

# Summary Slide

## Odds of Category Growth and category maturity

- Category maturity has a strong impact on the odds of growth
- Categories which are less mature are more volatile, showing more potential for high growth but also a high risk of decline
- Mature categories are more predictable in growth, though stability to modest growth is the norm

## Category growth enablers

- Global benchmarking allowing to learn from other markets and spotting patterns
- Good data coverage allowing for de-averaging by channel and region
- Learn-test-learn mindset which increases the probability of decision outcomes

***Brand growth depends heavily on Category Growth.***

***Category Growth mindset is essential for large brands.***

## Check...

1. What category you're in (stage of development and global benchmarking)
2. What does this mean for growth objectives and the way the category will grow?
3. How does my portfolio cover that? How do the investments match?
4. What do I need to take part in/accelerate category growth?

## How Categories Grow

In early category development stages, growth comes mainly from penetration. The aim is to cover the market well in terms of penetration opportunities and drive mental and physical availability for the core offerings.

In more mature categories, the possibility of growth through high penetration gains diminishes and adding value becomes an important lever to achieve category growth. Penetration is still important to avoid decline.

*Interested in global mapping of your categories and auditing your growth levers?*

**Ask us for more info.**

