

Brand Shifting Report



ENLIGHT+

Shopper Insights--

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

