



Fast, actionable insights with Shelf Test

MEASURING PRODUCT LINE CANNIBALIZATION BEFORE LAUNCH

This Fortune 500 multinational food manufacturer needed to measure how a new line of protein bars would perform on shelves prior to launch—paying special attention to any potential line cannibalization to similar existing products. With the help of aytm’s blended full-service and assisted DIY service and automated Shelf Test, they were able to bring the voice of their consumer into the decision-making process when weighing the option to launch a new line of protein bars.

CASE STUDY 2023



Challenge

- A need for insightful answers to important product questions
- A demanding timeline with high standards for quality
- Limited experience with virtual shelf testing



Solution

- A custom research plan to reach the large sample size required for this study
- A consultative partner to share expertise and recommend the best solution
- Dedicated support and guided learning to enable adoption of a new shelf test tool



Results

- Successfully discovered line cannibalization within the shelf test
- Gained insights to help to inform the path ahead for the new line of protein bars
- Enhanced experience, confidence, and agility for future research initiatives