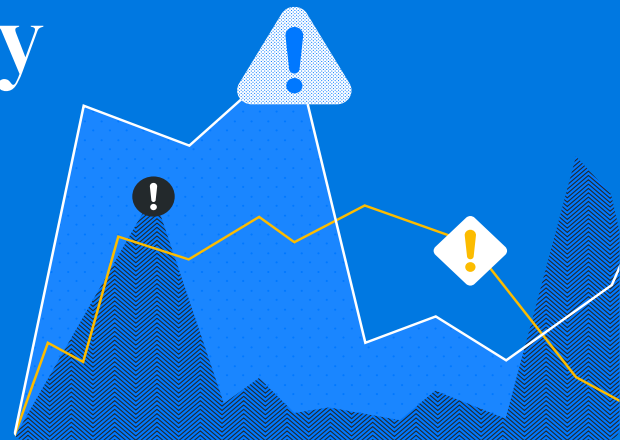


# Turn economic volatility into CPG gain

Prevedere’s economic-based data and technology provides unique foresight for market-validated planing and strategy



## Continued market volatility challenges every CPG

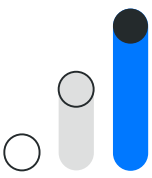
Over the last three years, many CPGs have benefited from the market conditions that were created by the pandemic and resulting turbulence. Some of the most impactful trends were the creation of “favorable” consumer behaviors (i.e., pantry packing), limited ability for consumers to spend on travel and entertainment, and Americans having inflated incomes as a result of unprecedented government stimulus. Conditions continue to change, setting up a challenging economic environment for CPG brands for at least the next 12 - 24 months.

Prevedere specializes in economic-based CPG prediction, supplying global data, leading indicators, econometric AI modeling, and ‘economists in a box’. For any selected category, platform or brand, CPGs can now identify, quantify and incorporate external drivers into current planning processes. The resulting economic-based predictions improve overall forecast accuracy and deliver unique and timely advantages for leadership:



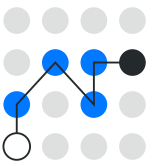
### Enhanced decision-making

Prevedere models and forecasts organizational and total category performance, consumer behavior, and economic trends. By providing executives with accurate and timely predictions, it enables them to make more informed and effective business decisions, to plan for what’s next. This includes optimizing pricing strategies, adjusting production volumes, identifying new growth opportunities, and allocating resources efficiently.



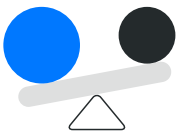
### Improved demand forecasting

Achieving the most accurate demand forecasting possible is crucial for CPG companies to effectively manage inventory, production, and supply chain operations. Prevedere models incorporate a wide range of variables, including historical sales data, market dynamics, consumer sentiment, and macroeconomic indicators. This enables CPG leadership to generate more precise demand forecasts, reducing the risk of stockouts or excess inventory.



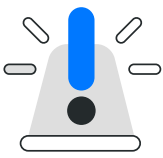
### Efficient resource allocation

Prevedere planning foresight helps executives allocate various resources, such as raw materials, production capacity, and marketing budgets by anticipating demand fluctuations and market conditions. It enables leadership to align resources with accurate demand predictions, avoiding bottlenecks, minimizing waste, and maximizing operational efficiency.



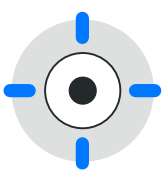
### Competitive advantage

Prevedere’s quantification of future market uncertainty delivers a competitive leading edge for CPG management. The key enabler is being able to proactively identify emerging trends, consumer preferences, and market opportunities before competitors. This enables the adaption of product offerings, marketing strategies, and distribution channels, staying ahead of competition and capturing market share.



### Risk mitigation

Prevedere’s predictive planning intelligence helps CPG executives to mitigate risk. By analyzing various future economic scenarios and their potential impact on the business, executives can develop contingency plans and risk mitigation strategies. This includes factors like changing consumer spending patterns, inflation, wage rates, currency fluctuations, and regulatory changes.



### Long-term strategic planning

Prevedere’s long term CAGR models help CPG execs drive long-term strategic planning. Market-validated insights into future operating conditions enables the development of robust strategies and the setting of realistic goals, whether identifying new markets, evaluating expansion opportunities, assessing the feasibility of product diversification, or making informed investment decisions.

**In summary,** Prevedere’s economic based predictive planning empowers CPG leadership with quantitative and qualitative foresight, helping them to make data-driven decisions, optimize operations, gain a competitive advantage, and manage risks. Prevedere enables the navigation of the complex and dynamic world of CPG, ultimately driving sustainable future growth and profitability.

Prevedere’s Advanced Predictive Planning platform is a patented market-leading technology for identifying external factors, creating forward-looking predictive models, enabling “what-if” analysis of potential future conditions, and monitoring for future market shifts.

Recommended reading: [“Using leading indicators to market validate planning and strategy”](#)

Learn more at [www.prevedere.com](http://www.prevedere.com)