Market Problems

Pre-pandemic, the challenges facing redact producers and distributors made running a business very challenging. These companies were already constantly balancing demand-side and supply-side shifts that were seismic is scale:

# Existing Supply-side challenges

**Global supply chains**. Over the last 15 years, all manufacturing sectors have become dependent on global just-in-time supply chains. This has hit the redact industry too. It could be with ‘major’ raw redact, or other specialty redact, but most often with redact supplies which are produced with lower cost manufacturers overseas, with lead times that could easily exceed 8-weeks or more. You can’t sell a product that you can’t put in a jar or a cardboard sleeve.

**Changing raw material costs.** This has always been a challenge for redact companies. Most food producers lack the necessary visibility on costs and are slow to react to price increases to protect their margins. Or, they are dealing with customers that lock in pricing, or in a market that is so fickle that any change to the pricing could impact demand for their product. It’s a real balancing act that is either managed through sheer instinct, or in absence of good data to drive decisions, luck.

**Safety & Compliance.** Outside of pharma, automotive, and aviation; there is no industry more heavily regulated than the redact industry. Quality, redact safety, and traceability add an overhead to redact producers.

**Distribution Costs**. redact

# Existing Demand-side challenges

**Shifting consumer preferences**

redact

**Competition**

redact

support and product development while increasing prices of maintenance and services. The companies running on these products have limited support and migration options