

RETAIL MEASUREMENT SERVICES

CHALLENGE



HOW WELL DO YOU KNOW NIELSEN SALES & SHARE METRICS?

OBJECTIVE

In this challenge, you'll answer questions to see how well you consider relationships between sales and share related metrics when evaluating sales, share and growth. Use the last page to check your answers.

Review the tips below, to avoid common analytical missteps.

HOW DO THE METRICS RELATE TO EACH OTHER?

What are possible conclusions you can make based on the connections below?



- If value growth is greater than volume growth: *What can you infer?*
- If value growth is greater than unit growth: *What can you infer?*
- If category growth is greater than brand growth: *What can you infer?*



TIPS

- Start with analyzing your volume and value sales, then ask questions like: *How much did I sell? Are my sales up or down?*
- In order to gain a full view of your performance, evaluate your competitors sales performance against your own.
- Look for explanations for market shifts in purchase behavior, or impacts on sales such as out of stocks and seasonality that may cause a shift in purchasing.
- When evaluating your share, keep in mind: *sales growth does not equal share growth.*
- Consider your *share change tolerance* to determine if any share movement is significant.
- Take a look at your *share gap opportunity* to determine your greatest opportunities to grow share.
- Keep in mind value changes only with volume or price.

Need Guidance?

Contact your Nielsen Client Services Representative for additional support.

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(Continued)



CHECK YOUR ANSWERS

TAKING A CLOSER LOOK AT THE RELATIONSHIP BETWEEN VALUE, VOLUME & GROWTH

The relationship between value, volume, growth and other Nielsen metrics can indicate causal factors for performance in your business. Knowing what the relationships mean can guide proactive planning.

Value Growth is greater than Volume Growth:

- *Price inflation: Consumers are paying more for a product*
- *More expensive packs, or an upsell to shoppers: Consumers are trading up (mid-market versus premium products)*

Value Growth is greater than Unit Growth:

- *Availability of bigger packs: There's more volume per unit*
- *Premiumization: Customers are purchasing more expensive packs*

Unit Growth is greater than Volume Growth:

- *Consumers are shifting to smaller pack sizes*

Value Growth is greater than Volume and Unit Growth:

- *Price Increases or more expensive products*

If Category growth is greater than brand growth:

- *Other brands in the category are growing faster than your brand*