

## Overview Category



### DATA ON DEMAND

#### Category Analysis

Providing valuable insights about how is my brand positioned within its category

-> Ad-Hoc Request

#### Nice to know

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#### Type of analysis

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- Sales Trends
- Sales Equation
- Contribution to growth

#### Available Focus (2 possible)

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- Store Perimeter
- Product type
- Specific Packaging Format
- Specific Feature
- Delhaize Segmentation

#### Sample pictures

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