

# HOLISTIC RETAIL UNDERSTANDING WITH NIELSEN MARKET INDEX

Accounting for more than 85% of sales in the fast moving consumer goods (FMCG) sector, representing nearly \$USD 10 billion, Traditional trade (TT) is still the most important distribution channel. However, challenges exist when manufacturers are still blind-sided of their performance in this channel versus the market norm.

Trade activities ROI surpassed ATL & consumer promotions and fortunately all manufacturers keep on driving sales & shares with variety of in-store activities. Yet, do manufacturers know if their efforts pay off or if retailers support their brand & the store has the right level of in-store execution relative to their competitors? Unfortunately, the answer is NO.

**NIELSEN MARKET INDEX** helps WIN RETAILER & WIN IN STORE with THE 360° RETAIL PERFORMANCE MONITORING

- The only **Market Index** holistically measure In-store execution & Retailer support level versus competitors
- The only **Market Index** takes into account the market sales performance in relationship with Retailer & In-store performance

## COMPONENTS OF NIELSEN MARKET INDEX?

Nielsen Market Index is composed of Retailer Brand Support and In-store Execution

### RETAILER BRAND SUPPORT:

**AWARENESS:** Does the retailer know your brand?

**OPENNESS TO STOCK:** Is the retailer open to stock your product or stock more?

**RECOMMENDATION:** Does the retailer push your product to their customers?

**DISPLAY:** Does the retailer position your product in an advantageous area?

### IN-STORE EXECUTION

**AVAILABILITY:** Is your product present in the store? Who are the competitors also present?

**FACING:** How is your product displayed? Is your competitor occupying more space?

**VISIBLE STOCK:** Is your stock and/or your competitors visible to shoppers?

**POSM:** Are there materials present from you and/ or your competitor? Who is occupying the hotzone?



## 360° RETAIL PERFORMANCE MONITORING



## KEY BENEFITS:

- Diagnose & take informed decisions
- Benchmarking with the category/competitor
- Set internal KPIS

**WIN THE RETAILER + WIN IN STORE**

Ask Nielsen for more details.

Please contact our Client Service representative or email us at [vietnaminfo@nielsen.com](mailto:vietnaminfo@nielsen.com)