



August 2020

ALCHEMY-RX HELPS BRANDS ANTICIPATE 2021 CONSUMER DEMAND

As companies take stock of 2020 and consider the 2021 planning cycle, marketing organizations must understand what has happened to consumption over this period. They must separate changes in purchasing or shopping behavior from actual consumption. There is no doubt that some people increased their in-home stock levels and shifted spend between categories. How did pack size, category engagement patterns, impulse purchasing and channel and brand preference change? What patterns are likely to stabilize at new levels and which are likely to return to past trajectories? What role will a deteriorating economy play in this equation? In looking at increases (and decreases) in consumption, it is useful to understand not just what has happened but why it has happened. Its important not just to understand the rational or functional drivers of change, but also the emotional drivers as well and how they may influence consumption.

Insights and analytics both play a key part in determining what has happened. We are helping brands take comprehensive stock of how their strategic choices and operating plans will need to evolve along with changing marketing dynamics.

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