

Distribution by the numbers

Overview

This job aid provides an overview of some distribution numbers and what they mean for your business. Use Distribution data to:

- Track how widely available your products are*
- Measure support for your brand in trade channels
- Compare your product to your competitors
- Find expansion opportunities into more stores, chains and markets

*Distribution is calculated using number of outlets not facings.

The numbers

What it's called	What it is	How it's calculated
Numeric or Physical Distribution	The percentage of stores that a product has sold in	$(\# \text{ of stores a product is sold in} / \text{Total \# of stores}) \times 100$
All Commodity Value (ACV) Weighted Distribution*	The percentage of total store turnover a product is sold in *Depending on your product or category, you may see this as All Commodity Volume. A better measure of the total traffic that goes through the stores that sell your product	$(\text{Store turnover (where product sold)} / \text{Total store turnover}) \times 100$
Product Class Value (PCV) Weighted Distribution	The percentage of total store turnover a product is sold in A better indicator of where customers look to buy a particular category of product	$(\text{Category turnover (where product sold)} / \text{Total category turnover}) \times 100$
Total Distribution Points (TDP)	Measures the breadth and depth of distribution of a product	Summing the Wtd Distribution for all items contained within a brand (or category) during a specified time period
Reach	In general, Discover follows weighted average aggregation approach. For some Distribution facts (i.e. Weighted, ACV and TDP) there is a Reach calculation available.	Discover treats each aggregate as one single period rather than a sum of raw periods.

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What they mean for your business

Remember that every market, region, product and business is unique. These are general guidelines, not rules based on NIQ data. If you have questions, please contact your NIQ rep.

What you see	What it could mean	What you can do
Numeric Distribution is LOW	Your products aren't in many stores.	Conduct analysis to see which parts of the market are drivers of numeric distribution level to act accordingly.
All Commodity Value (ACV) Weighted Distribution is LOW	Your product is not in the stores doing the most business in your area.	Review growth trends in different market breakdowns and identify opportunities against existing distribution patterns. Note that it may not always be possible to get 100% ACV if your product class is not sold in all stores.
Product Class Value (PCV) Weighted Distributions is LOW	Your product is not in the stores that matter most to your business.	Look into competition behavior as well as more granular market analysis to specify areas/regions with improvement opportunities.
Numeric Distribution is LOW and Weighted Distribution is HIGH	Your products are in fewer stores, but those stores have a bigger impact on your business.	Consider whether the cost of increasing distribution is viable; you may need to reach a lot more outlets to reach the missing part of the market.
Numeric Distribution is HIGH and Weighted Distribution is LOW	Your products are in a lot of stores, but not the ones that matter most to your business.	With good breadth of distribution, you need to identify the contribution of different store types so you can distinguish between higher and lower performers.
Reach Weighted Distribution is HIGH and Weighted Distribution is LOW	Your product has low rotation or is in stores with a low rotation.	Look into competitive behavior as well as more granular market analysis to specify areas/regions with improvement opportunities.