



# MAGNUM VS NUUI

let's take a closer look at the numbers behind these ice creams.

Summer is finally here, bringing with it the wish for ice cream! During this season, sales increase compared to other times of the year



**BUT WHAT HAPPENS WHEN BOTH ICE CREAMS ARE ON PROMOTION AT THE SAME TIME?**

When Nuui is on promotion, Magnum sales drop.

There's a slight cannibalization effect!



**BUT IT'S NOT JUST A SUMMER TREAT:** ice creams are in great demand all year round, especially during promotions.



The heat makes us crave something refreshing, but how does the weather affect sales? Surprisingly, the weather has minimal impact on sales:

- I Magnum sales increase by 2% in nice weather.
- I Nuui seems unaffected by weather conditions.

## WHAT ABOUT VARIETY IN THE PRODUCT RANGE?

In 2024, Nuui expanded its ice cream variety, leading to significant sales growth compared to previous years.



In contrast, Magnum's product assortment has remained almost unchanged, with only a 2% increase in sales.



● Could this be due to a stronger focus on consumer preferences?

## SO HOW CAN WE MEET CUSTOMER NEEDS?

By analyzing millions of data points, we can make accurate sales forecasts and gain a deeper understanding of customer preferences.

This ensures that customers receive the right product at the right time.

