

NIO

Founders

Pitch Slam

2025

NIO

Success, Elevated

Del producto al lineal

NIQ





2020

Disrupción de la
pandemia



2021

Adaptación a la
“nueva realidad”



2022

Presión
inflacionaria



2023

Sobrevivir a los
costes de vida



2024

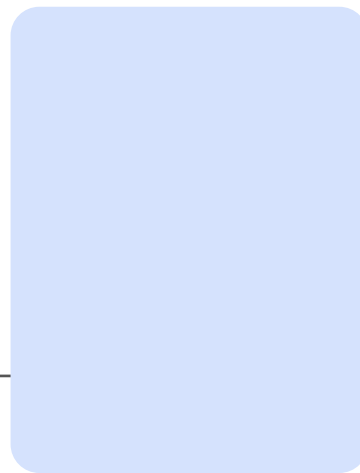
Signos de optimismo en el contexto macroeconómico.
Tras la desaceleración de los precios, el crecimiento en
volumen se consolida.



122€

Miles de millones

Total ventas valor



+4,8%

Evolución ventas
valor



+1,5%

Evolución número de
hogares

+1,1pp

Aumento presión
promocional

+18%

Evolución del E-
commerce

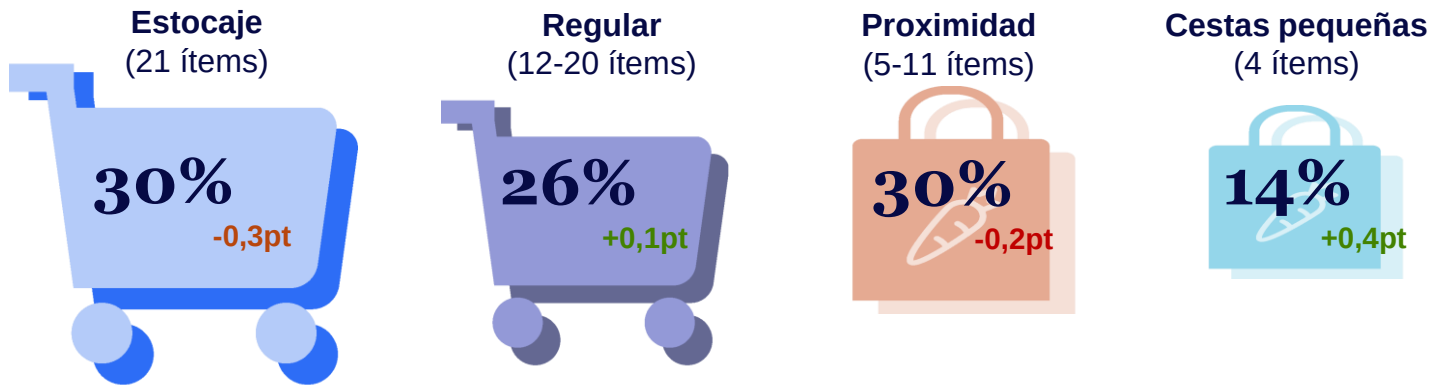
+1,7%

Evolución ventas
volumen

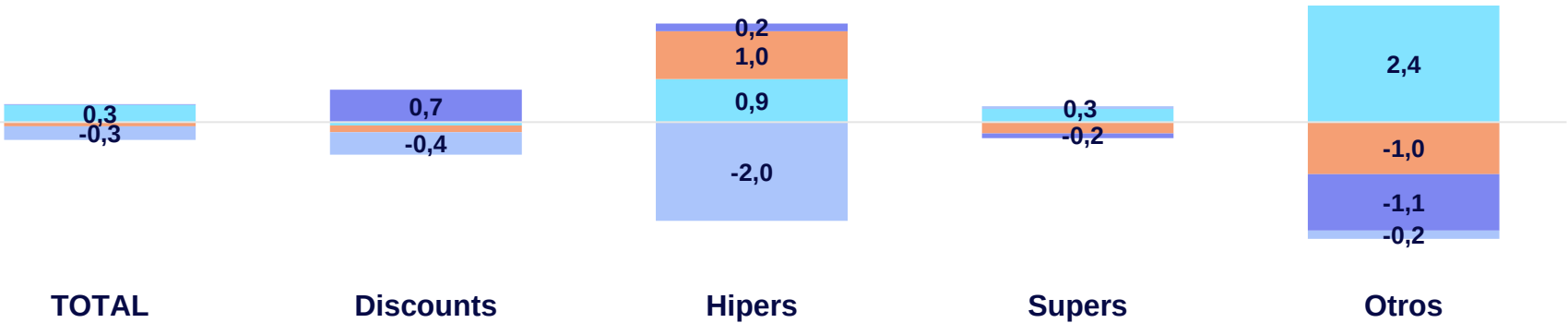


Cestas más pequeñas no solo en la Proximidad, en las grandes superficies también ganan relevancia

Cuota del tipo de cestas en valor (%)



Diferencia de cuota en valor vs YA(%)



Source: NielsenIQ Homescan Panel on Demand: Total España, Total PGC, FY 2024



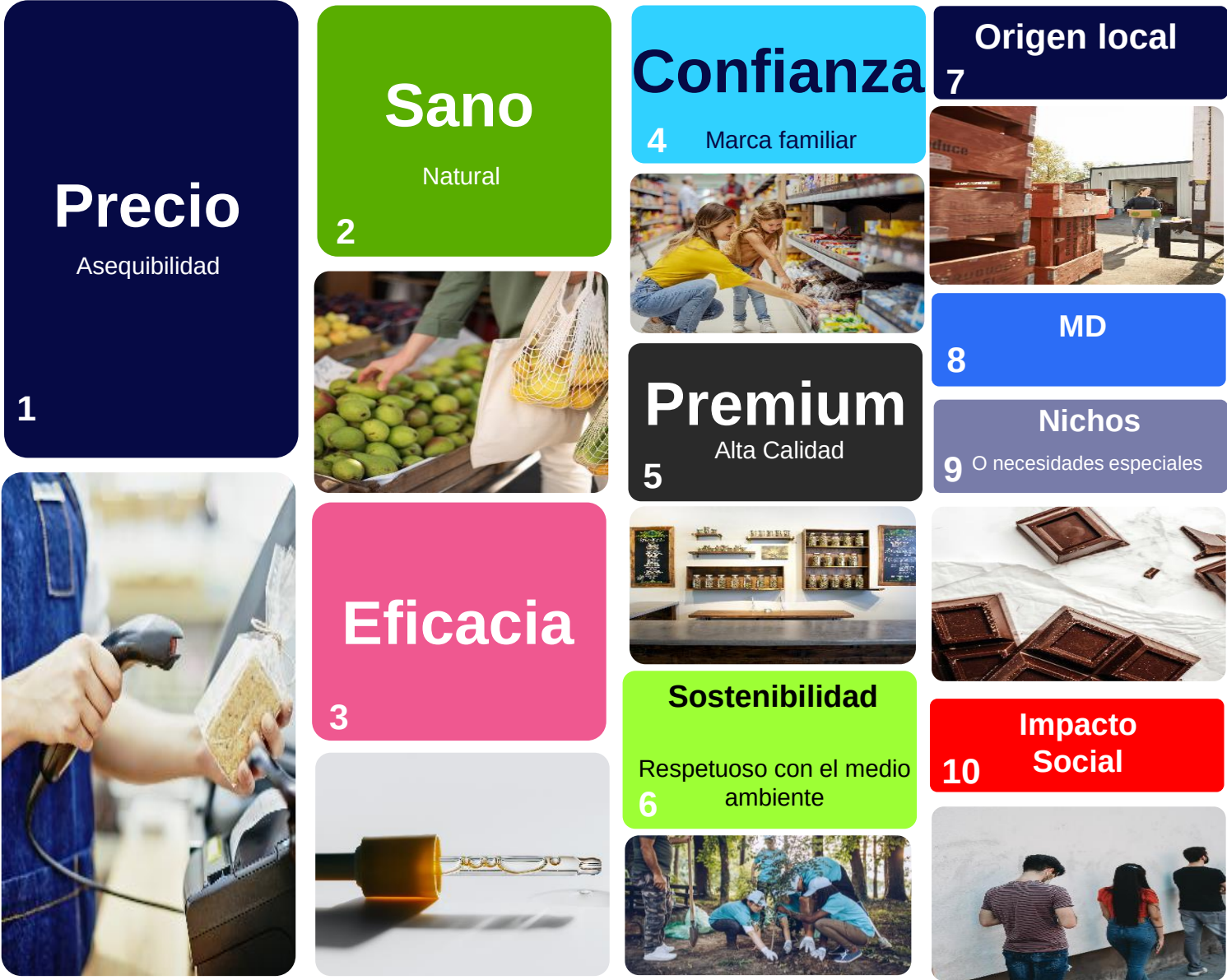
El estado del consumidor es de
"determinación"

El consumidor gasta en lo que le
importa y aporta

*Del consumo prudente al
intencionado*



¿Qué es importante para los compradores?



Vuestro entorno ha cambiado exponencialmente



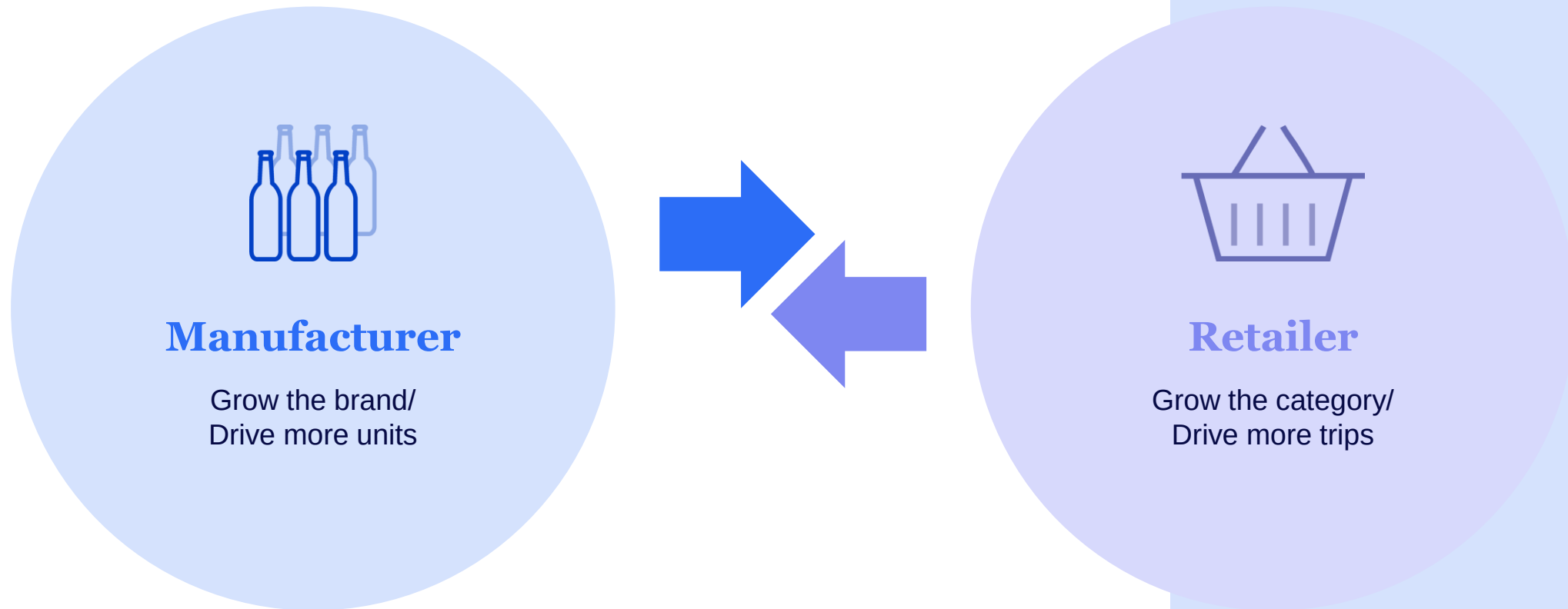
Success, Elevated

Building Distribution

NIQ



But manufacturers and retailers often have different goals in mind



**So... how to ensure retailer
buy-in?**

Focus on 4 areas to drive distribution, and velocity!



Focus on Growth & Incrementality

Set the stage for the consumer / market need



Have an A-MA-ZING Product

Deliver on promises and exceed expectations



Design a killer Pack

Stand-out on shelf with design to garner interest

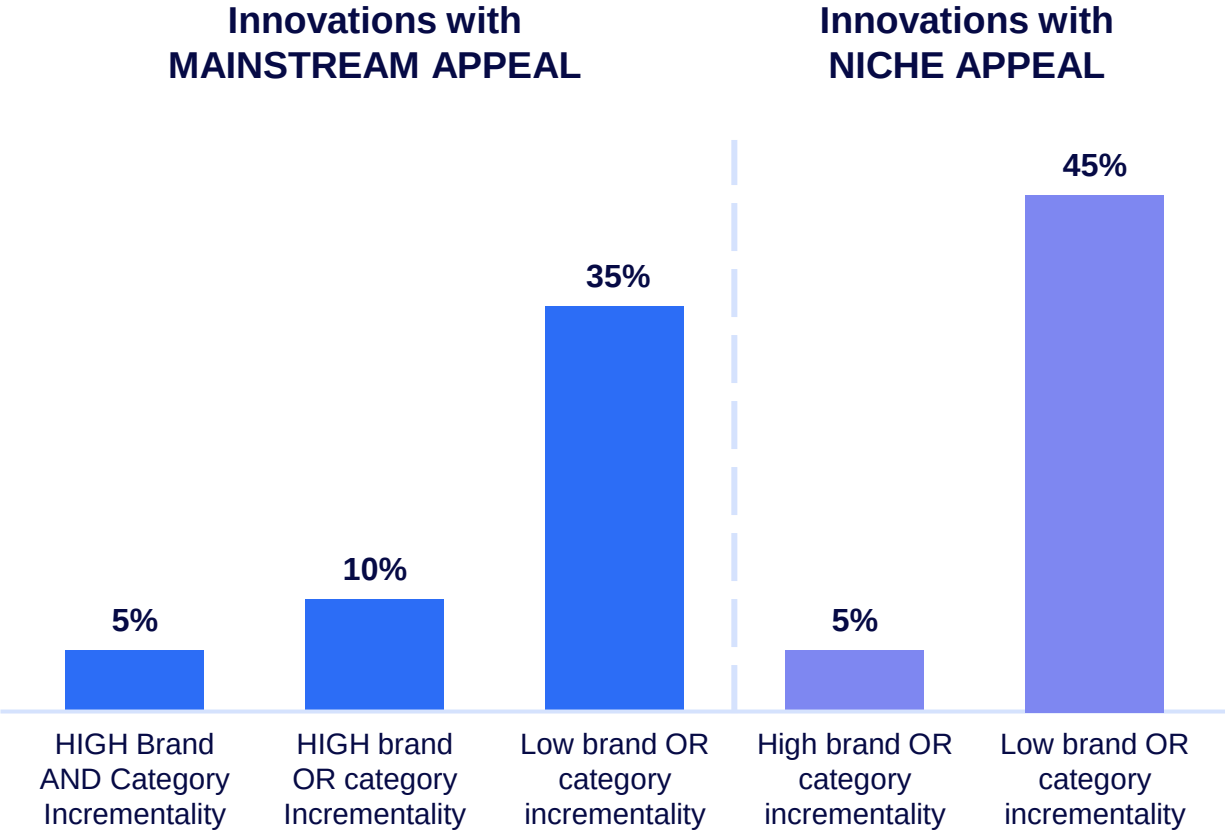


Go Omni

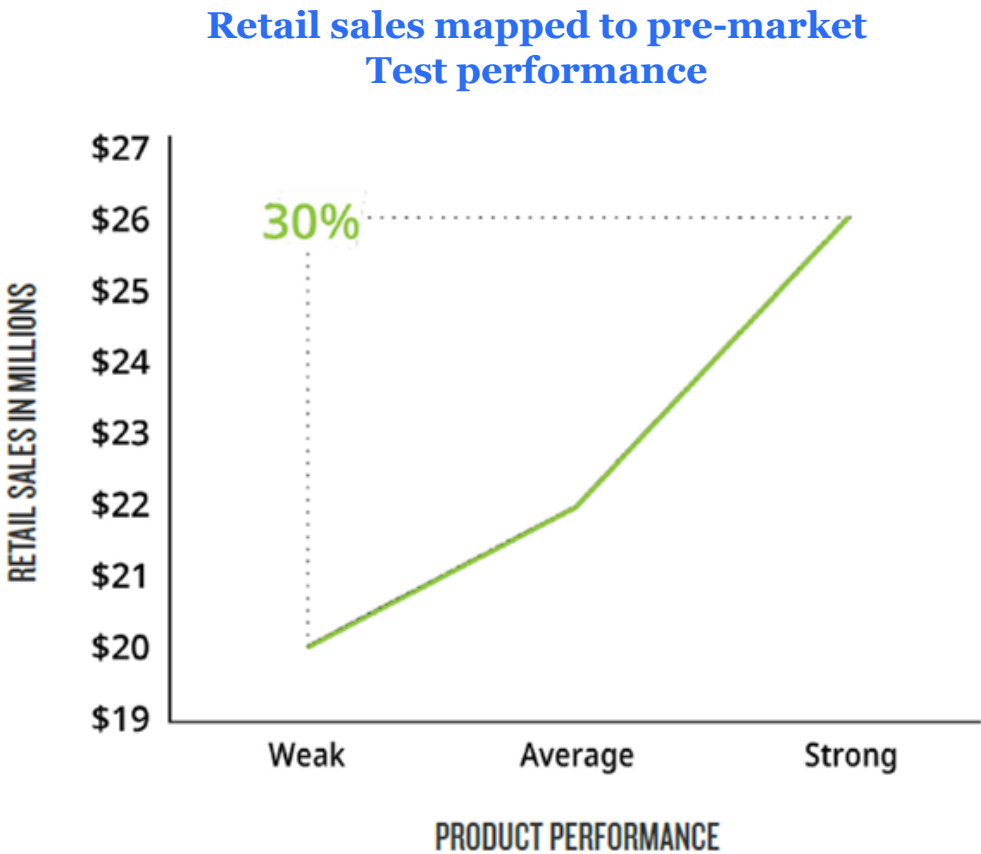
Setting the stage and securing consumer acceptance

Incrementality is achievable but challenging

Breakdown of Evaluated Innovations



Your product needs to be A-MA-ZING!



Cutting corners on product optimization to favor speed to market is a risky bet

30%

Greater year-one sales for launches with strong product performance over those with weak performance

Packaging is the only marketing asset to reach 100% of consumers

Packaging reaches
100%
of likely buyers at the
first moment of truth

Top-performing package
design is seen by
~70%
shoppers than the bottom-
performing design

65%
of consumers report that
they've tried a new
product based only on its
packaging form or visual
design

*Based on NielsenIQ BASES cross-category package design audit analysis

Don't lose neglect omni-channel – most consumers shop online and in-store...

Where do you normally shop for grocery & household items?

% respondents who shop at this channel - Europe



...and many do their research online before stepping foot into retailers



32%

Of shoppers claim to look for consumers' online reviews before deciding to buy CPG products

44%

For those who seek out online reviews, the reviews they encounter are likely to change their purchase decision

Focus on 4 areas to drive distribution, to drive velocity!



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Setting the stage and securing consumer acceptance

Thank you!

Este es un resumen. Podemos presentar el informe completo en tu empresa.