Background	In 2023, **Tellusant** was asked to develop a global strategic plan for a beverage and retail category. The client was a major global FMCG company.
Approach	In a 4-month effort, **Tellusant** worked with the category team, augmented by insights experts, to identify growth opportunities by sub-category and country.
	We used **TelluBase** to identify which disposable income levels interact strongly with category demand. We overlaid this with category-specific demand drivers such as retail formats and cultural factors.
Outcome	The effort identified over $100 billion in untapped potential, mainly in the United States and in emerging countries.
	Given the enormity of the opportunity, a focused strategy on >$500 million country/sub-category opportunities were recommended.