

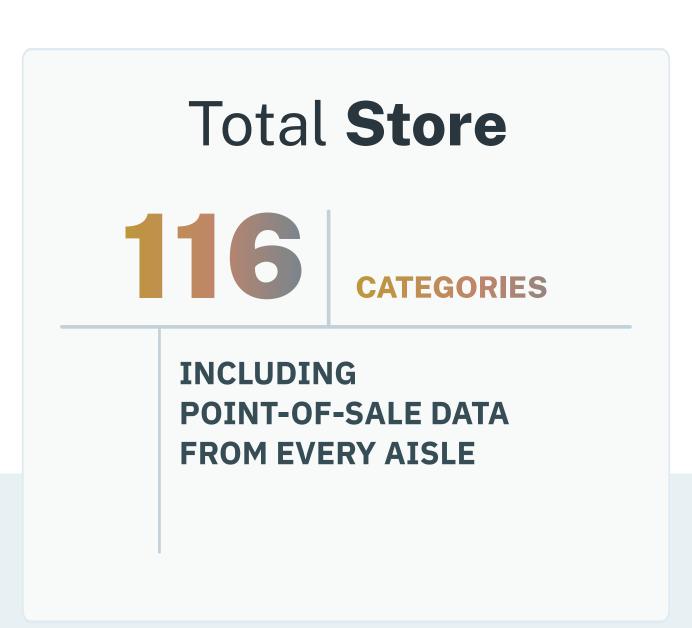
# Total Market Insights with SPINS Attlab

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







## 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

# **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



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