Background	In 2022, a major Latin American consumer goods company was exploring acquisition and divestiture opportunities in the region and beyond. Key to this was understanding the strategic outlook for demand.
Approach	**Tellusant** created a global data set for category (from client) and demand-driver indicators, such as disposable income, from **TelluBase**. To understand one market, it is crucial to understand all markets (with a focus on antecedent markets).
	We then analyzed the data using **PoluSim**, which has a strategic time horizon. **PoluSim** allows for simulation of economic, pricing, distribution coverage, and marketing spend alternatives, using relevant fact-based elasticities.
Outcome	Our predictions where fed into the overall assessment. They showed starkly different outcomes by country and by sub-category. The science-based methods we used allowed the client to prioritize with confidence.