

CASE: HARIBO

PORTFOLIO OPTIMISATION FOR FUTURE GROWTH

How do we prioritise within the portfolio
to help optimise sales?

HARIBO



“

THIS STUDY IS AS COMPLEX AS OUR PORTFOLIO. IT TAKES EXTRAORDINARY SKILLS TO TRANSLATE AND COMMUNICATE THE OUTCOME INTO STRATEGIC INSIGHTS THAT WE CAN INTEGRATE INTO OUR WORKSTREAM. IPSOS HAS PROVEN THAT ABILITY.

Nordic Marketing Director, HARIBO Lakrids A/S





The level of detail is impressive – we have gotten a combination of overall strategic insights as well as very specific product/domain related recommendations. ”

HARIBO CASE

The Danish sugar confectionary market is saturated and defined by many brands each offering a range of products. As the market leader, HARIBO wants to continuously deep dive into the dynamics of that market. **The ambition of this study was to get a deeper understanding of what differentiates competing products and brands in this category, as well as acquiring input on how to prioritise within the product portfolio in order to help both HARIBO and retail customers to optimise sales.**

Ipsos' portfolio study has provided new and deep insights into the sugar confectionary market dynamics at a detailed product level. Additionally, by integrating HARIBO's existing consumer category framework, this new consumer-driven research has identified ways to strengthen consumer category navigation, as well as specific recommendations on how to prioritise category assortment to fit the consumer and shopper needs.

THE CHALLENGE

In a mature market, HARIBO focusses on new paths for optimising their business for both HARIBO and for its grocery retail clients. The portfolio study aimed at providing a deep dive into:

1. How do consumers perceive the wide variety of individual sugar confectionary products?
2. How do HARIBO products compare/differ to main competitors?
3. Growth opportunities; based on category drivers and barriers, how to prioritise current and new products within HARIBO's portfolio?

THE PROCESS

Creating a **Portfolio Road Map and Initiative Masterplan**, by:

- Integrating the emotional drivers of HARIBO's existing consumer category framework into a...
- Portfolio mapping Study using Ipsos' unique market structure methodology, which is designed to uncover complex market and product landscapes, in combination with a...
- Total Unduplicated Reach and Frequency (TURF) Analysis, grouping 100 different products (own and competing), helping to understand how products complement each other or overlap.

The local Ipsos team has worked closely with Ipsos' global portfolio analysis team which specialises in very complex analysis such as these.

The study entailed a 15-20-minute quantitative online survey (device agnostic) with more than 1,300 respondents across different target groups. The respondents were asked to go through 12 rounds of similarity exercises, which accumulates an enormous amount of data, which the Ipsos team translated into actionable insights.

THE RESULTS

More specifically, the project has led to:



A mapping of HARIBO Products versus competitive products.



Identifying a number of market gaps and growth opportunities.



Deep insights into the product portfolio, indications on how consumers navigate as well as which products compete with each of HARIBO's own.

“ The Ipsos team is very professional and insightful. They balance their methodological expertise with a genuine respect towards our internal teams' already deep knowledge and insights into our own products and category. And Ipsos has been able to provide value from the portfolio study to all levels at our organisation.”

“Ipsos' international expertise and global presence is a big advantage to us. We can easily take the methodological setup of the portfolio study to e.g. our other Nordic markets and know that Ipsos will deliver all the way.”

Nordic Marketing Director, HARIBO Lakrids A/S

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Ipsos have experts specialising in very complex data analysis.
If you wish to know more about this or portfolio analysis studies
in general, don't hesitate to reach out to our experts.



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