IRI U.S. CPG Economic Indicators Portfolio

With IRI's complimentary industry-standard CPG metrics that provide insights into consumer product demand, supply, and inflation, manufacturers and retailers can actively track the pulse of the CPG economy and make quicker and better-informed decisions to protect and win their fair share.

> **@IRIWorldwide** has the best data on grocery (online and store) consumption around the world now. The amazing team there has made much of it publicly available...
>
> – **Sucharita Kodali**
>   VP, Principal Analyst, FORRESTER RESEARCH

IRI CPG Demand Index™

Track changes in spending of consumer packaged goods. See weekly changes in consumer purchases – by dollar sales – against the year-ago period.

CHANNELS: Convenience, multi-outlet (food, drug, mass, club, dollar and military), grocery, including click-and-collect orders for all brick-and-mortar stores, as well as delivery services like Instacart.

DEPARTMENTS:
Edible: Beverages, Frozen, General Food, Beverage Alcohol, Refrigerated

Nonedible: Beauty, General Merchandise, Health, Home Care, Tobacco

Fresh Foods: Deli Cheese, Deli Meat, Deli Prep, Floral, Meat, Produce, Bakery, Seafood

GEOGRAPHY: All U.S. states and eight U.S. regions

SHOPPER: Basket size, trip frequency

FREQUENCY: Weekly updates with projections for the most recent week developed using a proprietary, fully automated forecasting solution.

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IRI CPG Inflation Tracker™

Track changes in pricing of consumer packaged goods. See weekly changes in price-per-unit against the year-ago period.

CHANNELS: Convenience, multi-outlet (food, drug, mass, club, dollar and military), grocery, including click-and-collect orders for all brick-and-mortar stores, as well as delivery services like Instacart.
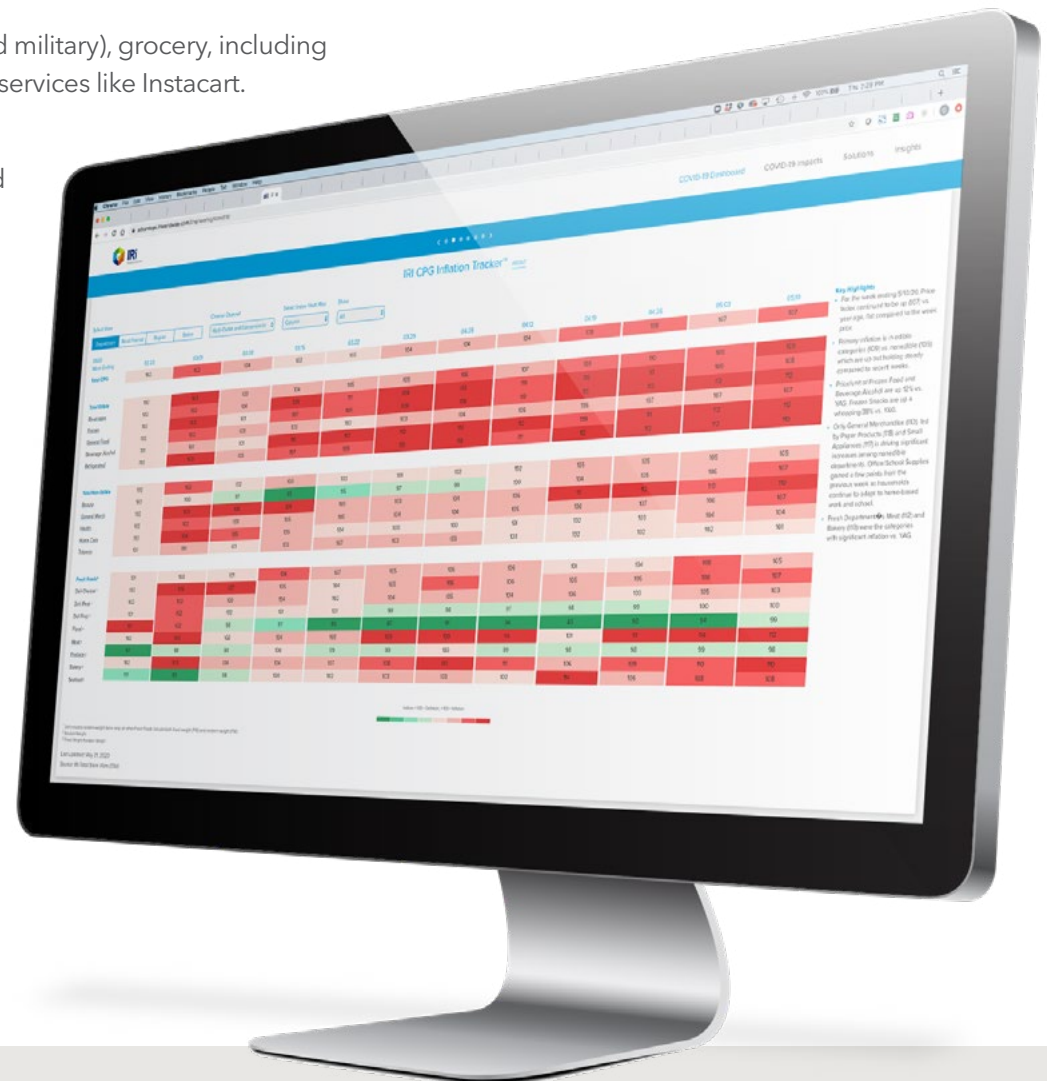
DEPARTMENTS:

Edible: Beverages, Frozen, General Food, Beverage Alcohol, Refrigerated

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Fresh Foods: Deli Cheese, Deli Meat, Deli Prep, Floral, Meat, Produce, Bakery, Seafood

GEOGRAPHY: All U.S. states and eight U.S. regions

FREQUENCY: Weekly updates

IRI CPG Supply Index™

Track changes in availability of consumer packaged goods. The Supply Index is calculated from daily point-of-sale and e-commerce transaction data reported from major chains' macro inputs, including seasonality, events and holidays, as well as the COVID-19 spread rate by region. IRI's proprietary on-shelf availability algorithms leverage artificial intelligence and advanced analytics to produce accurate in-stock rates.

DEPARTMENTS:

Edible: Beverages, Frozen, General Food, Beverage Alcohol, Refrigerated

Nonedible: Beauty, General Merchandise, Health, Home Care, Tobacco

SUPPLY METRICS: The In-Stock Percentage metric provides insight into in-stock rates in absolute terms. The Supply Index metric allows users to compare current in-stock rates with pre-COVID-19 levels using data collected during the week ended Feb. 23, 2020, as a baseline (represented as 100).

GEOGRAPHY: All U.S. states and eight U.S. regions
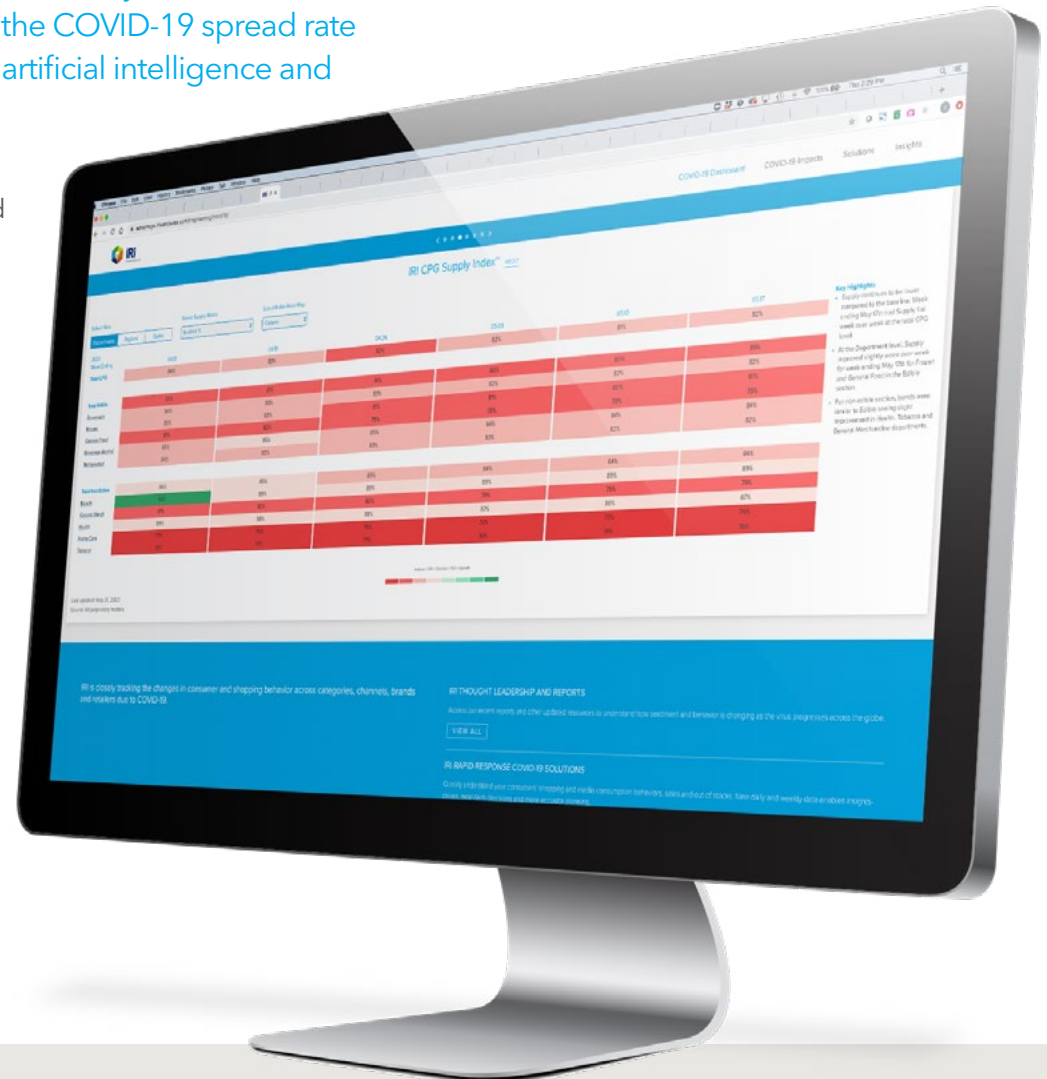
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Additional Capabilities

IRI's portfolio of rapid-response COVID-19 business solutions, with daily and weekly data, enables CPG manufacturers and retailers to make better-informed near-term decisions while also accurately planning for the remainder of the year.

DAILY OUT-OF-STOCK TRACKING

As the first syndicated service in the U.S. to provide daily out-of-stock views down to the city and county levels, this solution helps you ensure that inventory is on the shelf where it is needed most, mitigating lost sales and competitive threats.

DAILY SUPPLY CHAIN POS DATA

Identify opportunities by banner or market to address supply and demand in nearly real time with daily monitoring of sales, pricing, and distribution for your products and competitors' products

90-DAY RETAILER-SPECIFIC SUPPLY CHAIN

Access daily supply chain and sales trend data for Ahold Delhaize, Southeastern Grocers and CVS to identify and address supply chain challenges. A separate and similar trial program is available for Albertsons.

DAILY FREQUENT SHOPPER DATA

Access daily granular shopper-level data to understand COVID-19 impacts on consumer micro-segments and how stay-at-home orders and "high risk" shopping hours impact shifts in shopping behavior.

WEEKLY CONSUMER PANEL

Monitor weekly changes in trip and purchase dynamics to understand consumers who are purchasing your brand due to the crisis, as well as stockpiling and consumption changes across segments.

SYNDICATED CONSUMER AND SHOPPER SURVEY

Identify changes in consumers' shopping and consumption behaviors that offer long-term opportunities to build category and brand preferences.

VERIFIED MEDIA AUDIENCES

Leverage daily loyalty card data from 500 million loyalty cards across 117 million U.S. households to target existing and new brand buyers and optimize media campaigns based on shifting purchase behavior.

DEMAND FORECASTING

As the pandemic evolves, predict near-term and future local demand spikes and declines with greater accuracy based on daily and localized data inputs.

CONSULTING/ADVISORY SERVICES

Integrate all IRI solutions and other data/insights to develop a feasible strategy and actionable recommendations and tactics for both short- and longer-term recessionary environments.

Contact

For additional information please contact your IRI representative or email **IRI@IRIworldwide.com**