




# SPINS Ignite Data Guide



Your Ignite Category Performance Report is designed to provide valuable market insights for your category and subcategory. Use this guide as a reference to understand where the data comes from, what these insights mean, and how to use them to drive strategy for your business.

# SPINS Language of CPG Intelligence



SPINS has exclusive partnerships with hundreds of retailers in the US, and we segment them into 2 channels: the SPINS Natural Channel and the SPINS Regional Independent & Grocery Channel, also known as RIG.

These retailers provide us with their core point-of-sale data so we can enrich it with Product Intelligence, then translate it into the views that matter most to your business.

Retailers use SPINS as a single source of truth to analyze their performance and make assortment decisions.

By providing this enriched data and insights to you, we enable you to “speak SPINS” with retailers because everyone is using the same “language” to analyze performance.

This allows the natural products industry to engage and transact with efficiency, transparency, and trust.

# What is the **SPINS Natural Channel?**

- ✓ Includes **co-ops, associations, independents, large regional chains**
- ✓ This channel **breeds innovation and sustains the level of authenticity and high product standards** that define the industry
- ✓ Represents **over \$41B in total sales**
- ✓ Encompasses approximately **2500 stores**

## EXAMPLE RETAILERS



Raley's

SPROUTS  
FARMERS MARKET

FRESH THYME  
MARKET™



Gelson's



Foodtown

# What is the **SPINS** **Regional & Independent** **Grocery Channel (RIG)?**

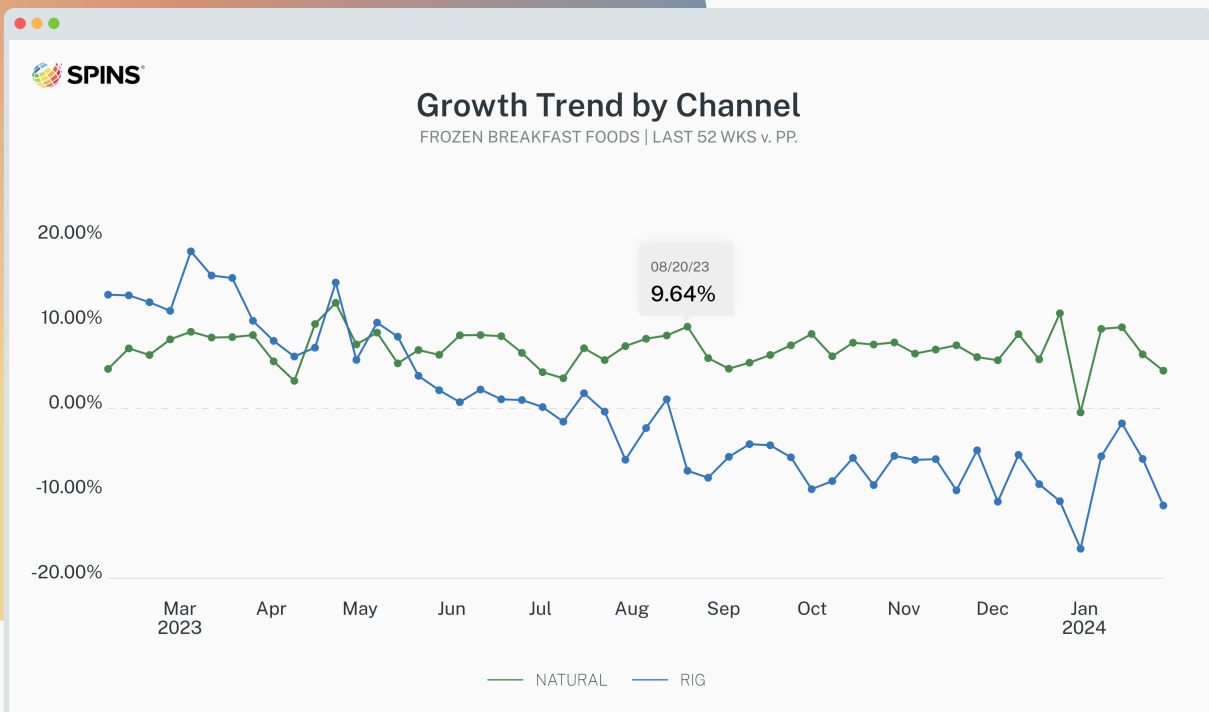
- ✓ Includes **independents** and **banners** up to 400 stores
- ✓ Represents **almost \$172B** in total ACV
- ✓ Encompasses approximately **11,100 stores**
- ✓ Regional & Independent Grocery is **the next frontier of retail ripe for disruption**. These retailers are connected to their local communities and the voice of the customer.
- ✓ They are looking to differentiate themselves through **differentiated product assortments** and a **focus on key marketplace trends**.

## EXAMPLE RETAILERS



# Understand Your Ignite Category Performance Report





## Growth Trend By Channel

### SUMMARY:

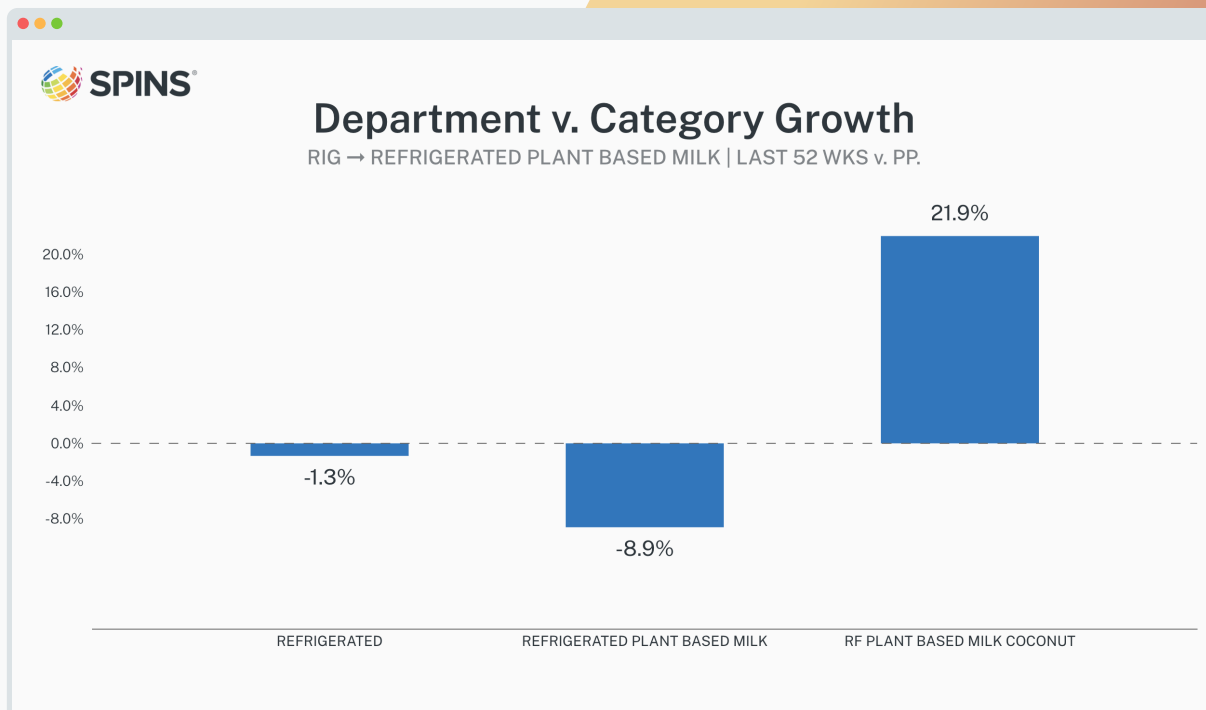
Growth Trends by Channel analyzes week-by-week growth compared to the 52 weeks of the prior year. In this example, sales in the channel grew 6.15% on 10/08/23 compared to sales during the week of 10/08/22.

### WHY IT'S IMPORTANT:

Growth Trends by Channel gives you a snapshot to understand the overall health of your category in each channel. The Ignite narrator will mention which channel is performing better by highlighting the total number of weeks that had growth over the past year.

### HOW TO USE IT:

Narrow down which retailers you should target for new distribution based on the channel that is performing better.



## Department vs. Category Growth

### SUMMARY:

Department vs. Category Growth compares the year-over-year growth of your category and subcategory to that of the department. This allows you to see how products in your subcategory are contributing to overall sales at retailers in the channel.

### WHY IT'S IMPORTANT:

Subcategory performance is an important metric that category managers consider for assortment decisions. This can demonstrate that your products are well-positioned to increase their sales.

### HOW TO USE IT:

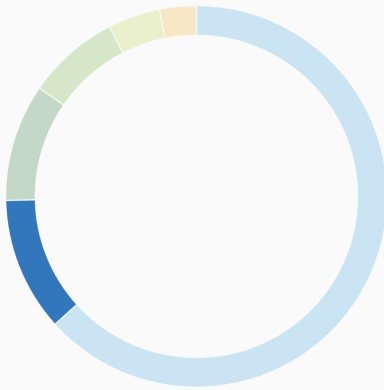
Screenshot this chart and include it in your pitch deck for buyer meetings with retailers. This can improve your sell story, even when your category and/or department is in decline.

In this example, a coconut milk brand can show that products like theirs are contributing to significant sales in the category, even though consumers are buying less plant-based milk in general.



## Subcategory Share

NATURAL → PERFORMANCE NUTRITION | LAST 52 WKS v. PP.



SUBCATEGORY	SALES	% TOTAL
HYDRATION & ELECTROLYTE	\$32.9m	63.5%
PREWORKOUT	\$5.9m	11.3%
WEIGHT MANAGEMENT FORMULAS	\$5.1m	9.9%
CREATINE	\$4.0m	7.8%
SUPPLEMENTS PERFORMANCE OT...	\$2.3m	4.4%
INTRA & POSTWORKOUT	\$1.6m	3.1%

## Subcategory Share

### SUMMARY:

Subcategory Share gives you a bird's eye view of total sales in your category with a breakdown of how much each subcategory contributes.

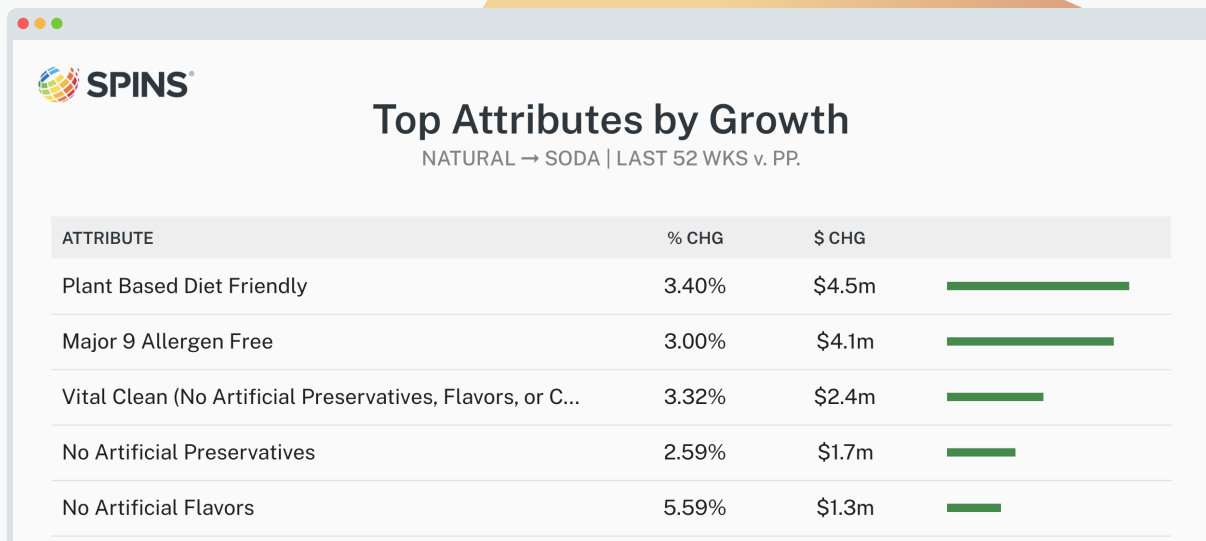
### WHY IT'S IMPORTANT:

Subcategory Share helps you understand what category managers consider when making assortment decisions. For example, your subcategory may be growing significantly, but you may need to bring additional proof points in your sell story if it only makes up a fraction of total category sales.

### HOW TO USE IT:

Subcategory Share is mostly to maintain visibility of your category dynamics, but it can be actionable if you are considering other subcategories to expand your product lines.





## Top Attributes by Growth

### SUMMARY:

Top Attributes by Growth uses SPINS Product Intelligence to analyze attributes and label claims of products that are driving growth in your subcategory. These insights are sorted by total dollar growth instead of percentage. Percent growth is a very important metric to look at, but it can skew results if the total dollar sales are extremely low. Your Ignite report includes both to give you a balanced view of attributes that are popular with attributes that are trending.

### WHY IT'S IMPORTANT:

Consumers make purchase decisions based on product attributes that meet their needs. If your products have attributes that are driving growth in your subcategory, you can tailor your messaging to both consumers and category managers to drive more sales.

### HOW TO USE IT:

Screenshot this chart and include it in your pitch deck for buyer meetings with retailers. This can improve your sell story, even when your subcategory is in decline.

In this example, a probiotic soda brand can show that products like theirs are growing at nearly 70%, which means they could drive more sales for a retailer than other types in their subcategory.