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The NBJ model pulls from myriad data sources, outlined in the methodology at the end of this report. Critical to our outputs is our partnership with SPINS, which powers our retail data and understanding and whose Amazon data supports our e-commerce projections.

Powered by SPINS®

Suzy

NBJ partners with Suzy, a consumer insights platform that provides real-time data on consumer attitudes and behaviors, to support our market analyses with AI-powered quantitative and qualitative research capabilities.

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