



AN UNCOMMON SENSE  
OF THE CONSUMER™

# A HOLISTIC VIEW OF FMCG PERFORMANCE IN HONG KONG

## HONG KONG MARKET INFORMATION DIGEST (MID) 2016

**Hong Kong Market Information Digest (MID) 2016** is a powerful report providing market size and growth of over 140 FMCG categories in Hong Kong based on Nielsen MarketTrack™ Service, and is widely used by professionals across industries, such as FMCG Manufacturers, Retailers, Advertising Companies, Consulting Firms, Financial Investors, and Academic Institutions.

### MarketTrack™ Methodology:

Nielsen MarketTrack™ is an aggregated retail measurement service on FMCG categories based on defined retail channels since 1972.

Two sets of information are combined to provide an objective and comprehensive picture of FMCG retail market in Hong Kong.

- **Scanned Data** from major Hong Kong retail chains
- **Retail Audit information** collected from Nielsen Retail panel of independent retail outlets, statistically projected to represent the retail universe.

### Hong Kong Market Information Digest 2016 covers:

1. Comprehensive information on over 140 FMCG categories are covered, including
  - **Market size** (volume and value), Average price, Key Segment Share, Channel mix\*, Household penetration %\*  
*\*On selected categories only*
  - **2-years trended data** (Annualized)
  - **Top 3 brands** (by alphabetical order) with cumulative share
2. Snapshot on the **economic & demographic trend** in Hong Kong
3. Overview of Nielsen Retail Census covering the development of the **retail market structure** in Hong Kong
4. Selected finding from Nielsen ShopperTrend Study to **understand what they buy, where they shop and why**
5. Selected finding from Nielsen Retail Barometer study showcasing **FMCG Retailers and Manufacturers' business outlook of the future and top concerns**

### Deliverable and Timeline

- In PDF Format

### KEY BENEFITS

- One stop solution on the full picture of the FMCG industry
- Understand the key drivers of FMCG industry among over 140 categories for sound business decisions
- Integrated study to help understand the Hong Kong consumers to drive higher shopper satisfaction and loyalty

### For more information

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