

Bringing *convenience* to the convenience industry

Our latest enhancements introduce measurement for trip-driving categories and expanded geographic data to uncover new pathways to growth

What is it

NIQ's commitment and investment in the convenience industry enables **the most complete, clear view of the convenience channel**.

With broad product category coverage, critical market granularity, and expansive retailer coverage – backed by the advanced technology and quality data you trust – NIQ delivers **the data and insights you need to win in convenience**.

What is new

The enhancements enable you to **measure trip-driving categories**, with point-of-sale food and beverage service data for a true market read, delivered in the industry-standard hierarchy.

Capture a more complete view of convenience with expanded state lines, enhanced geographical data, and more granular localized markets to help you **understand how you are performing in key areas**.

Key benefits



Channel Expansion - More than doubled the representation of independent retailers for the most comprehensive view of convenience



Product Coverage - Visibility into more categories, now with food and beverage service coverage, with POS data for a true market read



Market Granularity - Expanded geographical data with more designated market areas and localized insights in critical regions



NIQ is *the first to market* with point-of-sale food and beverage service data in the convenience channel – now with expanded views of independent retailers and geographic data