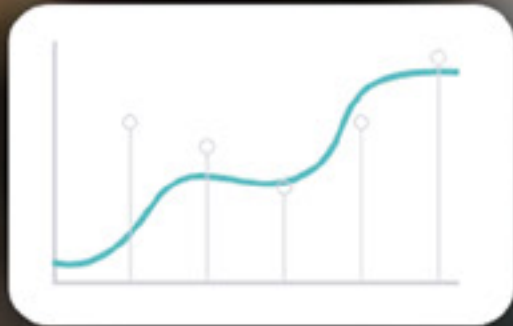




From Data to Growth:

What high-performing FMCG brands know that others don't

powered by





Dr. Derek Connor

DIRECTOR & LEAD DATA SCIENTIST

The data source.

Connecting brands and consumers isn't just what we do - it's who we are.

With exclusive, unrestricted access to a home grown community of more than 1,000,000 UK consumer profiles, we're constantly uncovering valuable insight in the quickly evolving world of FMCG.

1,754,250+

Questions answered every month
for leading FMCG brands

- Logos featured are owned by the respective brands -





Brand growth is a challenge



61% of UK consumers feel less loyal to brands than they did a year ago.



91% say they've happily switched to buying own label products.



90% of new FMCG products fail in under 12 months.



Understanding consumers is more important than ever.



Doing it ineffectively can cost more than not doing it at all.



You can't improve what you don't measure

A brand is no less alive than a human.

If you wanted a full evaluation of your physical and psychological health, you'd expect the doctor to do a little more than simply just check your blood pressure.

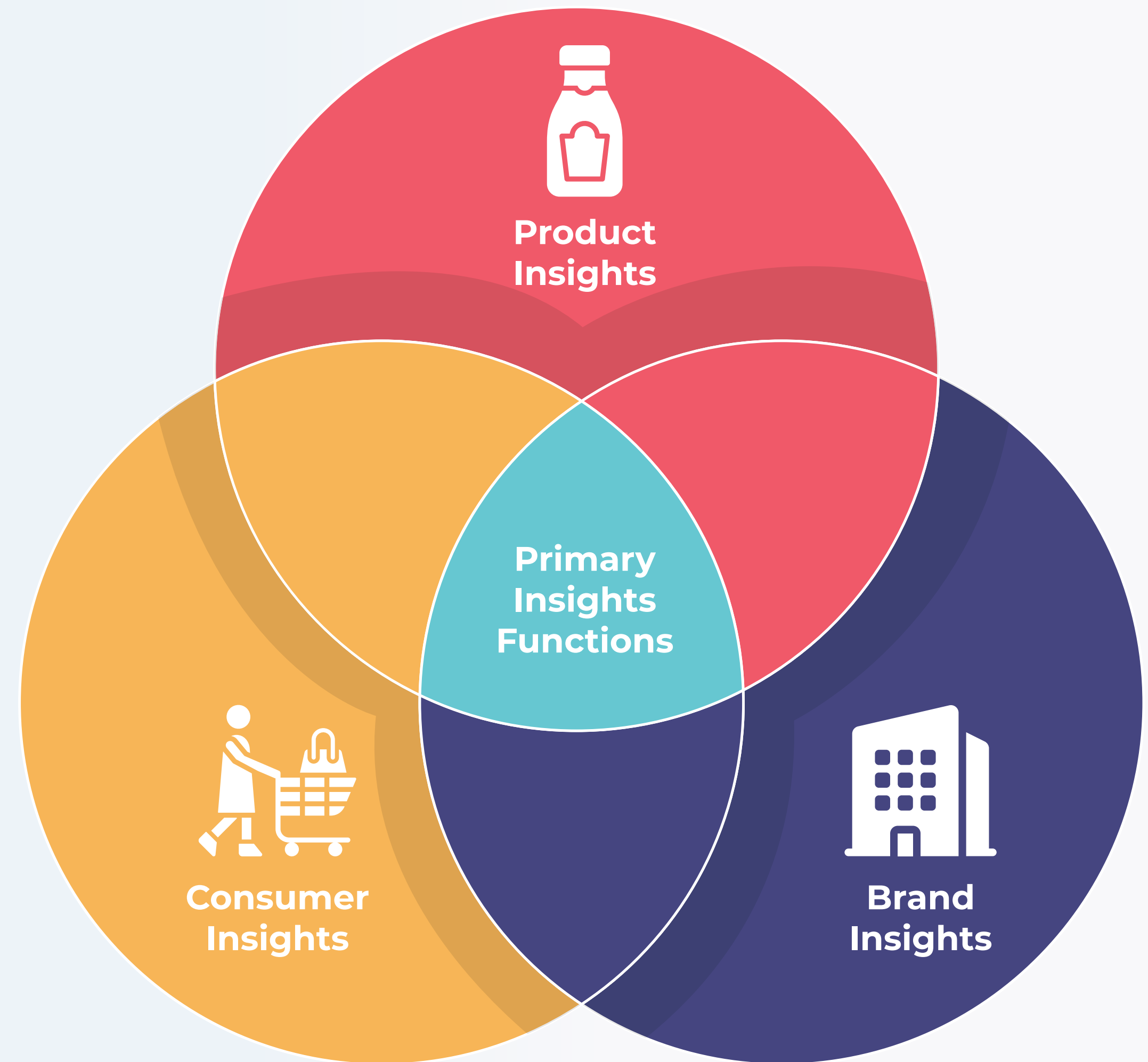
Sure that would give some insight, but it only scratches the surface of your overall well-being.

True brand health, just like human health, requires a more comprehensive and more personalised assessment of what's going on.

Stronger together

Most organisations collect some form of brand insights, consumer insights and products insights, but they are far too often gathered in isolation - rarely crossing over.

Uniting the 3 primary insights functions in epic harmony is what keeps brands like Heinz, Fairy and Fever-Tree ahead.



A woman with dark curly hair, wearing a brown sweater and white pants, stands in a grocery store aisle. She is holding two ice cream containers: a white one with a red lid labeled 'ICE CREAM Vanilla' and a blue one with a blue lid labeled 'PREMIUM ICE CREAM Vanilla'. She has a confused expression on her face. The background shows shelves stocked with various products.

Consumers are willing to pay a **16%** price premium for a good overall brand experience

Brand growth needs deeper understanding

70%

of consumers say a company's understanding of their needs influences their long term brand loyalty.

86%

of buyers are willing to pay more for a great brand experience, proving that understanding consumer needs directly influences pricing power.

The out performers

In an increasingly challenging FMCG landscape, some brands continue to thrive while others stagnate or fall behind.

What sets these brands apart?

They've become insight driven organisations. They are agile, responsive, emotionally engaging and ALWAYS strategically aligned with the needs of the modern consumer.



Innovation & rapid consumer feedback

NPD is driven by insights derived from consumer need states and behavioural trends. Heinz's plant-based mayo and new pasta sauces are great examples of products built on real consumer insights.



Behavioural segmentation

Fairy identifies core usage habits to create precise campaigns. They understand purchase drivers in terms of volume vs. value-seeking consumers and target those segments accordingly.



Cross-functional insight usage

Fever-Tree shares insights not only with the marketing team, but also with R&D, sales, and customer teams, creating a strategically unified understanding.

Brand & Customer Research

Heinz has consistently invested in longitudinal brand health tracking and wider insights projects to monitor the emotional and functional attributes of their brand.

Innovation & Testing

Relying on rapid consumer feedback loops, in areas like creative testing and product concept validation. Before a product or campaign hits the shelves, Heinz tests it with a diverse, robust consumer base.

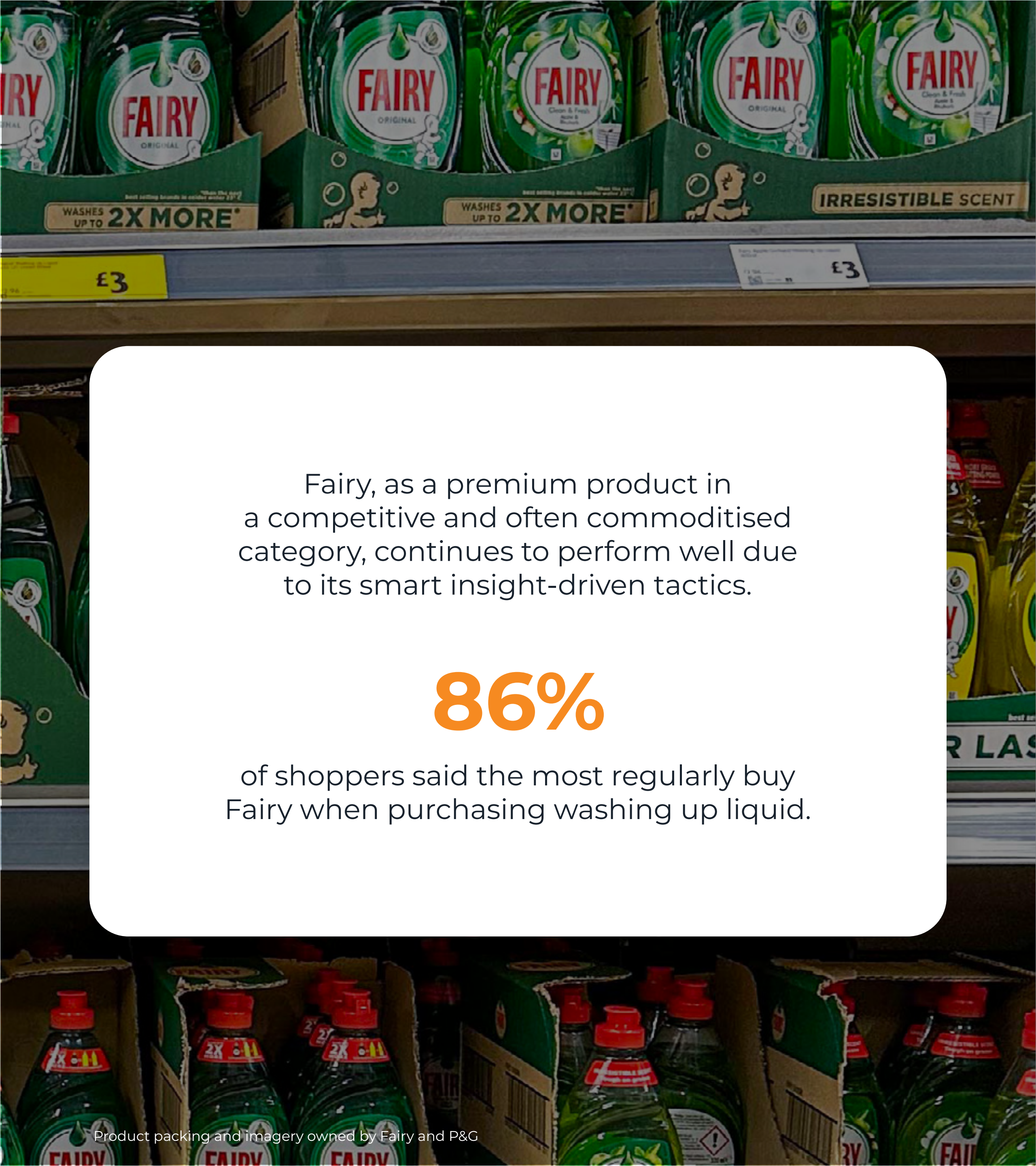


64%

of ketchup buyers choose Heinz as their go to brand.

57%

of ketchup buyers say Heinz has the best taste & quality.



Fairy, as a premium product in a competitive and often commoditised category, continues to perform well due to its smart insight-driven tactics.

86%

of shoppers said the most regularly buy Fairy when purchasing washing up liquid.

Product packing and imagery owned by Fairy and P&G



Behavioural Segmentation

Fairy identifies core usage habits to understand purchase drivers in terms of volume vs. value seeking consumers to later target.

Retail Activation

Insight teams have close relationships with retailers, ensuring their insights drive in-store strategies and execution, with a focus on shopper psychology and on-shelf differentiation.

Fast Feedback Testing

Applying research projects to evaluate and refine their communications and product positioning. This allows them to quickly adapt messaging around new product formats.

Data based on 3,214 sample size - data collection 10/05/2025 - Triyit UK consumer panel.

The 3 steps to becoming an insight driven organisation



Collect better data

Bigger sample + no bots



Build agility

Learn fast - action faster



Democratise access

Spread knowledge like wildfire



The challenge ahead

There's no shortage of consumer insight providers out there for FMCG brands looking to become more insight driven. However, there are also plenty of red flags to be aware of and watch out for.



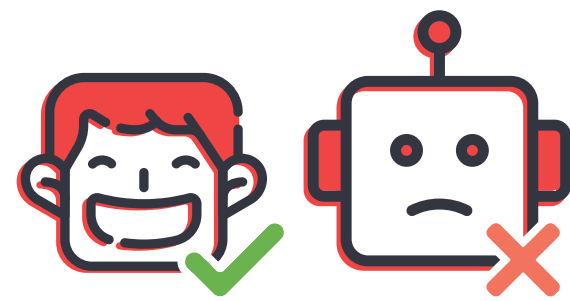
Basic Targeting



Small Sample Sizes



High Costs



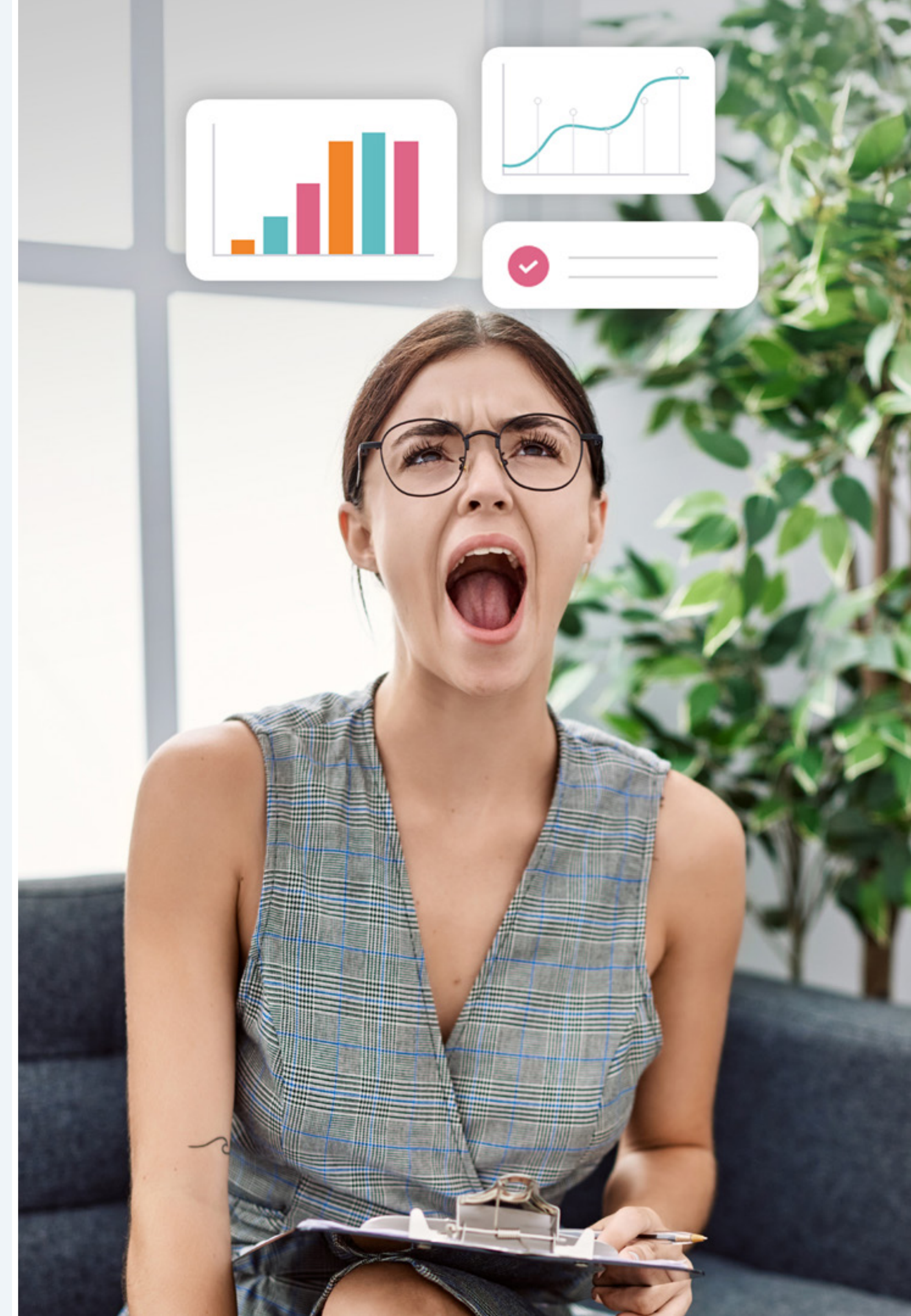
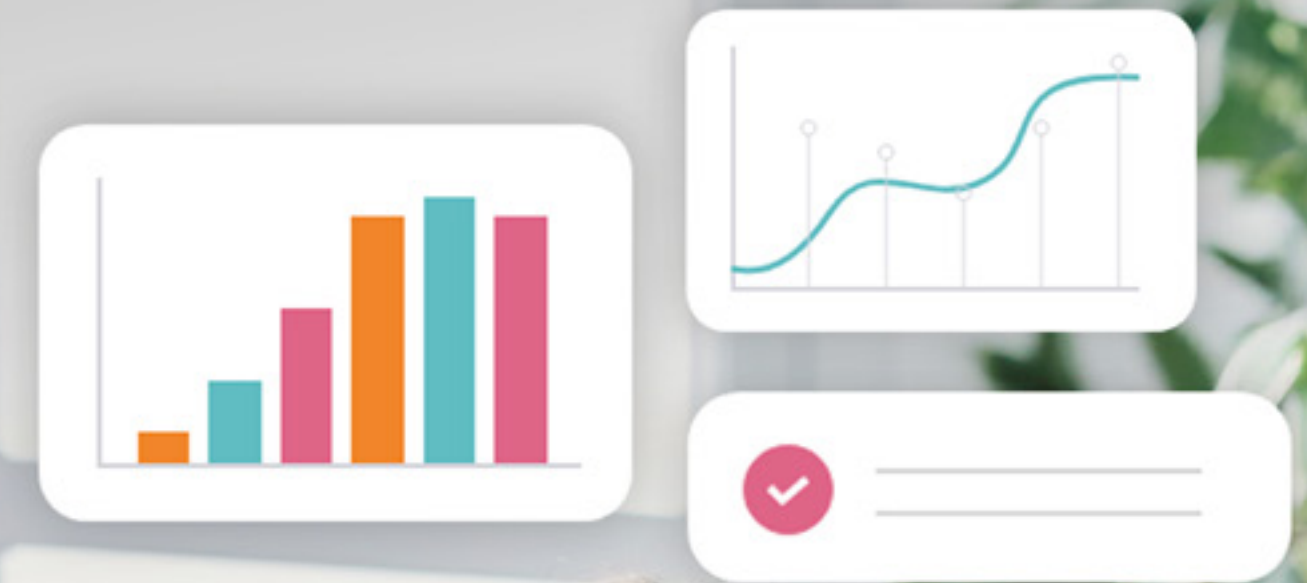
Bots & Poor Data Quality



Restrictive Segmentation



Limited Support



Be prepared to leave your comfort zone and try something new.

The road to better data and deeper insight at your fingertips will require the bravery to challenge the status quo. Be bold enough to find a solution that gives you everything you need, and don't accept anything less than that in 2025.



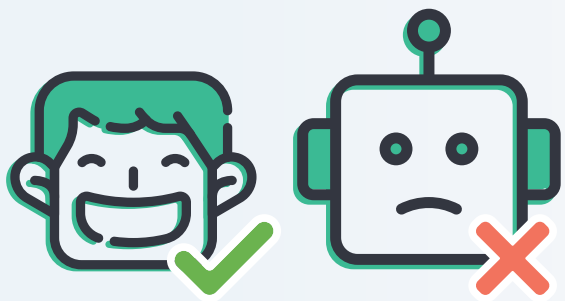
Hyper Targeting



Bigger Sample Sizes



Low Costs



No Bots & High Data Quality



Deep Segmentation



End-to-end Support



A turnkey solution

Brand Tracker 360 offers a pre-built framework for deep consumer insights - powered by a home grown community of more than **1,000,000 UK consumers**.

The solution is designed to help you get under the hood of your brand - with hyper-targeted, incredibly robust data collection, delivered at a fraction of the cost.



Reviews 70,664 • Excellent





Ready to start collecting
better data for your brand?

Learn More

powered by

