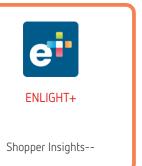


# Brand Shifting Report



### Objectives

 Highlight positive and negative buyer transfers between brands or categories to identify loss & gain sourcing

#### Nice to know

### Key questions

- What is my market share within the category? What is the market share of my main competitors within the category?
- What is my percentage of net gain/loss coming from my competitors?
- What is, in absolute value, the amount of sales that I have gained/lost from my competitors?

## Post reporting

- Market Share vs. 5 brands within the same category
- Net gain/loss of clients from these 5 brands
- Absolute value number in sales gained or lost per brand

## Sample pictures

