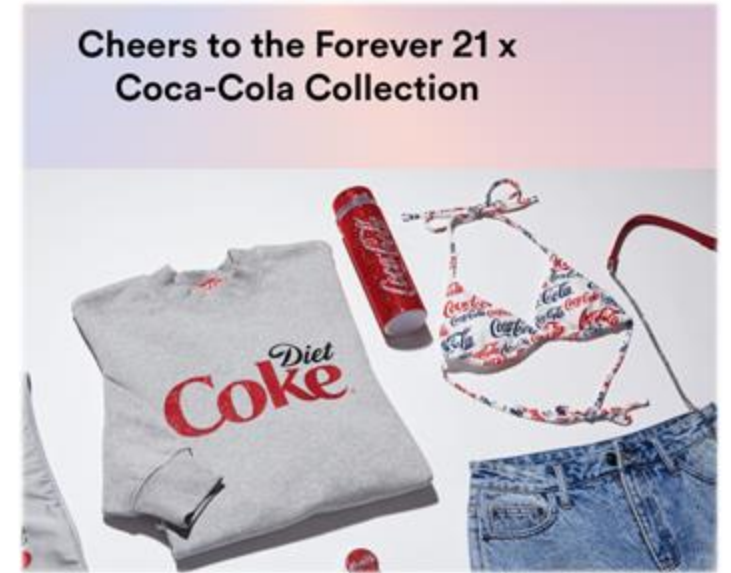
and

23%

higher sales for brand extensions than completely new brands in their first year in the market

<https://nielseniq.com/global/en/insights/education/2023/say-yes-to-the-stretch-unlock-cpg-growth-potential-through-category-expansion/>

...And Beyond The Store



Generational wellness priorities provide cross-aisle inspiration perspectives



Gen Z

Animal welfare-related

- Cruelty Free, Humane

Social responsibility

- Ethical, B-Corp, fair trade

Clean label

- Free from aluminum, parabens, artificial fragrance
- Natural ingredients

Health needs

- Brain & eye health, hair/skin/nails, mood & stress
- Immune system health, microbiome



Gen Y / Millennials

All of Gen Z but to lesser degree

Highest indexing group for

- “Provides energy”
- Pregnancy and lactation support
- Reusable packaging

Highest indexing group for

- Consuming *Better For™* foods and organic overall



Gen X



Boomers

Sustainable packaging

- Less packaging
- Sustainable packaging

Health & need states

- Cellular function
- Cardiovascular health
- Joint health
- Heart health



Greatest

Environmental sustainability

- Low emissions
- Reduced carbon impact

Health & need states

(Even greater degree than Boomers)

- Cellular function
- Cardiovascular health
- Joint health
- Heart health

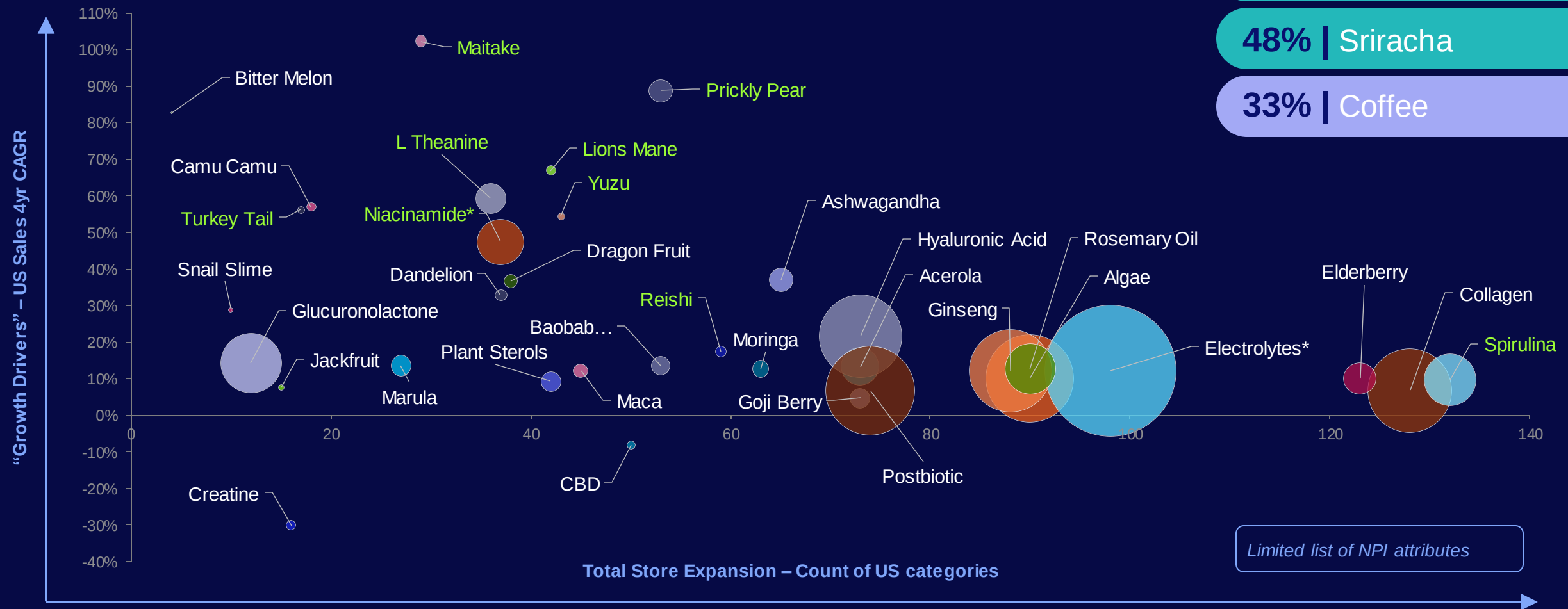
Tracking ingredient and search trends across categories provides inspiration

Search growth in *F&B* and *Beauty*

33% | High Protein

48% | Sriracha

33% | Coffee



Bubble size denotes total sales in L52 week All attributes represent QUALIFIED ingredients on package—those indicated by an * symbol represent STATED claims on package
Source: NIQ, Retail Measurement Services, NIQ Product Insight, powered by Label Insight, Total US xAOC; Total Store; # of Categories selling, 4-yr CAGR (\$); 52 weeks ending April 20, 2024

Mushrooms, fungi, mycelium, mycoprotein growing

+29.3% | All Mushrooms

\$ % change vs 4 years ago

Macro Trends

Body health

(nootropics/adaptogens, protein, fiber, antioxidant, anti-inflammatory)

Plant-based

Flavor / Umami

Cultural fascination



Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; 52 weeks ending April 20, 2024

Sea vegetables growing in sales across the store

+32.6% | Sea Vegetables

\$ % change vs 4 years ago

Macro Trends

Sustainability

Globalizing palate

Plant-based

Clean label ingredient

Health

vitamins, minerals, phytonutrients



Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; 52 weeks ending April 20, 2024

Today's panel....



Bob Nolan

SVP, Demand Science
Conagra Brands



Kelsey Kreamer

AVP, Consumer & Market
Insights
L'Oreal



Dan Wandel

VP, Chief Strategy Officer
Bump Williams Consulting





A PORTFOLIO OF 35 GLOBAL, COMPLEMENTARY & ICONIC BRANDS

Consumer Products



L'Oréal Luxe



Professional Products



Active Cosmetics



L'ORÉAL
COMPANY OVERVIEW 2020

C360
Envision what's possible



L'OREAL
using **AI**
to fuel
innovation

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L'ORÉAL
GROUPE

L'Oréal Paris Colorsonic

Intelligent hair color technology: The only haircolor device of its kind





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NIQ E-Comm
Search Insights

NIQ BASES

NIQ Omnishopper &
Omnisales

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CGA
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Company

 **Management
Science
Associates, Inc.**

 **planalytics**

 **CATALYTICS**

SPATE

Glow.

 A SERVICE OF
**NATIONAL
RETAIL
SOLUTIONS**



 **KLINE**
+Company

 **The
Weather
Company**



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