

UNCOVERING SHOPPERS' BEHAVIORAL CHANGES

HONG KONG SHOPPERTRENDS 2016

Shopper Trends provides a comprehensive overview of grocery's retail landscape trends, banner equity tracking and in-depth analysis of changing shopping patterns, attitudes and behavior across **50+** markets and **3** traditional retail channels for **10+** years.

Specific to Hong Kong market, this local report targets to **main grocery buyers / influencers** who visited supermarket and convenience stores / personal care stores in the past 4 weeks with weighted data proportional to Hong Kong's population structure.



In-Depth Shopper Centric Analysis

55 Countries and Regions
10+ years Research



Answers to your Business Questions...

Shopper's Behavior & Channel Selection



- What, When, Where Shopper's Shop?
- How shoppers spent and what are the motivators?

Shopper – Retailer Relations



- Which banner possesses strongest brand equity thru Nielsen proprietary **Winning Brands™ Model**?
- What are the gaps and opportunities to build shopper's relationship?

Retailing Hot Topics



- What is the potentials of E-commerce?
- How to drive additional business from developing Private Label and Loyalty programs?

For more information

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