

# PROBIOTICS RESOURCE CENTER

## Theater Schedule

### Speakers Bio & Abstract

**DAY 2**

*Thursday November 3, 2022*

**2:40-3:20**

*Caroline Davidson*

*Director of Channel and Agency Partnerships*



#### **Bio**

Caroline Davidson is the Director of Channel Partnership for SPINS, working with national and global partners on custom data insights and solutions. She has vertically integrated SPINS data into new sectors of the industry through partnerships with brokers, distributors, ingredient suppliers, co-manufacturers, biotechnology firms, associations, research firms and consultants. She has spent much of her career in the health & wellness industry working for a wide array of emerging CPG companies, as well several years as a personal trainer and personal chef.

#### **Company**

SPINS is a wellness-focused CPG data company.

SPINS equips brands and industry partners with insights and tools they need to innovate, get their products to market, and tell their stories.

SPINS provides retailers mission-critical capabilities to serve the consumer through tailored experiences, the right products on the shelf, and differentiated assortments.



### The State of Probiotics: What's Driving Today's Growth

#### **Abstract**

As probiotics continue to attract new audiences and garner higher sales, staying on top of trends has never been more important. Evolving consumer habits, Amazon's presence, and innovative brands are constantly reshaping the category. Our data expert we will look at how all these factors are spurring growth and what data you should be paying attention to.

#### **Key Elements**

- Explore the product attributes driving growth and the brands shaking up the market
- Look at year-over-year performance and emerging trends
- Understand why it is essential to monitor market trends in both store and online

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