

# Reimagining Knowledge Management in the Age of AI

# Session Speakers



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# Agenda

Introduction

DeepSights™: Gen AI for Consumer Insights

Mars & Market Logic: Partnership History

Mars Case Study: DeepSights in Action

Audience Q&A



Helping innovative companies run insights-driven operations

SaaS

provider of AI platform  
for insights management

15+

years experience

100+

global customers

150+

integrated partners



# The problem: **Success** rates of innovation are hindered by the underuse of market intelligence

## Pressure to innovate

- 95% of executives say launching new products or services is a focus for 2025, and 80% planning to boost investment in product innovation.

Deloitte

- Companies in CPG must renew 20% to 30% of their revenue base every ten years with new products and services to maintain leadership.

McKinsey.

New product failure rate across industries dents growth



Source: PDMA

## Poor insights ROI

- 89% of leaders in marketing and product management believe that enhanced access to market insights will boost the success of their product launches and advertising.

Insight Platforms & Market Logic Software.

- 40% of decisions are made without considering consumer and market intelligence data. Insight Platforms & Market Logic Software.



# Our Solution

Transform market insights into a strategic, AI-powered discipline



DeepSights provides the foundation for your CMI transformation to drive measurable competitive advantage

DeepSights reads your **Reports** and gives the answer

Trackers

Charts

Structured Data

Visual Data

Transcripts

News



- Integrate all evidence into one answer to contrast and compare
- Tailor which sources DeepSights uses
- Understand data limitations with AI watchouts

DeepSights

What do we know about Gen Z spending?

### Overview of Gen Z Spending Habits

Generation Z, defined as those born between 1997 and 2012, is projected to have a significant impact on global consumer spending, with their spending power expected to reach \$12 trillion by 2030, surpassing that of Baby Boomers [00]. This generation is characterized by a strong inclination towards authenticity and social causes, with 73% willing to spend more on brands that support social issues such as racial equality and ending poverty [07]. They are also noted for their digital savviness, with 98% owning smartphones and a substantial portion making purchases through social media platforms [02] [09]. This digital-first approach influences their shopping behavior, as they often begin their purchasing journey online, relying heavily on online reviews and social media for brand discovery [06] [09].

Despite their projected spending power, Gen Z faces financial challenges, with nearly half relying on family for financial support and 57% lacking sufficient savings for three months of expenses [30]. The rising cost of living has led many in this demographic to adopt "loud budgeting," a trend where they openly discuss their financial limitations with peers [30]. This financial strain is reflected in their cautious spending habits; while they are willing to splurge on experiences, they are also more likely to wait for sales and discounts compared to older generations [02] [04]. In fact, 76% of Gen Z reported dipping into savings or taking on additional jobs to manage their finances, indicating a more pragmatic approach to spending [04].

Furthermore, Gen Z's shopping preferences are shifting towards value-driven choices, with a growing interest in health and wellness products, as well as sustainable options, although their willingness to pay a premium for sustainability has decreased amid economic pressures [07]. They are also more inclined to explore private-label products, with 36% planning to purchase these more frequently, reflecting a trend towards affordability over brand loyalty [07]. Overall, while Gen Z is poised to become a dominant consumer force, their financial realities and evolving preferences necessitate a nuanced understanding of their spending behavior [09] [07].

DeepSights detected potential watchouts in the sources.

**Contradictions:** There is a contrast between Gen Z's projected spending power and their current financial struggles, as many rely on family support and lack savings. Additionally, while they express a desire for sustainability, their willingness to pay a premium for such products has declined, which may conflict with their stated values.

**Context:** The data primarily reflects trends in the U.S. and may not fully represent Gen Z's behaviors in other regions, such as emerging markets where their spending habits may differ significantly. The financial challenges faced by Gen Z are also influenced by broader economic conditions that may not apply universally.

**Reliability:** The sources used are relatively recent, with most data being from 2024, ensuring that the insights are current. However, some findings are based on surveys and reports that may have inherent biases or limitations in sample size and demographic representation, which should be considered when interpreting the data.

Seeking more insights?  
Generate a comprehensive report summarizing topic-related data from various sources.

### Further reading

These materials offer additional context and related insights, even if they don't answer your question directly.

GenZConsumers

Oct 31, 2024 → Primary report

Market analysis of Generation Z consumer trends highlighting their focus on innovation, convenience, security, and escapism in the context of their unique upbringing in a digital...

2023 Food and Health Survey

May 01, 2023 → Primary report

Market research report examining American consumers' perceptions, beliefs, and behaviors regarding food and food purchasing decisions.

The Future Consumer - Food and Generation Z

Feb 01, 2020 → Primary report

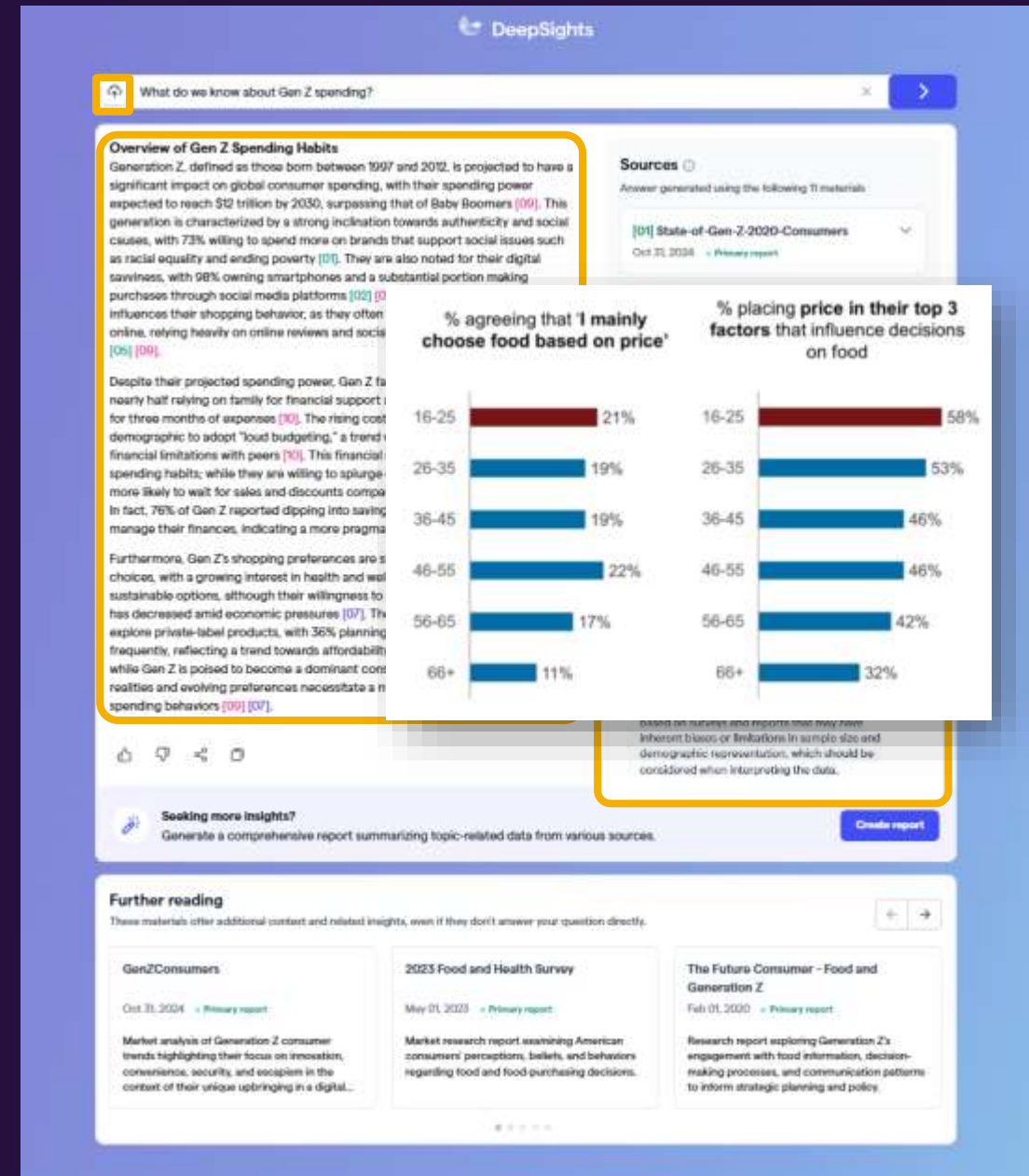
Research report exploring Generation Z's engagement with food information, decision-making processes, and communication patterns to inform strategic planning and policy.





- Integrate all evidence into one answer to contrast and compare
- Tailor which sources DeepSights uses
- Understand data limitations with AI watchouts
- Use rich insights from your charts and tables

And as of Q1 2025 we are please to announce text-to-SQL capabilities to query structured databases...



# Democratize – Structured Data

## Answers from Trackers & Tables

### What it does

- Empower teams with a 360° view of consumer and market data
- DeepSights lets anyone in the organization get fast AI-powered insights directly from key data sources like brand trackers, sales or customer experience data, and market mixed modelling
- DeepSights' text-to-SQL model pulls data and trends directly from onboarded data tables

Product Category	Region	Sub-Region	Country	Product Line	Sales Revenue	Reporting Date	Time Period	Growth Rate	Market Share
Skincare	Asia	Southeast Asia	Malaysia	Anti-Aging Creams	1,200,000	1/1/2022	QTR	10%	25%
Haircare	Europe	Western Europe	France	Herbal Shampoos	900,000	3/1/2022	QTR	15%	30%
Oral Care	Americas	North America	USA	Whitening Toothpaste	2,500,000	4/1/2022	MAT	-5%	18%
Deodorants	Asia	South Asia	India	Antiperspirant Roll-On	750,000	7/1/2022	MAT	8%	22%
Cosmetics	Asia	East Asia	Japan	Lipsticks	1,400,000	9/1/2022	QTR	12%	35%
Haircare	Americas	South America	Brazil	Conditioning Masks	1,000,000	12/1/2022	MAT	-9%	28%



How large is our market share and how has it changed since 2023?

Our market share for Oral Care in the US in 2024 sits at 22%, representing a 6% increase from 2023. [\[T02\]](#).

# MARS Partnership

# MARS & Market Logic Partnership Evolution

**2015**



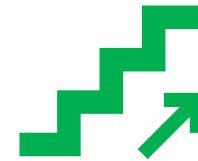
Mars & Market Logic  
Partnership Begins

**2021**



Zero Waste Initiative  
Success

**2022-2023**



Platform V3 + asset,  
source + usage growth

**2024**



**DeepSights**

AI Assistant + 3 new  
feature launches



MARS primary research & insights  
includes content from selected  
syndicated partners & connectors

\$767M  
Knowledge  
Asset







**DeepSights**

# Case Study



Pet parents want their dog kibble to remind them of roasted chicken dinner

What do we know about dog kibble appearance and pet parents' preferences?

What do we know about the impact of aroma?



Let's create prototypes to deliver on appearance and aroma expectations

 **Synapse**  
**Enables knowledge harvest at the speed of innovation**



Let's recruit pet parents to gain their input

Looks good, smells good--and my dog loves it!



# Capabilities & Synapse Awareness

## Direct to Users

- **R&D**
  - Product developers
  - Consumer technical insights
- **Marketing**
  - Insights managers
  - Brand managers
- **Sales teams**



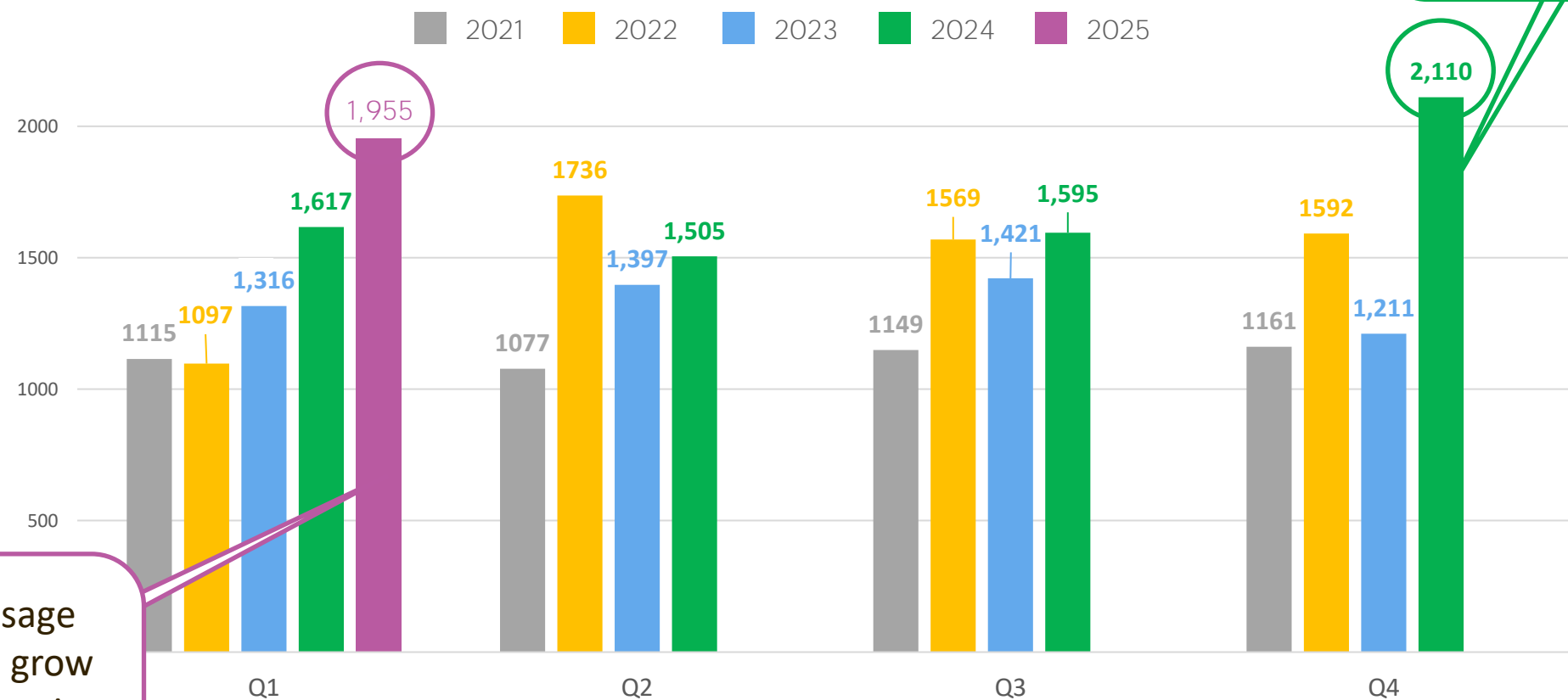
## Embedded into Trainings & Project Awareness

- **Capabilities trainings**
  - Tools and methods for consumer and sensory research
  - Innovation & change management processes
- **Onboarding of new associates**
- **Project Updates**



# DeepSights™ as an accelerator of insights usage

**Q4 2024:** Mars hits record number of users in the platform



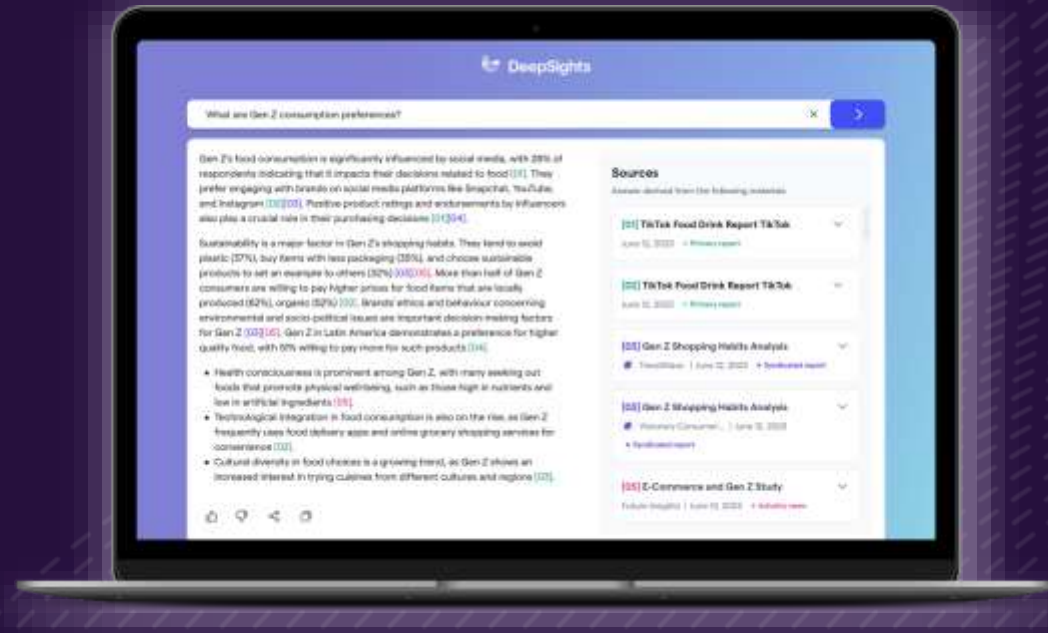
**Q1 2025:** Usage continues to grow with 1k+ users in Synapse monthly and 4k+ annually

**DeepSights**  
Over 10,000 Questions Asked  
Over 1,000 Unique users



# Audience Q&A

See  DeepSights for yourself



Visit us at **Booth 604** for a live demo

