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Integral IQ

Case study

Cementing a global bank's thought leadership nous with a food-ingredients deep dive



Background

As part of its efforts to build investor insight, a leading global investment bank wanted a deep-dive report on the choco-bakery theme in the broad food ingredients and flavors space.

Challenges

- The demanding project required scanning hundreds of company reports, filings, transcripts and industry journals, and utilizing industry databases to analyze a niche market
- The analysis had to cover industry trends, market size, product reformulation, new launches and shrinkflation/ skimpflation trends due to cocoa crisis, and deep dive into cocoa butter alternatives

Our solution

- **Product reformulation analysis:** Scanned over 10 global brands to identify reformulation strategies, including replacing cocoa butter with vegetable fats
- **Trend identification:** Analyzed how leading brands are adapting recipes and ingredients to manage costs
- **Ingredient and supplier deep dive:** Analyzed alternatives to cocoa butter and innovative solutions from leading global suppliers of ingredients
- **Market intelligence:** Presented a detailed analysis on the market size, premiumization trends, and the mergers and acquisitions in the choco-confectionery segment
- **Shrinkflation tracking:** Identified specific examples of brands using skimpflation and shrinkflation to manage the cocoa crisis
- **Pricing intelligence:** Evaluated pricing strategies such as changes in the pack size and value adjustments
- **The long view:** Estimated revenue exposure and long-term outlook for major companies

Impact

Unparalleled market intelligence:
The exclusive, singular piece of research reinforced the client's position as an industry leader and demonstrated its thought leadership

Informed decision-making:
Provided investors with a comprehensive understanding of the evolving choco-bakery landscape and the reformulation opportunities in the business

Sector read-across:
Enabled investors to evaluate the impact of the emerging choco-bakery theme on the long-term growth of food ingredient suppliers

Resource mobilization:
Freed up significant bandwidth for bank analysts, facilitating a greater focus on driving investor marketing efforts

About Crisil Integral IQ (formerly Global Research & Risk Solutions)
Crisil Integral IQ delivers solutions and actionable intelligence to top financial institutions, driving strategic transformation, risk optimization, and operational excellence. Our offerings across research, risk, lending, analytics and operations have empowered clients to navigate complex markets, mitigate risks and unlock new opportunities. Our domain expertise, innovative solutions, future-ready technologies such as AI and data science give clients the confidence to accelerate growth and achieve sustainable competitive advantage. Our globally diverse workforce operates in the Americas, Asia-Pacific, Europe, Australia and the Middle East.

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About Crisil
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Large and highly respected firms partner with us for the most reliable opinions on risk in India, and for uncovering powerful insights and turning risks into opportunities globally. We are integral to multiplying their opportunities and success.

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Crisil's global workforce operates in the Americas, Asia-Pacific, Europe, Australia and the Middle East, setting the standards by which industries are measured.

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