



From Shelf to Strategy — AI-Driven Clarity for FMCG Giants

FMCG companies move fast—but often without unified, real-time visibility. icogz connects the dots across demand, trade, distribution, and brand performance to drive profitable, data-led execution.



Key Data Integrated:



AI-Driven Impact:

Outcome Area	Value Delivered
Trade Visibility	Know what's moving and why—live
Promo Effectiveness	Measure ROI and course-correct in real time
Stock Intelligence	Avoid out-of-stocks and reduce excess inventory
Competitive Response	Detect shifts and act faster than the market

Ask icogz:

- *What's driving Brand X's sales dip in Kuwait?*
- *Which channels underperformed despite full stock?*

Agentic Insight:

- *Sales drop in Eastern Province linked to delayed distributor fulfillment.*
- *Brand Y's campaign uplift limited by SKU stockouts in modern trade.*

Powered by Aryabot™ — your always-on, always-learning AI copilot.

icogz | Unified Intelligence. Autonomous Execution.
Unify execution, margin, and agility across your FMCG value chain.