

Total Market Visibility That Fuels Innovation



Milk Specialties Global (MSG), an ingredient supplier of whey, milk, and other specialty proteins, uses AttLab to inform thought leadership and identify opportunities for innovation.

CHALLENGE:

Health is a key consumer focus that is inspiring brands across categories to add protein to new products. To inform innovation, MSG needed an **intuitive, cost-effective way to understand ingredient trends and usage at the market- and brand-levels.**

SOLUTION: SPINS ATTLAB

MSG uses AttLab to:

- **Advise customers on innovation** and expansion opportunities based on category landscape trends
- **Scope new markets** based on number of brands using ingredients MSG supplies
- **Benchmark trends** and maintain visibility into total category performance and determine new areas of focus

RESULTS: COMPARED TO PREVIOUS SUBSCRIPTION

>6x

VISIBILITY INTO
NUMBER OF BRANDS USING
DAIRY PROTEINS

>50x

VISIBILITY INTO
UNITS SOLD
INCORPORATING WHEY

“MSG is constantly researching innovation opportunities – with AttLab, we can do that across non-traditional categories to inform forecasts and guide business strategy.”

LUKE SULLIVAN
Senior VP of Finance



To learn more about how SPINS can help your business,
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