

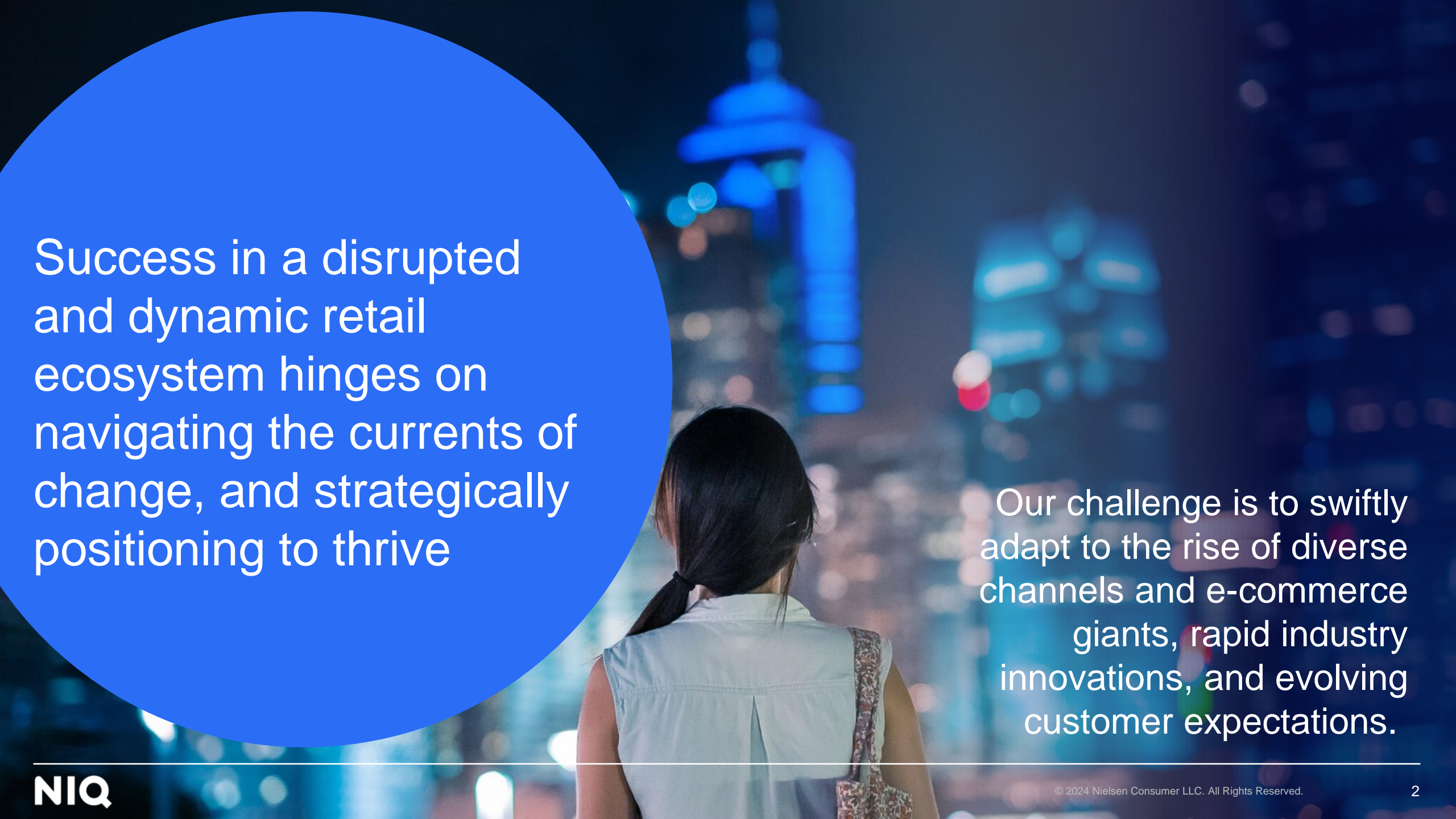
Retailer

NIQ Shopper Trends

**Decode your retail store
performance to forge retention
and conversion**

NIQ





Success in a disrupted and dynamic retail ecosystem hinges on navigating the currents of change, and strategically positioning to thrive

Our challenge is to swiftly adapt to the rise of diverse channels and e-commerce giants, rapid industry innovations, and evolving customer expectations.

Understand your brand strength and what drives shoppers to your store vis-à-vis competition



Evolving shopper behaviors

Gain comprehensive insights into shopper perspectives and shifting behaviors, identifying new and category-relevant spaces for targeted engagement.



Retailer performance

Measure your brand and cross-retailer attribute performance through the NIQ Store Equity Index method and analysis.

Enhance your retail brand's strategic positioning to maximize sales and foster customer loyalty.



Audience profiling

Decipher shopper audience profiles to optimize your retail strategy and adapt your positioning to reach and persuade your ideal target audiences effectively.

Optimize your retail strategy with NIQ Shopper Trends



Integration with RMS Data

Complementing retail sales data with insight into shopper perceptions of retailer brand worth, we leverage purchase drivers and influence purchase decisions to provide a comprehensive understanding of market dynamics.



Single currency equity comparison

NIQ Store Equity Index is an industry currency for Retailer Brand Equity. Universally measurable and comparable across markets.



Look-back window of trended data

Our yearly insights, spanning a decade, monitor shopper trends, store performance, and choice drivers. This extensive 10-year perspective allows for early identification of subtle changes, serving as a proactive tool for anticipating future opportunities.



More insight for less budget

With an unrivaled grasp across 50+ markets and key retailers, our solution extends beyond the scope of custom shopper research/tracking, offering valuable insights at a fraction of the cost.

NIQ Shopper Trends

Solution Overview

NIQ's Shopper Trends is an **annual syndicated Survey-Based Solution** that leverages over a decade of trended data with comprehensive coverage across 50+ markets, delivering in-depth insights into shopper and category trends.



Methodology

Face-to-face / Online interviews



Sample size

N = 750+ per market



Respondent criteria

Males/Females, 18 - 65 years old, main grocery buyers and influencers, in past 4 weeks, shopped at supermarkets, hypermarkets & discounters, convenience stores, personal care stores, TT stores or online stores



Coverage

Representative population/shopper sample of the market (quotas for gender, age, region, SEC / Income etc.)



**Annual Tracking
shopper behavior
since 2007**

Shopper Trends Report available in 50+ markets

Western Europe

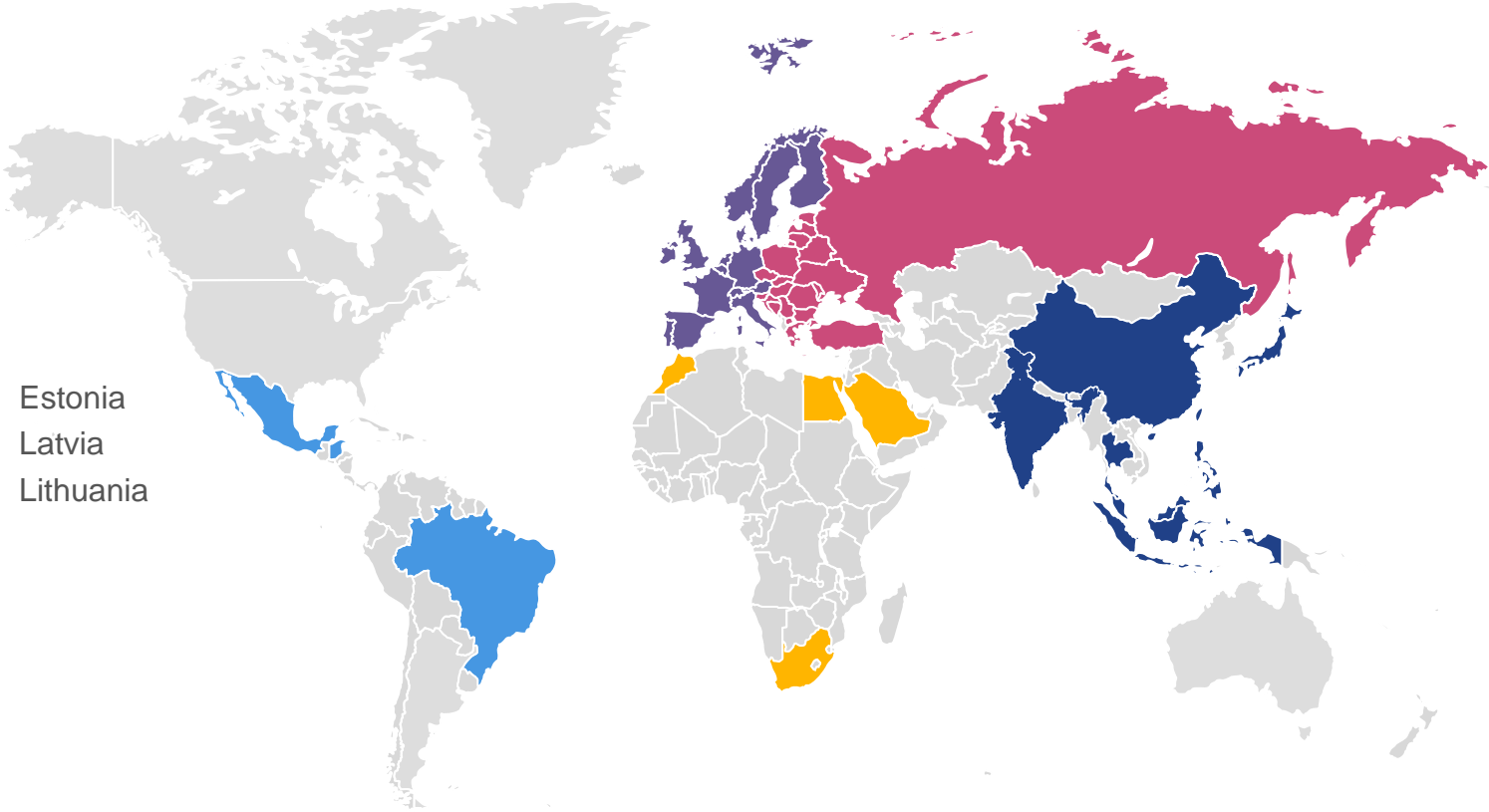
- UK
- Spain
- France
- Germany
- Netherlands
- Switzerland
- Italy
- Belgium
- Portugal
- Ireland
- Austria
- Norway
- Sweden
- Denmark

Eastern Europe

- Bosnia & Herzegovina
- Belarus
- Greece
- Hungary
- Croatia
- Russia
- Turkey
- Serbia
- Slovakia
- Slovenia
- Kazakhstan
- Ukraine
- Bulgaria
- Czech Rep.
- Romania
- Poland
- Estonia
- Latvia
- Lithuania

LatAm

- Brazil
- Mexico



Middle East & Africa

- South Africa
- Egypt
- Morocco
- UAE
- Saudi Arabia

Asia Pacific

- Philippines
- Singapore
- China
- Hong Kong
- Indonesia
- Korea
- India
- Malaysia
- Taiwan
- Thailand
- Vietnam

A comprehensive coverage of shopper behavior and retail drivers

- **Profiles** of main shoppers by channels & retailer
- Food **price** perception & reaction
- **Impact** on category purchases and extent

▶▶ Who are the Shoppers?

- **Attitudes** (grocery shopping, planning, price/promo etc.)
- **Sustainability**
- **Private label**
- **Category-level insights** (influence on store selection, price/promo)

▶▶ What should clients offer to meet shoppers' needs? How are those needs evolving?

- Channel **relationship** tiers
- Channel **visit** frequency
- Channel **spend** most in
- Monthly grocery **spends**
- New store **adoption**

▶▶ Which channels are the most relevant? Which are growing?

- **Store equity index**
- Retailer's **relationship**
- Equity **drivers** (image)
- **Strengths and gaps** by retailer
- Key **differentiators** between retailers
- Main shopper **profile** and **loyalty** by retailer

▶▶ What is the competitive position of each retailer?



Categories covered

A broad range of food and personal care

- ❖ Fresh fruit & vegetables
- ❖ Fresh meat or poultry
- ❖ Fresh fish or seafood
- ❖ Staples (rice, flour, pasta, pulses)
- ❖ Bread/freshly baked goods
- ❖ Dairy products (milk, cheese, yoghurt, butter)
- ❖ Salty snacks
- ❖ Chocolate & biscuits
- ❖ Coffee / Tea
- ❖ Carbonated soft drinks and bottled mineral water
- ❖ Fruit juices
- ❖ Beers, Wines and Spirits
- ❖ Infant nutrition / baby food
- ❖ Diapers / baby wipes
- ❖ Laundry detergents & household cleaners
- ❖ Paper products (toilet paper, paper towels, facial tissues)
- ❖ Shampoo and hair conditioner
- ❖ Sanitary protection
- ❖ Skincare (body lotion, moisturizers, body wash etc.)

Content available

What we can offer clients for their category

Part of the **syndicated shopper trends report**:

- ❖ **Purchased** in last shopping trip (offline and online)
- ❖ **Triggered** the last shopping **trip** (offline and online)
- ❖ Influence on **store choice**
- ❖ **Knowledge** about current **prices**
- ❖ **Coping strategies** for increasing prices
- ❖ Attitude towards **promotions**
- ❖ Importance of **innovation**

Can be part of **custom analyses** (depending on sample size):

- ❖ **Socio-demographics** of category shoppers
- ❖ Preferred **store and channel** of category shoppers
- ❖ Shopping **attitudes** of category shoppers

You want to learn more?

Contact our Shopper Trends Experts in the DACH region



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