



## **What Does It Cost To Spot A Trend?**

*Less than you think, but you still need more than data.*

If you're like many companies, you spend a lot on data before you develop your next product.

But before you spend more to renew your data house subscriptions to help you forecast a trend, ask yourself these questions:

- Do you subscribe to multiple data houses to gather information?
- Can you easily cross analyze the data to forecast a trend clearly?
- Has it helped you forecast and capitalize on a trend in the last 12 months?

If the answer to any of these questions is no, then you might be wasting money collecting data that doesn't directly help grow your business's bottom line.

The problem is most forecasting companies either provide repetitive information that other sources provide, leaving you paying for the same data multiple times, or worse, they specialize in a particular area, such as retail vs. food service, leaving your data lacking and you looking for other sources.

To get a complete picture of a trend, you shouldn't have to spend more on multiple data sources from companies that don't provide you with strategic analysis and support so you can make informed and strategic decisions. You want a go-to source for all the data and strategic analysis with a true partner who can cut to the chase and tell you what you're missing.

We review over 17,000 research reports and news items weekly, including government, technology, competitors, and research by other forecasting companies—to give you a complete picture of a trend. Then, we have sorted, categorized, and cross-analyzed for you, saving you money on intelligence sources while leaving you more time to focus on capitalizing on the right trend for your business.

No one likes paying more for the same thing everyone else has.

We would love to talk to you about how you can streamline your data sources while getting the strategic analysis and support you need so you can capitalize on the next trend to increase your bottom line.

To your success!

[Schedule Capabilities Meeting Now](#)

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