

Prepping for the Back-to-School Season



Top 5 Ways to Successfully Launch or Refresh Your Products

More than 50% of product launches fail in the marketplace. How can you predict your product's success? If you've got products in the pipeline, or plans to reinvigorate the ones you're selling now, there's a proven approach to determine whether you'll meet your goals.

1

PROVE CONSUMERS WANT YOUR PRODUCT

"We tested this with NPD. It scored well and is expected to generate \$X in the first year."

2

GET PRICING RIGHT — DON'T LEAVE MONEY ON THE TABLE

"We've validated that consumers are willing to pay \$X."

3

VALIDATE THAT YOUR PRODUCT WILL GROW THE CATEGORY

"This product will bring new dollars to your store, because it resonates with a buyer group that isn't buying today."

4

DEVELOP A CLEAR PROFILE OF WHO WILL BUY AND WHY

"Gen Z students are really excited about this product because of its features."

5

TELL A RETAILER THAT CONSUMERS WANT TO BUY THE PRODUCT FROM ITS STORES

"We asked consumers where they want to buy this product, and the answer was your stores."

Through its point-of-sale and consumer databases, NPD's New Product Forecasting catalogues how hundreds of thousands of new and revamped products perform after launch in multiple industries. This input is unique to NPD; it serves as the ideal benchmark and basis for calibrating, validating, and refining sales forecasts. It's how to reduce the risk of investing in ideas that will not meet your sales objectives and focus your investment on your strongest concepts.

This forecasting approach delivers a quantitative pre-market sales forecast that includes simulation of multiple launch plans. It also incorporates a source of volume analysis to reveal sources of new product sales: Is the new product expected to cannibalize sales of other products under the same brand umbrella, or will it steal share from competitors? Will it help grow the category by bringing in non-category buyers?

Why make this solution part of your new product development process?

So you can start making better business decisions as you strive for data-driven growth.

- NPD's unparalleled set of historical sales benchmarks provides increased accuracy and important perspective on what's possible
- Deep, industry-specific expertise helps you make the right assumptions and leads to actionable recommendations
- Extensive experience with consumer research and modeling bolsters NPD's proven approach

Learn More

For more information, contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

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About The NPD Group, Inc.

NPD offers data, industry expertise, and prescriptive analytics to help our clients grow their businesses in a changing world. Over 2,000 companies worldwide rely on us to help them measure, predict, and improve performance across all channels, including brick-and-mortar and e-commerce. We have offices in 27 cities worldwide, with operations spanning the Americas, Europe, and APAC. Practice areas include apparel, appliances, automotive, beauty, books, B2B technology, consumer technology, e-commerce, fashion accessories, food consumption, foodservice, footwear, home, juvenile products, media entertainment, mobile, office supplies, retail, sports, toys, travel retail, games, and watches.

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