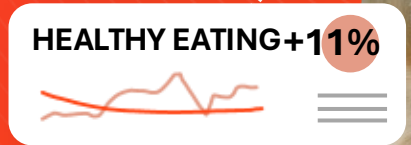
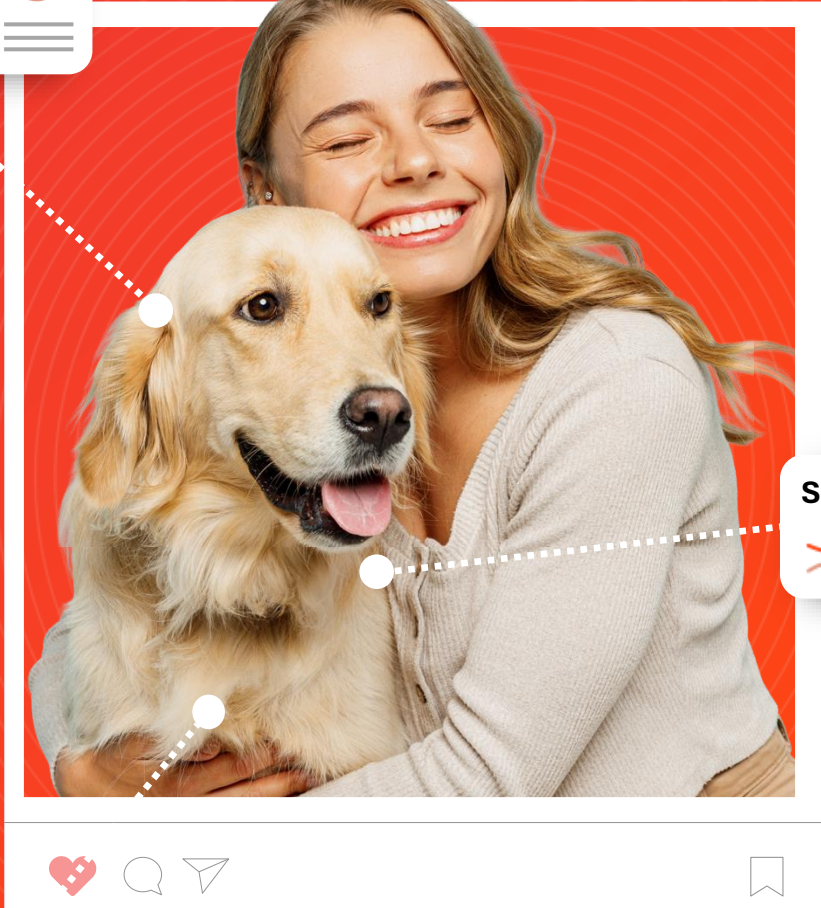


How Mars Petcare Predicts Consumer Demand Signals



MARS

BLACK SWAN DATA
A MINTEL COMPANY

Hello!

**Joseph
Aphinyanaphongs**

.....
Sr Manager of Trends &
Innovation
Mars PetCare



Nik Pearmine

.....
Chief Strategy Officer
Black Swan Data



The world's largest, impromptu focus group at your fingertips

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42K

45%

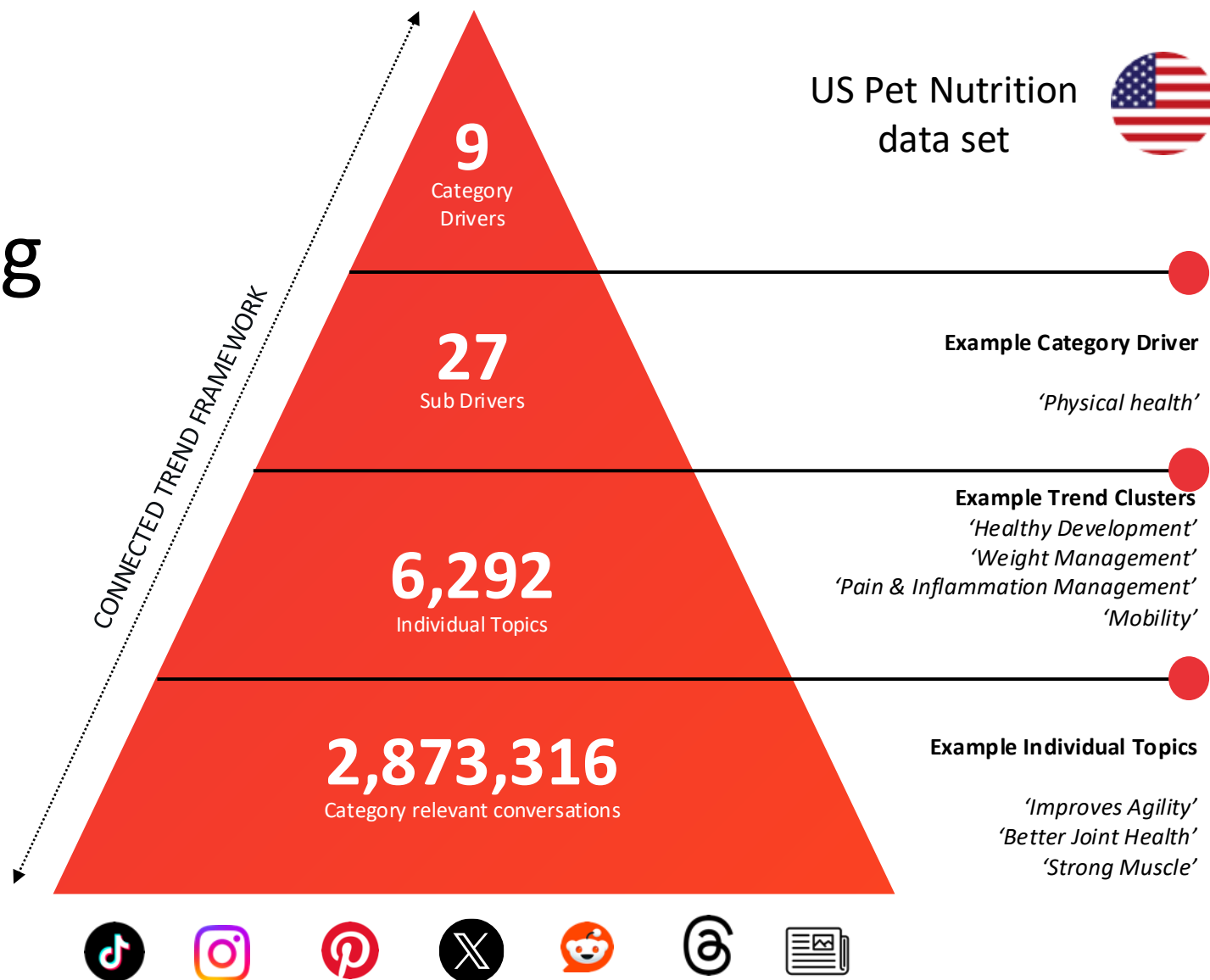
100K

110K

MJ81
I wish my cat would eat stuff like this but I've tried and she just sniffs it, gives me a dirty look, and strolls away. She's 20yo and loves meow mix
2023-1-... Reply
View 43 replies

BLACKSWANDATA

Black Swan's approach to understanding consumer behaviour



Exploring innovation opportunities in the **Fresh** category

1

Understanding the key needs in Fresh



2

Unpacking consumer pain points



3

Creating strategic innovation opportunities

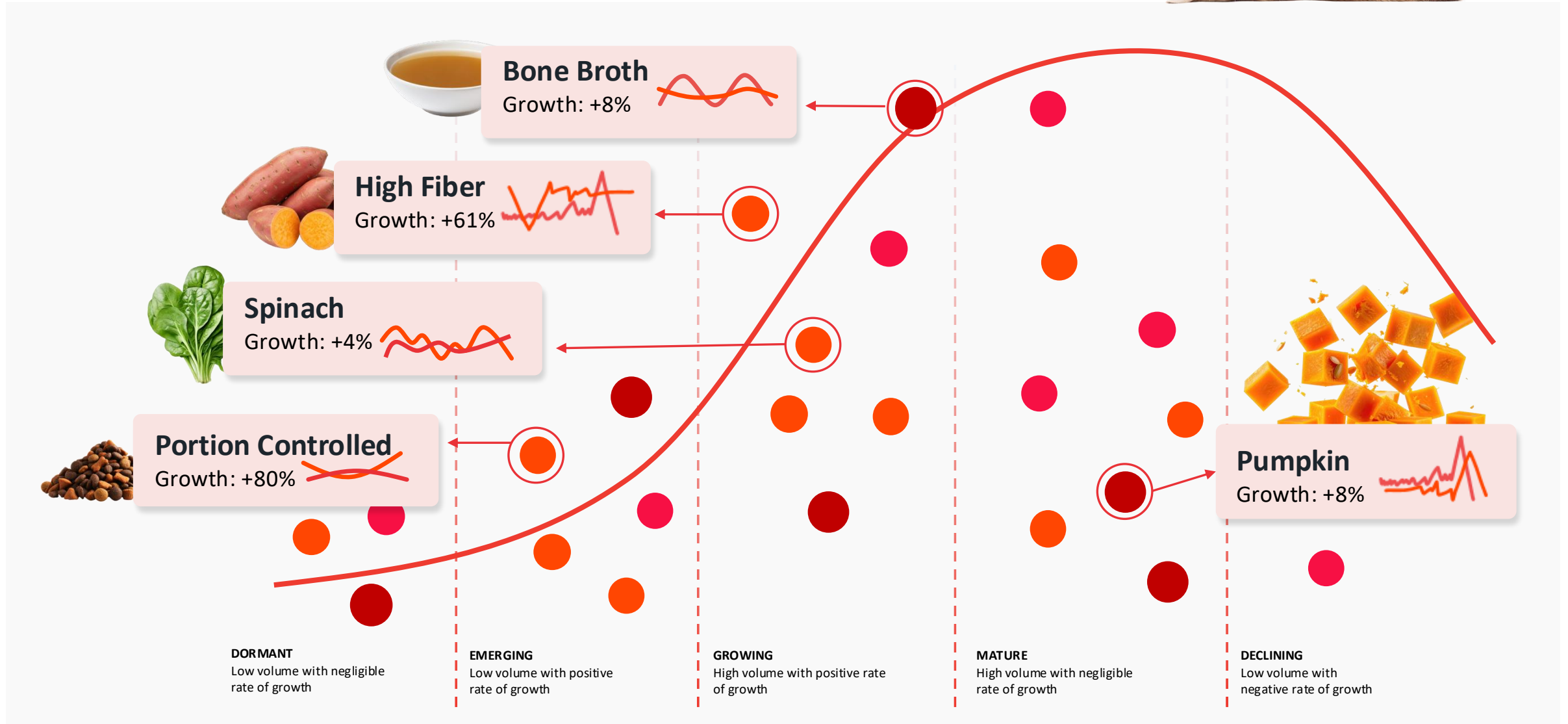


How consumers articulate the core benefits Fresh serves today



	FOOD SENSITIVITIES & INTOLERANCES 26% SOV +24% Conversation Growth	Food Allergies Food Intolerances Grain-Free
	VITALITY 10% SOV +82% Conversation Growth	General Well-Being Live A Longer Life Improves Quality of Life Increases Energy Levels Healthy Aging Boosts Vitality
	HEALTHY WEIGHT 15% SOV +18% Conversation Growth	Weight Management Healthy Weight Improves Mobility
	HYDRATION 12% SOV +15% Conversation Growth	Stays Hydrated Supports Joint Health
	HEALTHY SKIN 8% SOV +10% Conversation Growth	Shiny Coat Healthy Skin Reduces Itching
	MENTAL WELL-BEING 7% SOV +9% Conversation Growth	Happy Dog Reduces Anxiety Improves Sleep
	ENERGY 6% SOV +8% Conversation Growth	Increases Energy Levels Supports Active Lifestyle
	COGNITIVE FUNCTION 5% SOV +7% Conversation Growth	Supports Brain Health Improves Memory

Trend predictions for innovation



Fresh as a convenient, foundational multi-benefit solution

POTENTIAL CONCEPT
Everyday Bone Broth



Bone Broth

Carrots

Spinach

Pumpkin

Bone broth with added vegetables is a nutrient-dense, Fresh liquid meal enhancer designed to support dog health. Made from slow-cooked bone broth and Fresh vegetables like carrots, spinach, and pumpkin, to provide a well-balanced and nourishing source of hydration, protein, and essential vitamins.

PAIN POINTS SOLVED

- ✓ REDUCES THE AMOUNT OF FRIDGE SPACE REQUIRED
- ✓ NUTRITIONALLY COMPLETE
- ✓ CONVENIENT FEEDING
- ✓ REDUCES FOOD SPOILAGE
- ✓ SINGLE, HEALTHY-FAT PROTEIN SOURCE

REASONS TO BELIEVE

- ✓ COLLAGEN-RICH
- ✓ NO ADDED SALT
- ✓ SOURCE OF PROTEIN
- ✓ HYDRATING

6X Innovation Springboards:



Black Swan Data is now part of Mintel

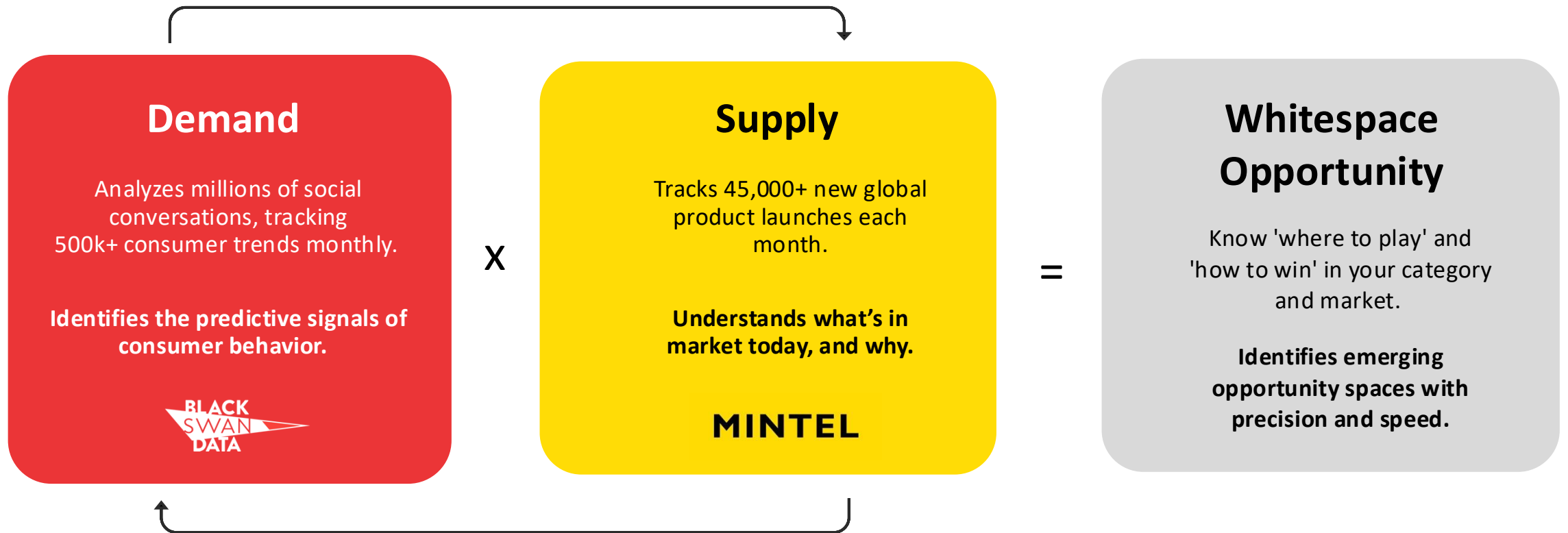
Together we deliver the
most **complete** and **predictive**
view of consumer behavior.

MINTEL

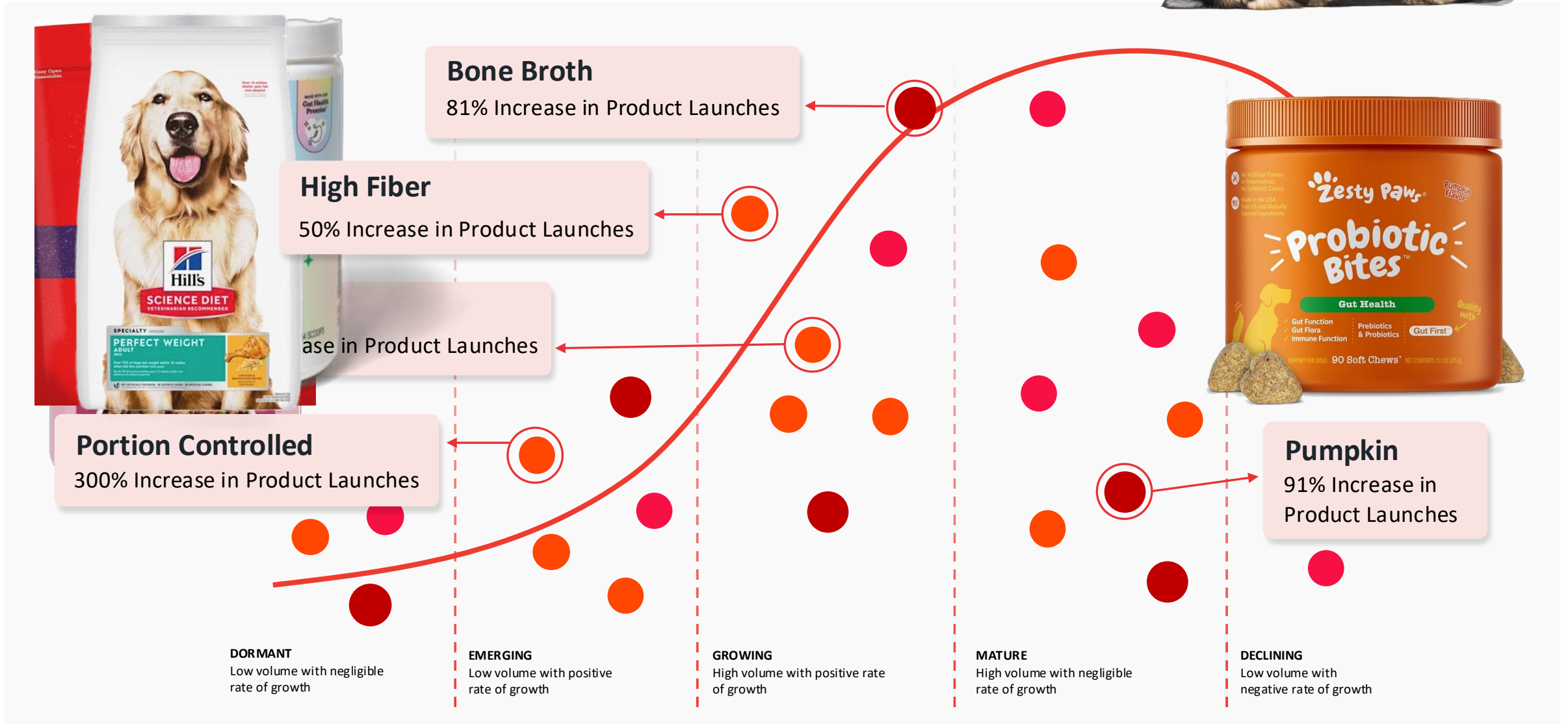
**BLACK
SWAN
DATA**



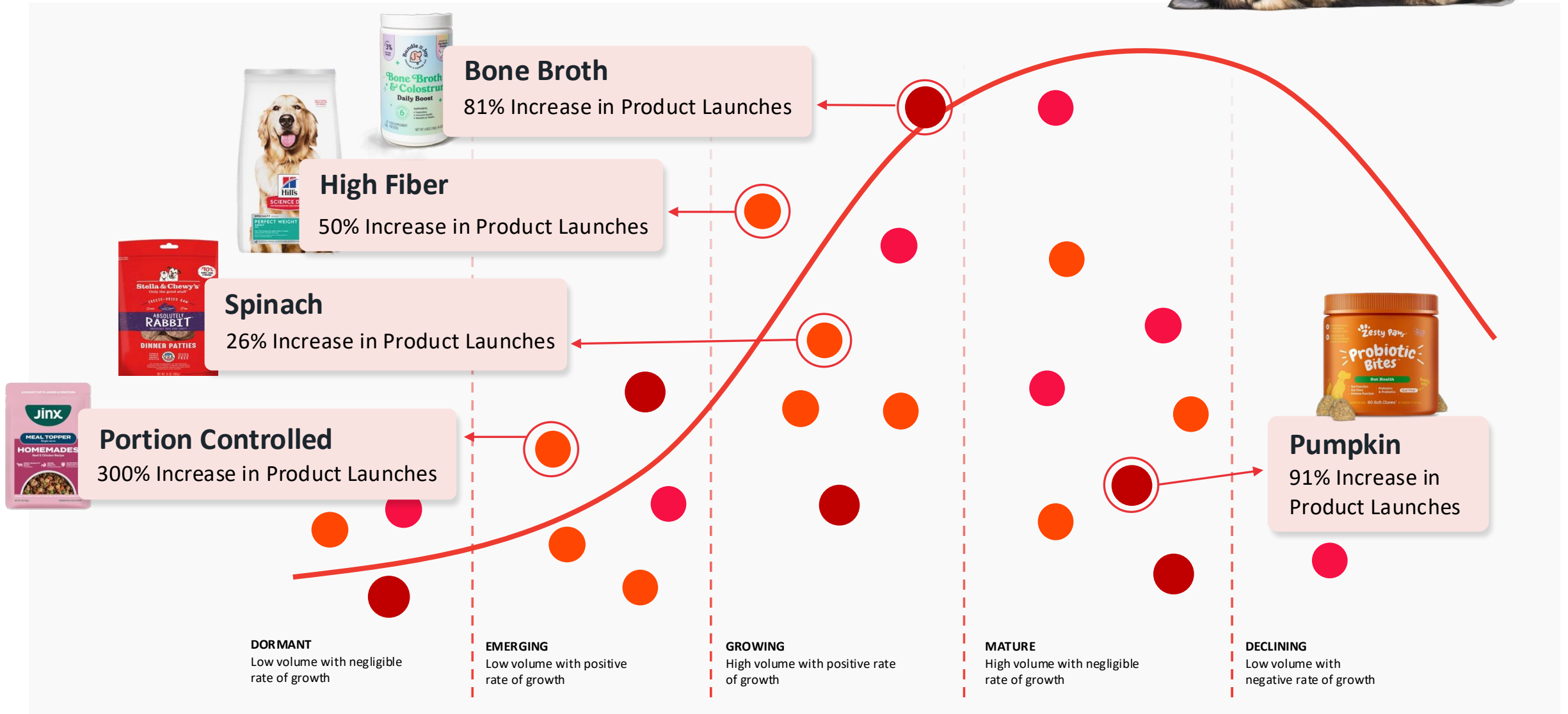
We have the most complete and **predictive** view of consumers and markets



Product launches since Q1 2024



Product launches since Q1 2024





Driving measurable impact

1

Consolidation

From fragmented sources to one view of the category



2

Visibility

Predict Demand, don't chase it



3

Decisions

not
decks



4

Invest

Where it
matters



Any questions?

MARS



Thank you!

Visit us at Black Swan Data's booth