

NIQ Durables Mapping Syndicated Study

The **Consumer Durables & Electronics** market is highly dynamic and influenced by trends and preferences. Periodic monitoring of purchasing patterns among households is crucial for identifying opportunities.

NIQ Durable Mapping Syndicated Study is designed to capture **installed base** durables ownership and future purchase intention to guide manufacturers and retailers to **‘Hot’** demand in the next 6-12 months.

Benefits

- 1 Identify which categories are going to be “hot”
- 2 Explore category adjacencies
- 3 Map the current categories & specific configuration being used
- 4 Cross selling & bundling opportunities

Categories covered



Personal Appliances

- ✓ Gaming Console
- ✓ Smartwatch
- ✓ Personal Audio
- ✓ Laptop
- ✓ Tablet
- ✓ Smartphone
- ✓ Music System
- ✓ Hair Dryer
- ✓ Streaming Devices
- ✓ Smart Speakers



Kitchen appliances

- ✓ Dishwasher
- ✓ Mixer
- ✓ Water Purifiers
- ✓ Hand Blenders
- ✓ Food Processors
- ✓ Microwave



Large Appliances

- ✓ Washing Machine
- ✓ Smart TV
- ✓ Air Conditioner
- ✓ Refrigerator



Household Appliances

- ✓ Water Heaters
- ✓ Air Cooler
- ✓ Vacuum Cleaner
- ✓ Fan

Why buy the report?

✓ Customize marketing strategies:

Tailor marketing campaigns based on ownership and future purchase plans & reach required TG

✓ SKU’s Development Strategy:

Identify gaps in the market and develop new product SKUs or improve existing ones as per consumers’ demand

✓ Cross selling opportunities:

Identify potential opportunities to create bundled offerings based on purchase plans

✓ Market expansion strategies

Assess demand potential in different regions or demographic segments, identify opportunities for expansion and targeted market penetration

Information Areas Covered

1. Current Ownership

- Categories owned & no. of units
- Product specifications (max 1 level) (**For last purchased unit**)
- Time of purchase (**For last purchased unit**)
- Brand/s owned (**For last purchased unit**)
- Type of purchase – First time, replacement, upgrade and additional (**For last purchased unit**)

2. Future Intention (Next 6 Months)

- Categories planning to purchase
- Product specifications & Brands considered
- Budget in mind
- Type of purchase – First time, replacement, upgrade and additional
- Preferred Place of purchase – Online vs Offline

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