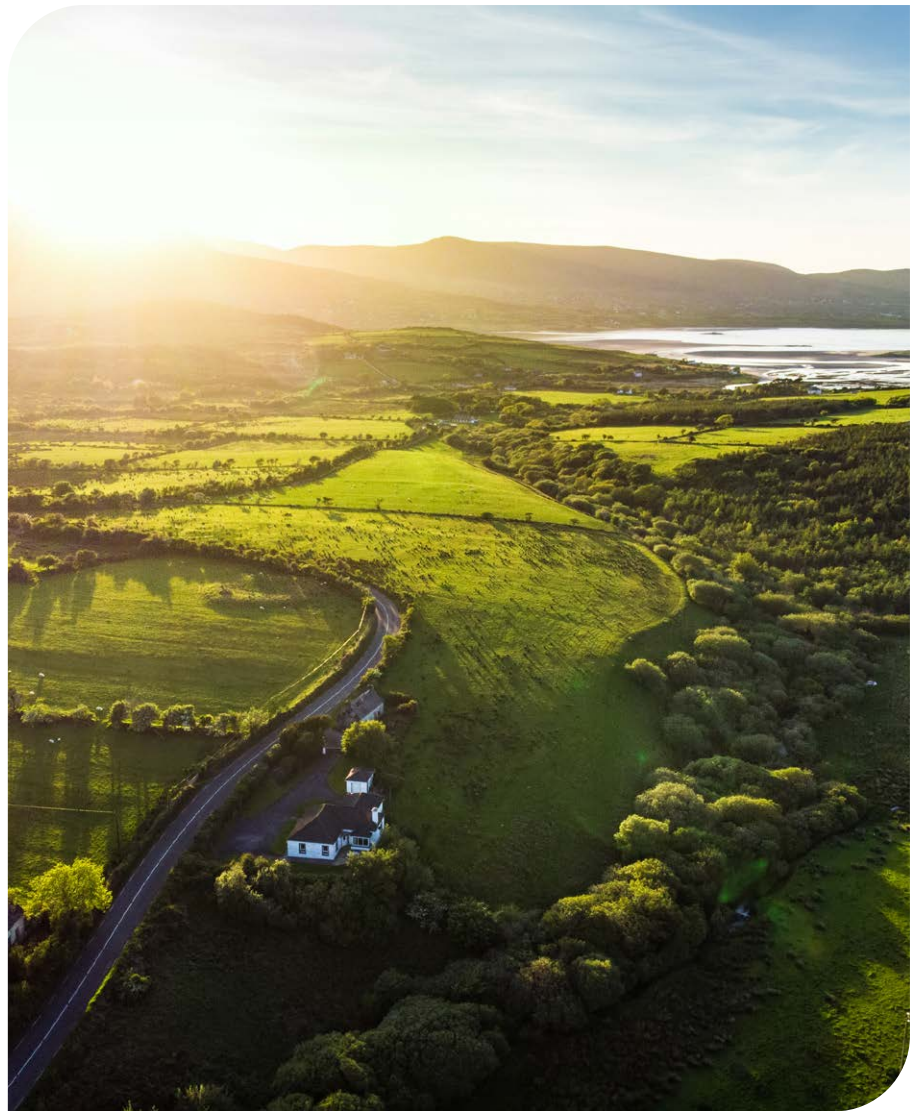


Bord Bia's Thinking House: Deep Intelligence from our World-Class Library

How Bord Bia can help you gain the latest insights into topics including health, sustainability, and consumer behaviour.

For Category Directors looking to ensure their suppliers meet their customers' needs, guesswork simply isn't an option. You need to be sure that you're partnering with producers that can match the needstates and priorities of consumers.

Bord Bia's Bord Bia's Thinking House provides access to research that offers insight into consumer behaviours, macroeconomics, and industry-shaping trends.



Gaining insights into health

Consumer trends and regulations around health are complex and always changing. To keep pace, Category Directors need a deep, nuanced understanding of how the health space is evolving – so they can act with confidence.

Bord Bia's Thinking House can help with:

- Uncovering consumer trends
- Market understanding
- Deeper health insight



Understanding sustainability

Portfolio-wide sustainability is crucial to meet consumer expectations and comply with regulations. But how can Category Directors consistently make evidence-based choices around sourcing, innovation, and reporting?

Bord Bia's Thinking House can help with:

- Understanding the latest global sustainability trends
- Evidence-based reporting
- Insights from focus groups



Managing supply chain costs

Inflation, logistics, tariffs, political tensions. To navigate the challenges of modern supply chain management, Category Directors need access to granular insights that help them track and predict a wealth of supply chain trends.

Bord Bia's Thinking House can help with:

- Gauging consumer priorities
- Trend-led forecasting
- Staying ahead of regulations

Five Strategic Ways to Use Thinking House

1. Stay ahead of trends



3. Make consumer-led choices



5. Develop supplier capabilities



2. Benchmark category progress



4. Prioritise innovation

