



REDEFINING FORECASTING

Master supply and demand with a new approach to planning

The challenge

Consumers, not retailers or manufacturers, are the driving force in today's customer-centric economy. They determine the appetite for products, rendering the traditional models of supply and demand redundant. And as lifecycles in consumer technology shrink, there is less time to deliver a margin and maximize sales. To succeed, brands, retailers and manufacturers must anticipate and respond rapidly to changing consumer preferences if they are to offer the right products to the right customers at the right time.

Your ability to accurately forecast future demand can make the difference between sales success or failure.

Let our point-of-sales data help you predict future product demand

Our predictions are based on actual data from the world's largest point-of-sales (POS) tracking panel for durable goods spanning 425,000 retail partners across more than 80 countries. This objective, up-to-date data is combined with our ongoing monitoring, forming the bedrock of our best-in-class forecasting. It offers the most accurate predictions possible.

GfK Demand Forecast Overview – the essentials on a regular basis:

- **Perfect your sales planning:** Understand what's impacting current and future demand; position your product portfolio to optimize new growth areas; accommodate major industry drivers.
- **Master supply chain management:** Incorporate the impact of new technology in your planning; minimize over-production and supply shortages; increase customer satisfaction by anticipating and meeting customers' needs before they arise.
- **Get the topline view:** Access country and market topline on a product group level; integrate historical trends and seasonal moves in your business planning; react quickly with short-term forecasts for the current year +1 provided on a regular basis.
- **Flexible, frequent and scalable:** Rely on forecasts from more than 300 technical consumer goods product categories worldwide; assess your data on an easy-to-use Excel (soon Online) dashboard, delivered at a frequency to suit you.

Reinventing forecasting

There are four key principles we use in our forecasting:

1. Continuity

To be accurate, forecasting needs to be a continuous process. Updating forecasts frequently means they remain relevant and reflect the latest market situation. Market events such as sales promotions are reflected in these timely predictions.

2. Accuracy

Rooting forecasts in actual sales data has a transformative effect on their reliability. Whilst relied upon in the past, shipment data and expert interviews have little relevance now given the speed at which consumers and markets move. Our forecasts benefit from the world's largest POS tracking panel for durable goods providing objective, up-to-date data further strengthened by ongoing monitoring.

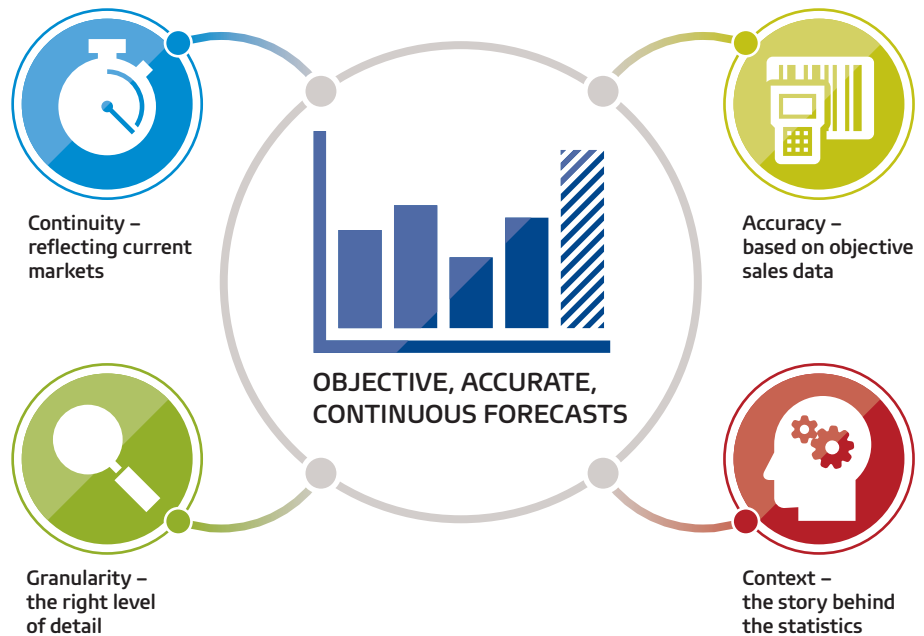
3. Granularity

Our POS data provides the scalability to offer both big picture and more detailed information. Our forecasts are designed to help you uncover growth opportunities, even in the most challenging markets.

4. Context

Calculating a projected demand is often only part of the picture, the skill is to understand the story behind the statistics. Subscribers of our next edition Demand Forecast Insights will have access to the forecasts plus detailed analysis of country specific market trends and wider macro-environmental market knowledge.

Our four key principles



Continuous forecasting data is an essential ingredient to help your business embrace and maximize the future.

Evidence-based planning you can trust

With technology and consumer behavior changing at such a rapid rate, business success depends upon the ability to anticipate and respond to future consumer demand.

Empowered with objective, regular and accurate forecasts, businesses that are agile and flexible have the best chance of meeting those expected demands.

Questions?

Contact your dedicated Client Business Partner in Germany or reach out to Anton Eckl:

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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 80 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.