What's in People's Breakfast Bowls?

BACKGROUND PROBLEM

The client needed to understand whether innovation alone could offset weaker core performance across a global ready-to-eat cereal portfolio spanning 17 major countries and more than 80% of sales.

APPROACH PROCESS

- Applied the Pachinko Model™ to decompose growth into core velocity, innovation, premiumization, distribution, and promotion.
- Benchmarked the client against competitors to identify sources of the performance gap.
- Quantified historical contributions and future potential across each growth lever.

KEY FINDINGS / OUTCOME

- Core product velocity, not standalone innovation, was the strongest driver of share growth.
- Innovation was most effective when anchored in a healthy base business.
- The client shifted toward fewer, larger, more durable innovations and stronger long-term brand building.