

MILK AND MASCARPONE

How do we, as consumers, behave in front of these products?



Let's analyze Parmalat milk:



WITH PROMOTIONS:
+82% IN SALES

PROMOTIONS + SEASONS
in winter: -4% IN SALES
in summer: +141% IN SALES

PROMO + SEASONS + WEATHER
If it rains in winter:
+36% IN SALES
If it rains in summer:
-67% IN SALES

Let's analyze Galbani mascarpone:



WITH PROMOTIONS
+68% IN SALES

PROMOTIONS + SEASONS
in spring: -67% IN SALES

PROMO + STAGIONI + WEATHER
If it rains in spring:
+47% IN SALES

Let's take a look at a competitor's sales under the same conditions



PROMO + SEASONS + WEATHER
If it rains in summer, the competitor Granarolo:
+25% IN SALES
(vs -67% of Parmalat)

WHAT DO THESE NUMBERS TELL US?

How essential it is to consider the hundreds of variables that simultaneously influence a product's sales, integrating them into a clear and strategic vision.

With Delphi, our AI tool, you can understand and anticipate consumer needs, even during the most unpredictable times, effectively managing complex products like fresh goods!

AND SINCE WE'RE AT IT, LET'S ADD A BIT OF HOLIDAY SPIRIT..!

Panettone and mascarpone are indeed the perfect duo for the holidays!

If panettone is on sale, mascarpone sales increase by 25%.

