

Reimagining Retail: Breakout brands in CPG, and the reasons for their success

Audio

On today's episode, host Sara Lebow tees up a conversation between our principal analyst Andrew Lipsman and Jared Schrieber, co-founder and former CEO of InfoScout (now

Numerator), to discuss the latter's new book, "Breakout Brands: Why Some Brands Take Off...and Others Don't." Lipsman and Schrieber discuss why brands like Rao's Specialty Foods, White Claw Hard Seltzer, BodyArmor, and Caulipower have seen some of the biggest market share increases in their respective categories, and the reasons for their success. Find out the marketing principles behind how consumer packaged goods (CPG) brands really grow, and why many of these drivers often go overlooked.



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