

The True Strength of Vitamin Brands

Leveraging Brands to Boost Revenue

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Your presenter today



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Jonneke entered the consumer market research field in 2007, accumulating extensive knowledge and expertise in consumer purchasing and consumption dynamics across various markets, with a primary focus on retail. Since joining GfK in 2011, she has been responsible for ensuring that all deliverables are impactful and transformative for the business. Jonneke is the account lead for several major retail brands.

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Economic concerns, primarily inflation, are predominant in the Netherlands. Additionally, the cost of healthcare remains a significant issue, along with global climate change



Inflation / High Prices

52% ↑



Cost of Healthcare

29% ↑

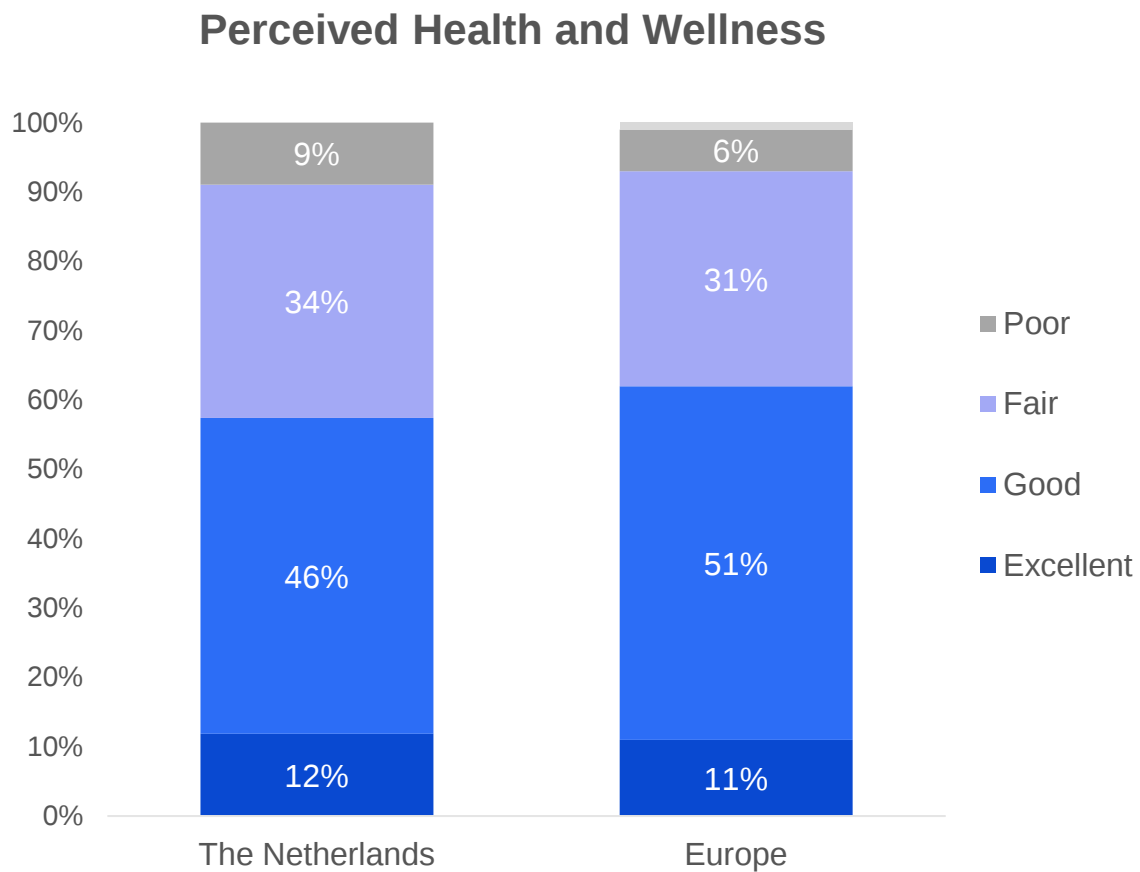


Global Climate Change

26% ↑

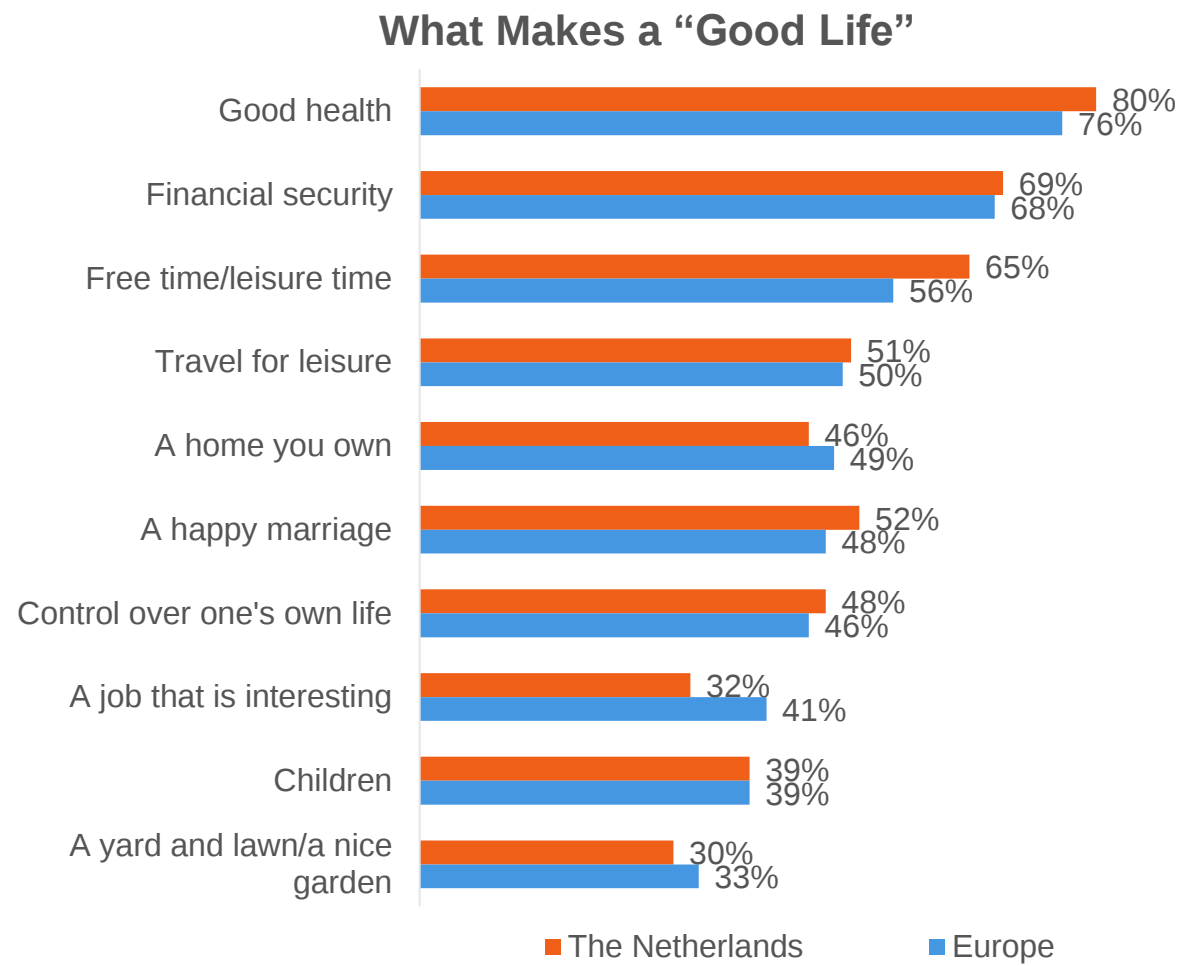
Source: GfK Consumer Life 2023, NL (n=1025)

Around four in ten individuals claim to have sub-optimal levels of personal health and well-being



Source: GfK Consumer Life 2022, NL (n=1224) vs. Europe (BE, FR, DE, IT, ES, SE, UK, NL; n=12326)

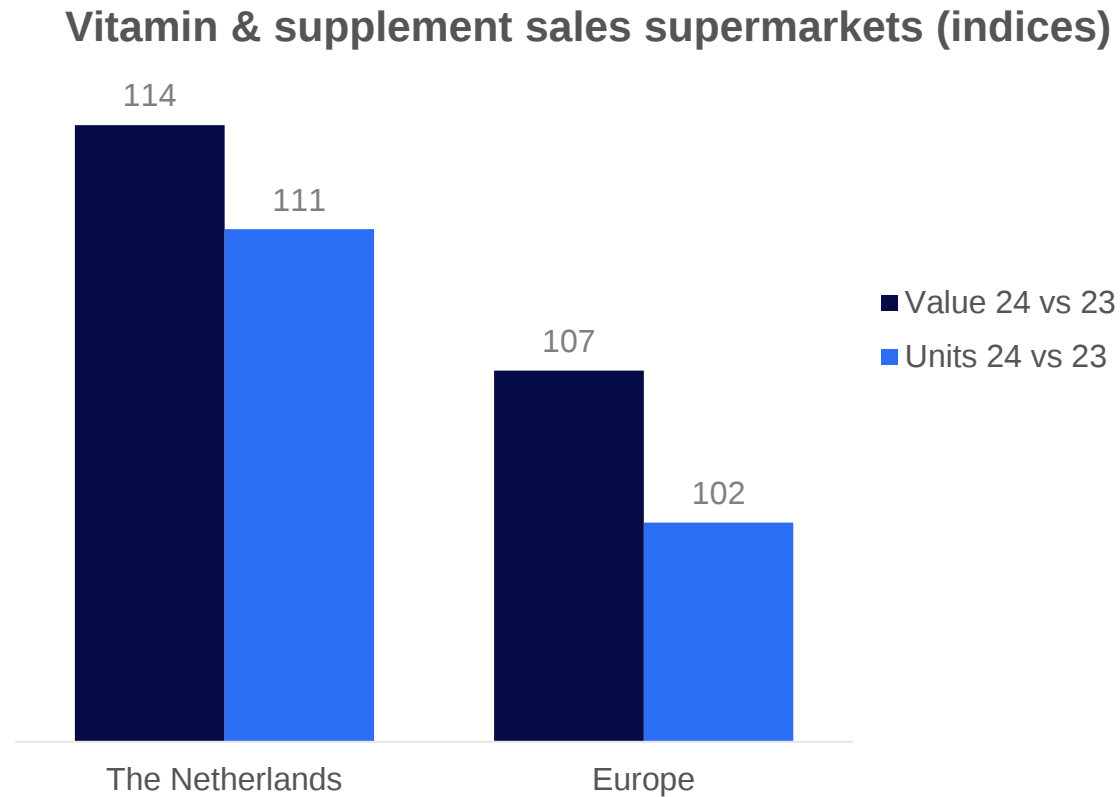
Good health is considered the most important factor for a fulfilling and satisfying life



+4 pp.
Good health is given even greater emphasis in the Netherlands compared to the rest of Europe

*Only top-10 categories displayed
Source: GfK Consumer Life 2023, NL (n=1224) vs. Europe (BE, FR, DE, IT, ES, SE, UK, NL; n=12326)

Vitamins play a central role in Dutch consumers' health perceptions and the market is growing at a fast pace



**NL Total Market:
€ 308 mio (+7,4%)**

Source: NiQ RMS data 2023 - 2024

**Quick check with the audience:
can I see some hands?**

Who uses or buys
Vitamins or Supplements
on a regular basis?



As a consumer: how do you choose your vitamin brand?

Do you have a preferred brand?

*And... what if you were the **brand manager** for a vitamin brand... what would you do?*



How would you
assess the value of
*different vitamin
brands in the
market?*



30%



of revenue
is attributable to
brand strength

When a brand becomes irresistible in the minds of many, it unlocks *sustainable business growth and profitability*

However,
traditional brand metrics
fail to connect brand performance
to market performance

As a Brand Manager,
how would you bridge
the gap between
brand performance
and market reality?

NIQ Brand Architect

Our innovative approach unpacks
consumer perception of brand value to:

- predict **how many** people
you can sell to now and
in the future (**Brand Choice**)
- capture **how much** people are willing
to pay (**Brand Premium**)

The result? Brand health KPIs that reflect
how brands perform in-market

How would you measure brand strength more effectively?

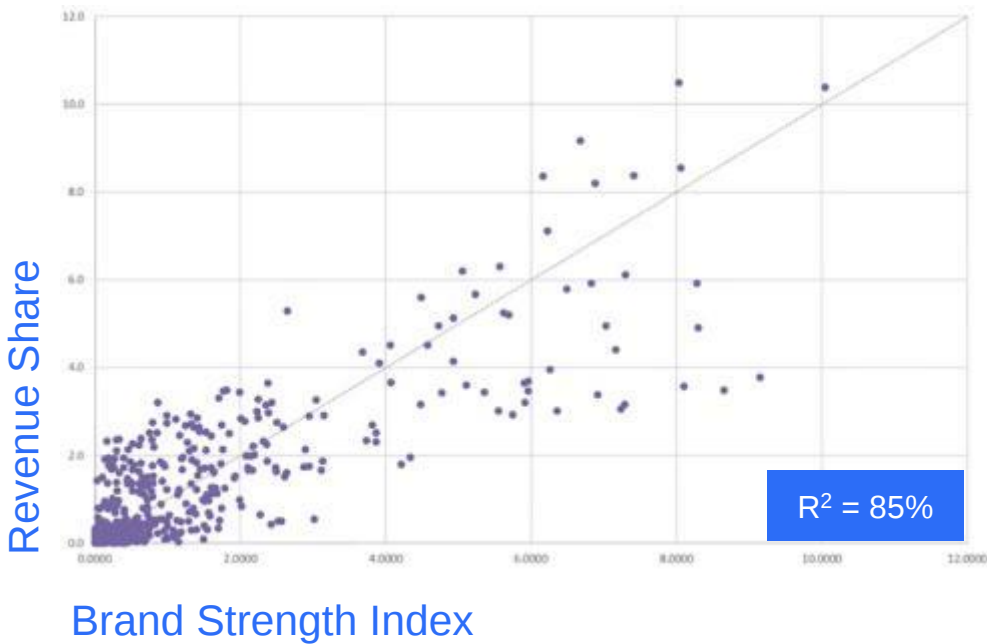
NIQ Brand Architect enables brands to assess the effects of consumer perception on both their **purchase predisposition** and the **premium** they are willing to pay



“The main purpose of branding is to get more people to buy more stuff for more years at a higher price.”

Marty Neumeier

Foresee what will actually happen in the market.
Highly correlated with market performance



The best way to measure brand strength is to simulate how consumers make brand choices in the real world

- *NIQ Brand Choice Evaluator* changes the rules of brand measurement, by observing consumers' decisions in simulated scenarios within relevant contexts
- Enabling you to:
- More accurately and confidently predict their brand choices, compared to asking direct questions
- Spot the real opportunities and identify threats

“Brand building is about building potential in people’s minds today which will influence future purchases. To measure true brand performance, we need to simulate these future decisions, today.”

Trevor Godman

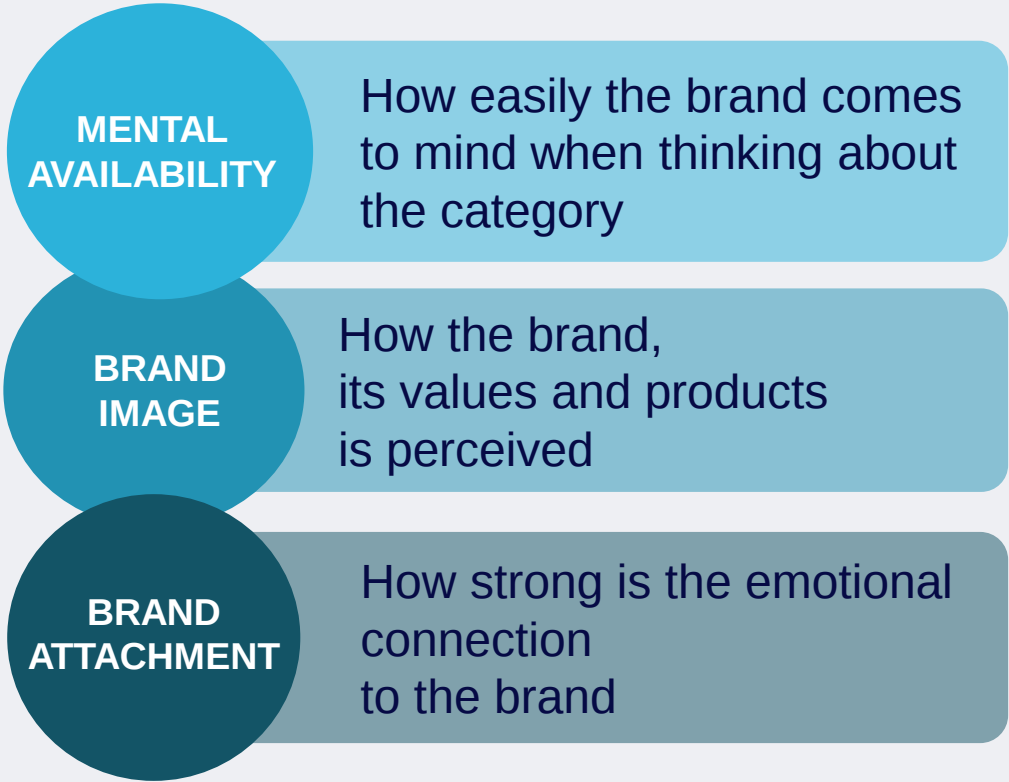
NIQ Brand Innovation & Strategy

If these were the only available options. Which of the following products would you buy?

CONTEXT 1		CONTEXT 2	
Brand B	Brand A	Brand F	Brand G
Brand B	Brand A	Brand F	Brand G
\$458.50	\$331.50	\$878.50	\$585.50
Brand C	Brand E	Brand H	Brand D
Brand C	Brand E	Brand H	Brand D
\$318.50	\$481.50	\$302.50	\$405.50
None of these products			

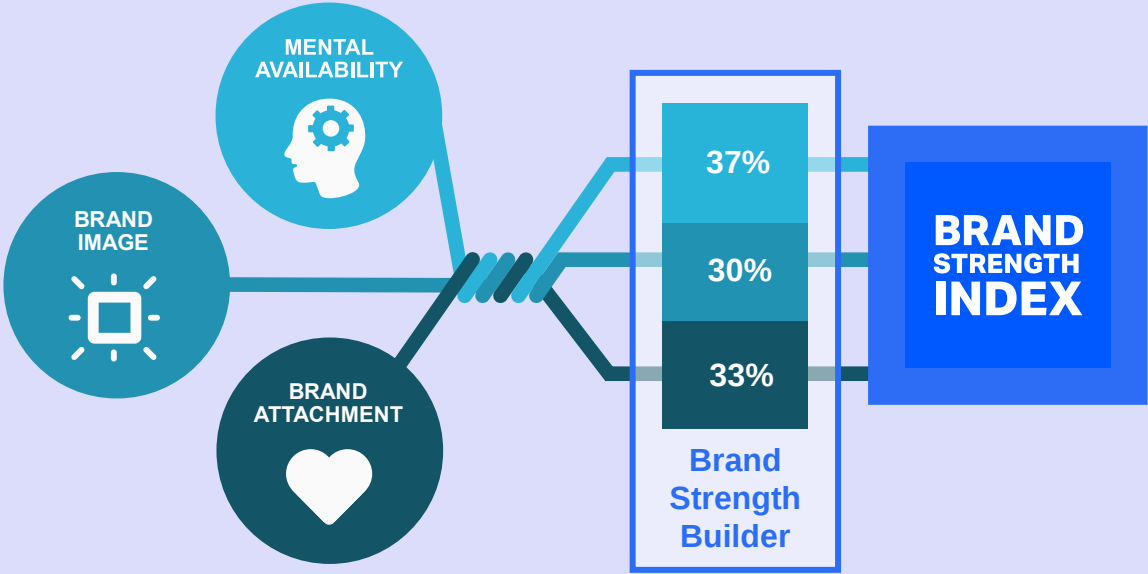
It provides a 360° view of your current brand strength and how to enhance this

The *Brand Strength Builder* understands the full range of contributors of brand strength



Diagnostic analysis tools enable marketers to...

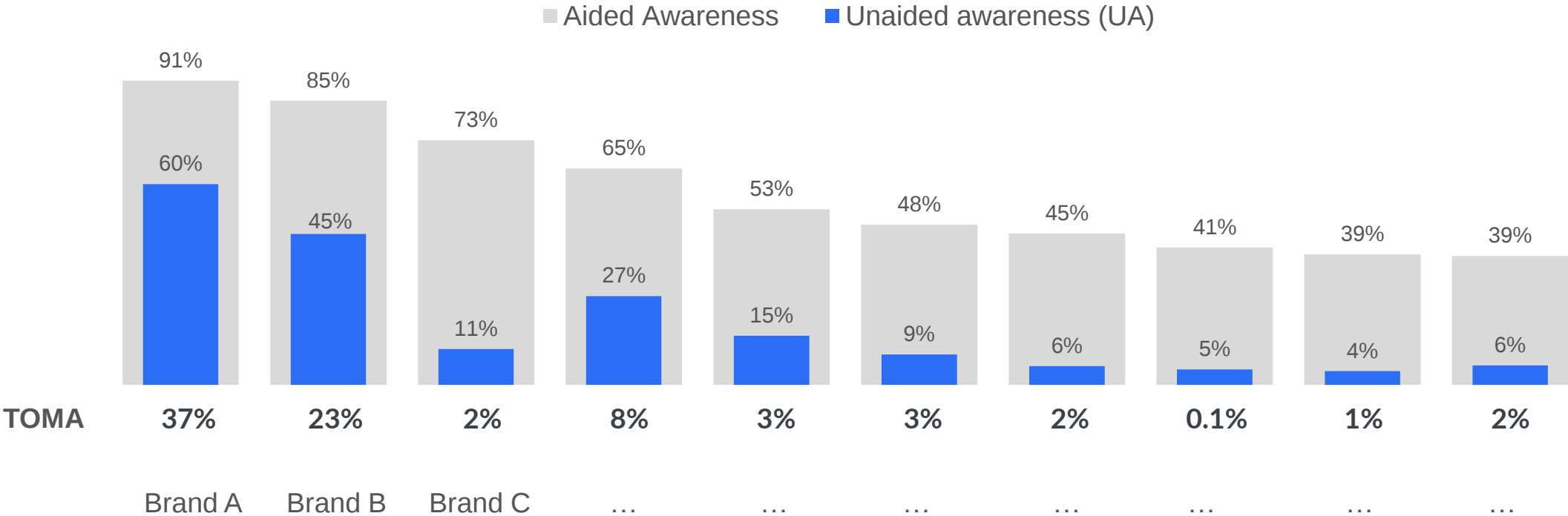
- Target brand building on volume, value or both
- Prioritise efforts on the key strategic pillars of brand strength



How did we use
Brand Architect
*to uncover insights
on the vitamin
market?*



In terms of mental availability, Brand A outperforms the market. Its unaided awareness is significantly higher than all other brands



Base: all respondents, n=761 | SBAW1_First/TotalMentions. What is the first/ other multivitamin brand that comes to your mind? | ABAW. Even though you may have already told us, which of these multivitamin brands are you aware of?
Source: GfK Brand Architect - Multivitamins (Dec 2022)

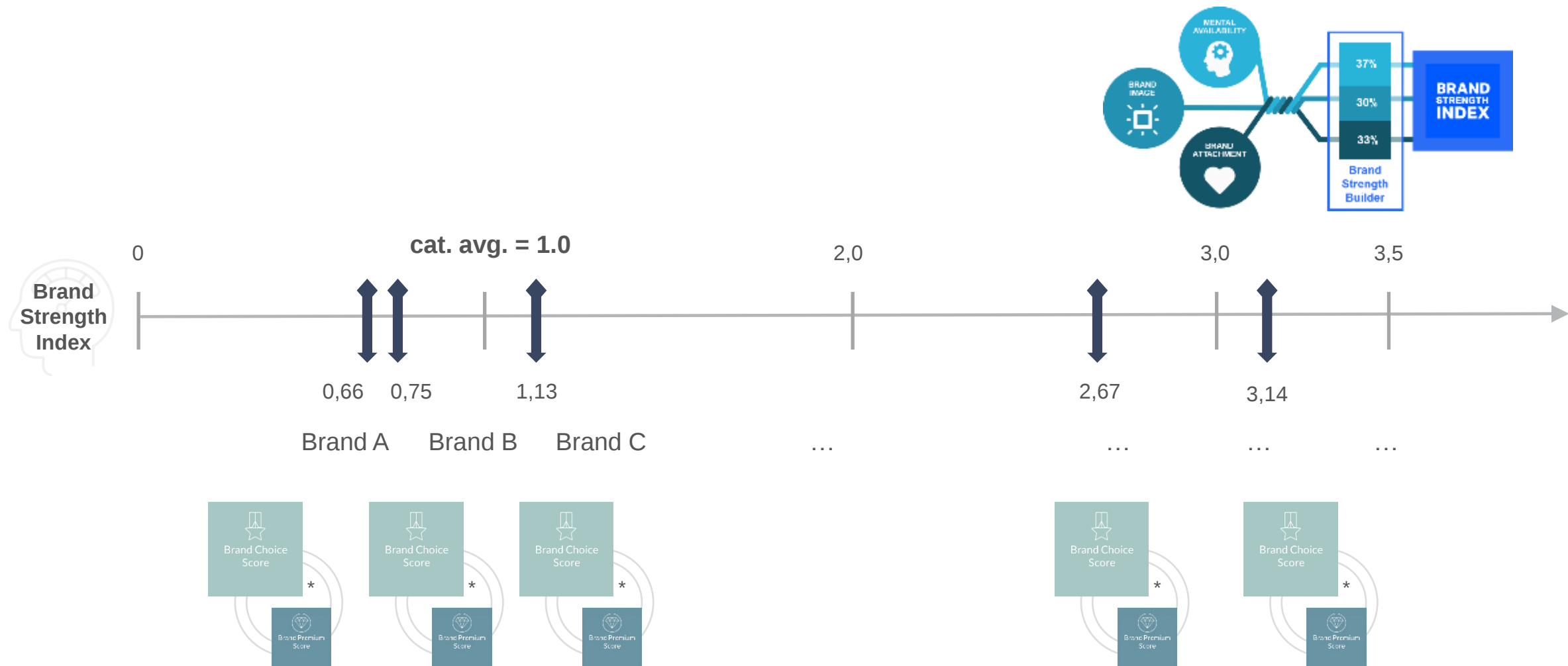


When it comes to image, some of the most distinguishing factors in the vitamin market are natural ingredients, luxury, and promotion. Brand X is mostly associated with luxury, Brand Y with sustainability, Brand Z with promotions and universality



*Not all attributes shown for readability purposes
Source: GfK Brand Architect - Multivitamins (Dec 2022)

Plotting all brands together reveals that Kruidvat and Davitamon lead the market in terms of Brand Strength Index, scoring well above the category average



* Size of the square represents the contribution to the Brand Strength Index | Base: all respondents, n=761 | BCE. Imagine you were to buy your next jar of multivitamins. If these were the only available options on the market, which product would you buy?
Source: GfK Brand Architect - Multivitamins (Dec 2022)

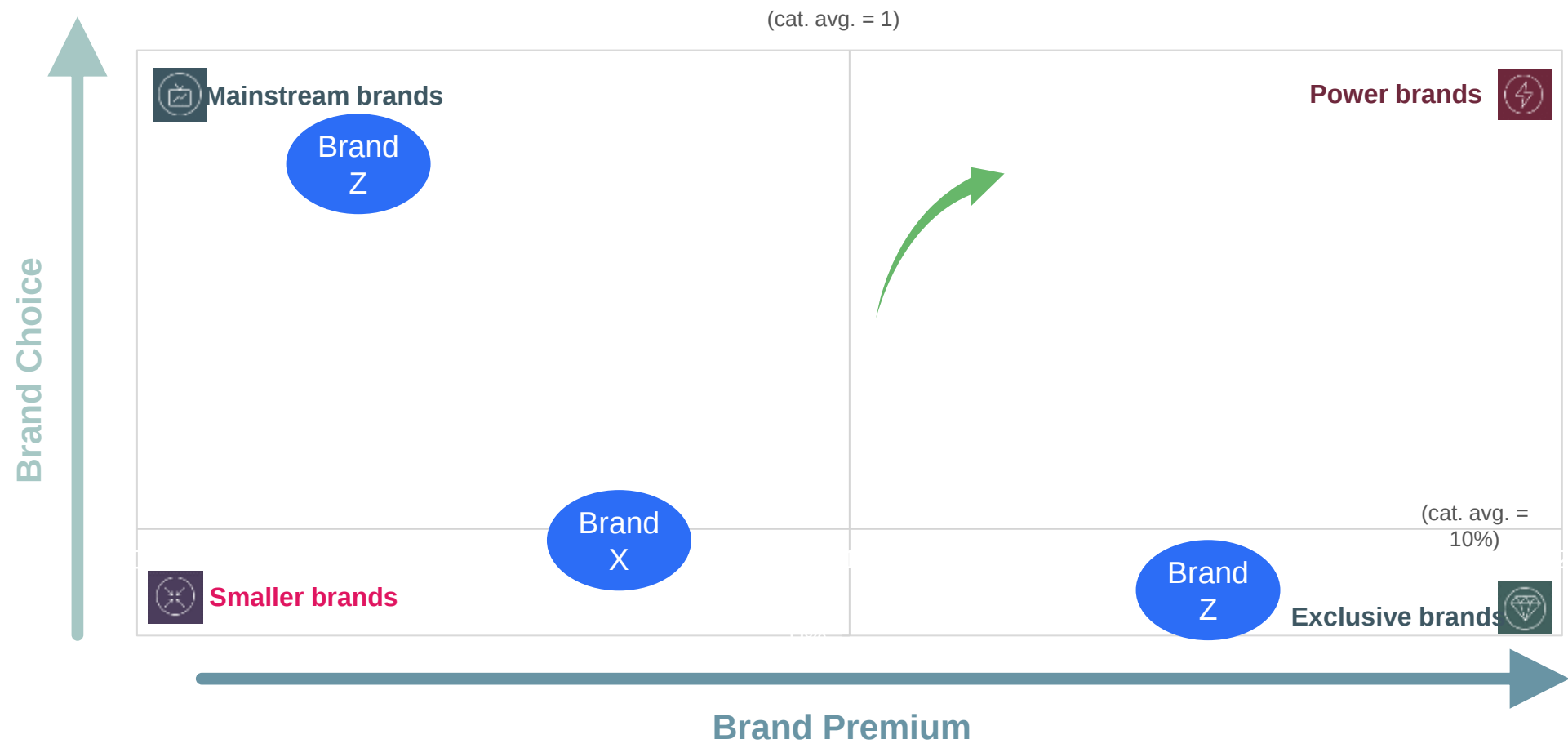
Differentiating the Brand Strength Index into Brand Premium and Brand Choice, and plotting all brands in relative positions, is the first step to identifying development strategies



The Category Navigation grid shows where brands are, where competitors sit and helps decide where to go

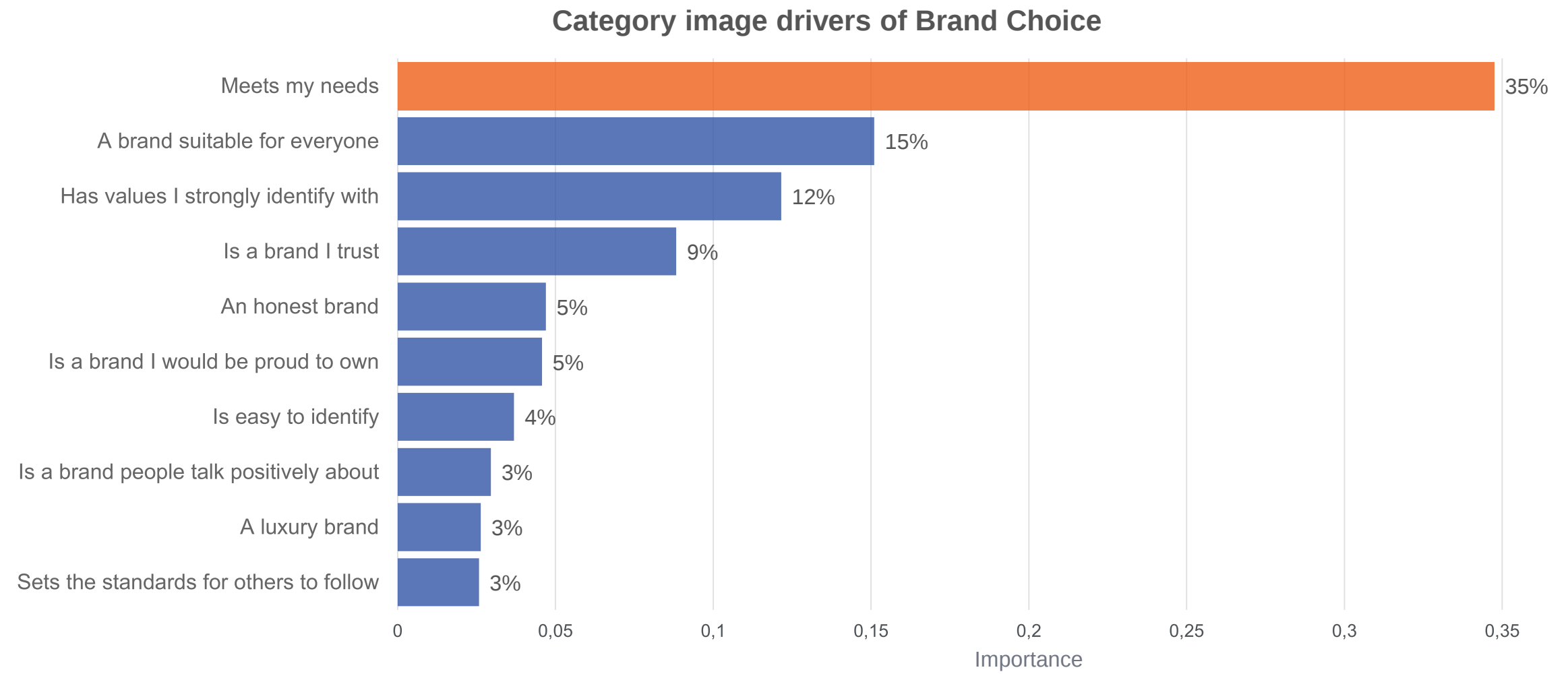
This framework can be adapted to each brand and their objectives: there is no “one size fits all”

A unique opportunity: no power brands dominate the vitamin market, indicating great potential to grow



Base: all respondents, n = 761
Source: GfK Brand Architect - Multivitamins (Dec 2022)

How to practically improve Brand Strength? NIQ Brand Architect also shows which factors mostly influence Brand Choice and Brand Premium



*Only top-10 categories displayed
Source: GfK Brand Architect - Multivitamins (Dec 2022)

Key Takeaways

1

Quantify your brand strength through one clear metric that measures consumers' willingness to buy more and pay more for your brand

2

Plan your next move by clearly seeing where your brand currently sits relative to competitors in the eyes of your consumers

3

Act with confidence enabled by a simple blueprint that tells you what levers to pull to build your brand strength

4

Track how effectively you convert brand potential to sales through your marketing activation

What will you do next? Perhaps...

Boost your brand health with some Brand Architect vitamins?





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We deliver the Full View.™