



Total Market Insights with **SPINS Attlab**

SPINS AttLab provides category, brand and ingredient visibility for suppliers to supercharge growth



The first and only solution for suppliers fueled with data from the

Total Market

\$1.7T | ALL COMMODITY VOLUME

OF SALES VOLUME ACROSS CONVENTIONAL, CONVENIENCE AND HIGHLY INNOVATIVE CHANNELS LIKE NATURAL AND REGIONAL

Total Store

116 | CATEGORIES

INCLUDING POINT-OF-SALE DATA FROM EVERY AISLE

Total Product

350+ | INGREDIENTS AND ATTRIBUTES

THE MOST IMPORTANT ON- AND OFF-LABEL CHARACTERISTICS ON MILLIONS OF ITEMS TO DECODE CONSUMER PREFERENCES

SPINS AttLab enables Ingredient Suppliers to:

Track market trends & emerging ingredients

Go beyond product launches and see real sales across every category

Build your prospecting pipeline

Identify growing brands who source your ingredient(s) from other suppliers

Monitor demand

See sales trends of your buyers to forecast future demand

To learn more about SPINS AttLab, contact growth@spins.com

Total Market Visibility That Fuels Innovation



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

THE 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.**

THE SOLUTION: SPINS ATTLAB

MSG uses SPINS 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

THE RESULTS

>6X

VISIBILITY INTO NUMBER OF BRANDS USING DAIRY PROTEINS

>50X

VISIBILITY INTO UNITS SOLD THAT INCORPORATE WHEY

compared to previous subscription



LUKE SULLIVAN
SR VP OF FINANCE

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