



Gain insights on the retail sector and emerging shopper behaviour in Asia Pacific

Despite the relative economic resilience in Asia, shopper and retailer sentiment remain cautious. In order to succeed, retailers and manufacturers must adopt strategies which effectively facilitate engagement with a new breed of discerning and sophisticated shoppers.



Nielsen's 2012 Asia Pacific Retail and Shopper Trends Report reveals the latest trends in grocery retailing to drive business growth and consumer loyalty.

The report explores the five key retail sector trends in 2012 and beyond to help business leaders stay ahead of the curve, including:

- **Economizing:** Savvy, budget-conscious shoppers are increasingly seeking out promotions to help manage their grocery budget.
- **New value equation:** Despite a growing reliance on promotions, shoppers are seeking out value in their purchases, balancing price with benefits.
- **Everyday shopping:** Shoppers are increasing the frequency of their grocery shopping trips, with many shoppers across Asia buying groceries on a daily basis.

- **Convenience in proximity:** Retailers are investing in small store formats to respond to the emergence of "everyday shoppers".

- **Digital grocery shopping 2.0:** Innovations in digital shopping experiences are generating increased shopper interest in shopping online.

The Asia Pacific Retail and Shopper Trends Report also provides extensive data coupled with in-depth analysis and expert commentary on retail format trends, the growth of private label brands, value and volume growth, as well as country-level insights from across the Asia Pacific region, including:

- Retail store universe
- Chain numbers
- Share of trade by channel

Insights

Nielsen's 2012 Asia Pacific Retail and Shopper Trends Report, priced at USD\$4,000, includes:

- A comprehensive 50 page report on retail trends across the region
- A 30+ page report containing insights, analysis and commentary on the five key retail sector trends in 2012 and beyond.