CASE STUDY | Reshaping the Portfolio for Salty Snacks Growth

SITUATION

Pringles aimed to grow revenue by 15% within three years. Leadership needed a clear view of where growth could come from, how much each opportunity was worth, and what it wou1.ld take to achieve it.

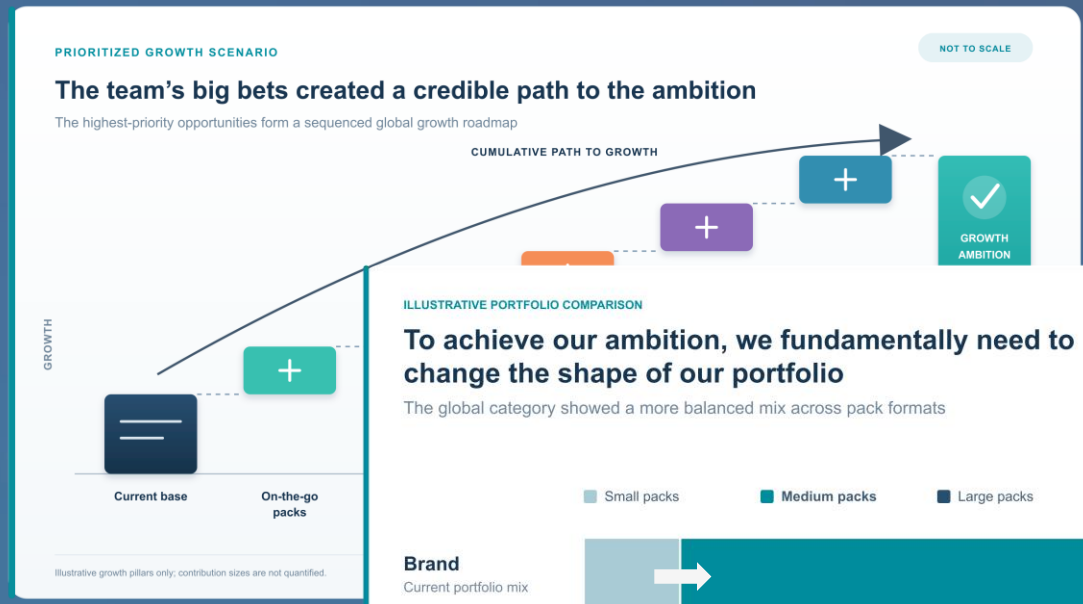
APPROACH

- **Benchmark performance:** Compare the business with category leaders across markets, channels, and pack formats.
- **Size growth opportunities:** Estimate the potential from expanding distribution, increasing sales per store, premiumization, and new pack formats.
- **Build a global growth scenario:** Assess feasibility and combine the strongest opportunities into a realistic growth roadmap.

RESULTS

$2.1 billion in growth potential and clearer direction for the portfolio.

- **A quantified opportunity:** Identified $2.1 billion in potential growth, showing that reaching the ambition required a different portfolio mix.
- **Clear growth priorities:** Focused on large sharing packs, multipacks, on-the-go formats, and higher sales per store.
- **An aligned team:** Established a shared, evidence-based foundation for the brand's long-term strategy.









"The Pachinko™ Model helped us disaggregate drivers of growth in ways we hadn't seen before. It opened our eyes to new ways we could drive growth for one of our biggest brands while serving as a foundation for the size of the prize. We've used the results as an input to help shape our long-term strategy for this brand."

— Senior Director Strategy, Fortune 500 Food Company