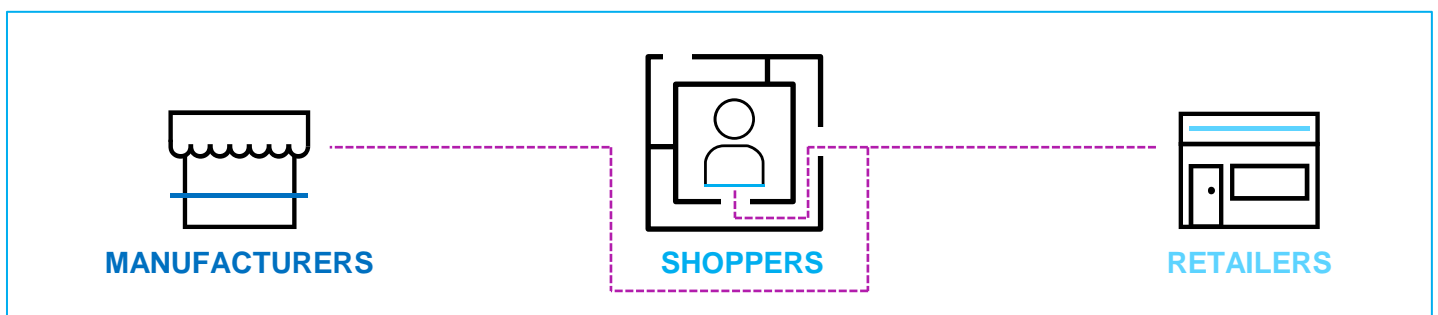


SHOPPER TRENDS

WINNING SHOPPER HEARTS, MINDS AND WALLETS

A COMPREHENSIVE VIEW OF SHOPPER BEHAVIOURS AND RETAILER EQUITY WITH THE NIELSEN SHOPPER TRENDS REPORT

Globally, sluggish economic growth coupled with lukewarm consumer confidence has fueled a highly competitive and demanding retail landscape. Retailers and manufacturers are similarly challenged to engage and contend for the basket of the increasingly fickle shopper in the midst of the current environment. Identifying and navigating through these shifts in shopper attitudes and behaviour has become fundamental for your category and brand success.



THE NIELSEN SHOPPER TRENDS REPORT

With the Nielsen Shopper Trends reports, you'll be able to gain a comprehensive view of grocery retail trends, understand banner equity tracking for the major chains' shopper visit and receive an in-depth analysis of changing shopping patterns, store usage, mission types, attitudes and behaviour, and how they relate to your category.

CHANNEL DYNAMICS

- Discover the year-on-year changes in the evolving retail scene (RMS)
- Channel relationship tiers
- Channel visit frequency
- Channel spend most in
- Frequency of main / top-up shop
- Monthly grocery spend
- New store adoption

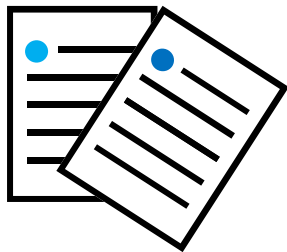
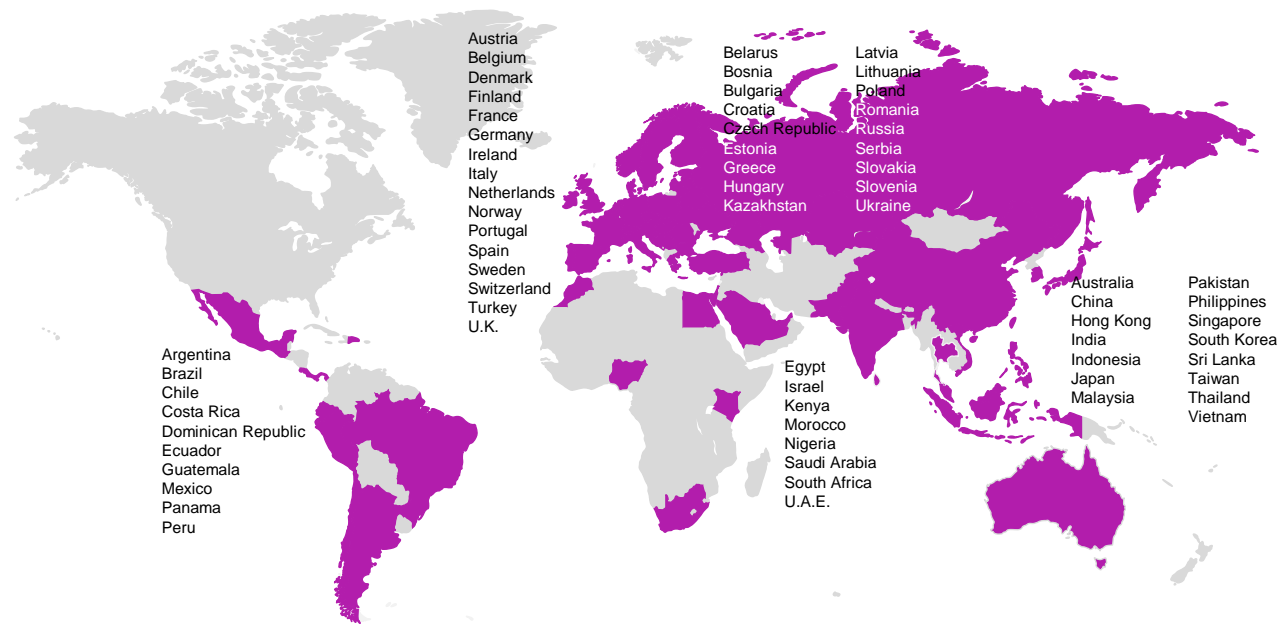
RETAILER PERFORMANCE

- Profiles of main shoppers by retailer
- Learn which retailers have the strongest store equity
- Retailers relationship with your shoppers
- Key differentiators between retailers
- Loyalty and satisfaction ratios of retailers

SHOPPER INSIGHTS

- Understand attitudes towards grocery shopping, planning deal-seeking
- Reveals shoppers levels of price awareness and sensitivity to promotions
- Loyalty card ownership (*optional*)
- Food price perceptions (*optional*)
- Private label purchase habits and driver of behaviour (*optional*)
- **NEW:** Category-level insights
- **NEW:** More robust digital grocery shopping insights (*optional*)

WIDE GEOGRAPHICAL COVERAGE OF OVER 60 COUNTRIES



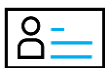
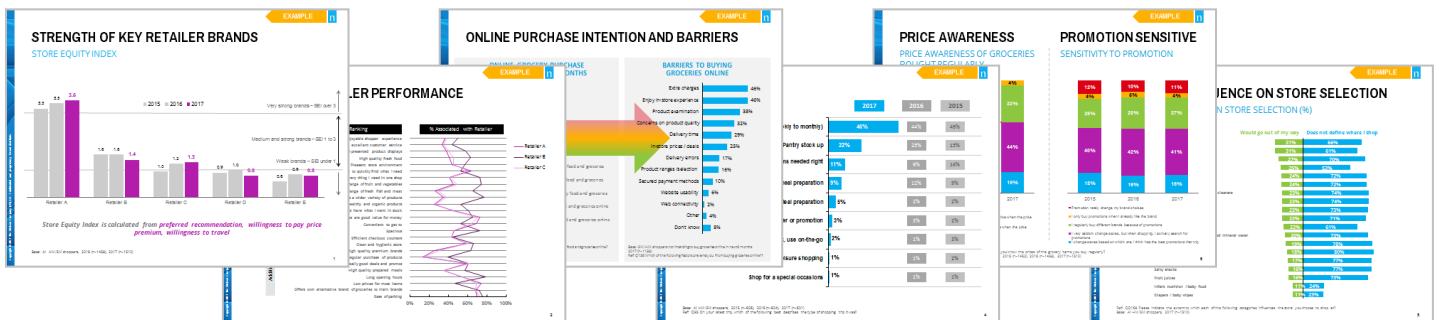
AVAILABILITY OF SHOPPER TRENDS REPORTS

The Nielsen Shopper Trends report is available in multiple formats.

- Individual country reports
- Regional summary reports
- Customizable reports

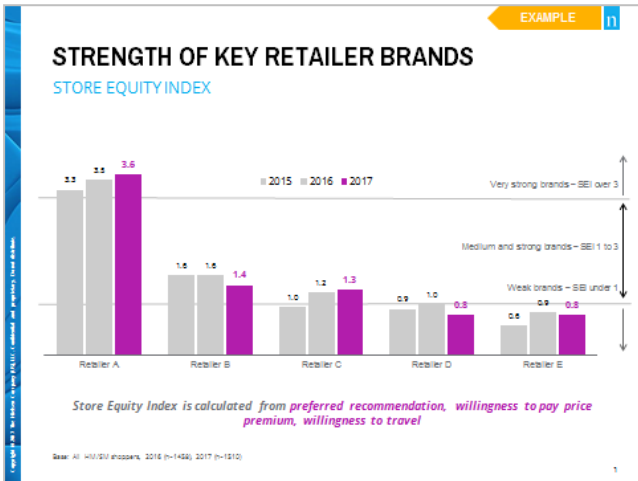
A SNAP SHOT OF THE NIELSEN SHOPPER TRENDS REPORT

Having data only gets you halfway to strategic planning. That's why with Nielsen Shopper Trends report, we can provide you with a complete picture of shopper understanding. With this complete picture, we'll help you reach your consumers effectively and improve the performance of your stores, categories and brands.



For more information about Nielsen's **Shopper Solutions** or to purchase the latest **Shopper Trends Reports**, please contact your local Nielsen representative.

FOR RETAILERS

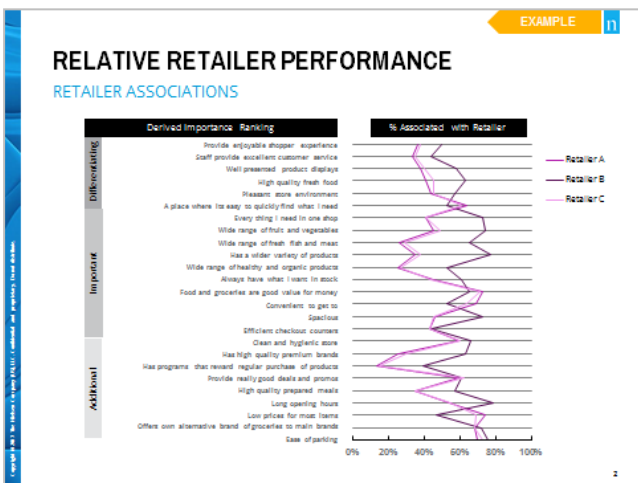


STORE EQUITY – THE KEY TO LOYAL SHOPPERS

Shopper Trends provides a unique measure of Store Equity based on Nielsen’s proprietary measurement technique, Winning Brands™.

The index measure enables your business to understand the strength of your retailer brand against competing banners and track performance over time.

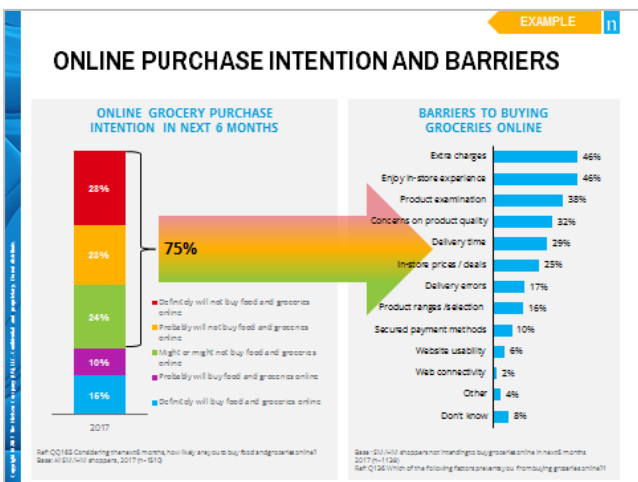
Retailers that grow their Store Equity increase their chances to win the battle for loyal shoppers.



WHAT MATTERS TO SHOPPERS?

Shopper Trends uncovers what matters to shoppers but also how each banner is performing against these attributes that are considered important.

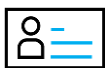
By understanding which attributes are most important to shoppers, you can ensure banner strategies are tailored to meet shoppers’ most important requirements.



OMNI-CHANNEL

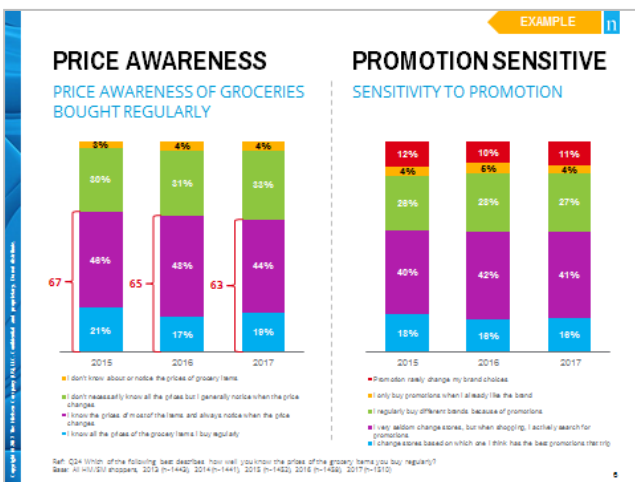
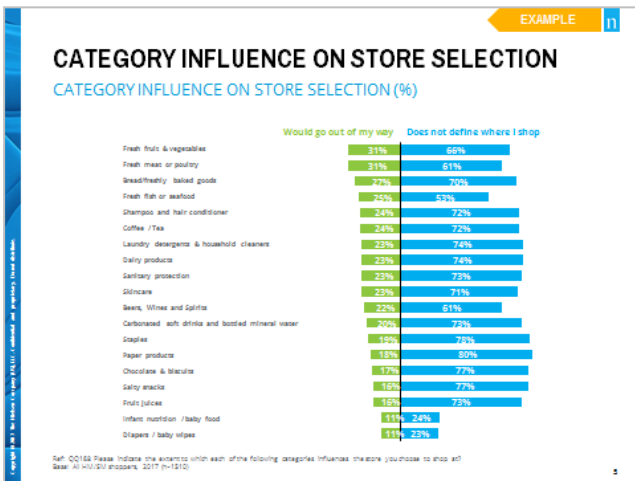
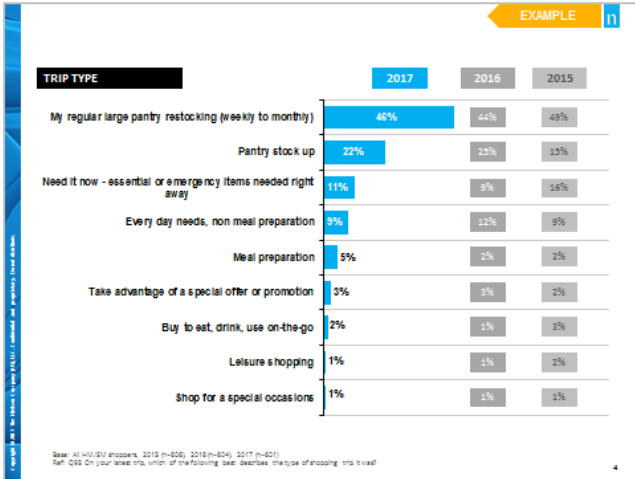
Shopper Trends reveals how shoppers’ are behaving digitally, their choice of digital retailer, what is driving them to buy groceries online but also uncovers key barriers to channel adoption.

You’ll benefit from key insights which will help your business better understand digital grocery shopper attitudes, behaviour and the omni-channel opportunity.



For more information about Nielsen’s **Shopper Solutions** or to purchase the latest **Shopper Trends Reports**, please contact your local Nielsen representative.

FOR MANUFACTURERS



WHAT IS THE SHOPPING MISSION?

Shopper Trends helps you understand the shopping mission - why shoppers visit the store.

Being part of the shopping mission is key for manufacturers and retailers as it helps them to analyse how the shopping missions have changed with the evolving retail landscape as well varying shopper needs.

CATEGORY INSIGHTS?

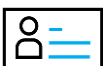
Shopper Trends has newly introduced *Category Insights* for the key categories. It will offer an understanding of the categories which are part of the shopper basket in the last trip as well as those which trigger the trip.

This will enable manufacturers to get an insight into shopper price awareness of different categories as well promotion sensitivity and introduction of new brands, products or varieties.

SHOPPER PRICE & PROMO SENSITIVITY

Shoppers' price awareness levels are evolving and changing with change in the environmental conditions.

By understanding shopper reactions to change in prices - seeking discounts, buying in bulk, buying cheaper brands or changing brands for promotions, manufacturers and retailers can have a more effective pricing and promotion strategy.



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