

cannibalisation

from: Miscion Limited

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Description

Understand the effectiveness of promotions and discover how to build cannibalisation into your promotional calendar. Many brands have reached the point where 80-85%, even 90% of sales are on-deal – with all of them vying for attention, enticing consumers and stealing each other's sales. Amongst this promotional clutter, understanding the effect of cannibalisation is absolutely key to accurately calculating promotion performance. Whether it's competitor brands, supermarket own brands, or even SKUs from within your own brand portfolio – you need a robust methodology that factors in the true impact of cannibalisation and highlights where it's most severe – enabling you to effectively plan your promotional activities to maximise your RSV and profit.

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