

# 3 Inflation Trends Impacting Category Managers

...and how to counter them!



Discover the 3 trends category managers are facing and how to counter them to better meet shoppers' ever-changing demand.

## Shrinkflation

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### Challenge

Supplier induced shrinkflation and assortment change

### Impact

Assortment changes are occurring more frequently than before

### Solution

Retailers need connected assortment and space solutions, including data on their customers preferences



48% of consumers choose a different brand when they notice a product has been shrinkflated

F&B products are the most affected category by shrinkflation

## Switching to private label

### Challenge

Inflation increases demand for private label products

### Impact

More space must be allocated to private labels, but shoppers stick to national brands in some categories

### Solution

Retailers need to respond quickly to real world demand to maximize their sales of all products



VS



Retailers earn 25-30% higher gross margins on private labels than on national brands



VS



Private label products account for around 40% of all EU retail sales

## The unexpected splurge

3



62% of pet owners cut back on other expenses to spoil their pets!



### Challenge

Despite the inflation, customers treat themselves with little luxuries

### Impact

The right products need to be on the shelves, ready for that impulsive purchasing moment

### Solution

Retailers need a Machine Learning enabled assortment & space solution to pick up on unexpected trends

## Act fast locally

Blue Yonder's Category Management capabilities empower professionals to stay ahead of their market by moving faster, more locally.

Learn more