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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

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%

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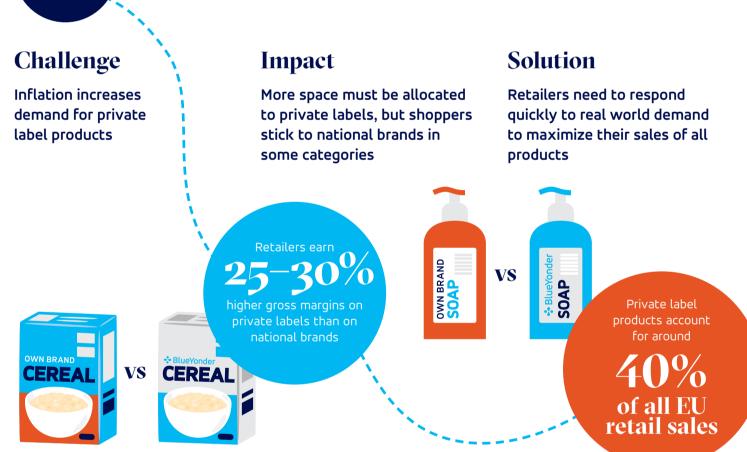
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of consumers choose a different brand when they notice a product has been shrinkflated

F&B products

affected category by skrinkflation

Switching to private label



The unexpected splurge

62%

cut back on other expenses to spoil their pets!

Challenge

3

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

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Act fast locally

Blue Yonder's Category Management

capabilities empower professionals to stay ahead of their market by moving faster, more locally.

Learn more

Sources: Morning Consult | PLMA | Forbes | Possible Finance

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