

# Purchase to Consumption

All day food and beverage behaviors from the same consumer in one place.



Tracks all day purchase and consumption behaviors from the same consumers

## 600K+

Consumption occasions captured annually in-home and away

## \$1T

CPG food and beverage purchase linked to consumption to dollarize occasions

### The Challenge

Having a deep understanding of consumers is critical for ensuring companies and brands have a competitive edge in the market. However, the lack of insight into the connection between how food and beverages are purchased and how it is consumed can mean missed opportunities for growth.

### The Solution

Circana's Purchase to Consumption provides holistic, end-to-end insights to food and beverage consumption and purchase behaviors from the same consumers. Linking Complete Consumer Receipt Panel to NET® consumption data, including occasion dollars and retailer views, allows you to inspire new solutions, identify opportunities to out-win the competition, and tailor strategies that match how your consumers behave.

## The Next Generation of Consumer Insights

Uncover **pockets of opportunity** with a holistic view of the consumer journey

### Complete Consumer

*200K annual static receipt panel*

Consumer **spending habits** from everywhere they shop

+

### National Eating Trends®

*600K annual consumption occasions*

Consumer **eating and drinking** occasion dynamics

=

### Purchase to Consumption

Solution focusing on end-to-end **food and beverage purchase and consumption** habits from the same consumers

## The Circana Difference

Circana is a leader in providing technology, AI, and data to fast-moving consumer packaged goods companies, durables manufacturers, and retailers seeking to optimize their businesses. Circana's predictive analytics and technology empower clients to measure their market share, understand the underlying consumer behavior driving it, and accelerate their growth. Circana's Liquid Data® technology platform is powered by an expansive, high-quality data set, and intelligent algorithms trained on six decades of domain expertise. With Circana, clients can take immediate action to future-proof and evolve their growth strategies amid an increasingly complex, fast-paced, and ever-changing economy.

### Learn More

Reach out to your Circana representative or email us at [contactus@circana.com](mailto:contactus@circana.com).

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