eCatman Framework and Strategy

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Category Management (Catman) has traditionally focused on in-store strategies, but the rise of eCommerce necessitates the addition of eCategory Management (eCatman).

Our webinar, presented in collaboration with Lauren Livak, Executive Director of the Digital Shelf Institute, unpacked the transformative power of eCategory Management (eCatman). As eCommerce continues to rise in prominence, understanding and effectively implementing eCatman strategies are crucial for brands aiming to stay ahead.

Disconnect Between eCommerce and Category Management

A staggering 94% of the 137 manufacturers we surveyed highlighted the importance of eCommerce in their five-year strategy. Despite this, there remains a significant knowledge gap within Category Management teams, with only 11% rating their eCommerce expertise as "Very Good." This disconnect underscores a pressing need for education and strategic planning to fully leverage the potential of eCatman.

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