

Category Review Template* – page 1

(Estimate: Source info from Store Checks, Retailers, Nielsen, Euromonitor)

Category Sales: Total, all channels, all customers			
Retail Value _____		Wholesale value _____	
Category Sales: Percent by Segment			
Segment A _____	Segment B _____	Segment C _____	Segment D _____
Category Sales: Percent by Channel			
Supermarket _____	Convenience _____	Discount _____	Pharmacy _____
Wholesalers _____	Cash & Carry _____	E Commerce _____	Other _____
Category Peak Seasonality			
Summer _____	Winter _____	Holiday _____	None _____
Category Sales: Top 4 Customers			
Customer 1 _____	Customer 2 _____	Customer 3 _____	Customer 4 _____
Category Sales: Percent National Brand versus Private Label			
National Brand _____		Private Label _____	
Category Sales: Percent by Brand			
Brand A _____	Brand B _____	Brand C _____	Brand D _____
Category Sales: Percent by Region			
Region A _____	Region B _____	Region C _____	Region D _____
Category Sales: Market share (value) Top 4 Brands			
Brand 1 _____	Brand 2 _____	Brand 3 _____	Brand 4 _____
Category Sales: Market share (units) Top 4 Brands			
Brand 1 _____	Brand 2 _____	Brand 3 _____	Brand 4 _____
Category Sales: Top 4 SKU's/Items			
Item 1 _____	Item 2 _____	Item 3 _____	Item 4 _____
Category Sales: Top 4 Pack Sizes			
Pack Size 1 _____	Pack Size 2 _____	Pack Size 3 _____	Pack Size 4 _____

*Note: please provide your best estimate

Category Review Template* – page 2

(Estimate: Source info from Store Checks, Retailers, Nielsen, Euromonitor)

Category Size (circle)				
Mass	Standard	Niche		
Category Sales Growth (circle)				
High 10 % +	Average: 3-5 %	Flat	Declining	
Buyer Interest (circle)				
High	Medium	Low		
Category Development (circle)				
New	High Growth	Mature	Declining	
Retail Prices: Top 15 SKU's/Items at number 1 customer				
Item 1 _____	Item 4 _____	Item 7 _____	Item 10 _____	Item 13 _____
Item 2 _____	Item 5 _____	Item 8 _____	Item 11 _____	Item 14 _____
Item 3 _____	Item 6 _____	Item 9 _____	Item 12 _____	Item 15 _____
Shelf Space: Provide Photo's/Planograms				
Typical Section Size: Supermarket		# Items: Average supermarket		
Adjacent Category 1		Adjacent Category 2		
Merchandising (circle)				
Typical Percent Price Reduction	10%	20%	30%	Other
Store Flier Participation	weekly	monthly	seasonal	never
Category displays	weekly	monthly	seasonal	never
Special Packs	Bonus Packs	Pre-Price	Free Gift	Other
What activity drives incremental category sales?				
Category Insights: What's hot?				
Category Insights: What's not selling well?				
Category Summary/Other Insights				

*Note: please provide your best estimate