

Outlet Index

Explore opportunities by gaining the latest and most comprehensive view of the Italian On Premise

Outlet Index

Refine sales targeting strategy, drive listings, and increase market share with Outlet Index



Develop better brand distribution



More efficiently target distribution gaps



Enrich CRM and maintain accurate customer records



Ensure sales teams are optimizing time-in-field and driving sales

Outlet Index supports your business by enabling you to:

Develop a profound understanding of the market

Attain a comprehensive understanding of the out-of-home (OOH) landscape in Italy through comprehensive coverage of Points of Consumption (PoC) classified by L1 and L2 GS1 standards.

Effective Channel segmentation & Mapping

Uncover how many bars, clubs & and restaurants are in each area against any regional split requested. Efficiently map client and prospect data to analyse channel coverage at both the total and micro-territorial levels.

Targeted Prospect Prioritization

Target new consumers based on their attractiveness potential, providing valuable insights to optimize acquisition strategies and focus resources on high-potential opportunities.

Stay current with your customer base

Keep your customer base current by cleansing and profiling lists with CGA's address information and segmentation. Update closure status to adjust call plans and remove non-opportunity outlets.

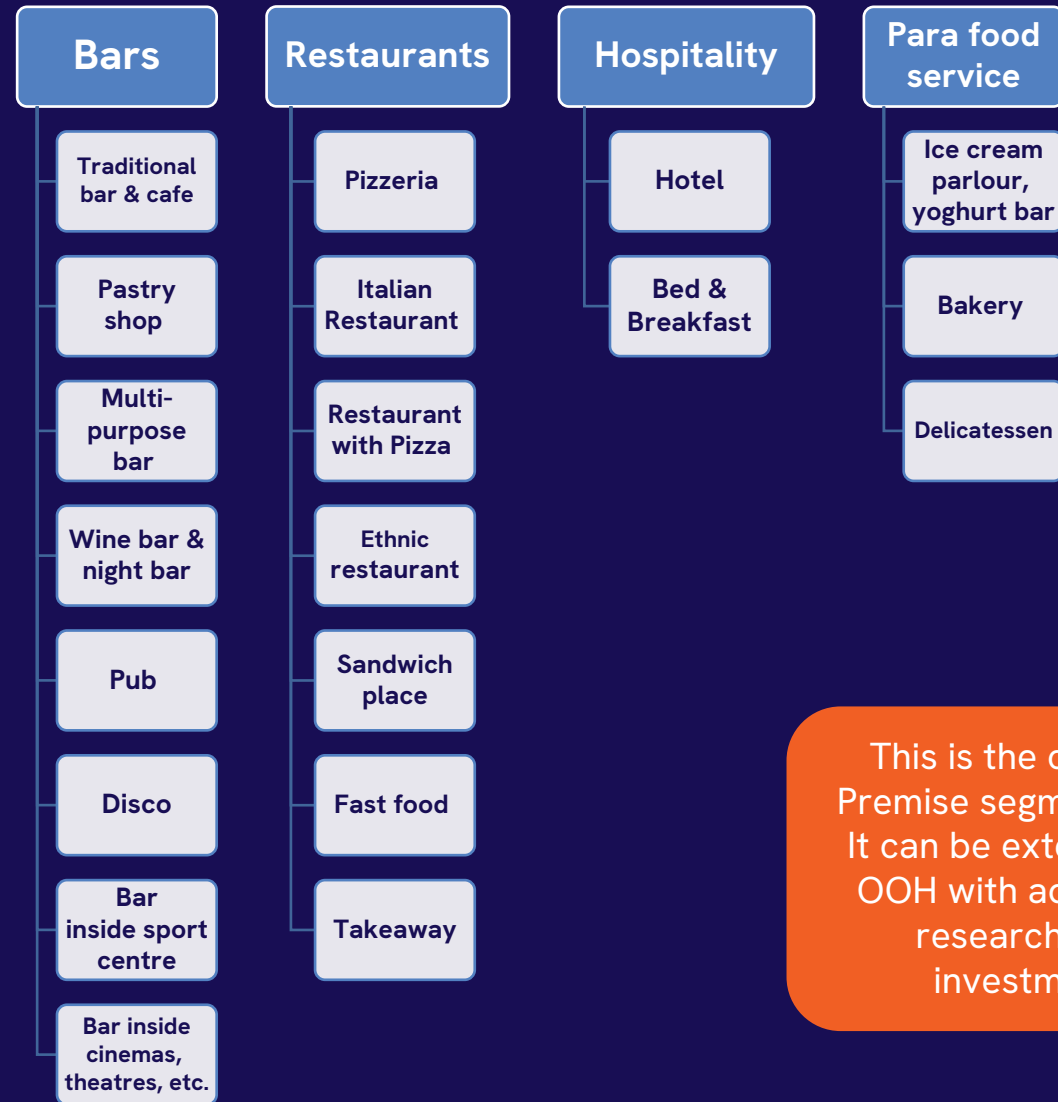
Identify your market penetration

Enhance market penetration by mapping your dataset against the Outlet Index for a gap analysis. Identify growth opportunities beyond your current customer list and pinpoint strategic targets for further expansion and distribution.





The delivery includes CGA Nexus segmentation, applied and validated against each outlet



This is the core On Premise segmentation. It can be extended to OOH with additional research and investment

The Database is rich and full of innovative segmentations for every PoC

Structural information	Territory information	Affinity and attractivity potential
NielsenIQ ID	Address	Overall (Total PoC) potential index
Banner	City	PoC affinity vs Coffee
L1 classification (GS1)	Province	PoC attractivity potential vs Coffee
L2 classification (GS1)	Region	PoC affinity vs Confectionery
Franchise	ZIP	PoC attractivity potential vs Confectionery
Name of the franchise	NielsenIQ área	PoC affinity vs Salty Snacks
Michelin-starred restaurant	City size	PoC attractivity potential vs Salty Snacks
Travel	Coastal city	PoC affinity vs Beer
Tobacco license	Distance from the beach (< 100m)	PoC attractivity potential vs Beer
Type of cuisine	Mountain town	PoC affinity vs Wine & Spirits
Main consumption occasion	Historic city / city of art	PoC attractivity potential vs Wine & Spirits
Type of opening hours	Tourism Index of the city	PoC affinity vs Soft Drinks
Opening hour 1	Zone of the city	PoC attractivity potential vs Soft Drinks
Closing hour 1	Income of people living in the catchment area	PoC affinity vs Packaged Ice-Cream
Opening hour 2	Lifestyle Index of the catchment área	PoC attractivity potential vs Packaged Ice-Cream
Closing hour 2	Population of the catchment área	PoC affinity vs Cuts&Cheese
Seasonality		PoC attractivity potential vs Cuts&Cheese
Reputation		
Premiumness		

44%

of Italian consumption
points are in city
centres

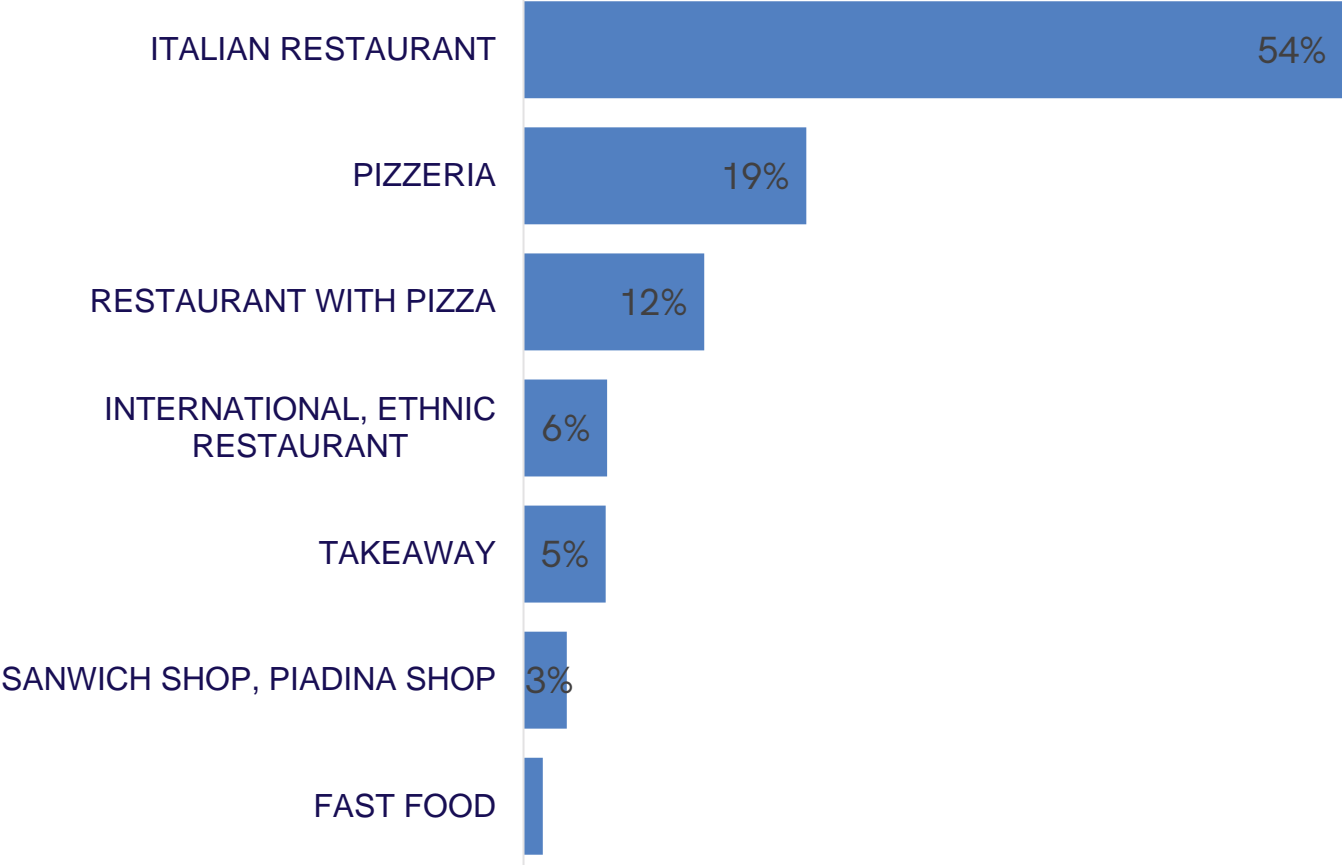
+16pp if there are wine
bars and pre-evening
clubs



Sample Slide



An overview of restaurants in Italy

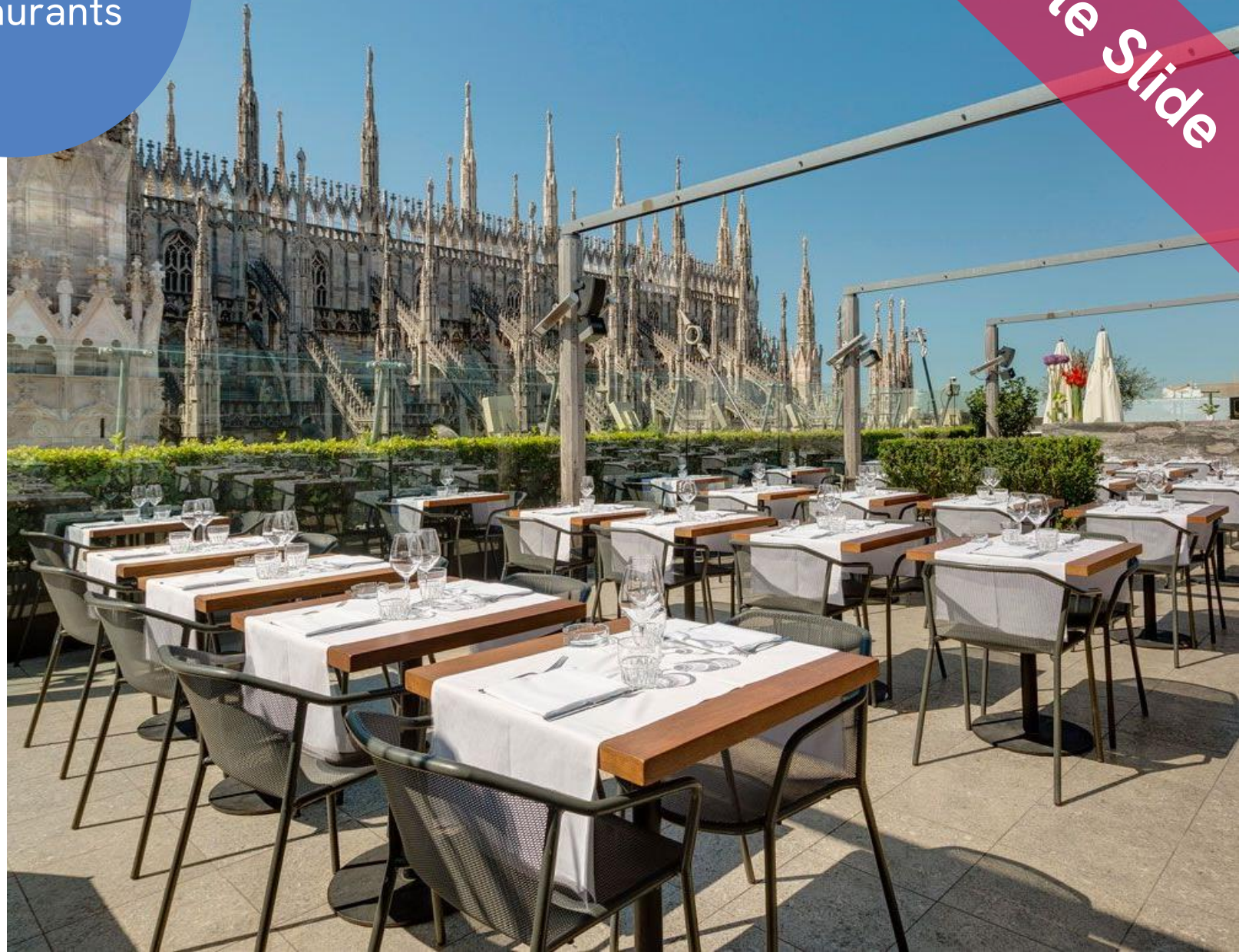




6,081
Restaurants

Sample Slide

- 50% of Milan's restaurants are Italian restaurants.
- 57% of restaurants have dinner as their main dining occasion, 34% lunch.
- 2% of restaurants in Milan are high-end.





4,956
Bars

- 50% of bars in Milan have breakfast as their main consumption occasion, 27% lunch, 16% after dinner, 7% aperitif.
- 42% are in suburban areas, 35% semi-central, 20% central.
- 60% of evening bars are in a semi-central area (vs. 35% average for bars)



Sample Slide





796
Hospitality

- In central Milan 79% of accommodations are hotels, 21% are B&Bs.
- 5% of hotels in Milan are high-end.
- Two out of three premium hotels are in the central area.



Sample Slide



The OOH guide is integrated into our TradeDimension 2.0 platform

Home

NielsenIQ

Tradedimensions 2.0

JAKALA
TOGETHER TO GET THERE

Jakala ▾

Mappa Store Selezionati Insight Builder Grafici



Store Selezionati

GNLC GNAC GNSD GNCC GNEC HORECA

Search

INSEGNA	CATEGORIA L1	CATEGORIA L2	FLAG CATENA	NOME CATENA	TIPO DI CUCINA	PRINCIPALE OCCASIONE DI CONSUMO	TIPOLOGIA ORARIO DI APERTURA	ORARIO APERTURA 1	ORARIO CHIUSURA
Barzilai	BAR	BAR MULTIFUNZIONALE	NO			PRANZO	ORARIO CONTINUATO	08:30:00	00:00:00
GINROSA	BAR	BAR MULTIFUNZIONALE	NO			PRANZO	ORARIO CONTINUATO	07:30:00	21:00:00



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