

FINDING VALUE IN MARKET INSIGHT

HOW ONE LEADING FRESH PRODUCE BRAND SPECIALIST EVALUATED ITS MARKET TO SET INFORMED PLANS AND OBJECTIVES FOR THE FUTURE

There has never been a greater need for agri-food businesses to match the complexity, ingenuity and flexibility of the UK and international food industry. This not least requires clarity of performance and detailed insight into a business's market.

As the company that manages the Pink Lady® apple and Tenderstem® broccoli brands in the UK, Coregeo® worked closely with our Agri-Food team to do just this, evaluating the future prospects for these two brands and how the Coregeo® business fits within its market.

COLLECTING KEY INSIGHT

With a well-developed understanding of the UK and international food produce sectors, the team here at Promar International worked closely with Coregeo® to carry out an independent market research assignment amongst a combination of customers and other key stakeholders in the UK market.

Utilising our knowledge of the way Coregeo® manages these two brands in the UK, in conjunction with their suppliers from across the world, we produced and carried out a series of high-level B2B interviews across the UK supply chain. These were designed to assess the strengths and opportunities for the Coregeo® business over the next 3-5 years, as well as any areas of potential threat.

Working closely with Coregeo®, we also helped them to assess key market trends that would impact the business. Particular focus was put on the growth of online retailing, the impact of the discount chains, further consolidation in the UK retail sector and then the impact of the sustainability agenda on not only Coregeo® as the brand manager, but also the Pink Lady® and Tenderstem® supply chains too.

As part of our work, we were asked to give a view on future market prospects and the areas in which both customers and other stakeholders felt Coregeo® could improve their performance. It was also an opportunity to highlight where they were already doing well.

UTILISING THE RESULTS

Gathering greater insight into its performance and the food industry has been a beneficial step for Coregeo®. Our key recommendations have been utilised by the senior management team and incorporated in their future plans and objectives for the UK market.



THE APPROACH



Assess the strengths and opportunities for the Coregeo® business over the next 3-5 years, as well as any areas of potential threat.



Assess the key market trends that would impact the business.



Provide a view on future market prospects and the areas in which customers and other stakeholders felt Coregeo® could improve their performance

