



FMCG Survey

July 2021

FMCG Survey Summary

Smetric Insights surveyed 40 New Zealand FMCG businesses on the challenges facing their business, the data sources they used, how they met their needs and how they used data analysis to improve their performance. The key insights from the survey are summarised here.

For more information and to discuss how we can help you turn data into insights into answers contact us at info@smetric.co.nz

The main challenges facing business are **diversification of products and customers** (50% rated as significant) and **increasing complexity of inventory and supply chain** (38% rated as significant)

The most important data sources are **sales forecasting** and **inventory management**, and these data sources are rated as meeting business needs very well or well

Price and promotion and **marketing effectiveness** are also important but these data sources do not meet business needs as well.

Better analysis to focus on important items was rated as the most important business need that was missing, followed by **keeping data up to date and actionable**.

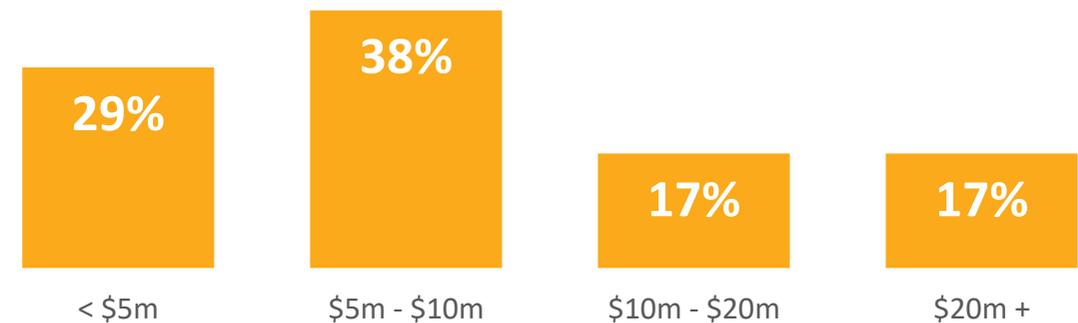
Predicting customer purchase trends and **understanding consumer sentiments** were rated as the most important way that data analysis could reshape respondent's business, followed by **Streamlining operational efficiency**.



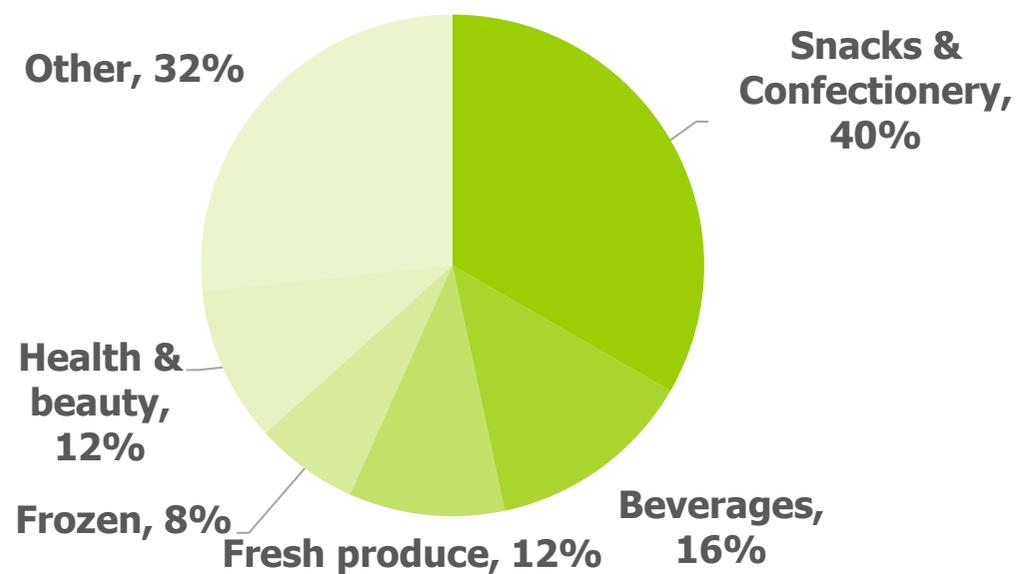
Who we surveyed

40 New Zealand FMCG Businesses

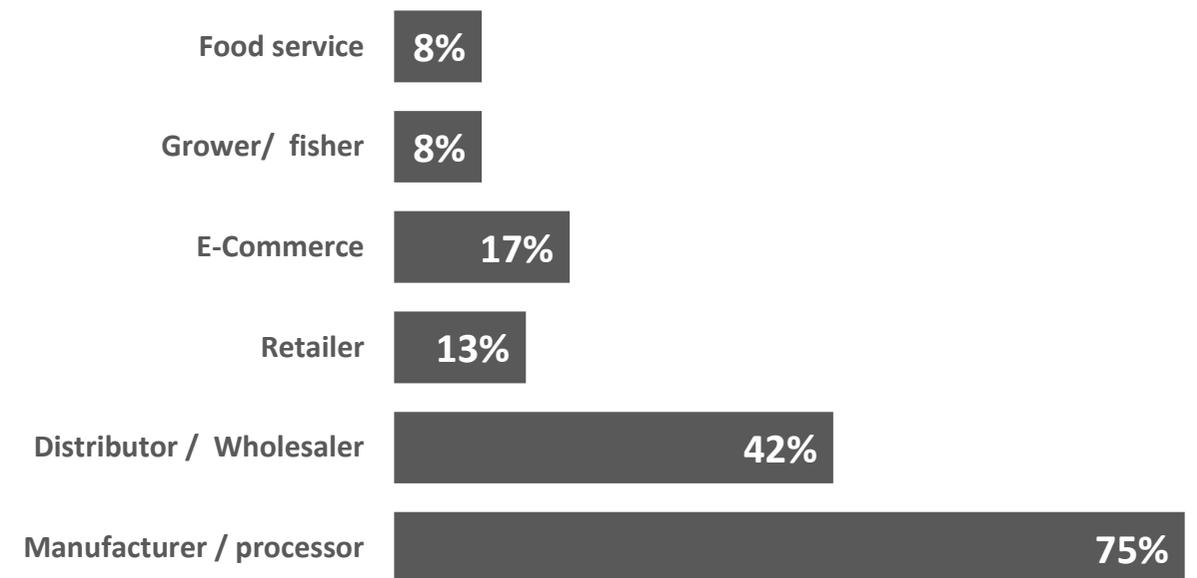
Business Turnover



Business Category



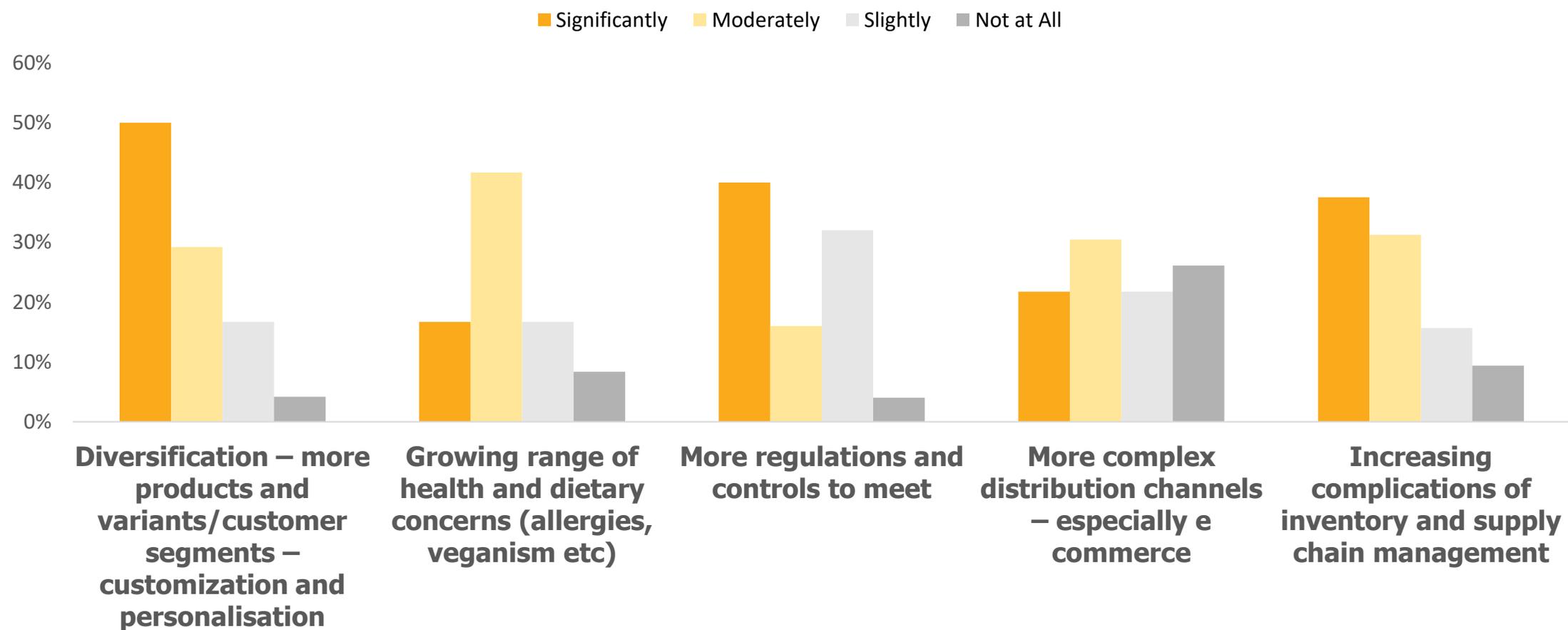
Business Type



Challenges facing business

We asked what are the challenges facing your business, and how important they are. The **diversification of products**, customers and increasing **complexity of inventory and supply chain management** were rated as the most significant overall.

How significant are these challenges to your business?



Sources of data

We asked what sources of data were used in managing business and how important they are.

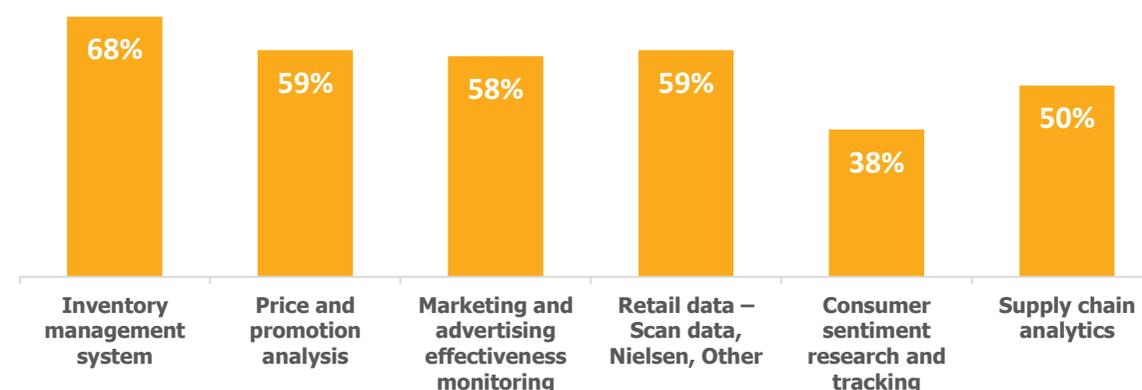
Sales forecasting and **inventory management systems** were rated the most critical or important; followed by **price and promotion analysis**.

Inventory Management systems performed the best, with 68% of respondents stating these met business needs very well or quite well. There is a gap between the performance of these data sources and **retail data, price and promotions and marketing effectiveness**, with these only meeting needs well or very well at 59%.

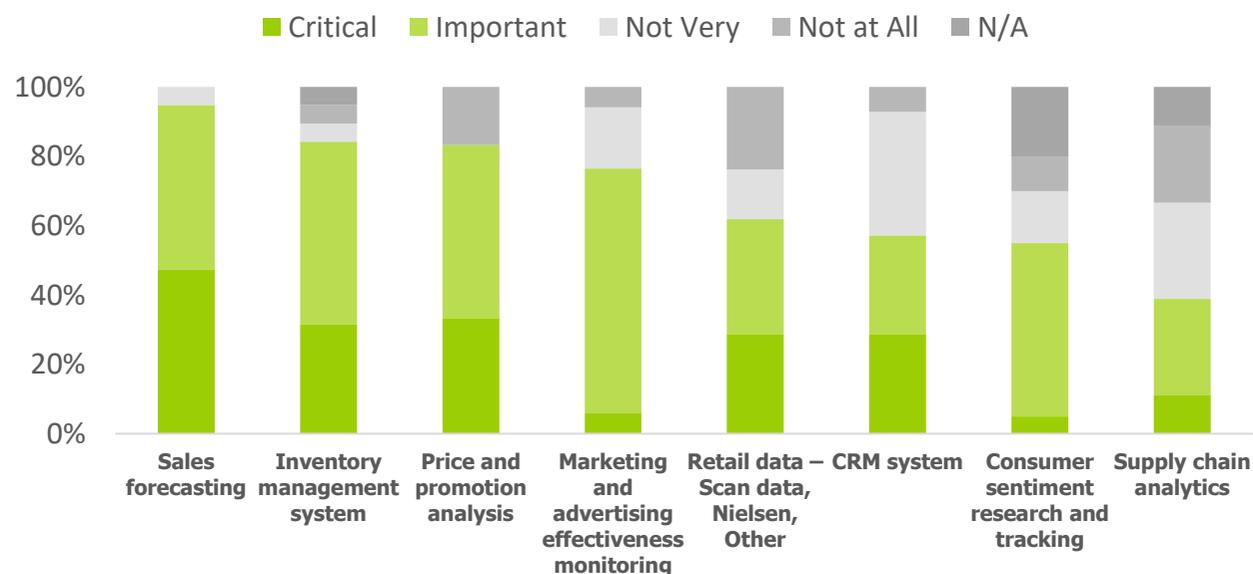
Which data sources are critical or important?



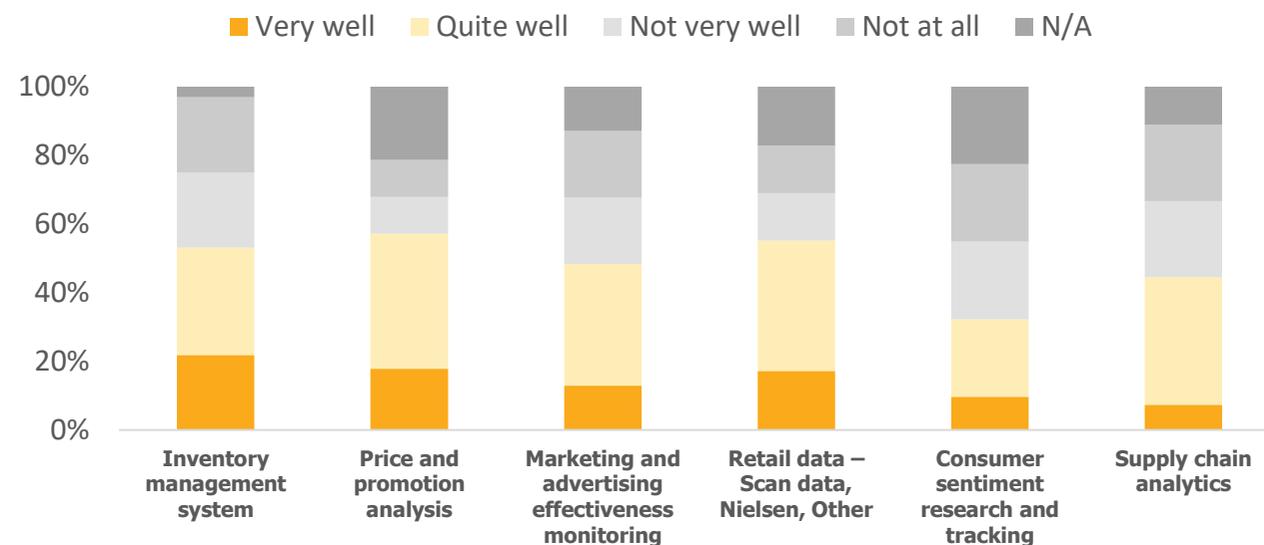
Which data sources meet your needs well or very well?



How important are different data sources?



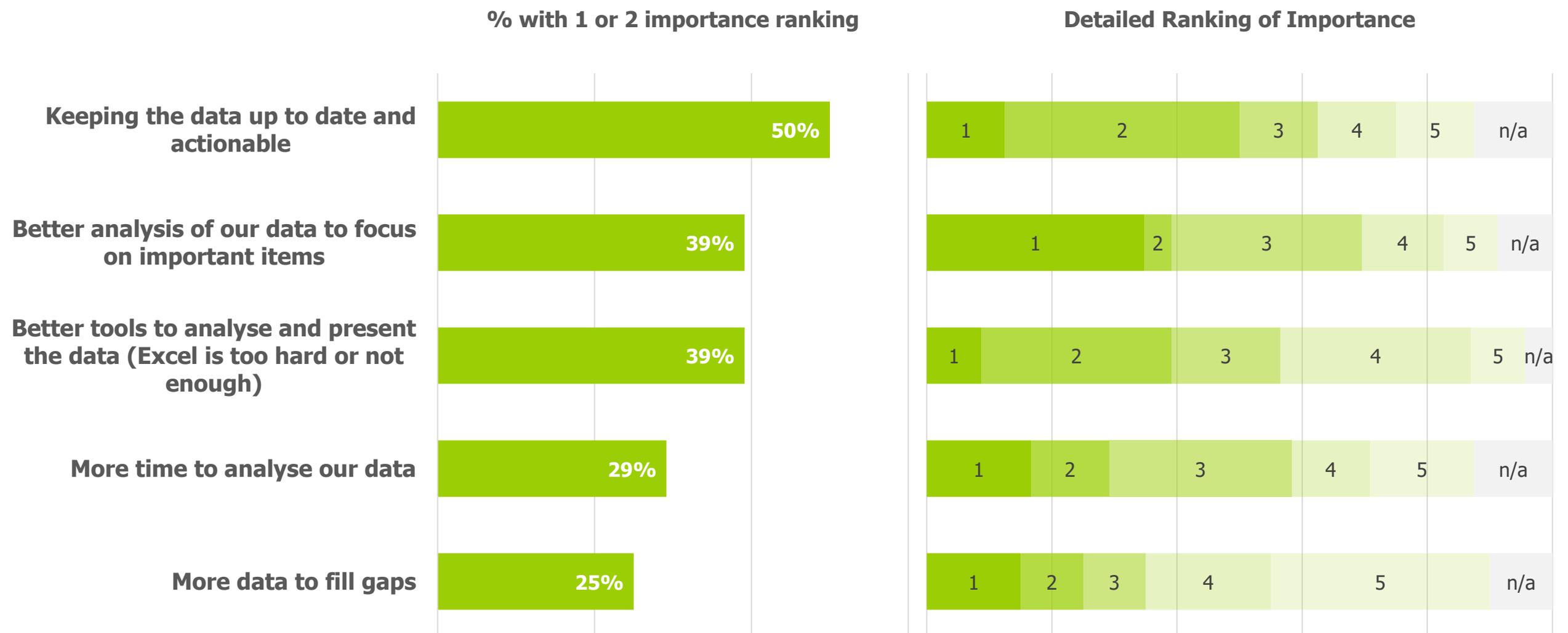
How well do these data sources meet your needs?



What is missing?

We asked respondents to rank what was missing or what they needed, in order of importance.

35% of respondents ranked **better analysis of data** to focus on important items as being of most importance, followed by 17% needing more time to analyse data. **Keeping data up to date and actionable** was ranked as second most important by 37.5% of respondents. **Better tools to analyse and present the data** was in the top 2 ranking of importance for 39% of respondents. More data to fill gaps was rated as least important or not applicable.

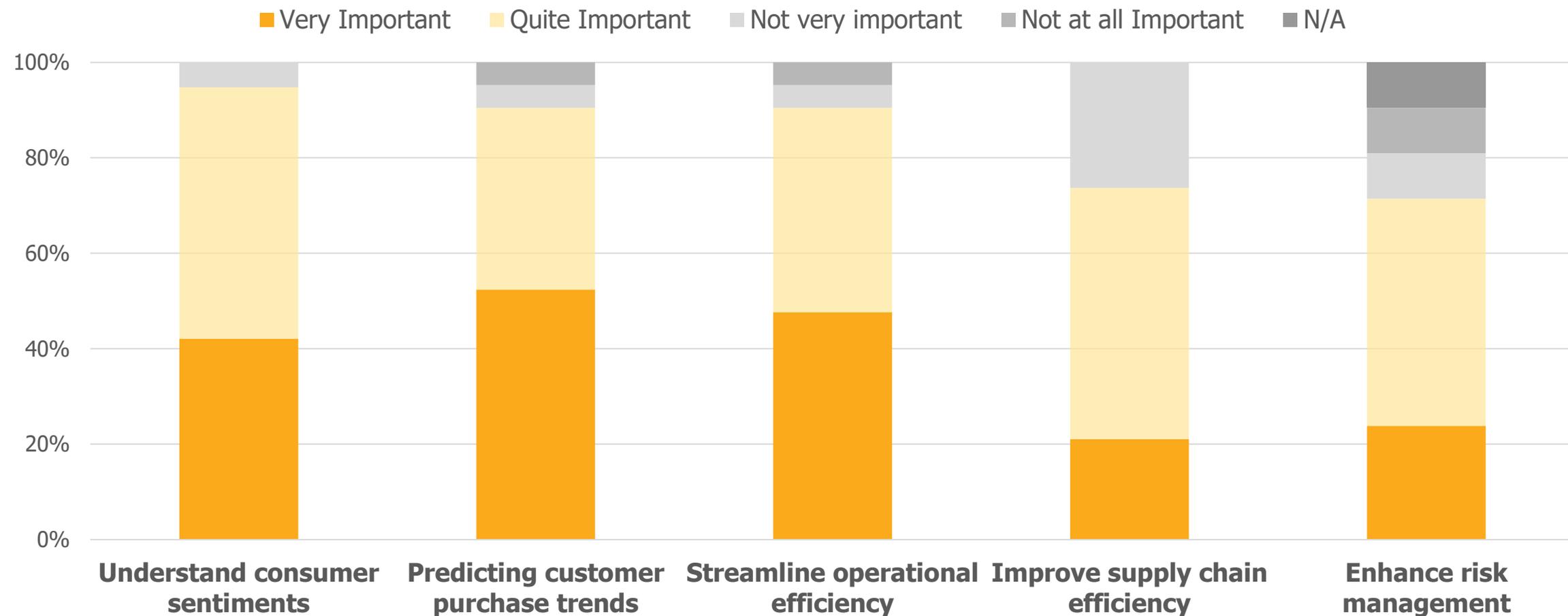


How will data analysis reshape your business?

We asked how important were the ways in which data analysis could be used to reshape business.

Understanding customers rated highly with 52% of respondents rating **Predicting customer purchase trends** and **42% rating** Understanding Customer Sentiments as Very important.

Operational Efficiency was also very important **with 90% of respondents rating this as Very Important or Quite Important.**





smetric insights

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