Category Management

Focus on what is right for your Customers

Winning in retail is hard; Customers are better informed with multiple options on who and where to buy from, pressure from traditional rivals and discounters is increasing, buyers are increasingly ‘drowning’ in data, and businesses are trying to be the best at everything. All of these drive downward pressure on margin and lead to increasingly confusing shopping experiences for your Customers.

The dunnhumby Category Leadership approach is a proven framework for making clear, informed and actionable decisions leading to sustainable like-for-like sales improvements. Focusing on the Customers who matter the most, deciding which categories to invest in more or less, pulling the critical marketing levers by category, and reflecting on how your Customers shop are key steps in easing margin pressure and delivering an online or in-store experience that delights shoppers and keeps them coming back.

For retailers – buying, category, space planning and merchandising teams
For brand owners – category manager, national account manager and marketing

+2-5% like-for-like sales uplift
x10 return on investment
20+ global markets
Key questions & challenges answered

Poor margins are not due to your Customers, yet too often the impact of retail decisions penalises Customers for liking what they buy. Buyers can spend more of their time in spreadsheets than negotiating or building category growth plans with suppliers. Retailer strategies too infrequently make the transition from boardroom to shelf. dunnhumby's Category Leadership approach is designed to change these situations.

What we offer to solve these challenges

An end-to-end toolkit supported by dunnhumby Consultancy that helps you build and execute powerful category plans across the broadest range of marketing levers, including assortment, price, promotions, innovation, and own-label.

Our approach supports each stage in the category management process. Together we will select the strategic and executional activities that best meet your needs.

1. Establish the strategic roles of each category and understand which are the most important and why
2. Prioritise investments across categories and decide which categories to invest more or less in, and by how much
3. Prioritise the usage and effectiveness of each of the marketing levers by category
4. Create category strategies and plans to drive growth
5. Execute in-store and online assortment and merchandising reviews, powered by market-leading dunnhumby products Shop On Lab and Shelf Review

Our tools are proven to become embedded in retailers’ processes:
Return on investment you can expect

Customer First retailers use our Category Management solutions to:

- **Improve Customer experience** through improved assortment decision making on-shelf and online, delivering more relevant and engaging promotions and a better shopping experience with increased availability in-store
- **Increase operating margin and like-for-like sales**, typically delivering between +2 and +5% like-for-like sales uplift
- **Drive an uplift in category performance**, rationalise your assortment and grow your category sales
- **Improve planning** across assortment merchandising, price and promotions
- **Support effective collaboration between retailers and suppliers** and progress towards a joined up Customer strategy

How it works

dunnhumby’s unique mix of consulting and products leverage best-in-class Customer Data Science to create end-to-end thinking placing the Customer First.

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How effective is it?

Just ask these dunnhumby clients:

**metro**
Priorisation, focus and allocation of resource has consistently driven +2-10% category growth versus the market

**MONOPRIX**
Category Optimisation across 25 priority categories drove +2% category growth ahead of the market

**SHOPRITE**
Improved merchandising has delivered +2% category sales growth and optimised assortments has driven +3% growth
dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world’s most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers — in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley’s, L’Oreal and Monoprix.

Connect with us to start the conversation
dunnhumby.com