Innovation Volume Forecasting

FOR A MAJOR SNACK FOOD BRAND

Built a five-year growth model with six annual volume estimates (Years 1–6), combining national concept evaluative research with market factors and outlook adjustments to guide innovation planning.

01 **A multi-year view of demand**
Projected sales volumes from launch through Year 6, helping the client assess each concept's potential scale and growth trajectory.

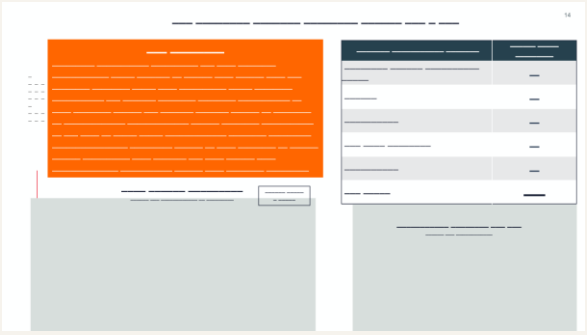
02 **Consumer interest translated into volume**
Combined purchase intent and expected purchase frequency with market assumptions and hedges to build concept-specific projections.

03 **Concept rankings were only part of the story**
Showed that the strongest concept ratings did not always yield the highest projected volume, sharpening commercial prioritization.

04 **Pricing and incrementality clarified value**
Modeled demand at different price points and assessed incremental purchasing to inform pricing and portfolio growth decisions.

05 **A stronger basis for innovation decisions**
Paired volume forecasts with concept diagnostics and audience insights to help prioritize ideas for advancement or refinement.

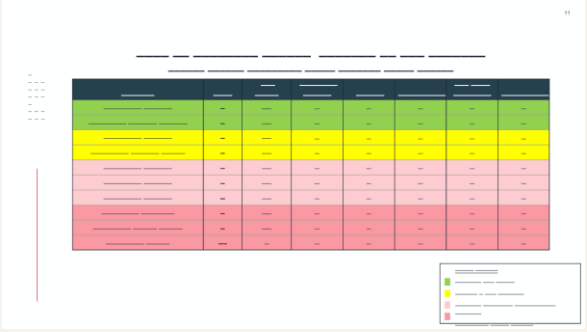
REPORT EXCERPTS



Multi-year volume outlook



Price sensitivity and audience fit



Concept performance comparison

RENEGAR CONSULTING

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