



# EGE **EPIC** Growth Exchange

27<sup>th</sup> and 28<sup>th</sup> March 2025, Dublin, Ireland



# Andy O'Brien

Director - FMCG & Retail at EPIC

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*EPIC innovations*

# UK MARKET

## Consumers to pay more for apples as government measures kick in

By Grace Duncan | 18 March 2025 | 4 min read



### National Insurance on cost



Source: British Apples & Pears

New data commissioned from Andersons Farm Consulting has estimated policy changes will add 7p to the median cost of producing a kilogram of apples

The price of producing a kilo of apples is expected to rise by 7p when changes to [government tax](#) policy come into force next month, apple growers have warned.

From 6 April, British growers in the topfruit sector – along with many other businesses – will be managing increases to employers' National Insurance (from 13.8% to 15%), combined with a reduction to the threshold for employer's NI, and a rise in the national living wage.

## 12p a bottle: 'huge' EPR costs to consumers revealed

By Ian Quinn | 9 January 2025 | 6 min read



### New Eco-Tax



The government's new EPR packaging fees will whack up to 12p per unit on products when they come into force this year, exclusive figures obtained by The Grocer reveal.

NEWS

## Asda's Allan Leighton axes 6,000 SKUs warns of major profit drop

By Ian Quinn | 14 March 2025 | 5 min read



2 Comments



### Market Threats



Asda will carry out a major range cull over the next 12 months, as a key plank in the supermarket's fightback following a slump in sales and warning over a big fall in profits.

Executive chairman Allan Leighton said Asda planned to slash around 6,000 SKUs. A category-by-category review will be led by chief commercial officer Kris Comerford.

It comes after the struggling retailer today announced like-for-like sales fell by 3.4% year on year in the 12 months to 31 December, with revenue falling by 0.8% to £21.7bn.

Leighton, who was parachuted in in November, having become a legendary figure at Asda during

# GLOBAL MARKETS

# TRADING ECONOMICS



# GLOBAL MARKETS



# PRESSURES

Developing Markets Stagnating

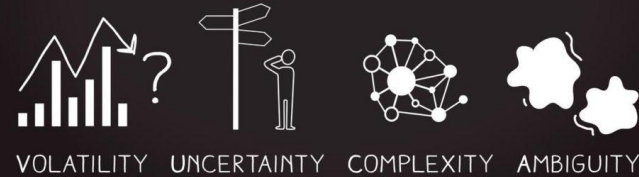
*Anmol Shekhawat & Rajdeep Dey | March 18, 2025*

**China's Economic Slowdown:  
Unraveling  
Structural Causes  
and Global  
Repercussions**



Developed Market Chaos

## VUCA



Growth Algorithm  
Unchanged

Top line growth

2-3%

Operating  
Income growth

4-6%

# THE GAME OF PPA



## WHERE IT HAS LEAD US AT EPIC

Find more ways to  
make current PPA  
work

Get more trade  
spend to work for  
you

Find smarter ways  
to test innovation

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# PROMOTIONAL MECHANICS



% Discount

€ Discount

€ Price Point



Redemption

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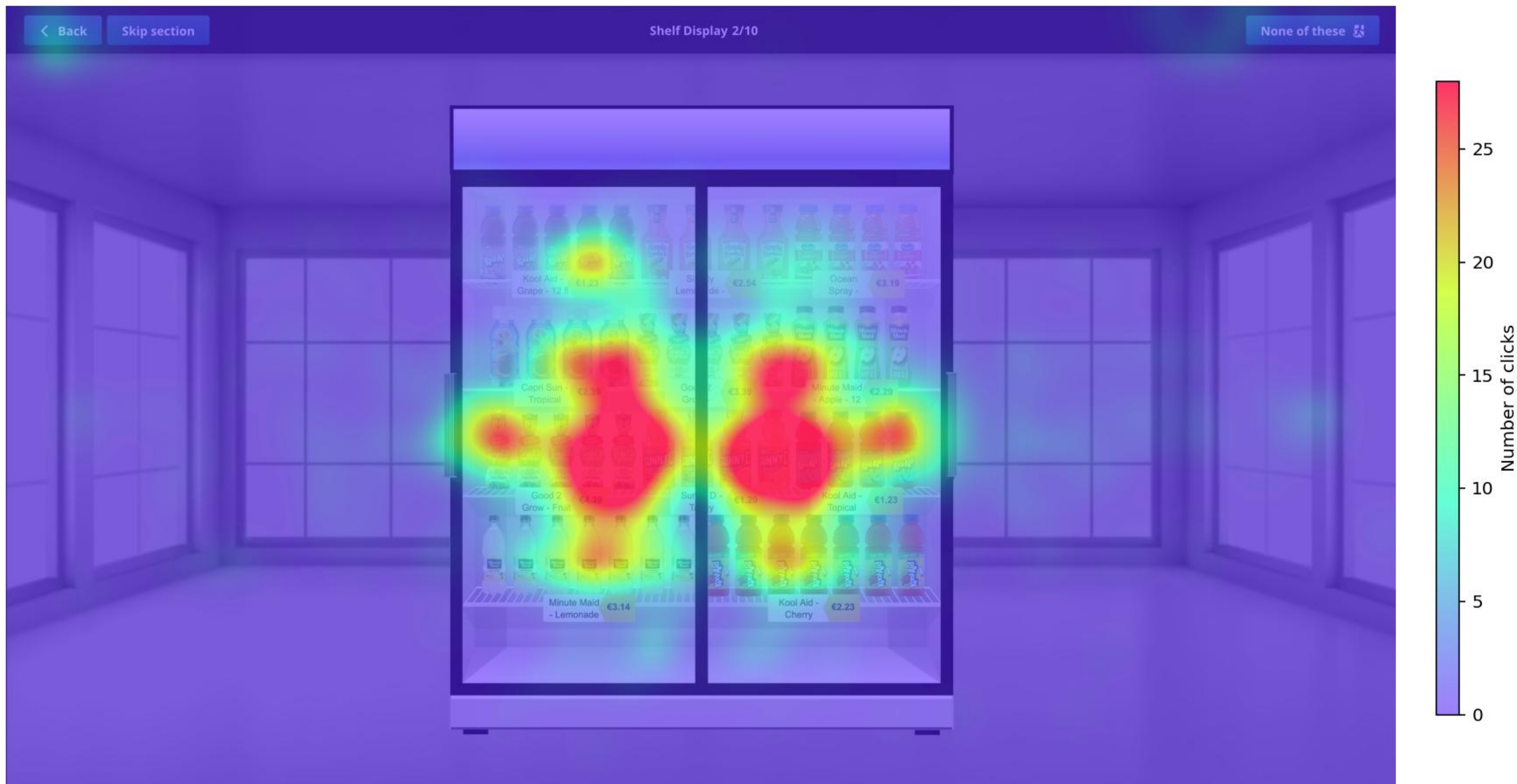
Find smarter ways  
to test innovation

# SPACE & LOCATION

- ALL JBPs HAVE FUNDING TOWARDS SPACE
- BUT NOBODY KNOWS WHAT SPACE AND LOCATION IS WORTH
- WE WANTED TO IDENTIFY WHERE A € WOULD BE BETTER SPENT



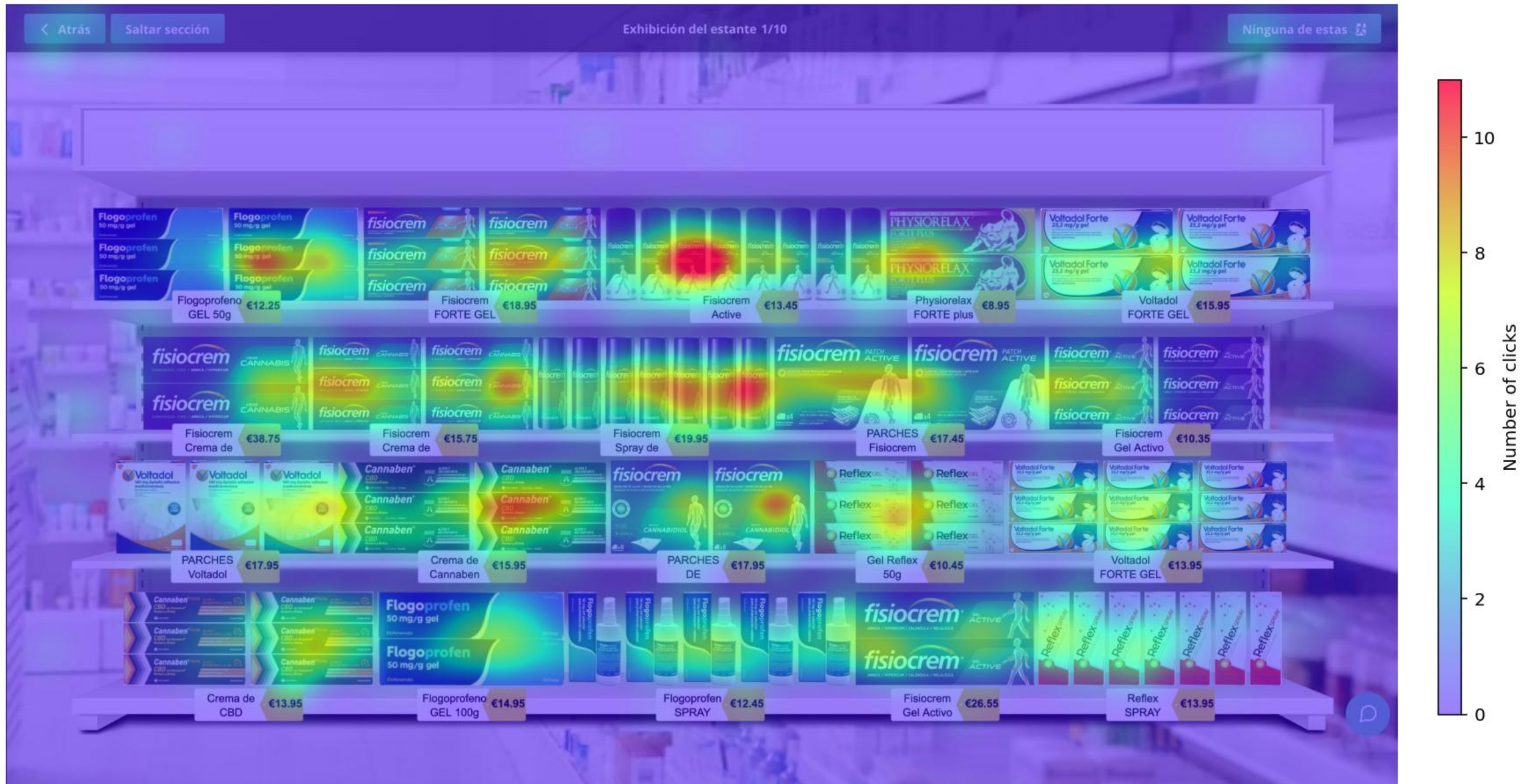
# Heatmap of respondent's clicks



# Heatmap of respondent's clicks



# Heatmap of respondent's clicks



# SEE WHERE CONVERSION DROPS OFF



FMOT

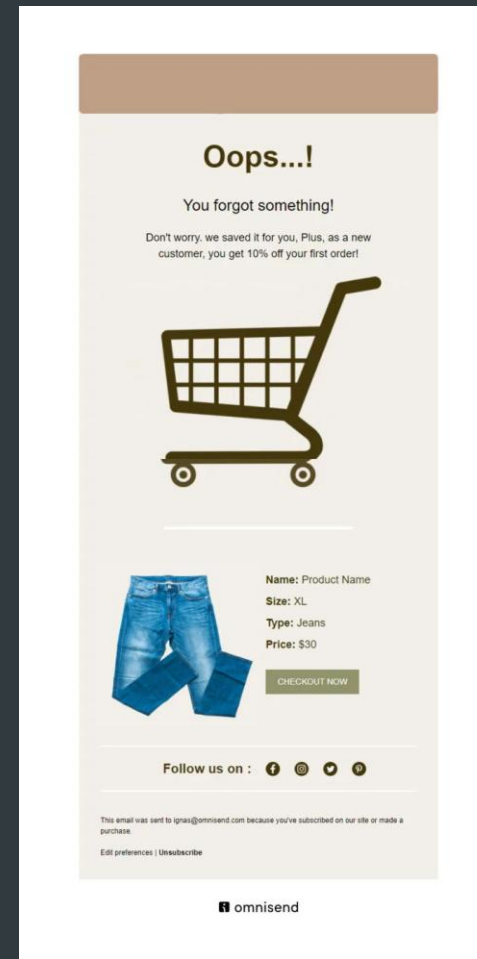
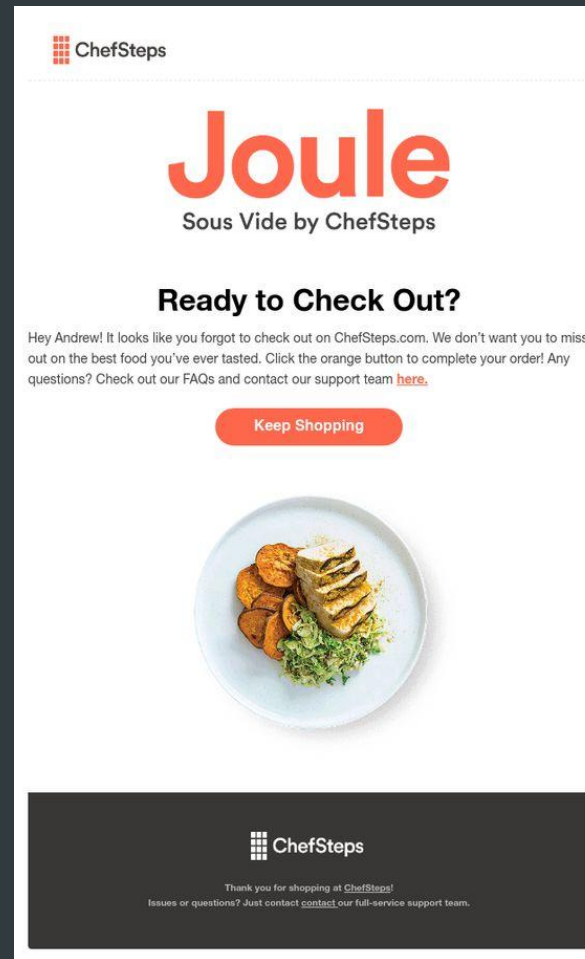
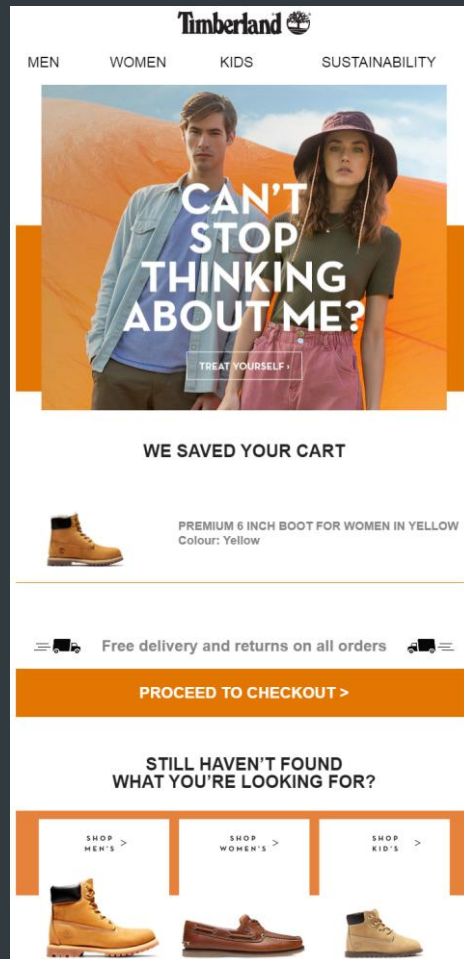


ADD TO BASKET



PAY

# UNDERSTANDING WHAT .COM BUSINESSES TAKE FOR GRANTED



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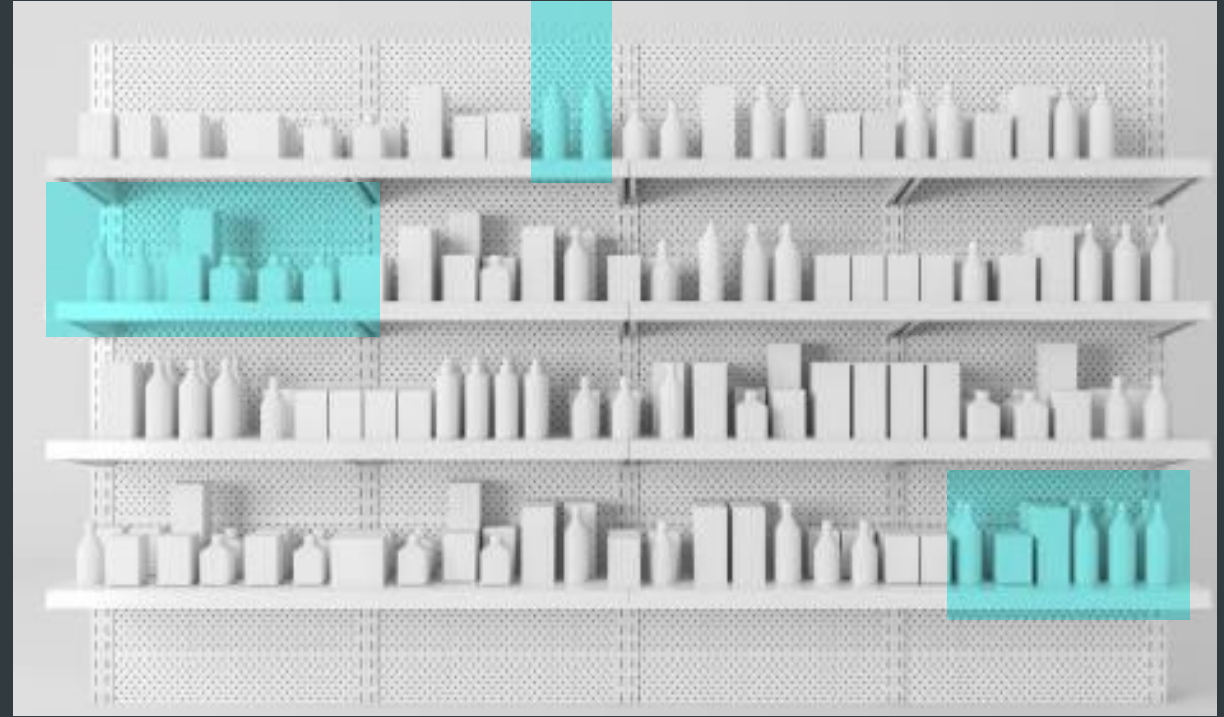
# MORE NEW FIXTURES



# MORE COMPLEXITY

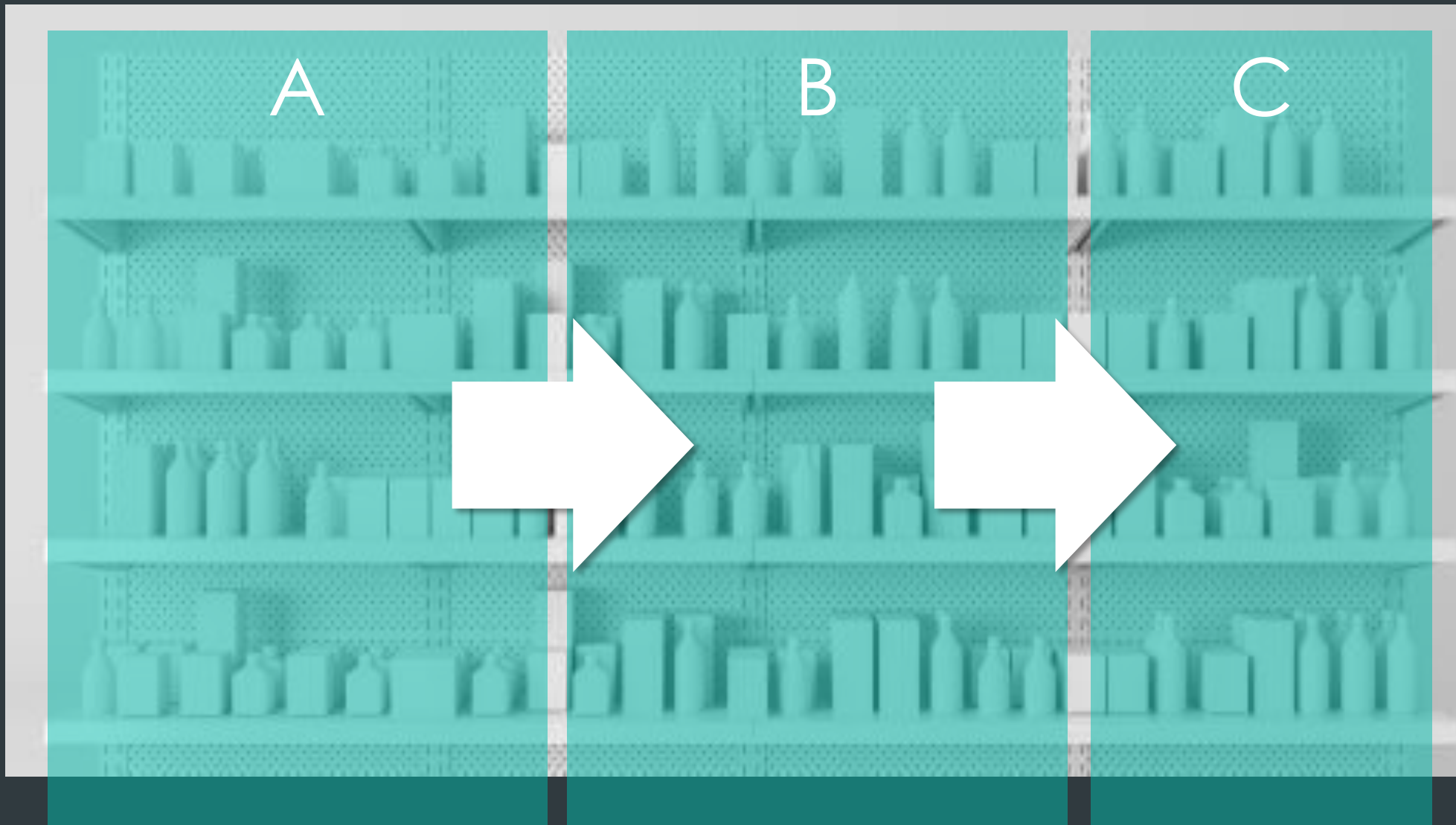


# SKUS



# CHANGES

# SEQUENTIAL HYPOTHESES



# ALLOWING YOU

- RUN RAPID VIRTUAL STORE TRIALS
- SEQUENTIALLY UPDATE AS YOU GO TAKING THE PRESSURE OFF GETTING ONE CONJOINT PERFECT
- INCLUDE YOUR ENTIRE FIXTURE WITH ALL SUBSTITUTE PRODUCTS