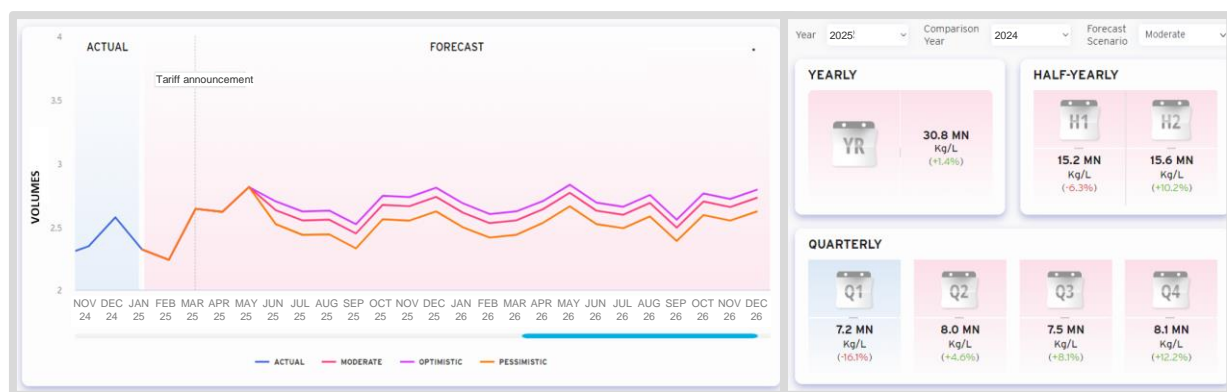


Forecast the impact of tariffs to optimise scenario planning



One of the most pressing strategic questions for brands and category managers is, "How will tariffs affect sales within my category?"

Kantar's tariff impact forecasting helps you navigate the uncertainty with always-on insight that is data agnostic, customer focused with global coverage. It doesn't just give you analysis output, it is explanatory, prescriptive and predictive to guide your business plan.



Understand

It measures how your category sales will react to different market forces impacted by tariffs

- Trade dependencies
- Local economic policies
- Volatility Index (Fear Index)
- Macro instability and category specific impact

Prepare

It allows you to plan for the optimal reaction to different tariff scenarios

- Manufacturers absorb part of the tariff costs resulting in selective price increases
- Margins squeezed for brands
- Consumer shift to economical/ mass formats/ brands/ channels

Find out more

Reach out to our analytics expert (Leo.Meakin@kantar.com) or your client partner for more information