

LATEST FMCG TRENDS AND TRADING RELATIONSHIP IN HONG KONG

NIELSEN RETAIL BAROMETER 2015

RETAIL BAROMETER

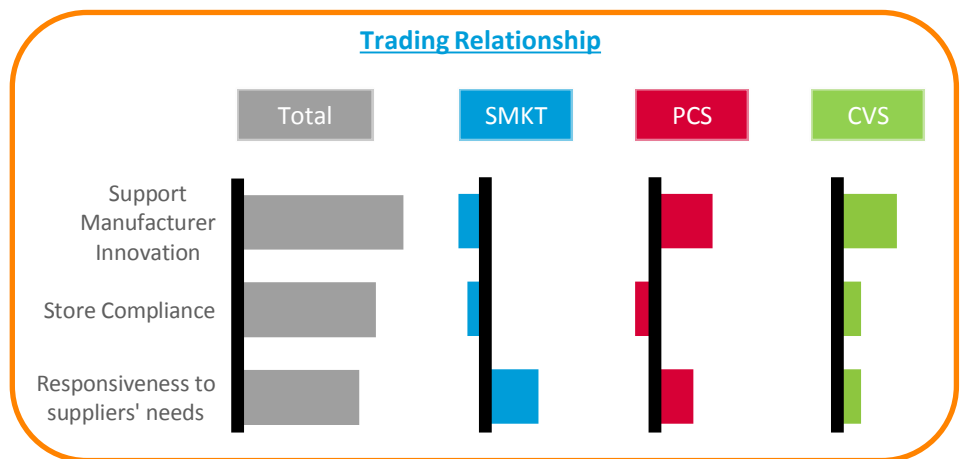
It provides deep understanding on latest FMCG trends as well as the retailer relationship, with the aggregated responses from senior management of both retailers and manufacturers. It is an online survey to gauge business leader's expectation and concerns towards Hong Kong retail market.

RESEARCH DESIGN

- Methodology : Online Interviews
- Respondent : Senior Management of FMCG Retailers and Manufacturers
- Sample Size : n=120 (Total)
- Fieldwork Duration : Q3-Q4, 2015

IN THIS SURVEY, YOU CAN

- Understand the current business condition
- Uncover the trading relationship within the retail industry
- Benchmark your strategy and prioritize your investment



For more information please contact your Nielsen representative or visit www.nielsen.com