Winning the Room

Top 10 Slides for Retail Success

NielsenIQ

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INDULGENCE, REIMAGINED

Today’s Presenters

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Today’s Takeaways

- Presentation Principles
- What is top of mind for Retailers?
- The 10 slides you need for your retailer pitch deck

Presentation Principles

What should your retailer pitch deck convey?

Value

What need of the consumer are you addressing? Is this need:

- A widespread issue
- Meaningful to address
- Something your product can address

Innovation

What is unique about your product? How does it stand out vs. other products available today?

Direct

Clear, concise communication is necessary to make the presentation easy to digest. Try to stick to 1-1-1

- One line title
- One point you are trying to convey
- One chart/graphic

Retailer Focused

How is your product going to help the retailer achieve their goals?

This is where the financials come in! How are you going to help the retailer grow THEIR sales?

Brands, retailers and consumers are faced with unprecedented disruptive change

Unique strengths and challenges ahead for both smaller and larger brands

For small & medium brands:

Lean into local strengths	Struggle to stay afloat	Need to compete	Continue to respond nimbly

New global concerns

- Tariffs / trade agreements
- Rise in foreign wars
- Increased domestic protectionism

Shifted operating costs

- Rising raw material costs
- Increased interest rates
- Supply chain delays & disruptions
- Worker shortages

Ongoing disruptors

- Shifted retail landscape
- Environmental Changes
- Retailer Boycotts

Consumer impacts

- Inflation fears
- Consumer values and attitudes
- Tech adoption

Struggle to maneuver hurdles	Capitalize on economies of scale	Continue adapting	Deliver on new expectations

For large brands:

Note: These drivers of change are not exhaustive and used as examples; often these drivers of change are linked and symbiotic.

Unit Sales

-0.2%

Unit Sales remain flat in the US

How will you drive unit sales in 2026 and beyond?

Source: NIQ Full View Retail Measurement + Convenience L52 ending 2/07/26; See Speaker Notes for Dept inclusions

Shelf simplification across the store has reduced the number of UPCs selling

-3.7%

Total Store*

By Department

Department	vs. YA
Baby Care	-4.7%
Dairy	-3.6%
Deli	-3.5%
Frozen	-2.7%
Grocery	-3.5%
HBC	-4.2%
Household Care	-3.5%
Pet	-3.1%

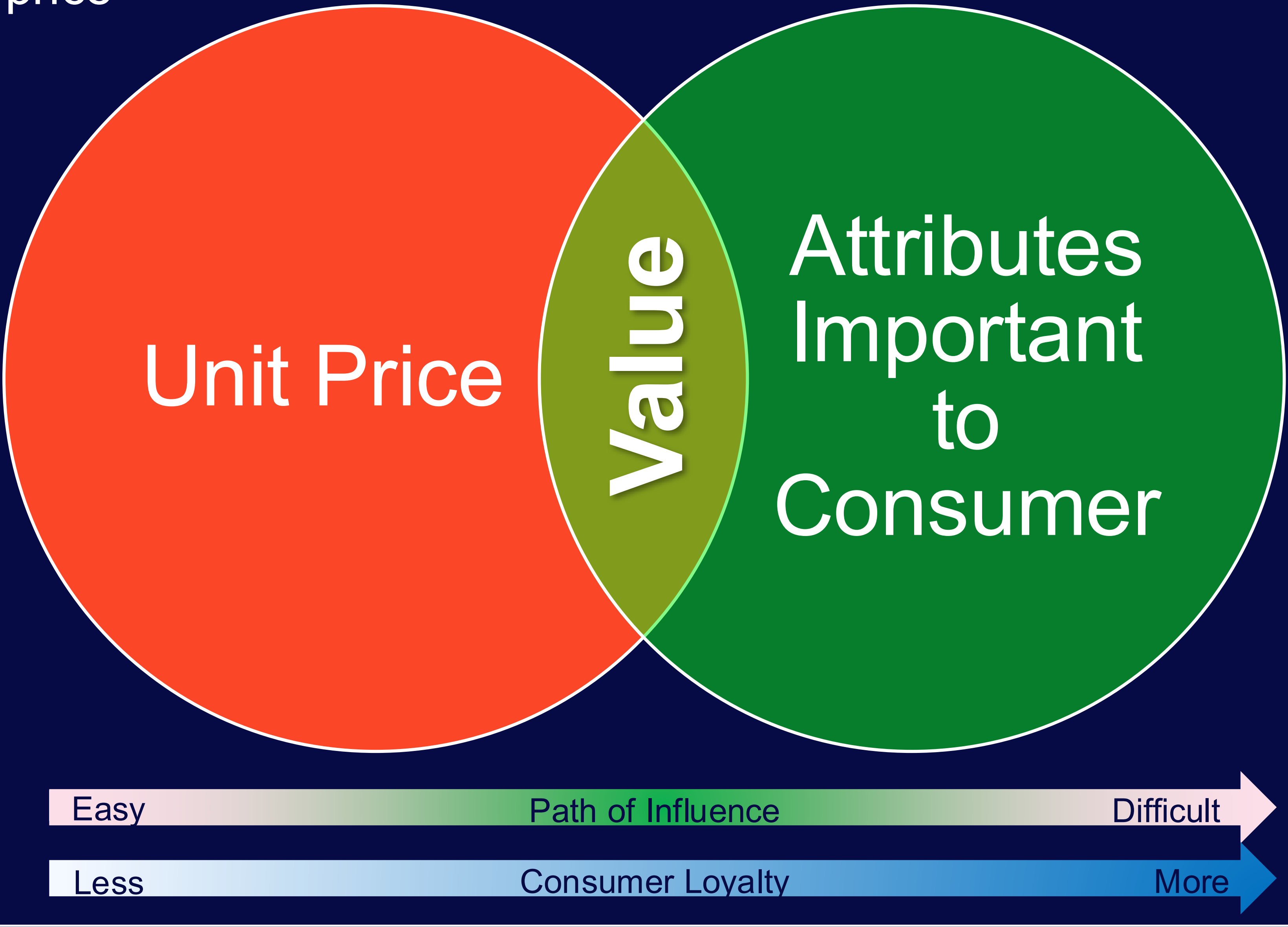
Source: NIQ Full View Retail Measurement + Convenience L52 ending 2/07/26; *Representative of 8 dept on right

Value is a perception - based on what someone is willing to pay, not necessarily on price

Value is usually mistaken for low price

Consumers react to price when it exceeds perceived product benefit

Low cost / high deal frequency doesn't create consumer loyalty



Product attributes are personal

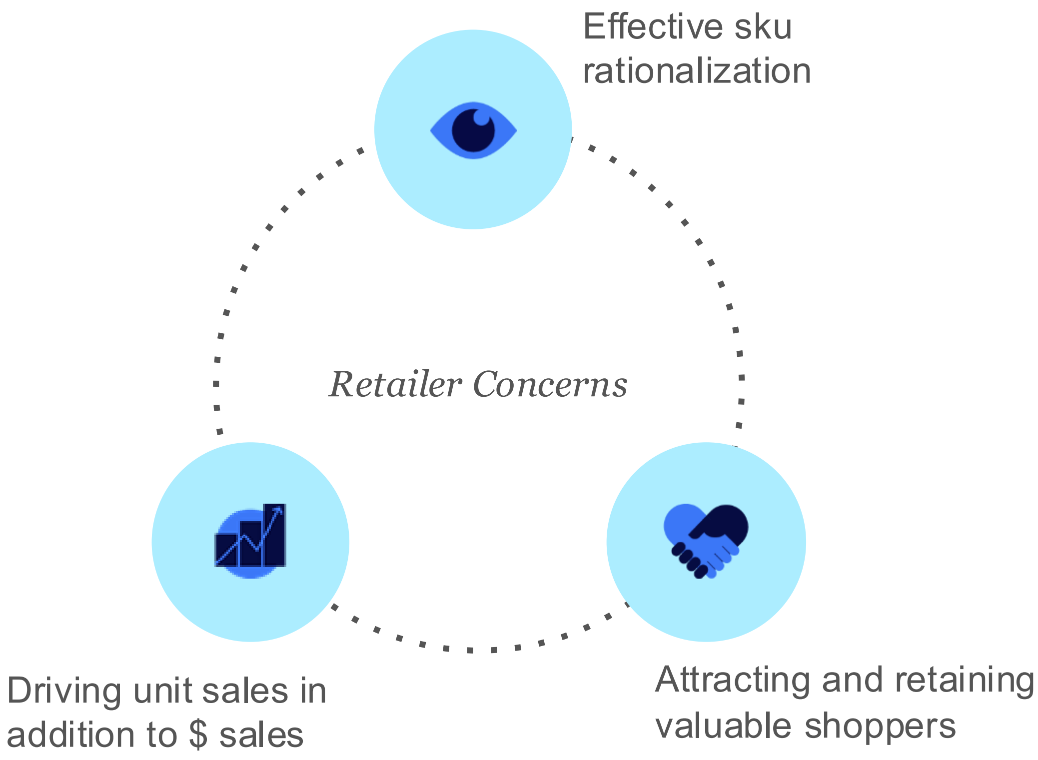
They sit outside of price

Perceptions and experiences

Influenced through associations, conversations and opinions

How to use retailer concerns in your pitch deck

Retailer Concerns



Your Points

1. **Your brand will grow units**
   Use growth, velocity, and rankings to show how your brand will contribute to unit growth for the retailer

2. **Your brand will attract target shoppers**
   Highlight your customer understanding and ability to attract and build customer loyalty.

3. **Your brand's uniqueness will deliver value**
   Show how your product is a differentiated offer that meets a customer need and drives incremental sales.

The 10 slides you need for your pitch deck

	Topic	What are you conveying to the retailer?
1	Problem, Answer	What is the consumer problem? What is the solution you are providing?
2	Your Product	The elevator pitch of your product
3	Market Size	Is the addressable market you are going after big enough?
4	Industry Trends	Are the sales trends showing this **attribute** should be a focus for shelf investment?
5	Target Consumer	Who is your consumer? What are their purchase habit benefits **for the retailer**?
6	Uniqueness	How is your product **different** than what is already out there or what will come next?
7	Sales	What about your sales momentum shows you will grow **unit sales** for the retailer?
8	FOMO	What is the retailer missing out on by not having your products?
9	Sales Momentum	What is your forecasted growth?
10	Why Believe Data	What are your customers saying? Ratings? Innovating packaging testing? Incrementality? Custom research sentiment?

xx addressable market in x years

	Today		20xx
Category1	$xM	Growing xx% by 20xx	$xM
Category2	$xM	Growing xx% by 20xx	$xM

Addressable market
$xxM
by 20xx

In the market sizing you want to show your segment is big and growing

ADVANCED TIP
Forecasting analyses can be conducted by category and by attributes

Client response reaffirms our product strategy

Highlight growth numbers or impact numbers of the attributes, values or consumer need to show the importance and/or growing importance.

Can mix data points with article quotes from experts

Need Importance

Xx%
Consumers say this is a top concern

Attribute Sales Growth

+xxx%
over the last 3 years

Attributes / Needs
- Population Growth
- Concern growth/behavior change
- Change in form/package, ingredient, category, better for

Attribute Sales Growth

+xxx%
over the last 3 years

Willingness to Spend

xx%
Shoppers say they are willing to spend more

What do experts say?

“

Find article our source on the importance of the attribute/trend and/or how it relates to a consumer need.
Source

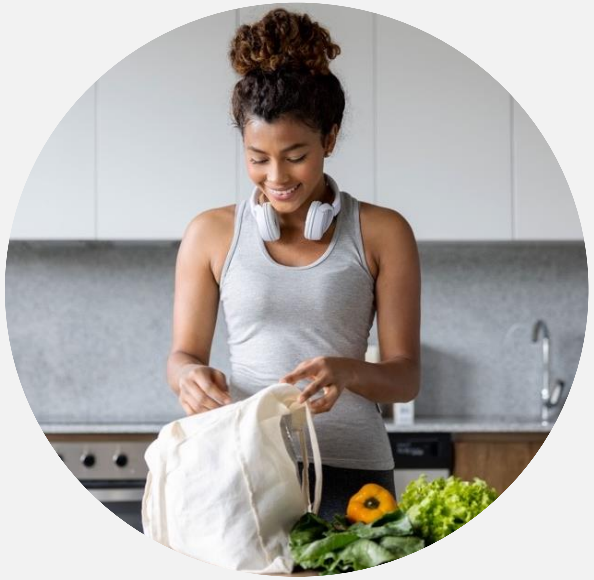
“

Find article our source on the importance of the attribute/trend and/or how it relates to a consumer need.

Source

Consumer is ____

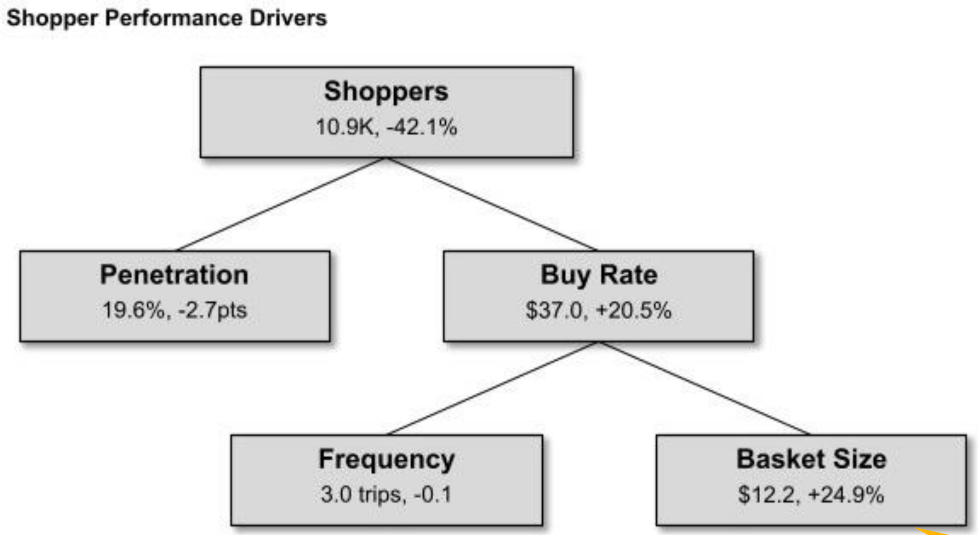
High repeat purchase rate and loyalty among shoppers will drive continued traffic



She is Age xx-xxx
Demographics

Interests/Shopping preferences /media consumption

Use the demographics you know about your shopper to shape into a person that someone can picture



Loyal Brand Shoppers 54.3%
Of all the buyers who bought Buzz Beverages, 54.3% are brand loyal, meaning 65%+ of their spend is on the brand.

2+ Time Buyers 58.8%
58.8% of buyers who purchase Buzz Beverages, have purchased those products 2 or more times in Jim's Grocery.

ADVANCED TIP

What is your shopper basket Value?

What is the leakage?

Use facts you have on shoppers ideally for the brand, if not for the relevant product segment

____ Is the only product that does A, B, and C

Do you have any patents? Unique formulations or approaches?

	Brand	Comp	Comp
Checklist Item 1 Description	✓	✓	✗
Checklist Item 2 Description	✓	✗	✗
Checklist Item 3 Description	✓	✗	✗
Checklist Item 4 Description	✓	✓	✗
Checklist Item 5 Description	✓	✗	✗

Convey how your product differentiates you from the other brands the retailer carries today.

Focus on consumer value, product attribution, and ability to drive sales for the retailer.

Sales continue to grow rapidly for Brand A

8 Rank	8th Ranked brand in category
$xxM	Dollar Sales
+xx%	Dollar sales change vs. year ago
+xx%	Unit sales change vs. year ago

Item	Rank	Total $ Sales	$ Chg vs. YA	Velocity	Velocity % Chg
Item 1	393	$12.4M	$1.2M	$232.3K	11.3%
Item 2	458	$11.3M	$120.3K	$233.5K	5.5%
Item 5	513	$8.0M	$759.9K	$188.1K	9.8%
Item 9	600	$5.5M	-$552.1K	$223.7K	0.4%
Item 13	554	$5.5M	[illegible]	$156.1K	13.1%
Item 19	[illegible]	[illegible]	[illegible]	[illegible]	-1.1%

Use sales measures to show success focusing on

1. **Rank:** relative performance
2. **$ and unit growth**: overall performance trend
3. **Velocity** ($s per total distribution point): shows how effective the item is in sales per distribution point
4. **Distribution Growth** (% chg TDP): Are you expanding distribution and therefore customer reach/momentum

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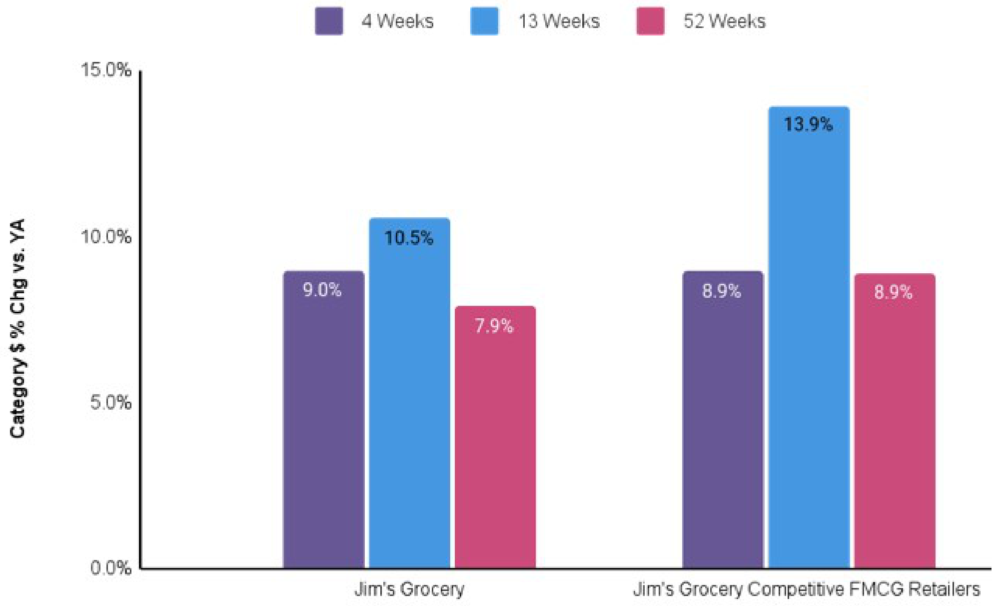
Item A and Item B are the top performing items in your remaining market

Your remaining market is outpacing your growth of xxxxx.

Add the top performing items in your remaining market

Jim's Grocery vs. Remaining Market Growth



Item	Item Sales Rank RM	RM $ Sales	RM $ % Chg vs. YA	% Store Selling RM	Stores Selling Pt Chg RM	RM Velocity	RM Velocit y % Chg
Item 1	1	$45.0M	-5.6%	10.5%	0.2	$1.0M	-6.4%
Item 2	2	$39.2M	8.0%	3.3%	-2.4	$3.3M	146.0%
Item 3	3	$33.2M	-0.5%	3.2%	-2.4	$3.0M	134.1%
Item 4	4	$31.9M	-13.4%	9.4%	-0.5	$795.6K	-10.6%
Item 5	5	$30.9M	-9.2%	5.3%	-1.3	$1.7M	50.2%
Item 6	6	$28.6M	2.7%	3.1%	-2.2	$2.6M	135.0%

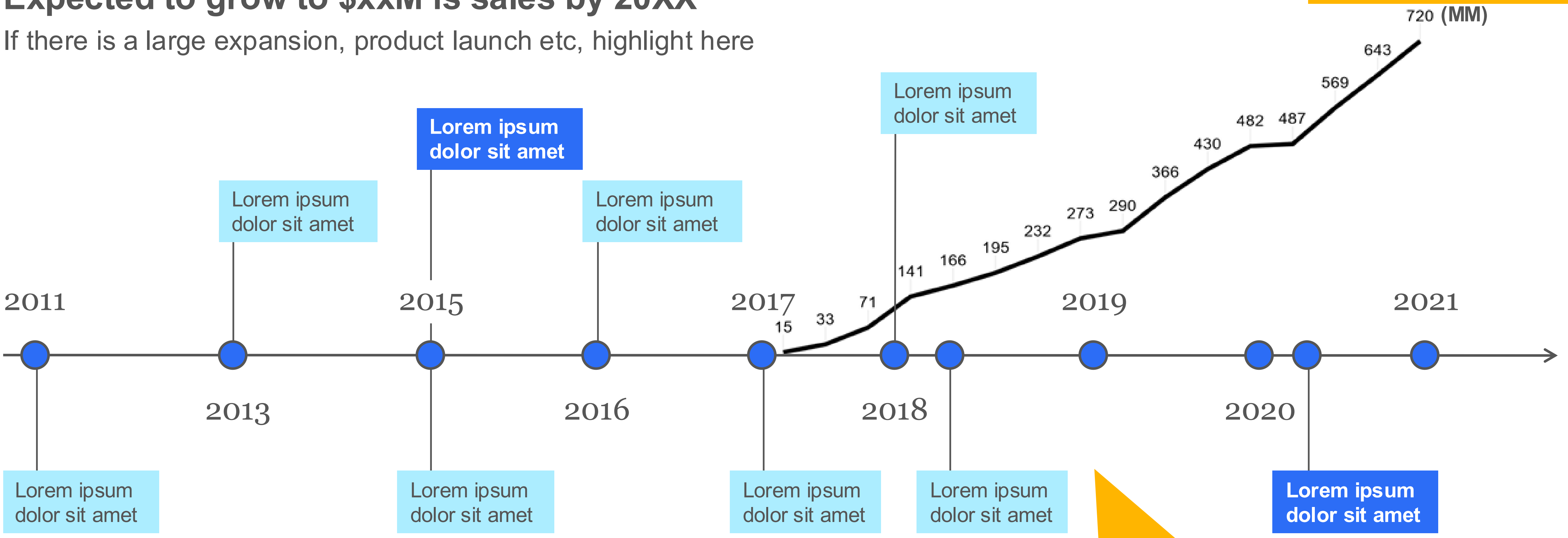
Option A: Highlight the specific sales performance of the items sold in market

Option B: Highlight retailers where sold and any increase in retailers or doors.

Show sales vs. the remaining market to show client opportunity.

Expected to grow to $xxM is sales by 20XX

If there is a large expansion, product launch etc, highlight here



ADVANCED TIP

Retailer wants to know how the Brand is investing to grow sales – marketing spend, product innovation, etc

Combine your timeline of changes with your sales growth forecast to showcase how you are investing and the expected sales it will yield

Incremental, Unique, Loved

Highly Incremental

XXX product scored as highly incremental to current assortment meaning will bring incremental sales to the category of $XX,XXX

Use any data you to show the reason to believe momentum. Think about how meets retailers' priorities of unit sales, customer acquisition & repeat, and meeting need/value of consumers

Customer reviews, custom research, incrementality, product testing,

Customer Research

75% Of consumers say the products on the market are not meeting their needs in __ today.

Source Details

85% Of consumers say they would purchase this product monthly.

Source Details

Customer Verbatim B

Customer Verbatim C

NIQ Founders Pitch Slam 2026

Special thanks to our collaborating partners

RANGEme

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We are now accepting applications for the 2026 NIQ Founders Pitch Slam

Enter to win over $750k in cash and prizes

Celebrating the most innovative and disruptive emerging brands. Pitch Slam gives CPG founders the spotlight to showcase their bold ideas, connect with industry leaders, and accelerate their growth.

Think your brand stands out?

Apply now for the chance to pitch live and compete for top honors.

Applications are now open through March 22, 2026.

Entry criteria

- Have an **annual revenue not to exceed $20 million** in US$ in qualifying departments
- Products must currently be **available for U.S. sale**
- You must be available to participate in the **Virtual Pitch semi-finals on May 6, 2026**
- You must be available to attend the NIQ C360 conference in San Antonio, TX for the **Live Pitch session on June 8-11, 2026 (all expenses paid)**

NIQ can help you quantify your value proposition with the Emerging Brands Essentials suite

A suite of bundled solutions that enables high-growth brands to **make more profitable, data-driven decisions** with their biggest budget lines and further differentiate from competition

Key Challenges

Overcome resource constraints

Level-up your negotiating power

Tell a data-driven story that shows mutual gains for your retail partners

Reach out via QR code to set up a consultation now or at Expo West!

FOUNDATION

Measure Brand Strength

Maximize Pack Real Estate

Track Advertising Impact

EXECUTION

Quantify Incrementality

Optimize Trade Spend

Understand Addressable Market

INNOVATION

Prioritize Idea Pipeline

Validate Package & Price

Forecast Potential

CONSUMERS

Shopper Journey

Quick Questions Answered

Consumer Voice (Qual ChatIQ)

Thank You!