

B2B E-commerce Event

deplyteq™

LEADSCOPE



Mars



MARS

Jelle Rood

Key Accountmanager Trade

**The world we
want tomorrow
starts with how we
do business today**

MARS

Key Account Manager
FMCG | Online | Sales | Marketing
25 jaar ervaring



Intersnack



Key Account Manager

FMCG | Online | Sales | Marketing

25 jaar ervaring



Fuck Up Coach | Cert. Foute Baas

Trainer | Spreker | Ondernemer

48 jaar ervaring



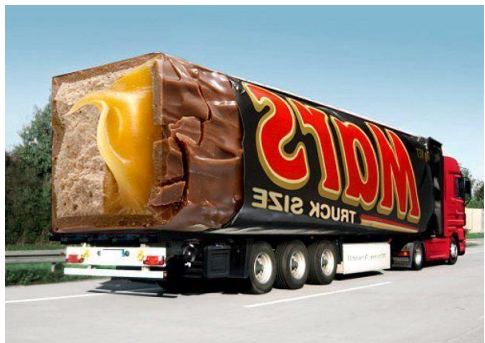




5.194

€52,2 mld

De Foodretail keten



Stap 1:
Fabrikant



Stap 2:
Retailer



Stap 3:
Consument



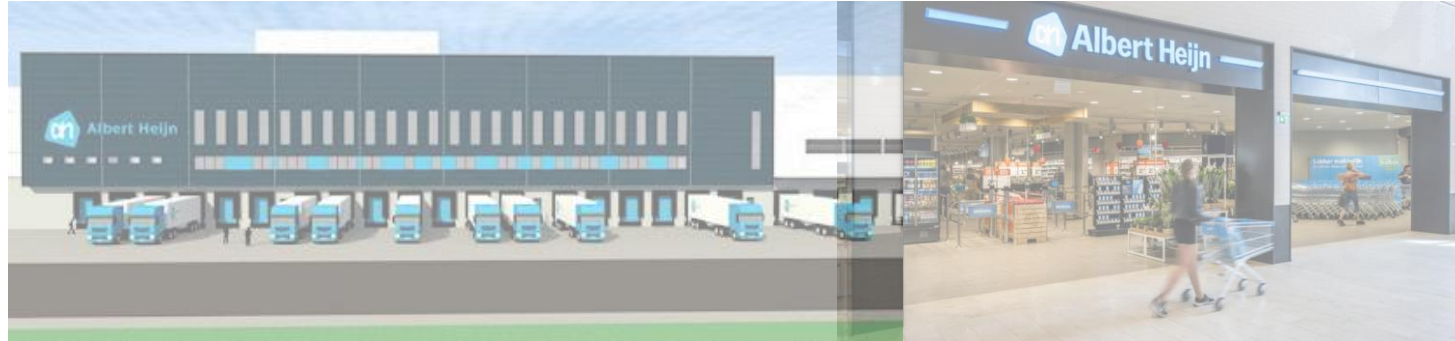
225.000

€22,2 mld

De Foodservice keten



1:
Fabrikant



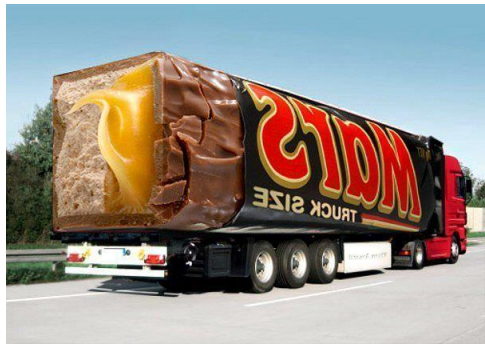
2.1:
Retailer

2.2:
Groothandel (eB2B)

2.3:
Outlet

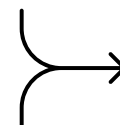
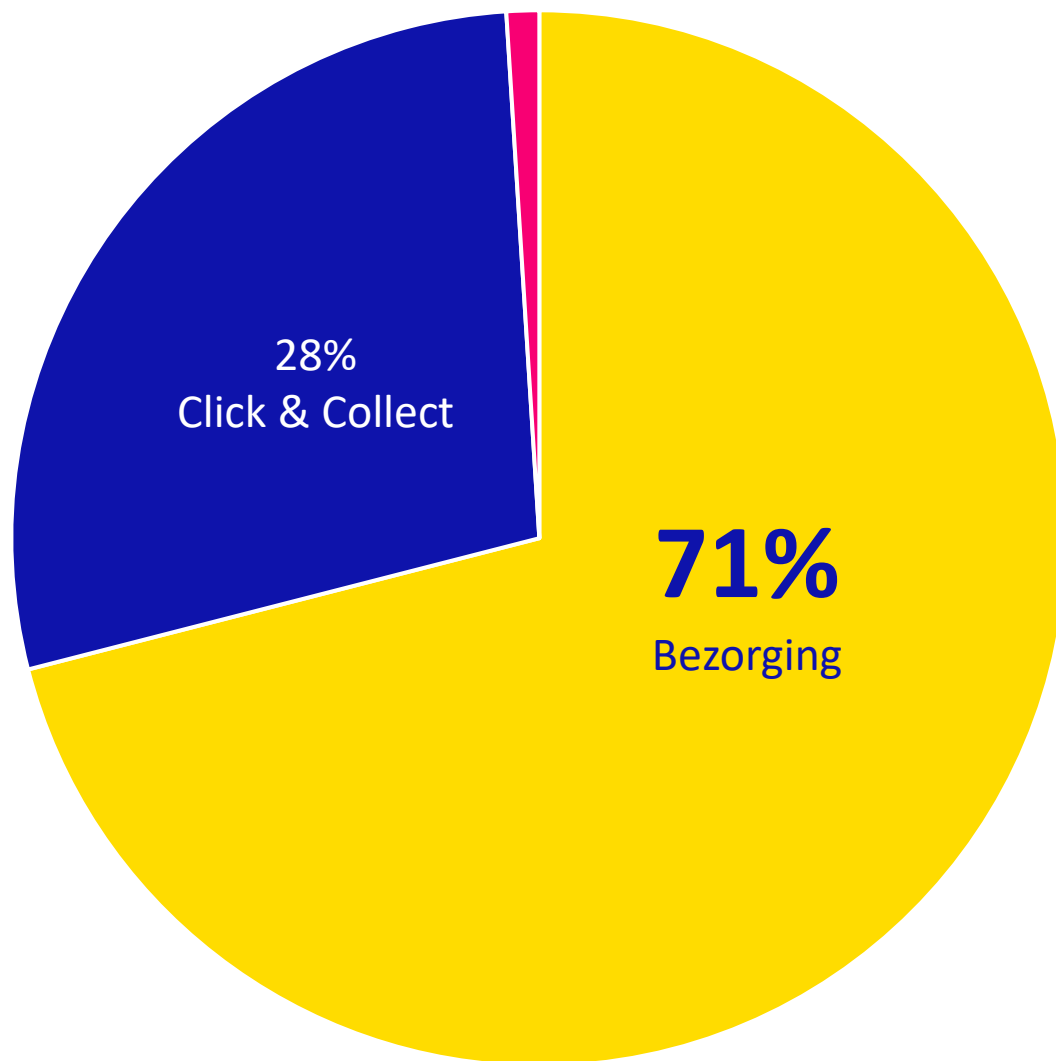


3:
Consument





>70% van B2B bestellingen bezorgd



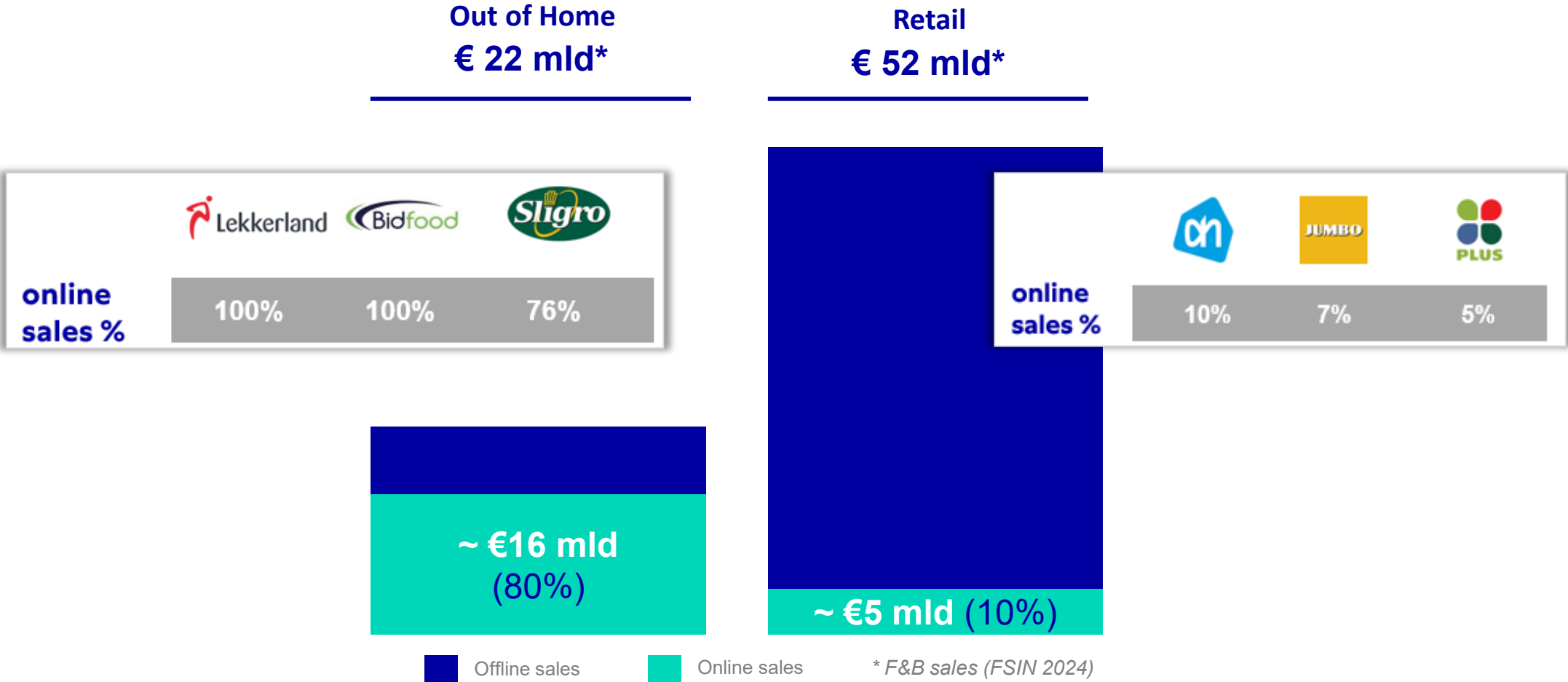
PRIORITY CHANNELS

1. Bricks & Clicks (incl Gro Co)
2. Pureplay (incl Amazon 3P)
3. eB2B

Bron: Lumina Intelligence Wholesale Index Solution, nov '23

■ Bezorging ■ Click & Collect ■ Afhalen

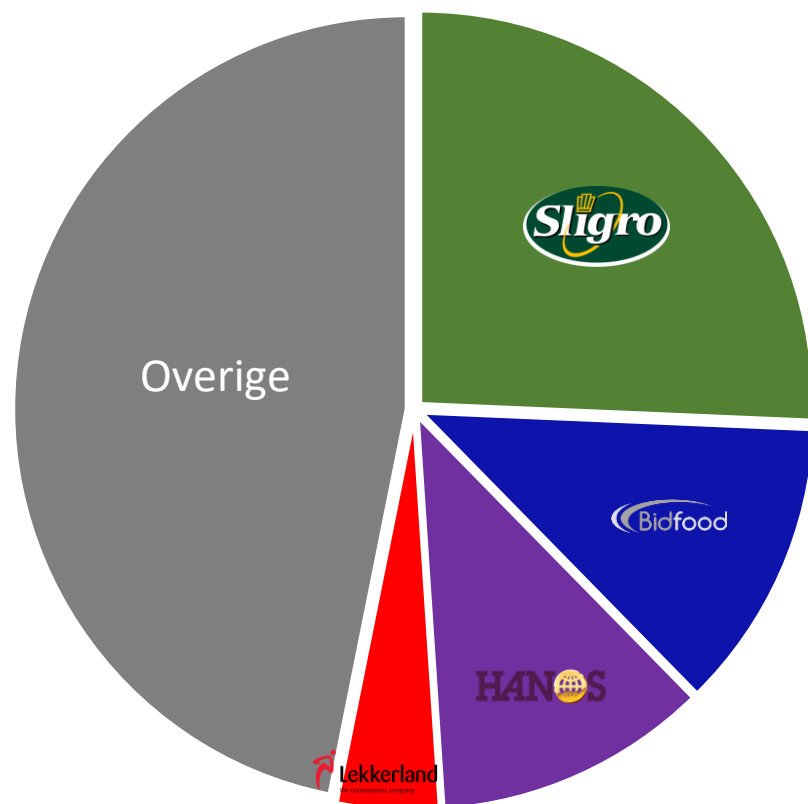
eB2B is het grootste digitale ‘kanaal’ in Nederland



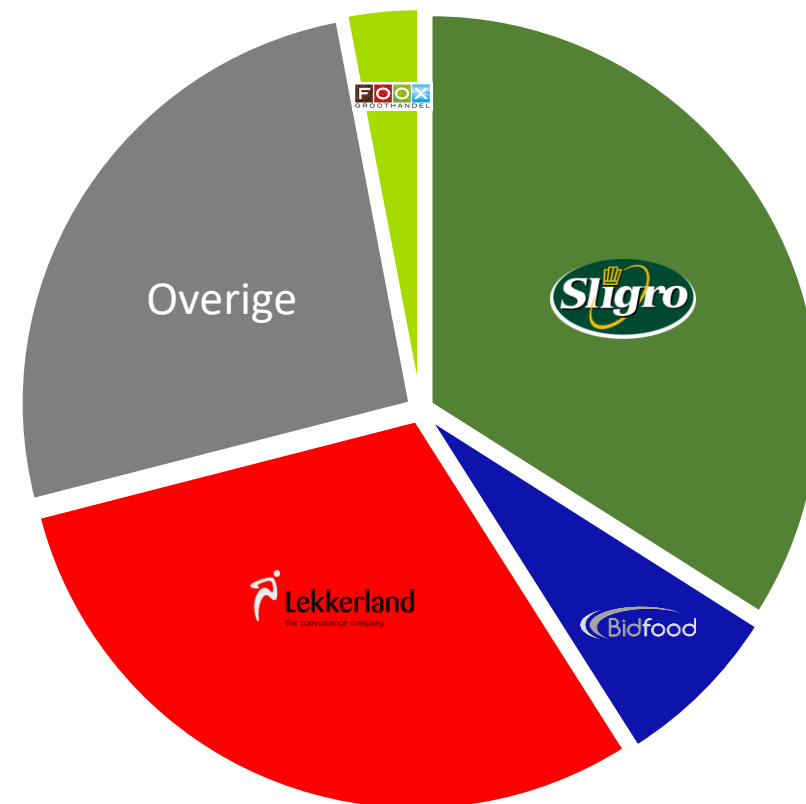
Top 4 groothandels samen >50% van de markt in handen

Maar bij Mars liggen de verhoudingen nét wat anders

Marktaandelen totale NL markt



Marktaandelen Mars NL



Grootste spelers hebben niet per sé beste digitale kaarten



Samenwerking

Data

Capaciteiten

 Lekkerland			
✓	✓	✓	✓
—	✓	✓	—
	✓		

Bron: Mars interne data. Snapshot: medio 2024



Frontera Produce
EDINBURG, TX
Cantaloupe

FROM TEXAS.
FOR TEXANS.

Cabbage
Onions
Pumpkins
Melons

grown
locally

BIEREN







€ 1.7M

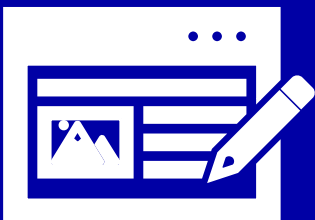


€ 1.6 mln

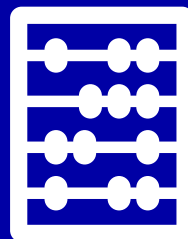
*“Our goals is to **grow** the confectionery category by consistently driving **visibility** & building **impulse** best practices”*

3 elementen nodig om doelstelling te realiseren

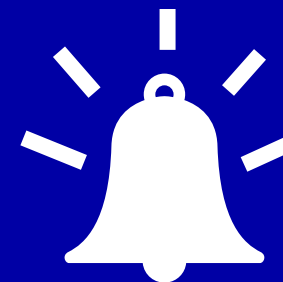
*“Grow category through
visibility & Impuls”*



PDS



SCORECARD



ACTIVATIE

Perfect Digital Store (PDS)



MMS, M&M's, M&MS, M&M'S, MM'S,?!

DCOM

Branded
Search



MMS, M&M's, M&MS, M&M'S, MM'S,?!

Branded
Search



Groots in genieten

SLIMME OPLOSSINGEN

ASSORTIMENT

MMS

Bestel vandaag

Bezorgt op: woensdag 18 juni

< Terug

We hebben helaas niks gevonden voor MMS

FROM

ASSORTIMENT

mms

Bestel vandaag

Bezorgt op: woensdag 18 juni

Lisa Kuijpers Demo Inlog Levera

Eerder gekocht

☐ Ja

Bewaarconditie

☐ Kamertemperatuur (19)

Land van oorsprong

☐ Frankrijk (15)

☐ Polen (4)

Keurmerk

☐ Green Dot (3)

Dieetgeschikt

☐ Glutenvrij (1)

M&M's

19 producten

Relevantie

Kruidenierswaren (19)



M&M's
Choco - melk
chocolate snoepjes
singles

24 zakjes x 45 gram

+



M&M's
Pinda - melk
chocolate snoepjes
singles

24 stuks x 45 gram

+



M&M's
Crispy - melk
chocolate snoepjes
singles

24 zakjes x 36 gram

+



M&M's
Choco - melk
chocolate snoepjes
klein

12 zakken x 125 gram

+



M&M's
Pinda - melk
chocolate snoepjes
treatbags

16 zakjes x 82 gram



M&M's
Pinda - melk
chocolate snoepjes
middel

12 zakken x 200 gram



M&M's
Choco - melk
chocolate snoepjes
middel

12 zakken x 200 gram



M&M's
Minis choco - melk
chocolate snoepjes

11 zakjes x 176 gram

TO

Laat zien wat ze herkennen & geleverd krijgen

Hero
Image

FROM

 Zoek artikelen

Assortiment ▾ Nieuw assortiment Aanbiedingen ▾ Onze oplossingen ▾

Assortiment / DKW /Chocolade & suikerwerk /Gevulde chocolaatjes



Gevulde chocolade celebrations assorti 385 gr per doosje, doos 8 doosjes

Merk	Mars
Inhoud	385 gr
Netto gewicht	3,08 kg
Artikelnummer	080250

1 Doos [+ Toevoegen aan winkelwagen](#)

[+ Toevoegen aan bestellijst](#)

Waarom kan ik geen prijzen zien?

TO

 Zoek artikelen

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Assortiment / DKW /Chocolade & suikerwerk /Gevulde chocolaatjes



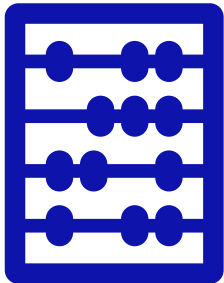
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Waarom kan ik geen prijzen zien?



Zrep	Article	Bidfood	Title	Golden standard title	MRHI	Date image checked: 05-0
SINGLES						
452902	Milky Way twin 43g 1x28	146468	Milky way twin 43 gr per stuk, doos 28 stuks	Milky Way Twin chocolade repen omdoos	0,5	 Current image
			Should contain: Chocolade, repen			 Optimized Image
458734	SNICKERS Creamy Peanut Butter (twin) sgl 36,5g 1x2	152663	Melkchocolade met pindakaas vulling cream 36,5 gr per stuk, doosje 24 stuks	Snickers Duo creamy pindakaas chocolade repen showdoos	0,5	 Current image
			Should contain: repen, creamy, pinda			 Optimized Image
461799	Twix White Single 46 gram 1x32	152666	Candybar witte chocolade single 46 gr per stuk, doos 32 stuks	Twix Witte chocolade repen koek showdoos	0,5	 Current image
			Could replace candybar door chocoladereep			 Optimized Image

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Bidfood

Foos

Lekkerland

Sligro

PDS Target

Sheet1

Wholesale article numbers

+

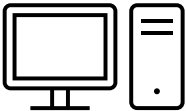
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Meten van voortgang

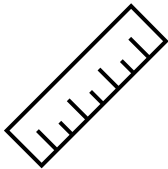
vs Q1				
Scorecard	Complete product title	MRHI	Search - Branded	
	96,97%	68,94%	95,45%	
	51,00%	51,00%	78,00%	
	56,76%	47,30%	74,32%	
	49,09%	53,64%	77,27%	

Q2				
Scorecard	Complete product title	MRHI	Search - Branded	
	94,53%	94,53%	95,31%	
	52,17%	97,83%	80,43%	
	59,46%	100,00%	77,03%	
	50,00%	56,48%	78,70%	

Lessen



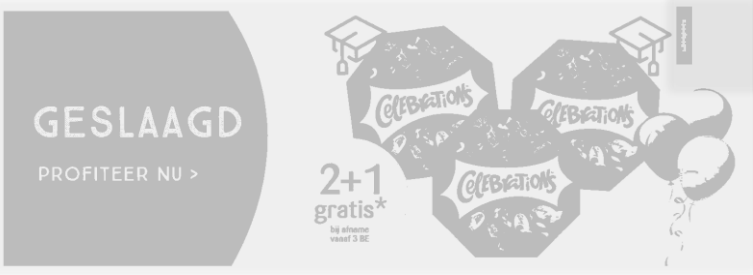
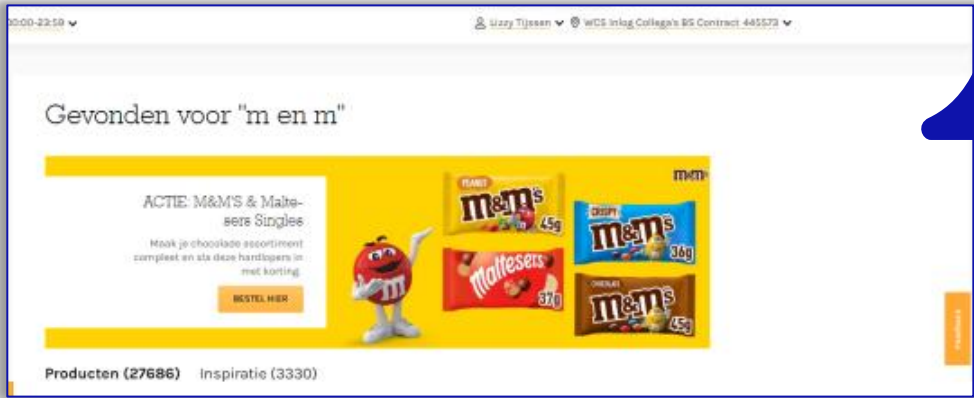
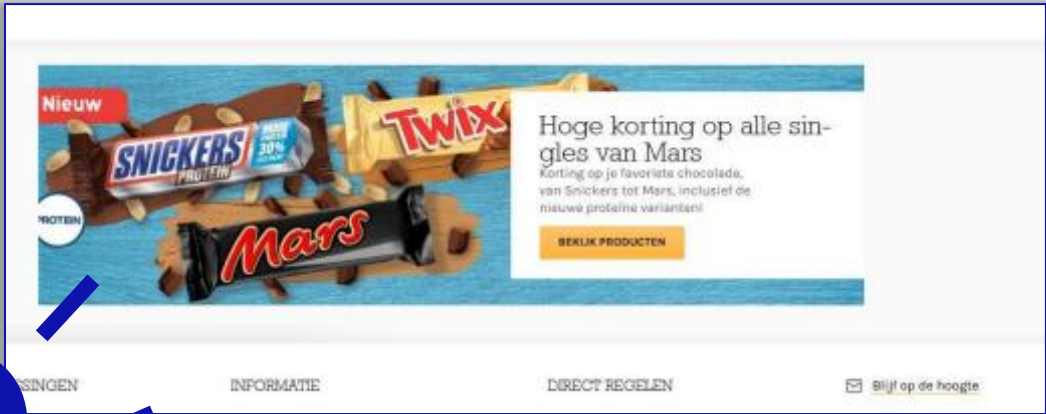
Will & Skill



Uplift



Tijd



Activatie dmV Search Banner



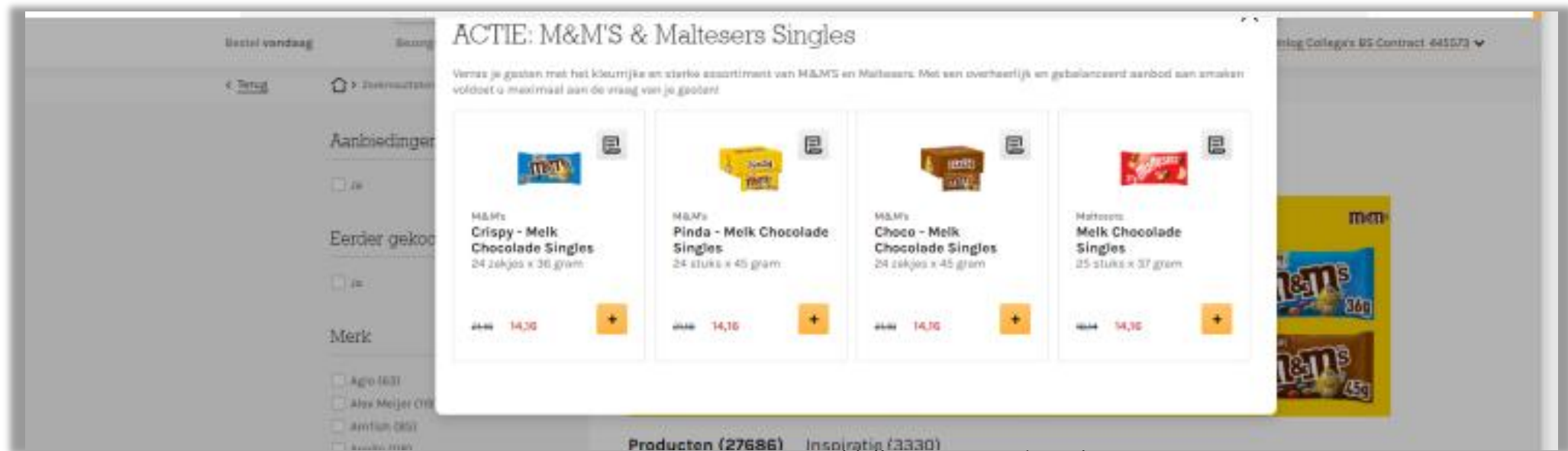
Alle klanten | 3 weken

Kosten

€6.000

Omzet

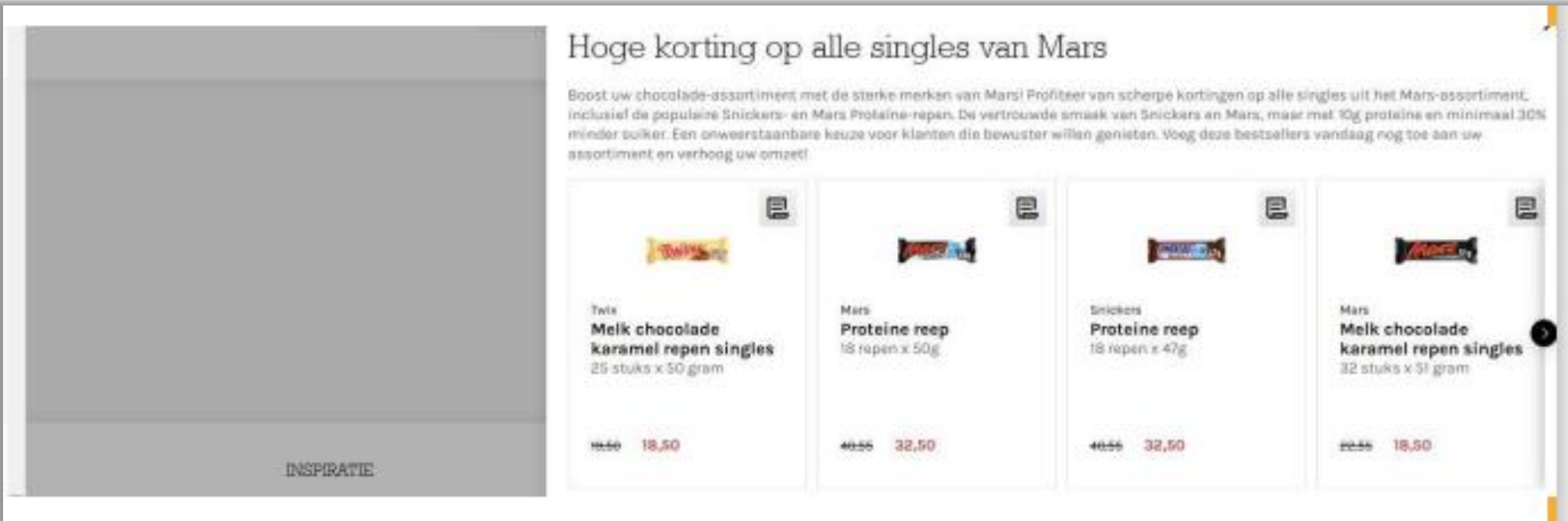
€400



Sport | 3 weken

Kosten
€5.000

Omzet
€160



Hoe groot is de markt daadwerkelijk?



Wholesaler customer base

Niet relevant	Relevant
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“Is chocolade relevant voor de outlet?”

(Landelijke) ketens: Geen keuze vrijheid	Vrij
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“Hoeveel keuzevrijheid heeft de outlet?”

Niet in de markt	Wel
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“Wanneer is de locatie geïnteresseerd?”



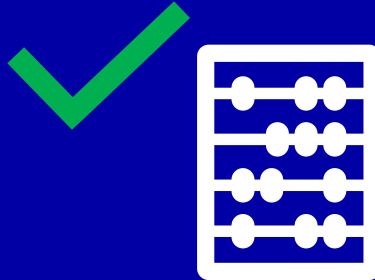
Marktomvang



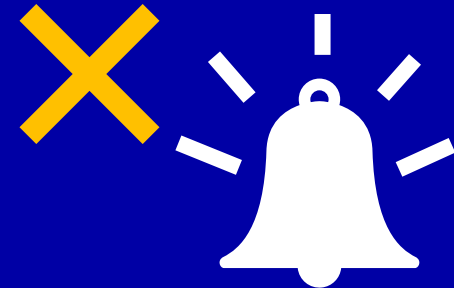
*“Grow category through
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PDS



SCORECARD



ACTIVATIE

MARS

Tomorrow starts today

Vragen?