

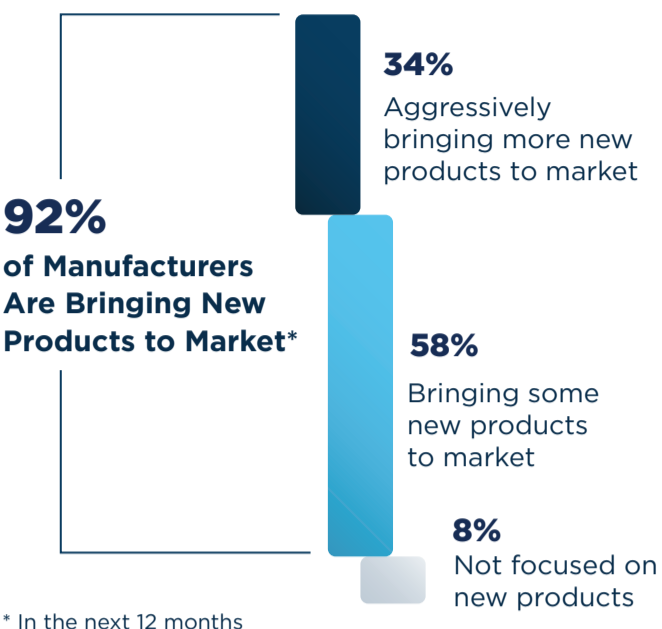
# MANUFACTURER AND RETAILER OUTLOOK SPRING 2023



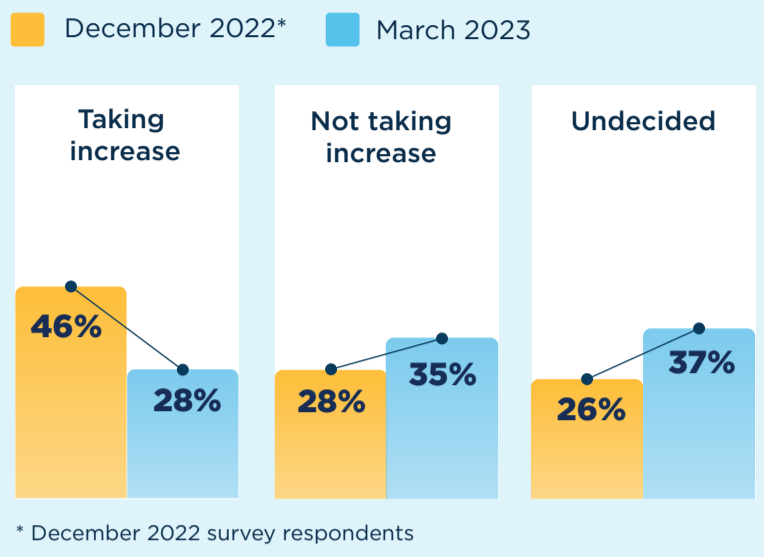
## Industry players reveal plans for competing and making a profit

Consumer packaged goods innovation is rising, list price increases are waning and retailers are focused on private-brand expansion, according to a March 2023 survey of manufacturers and retailers by Advantage Solutions.

The survey also found branded product manufacturers are responding to private-brand expansion by marketing the quality of their products and launching product innovation. Their top tool for remaining competitive is off-shelf merchandising, as trade promotion activity has inched up gradually since the COVID dip.

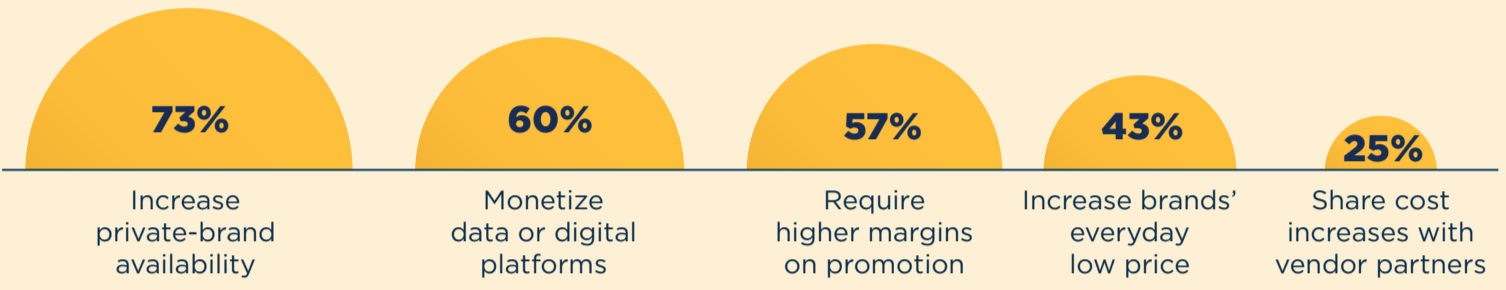


## 3 in 10 Manufacturers Plan List Price Increases in Next 6 Months



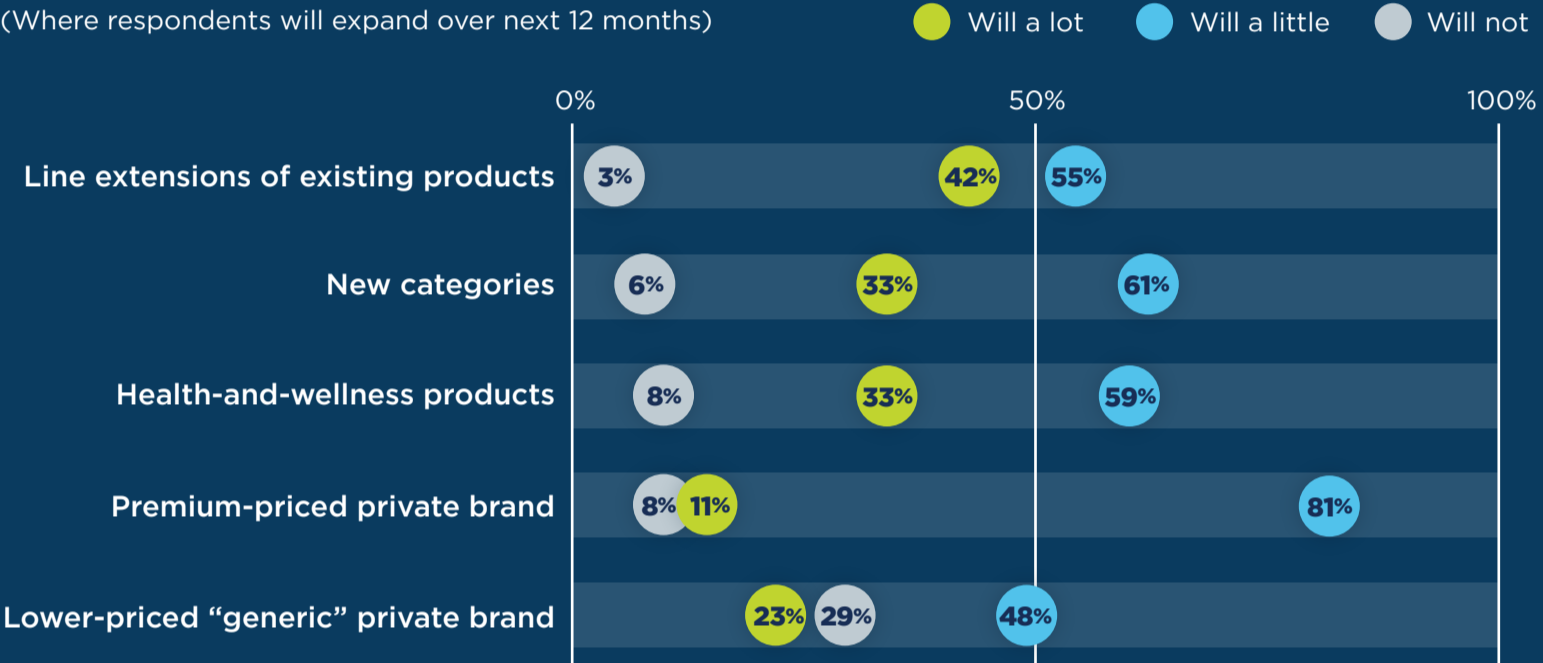
## Private-Brand Expansion Is Retailers' Top Strategy for Addressing Cost Increases

(Retailer respondents selected Top 3)



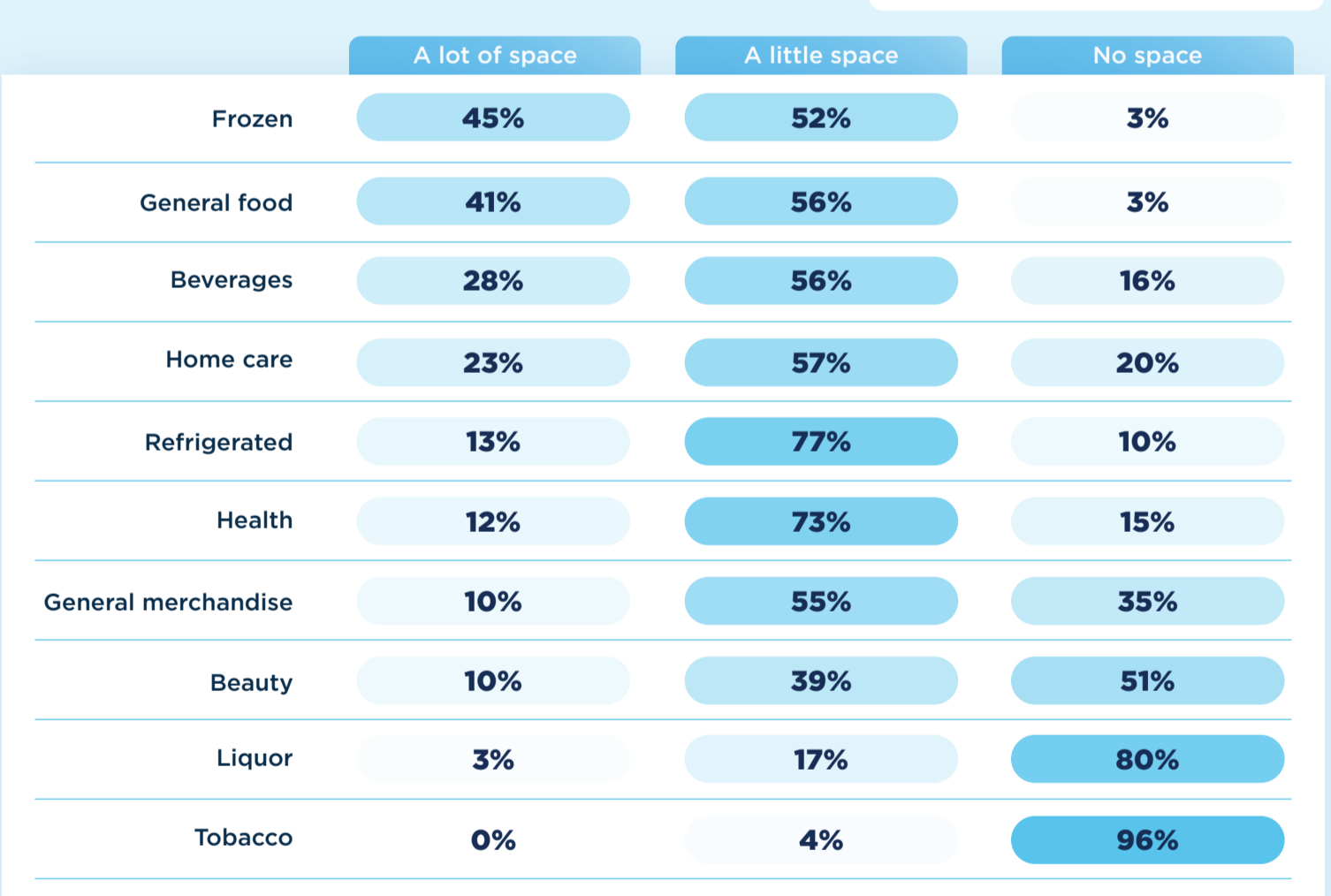
## Retailers Will Expand Private Brands Through Line Extensions

(Where respondents will expand over next 12 months)



## Retailers Will Create Space for More Private Brands in Frozen Foods, General Foods, Beverages

(Where respondents will add additional private-brand products in 2023)



## Manufacturers' Top Strategies for Competing Against Private Brands Are Marketing Quality and Innovation

(Respondents selected Top 2 strategies for next 6 months)



## Off-Shelf Merchandising Top Manufacturer Tool to Remain Competitive at Shelf

(Manufacturer respondents selected Top 3)

