

FAST MOVING CONSUMER GOODS PURCHASES IN FINLAND 2016

Development of FMCG purchases and competitive situation across categories.

Nielsen's *FMCG Purchases in Finland 2016* report is an excellent tool for strategic planning, comparing category performance and for retailer negotiations. The latest category developments are presented in a compact and user-friendly format.

Periods included are three moving annual totals ending October 2, 2016.

FMCG Purchases in Finland 2016 report is based on Nielsen Homescan where 5000 Finnish households continuously report their FMCG purchases. The purchase data is then projected to represent all the Finnish households.

The report will be ready for delivery by Oct 28th. It will be delivered to clients in an excel format (Fin/Eng).

Insights into your FMCG market:

- What are the top purchased categories?
- Which categories are developing the most?
- How are prices developing?
- How many households purchase your category?
- How are retailer brands evolving?

Report Content

- Fastest growing categories
- Purchases per category (val/vol) in Total Finland, change vs previous year and price indices
- Category penetration (how many % of the households purchase the category)
- Biggest manufacturers and brands in category (Top 3 combined)
- Total share of retailer brands (val) and change vs previous year on category level
- List of Top 20 most purchased FMCG-items (amongst all grocery items)

Categories

The report contains information across categories divided into 10 groups as follows:

- Health and Beauty
- Beverages
- Household Cleaning
- Household Products
- Pet Food and Care
- Dairy
- Frozen Food
- Shelf Stable Food (incl. Confectionery)
- Fresh Food (incl. Fruit & Veg)
- Health Products

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For further information on the report, please contact Nielsen Client Service at +358-9-430 030.

