# Long-Term Implications for a CPG Category in the Pandemic

## BACKGROUND PROBLEM

The client needed to understand how pandemic disruption would affect long-term trajectories across its snack-bar portfolio, moving beyond broad averages to segment-specific implications.

## APPROACH PROCESS

- Triangulated internal sales data with public sources including government response and mobility datasets.
- Segmented the category into healthy lifestyle, taste-forward, and breakfast groups.
- Filtered out panic-buying spikes to isolate the true impact of stringency on consumption occasions.

## KEY FINDINGS / OUTCOME

- Snack-bar sub-segments responded differently and recovered at different rates.
- Once stringency normalized, the long-term category trajectory remained largely stable.
- The work reinforced portfolio resilience, scenario planning, and the need to pair data with human truths.

