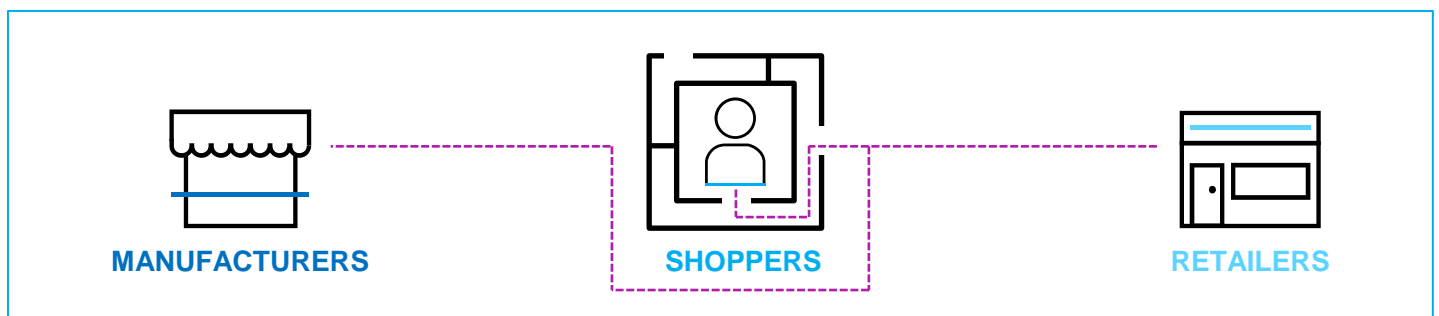


# WINNING SHOPPER HEARTS, MINDS AND WALLETS

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

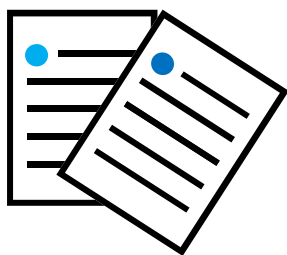
Globally, sluggish economic growth coupled with lukewarm consumer confidence has fueled a highly competitive and demanding retail landscape. Retailers and manufacturers are similarly challenged to engage and contend for the basket of the increasingly fickle shopper in the midst of the current environment.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



### THE NIELSEN SHOPPER TRENDS REPORT

The study with 1000 participants provides a complete overview of trends in the Swiss retail trade, shows developments in the brand value of various retail chains and offers in-depth analyses of purchasing behaviour across various markets and retail sectors. In addition to Switzerland, the study is also available for **over 50** other countries.

CHANNEL DYNAMICS	RETAILER PERFORMANCE	SHOPPER INSIGHTS
<ul style="list-style-type: none"> <li>Discover the year-on-year changes in the evolving retail scene</li> <li>In which channel is most money spent?</li> <li>Discover how the online behaviour of the consumers is changing</li> <li>Frequency of main and top-up shopping trips</li> <li>New store openings and influence of established locations</li> <li>How do consumers behave online?</li> </ul>	<ul style="list-style-type: none"> <li>Profiles of main shoppers by retailer</li> <li>Learn which retailer has the strongest store equity</li> <li>How do shoppers perceive the retailers?</li> <li>Key differentiators between retailers</li> <li>Loyalty and satisfaction ratios of retailers</li> </ul>	<p>Understand attitudes of shoppers:</p> <ul style="list-style-type: none"> <li>Towards shopping</li> <li>Towards the choice of store</li> <li>Towards the planning of the shopping trip</li> <li>Towards readiness to experiment</li> <li>Towards promotions and search for deals</li> <li>Towards price awareness</li> <li>Towards private label brands</li> </ul>



## AVAILABILITY OF SHOPPER TRENDS REPORTS

The Nielsen Shopper Trends report is available in multiple formats. Each report consist of following **core parts**:

- Market Pulse (Macroeconomic key numbers; Consumer confidence; Price awareness)
- Channel Dynamics (Channel frequencies; Shopping spend; New store visitation)
- Shopper Insights (Shopper Mindset; Promotion sensitivity; Private Label)
- Online Channel (Online affinity; Purchase type; Purchase intention)

Moreover, these **optional sections** are on offer:

- Super-/ Hypermarkets Performance
- Convenience Channel Performance
- Personal Care Channel Performance
- All reports are written in **English**

## A SNAP SHOT OF THE NIELSEN SHOPPER TRENDS REPORT

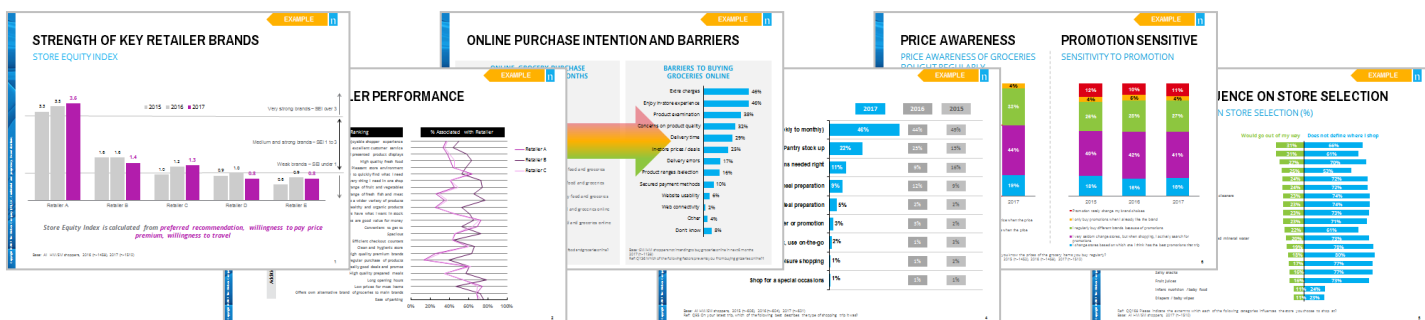
Data is only half the way to strategic planning. That's why the Nielsen Shopper Trends Report enables a better shopper understanding through comprehensive information about consumer attitudes and behavior. This complete picture helps you to effectively reach your customers and strengthen the performance of stores, categories and brands.

### Retailer

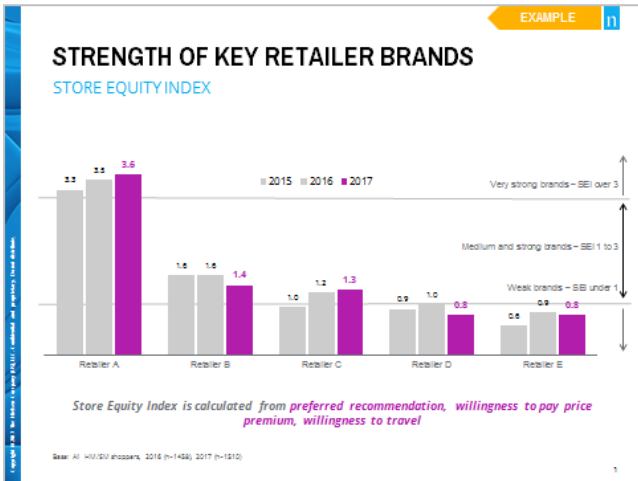
Understand what is important to your shoppers! Which categories decide which store a consumer is going to visit? How important are loyalty programs to customers and how are the various initiatives perceived? What influence do a pleasant atmosphere or strong customer service have? What is the impact of promotions on consumer behaviour? Learn which are the most important drivers so that you can increase your market share!

### Manufacturer

Use our insights to evaluate your choice of key accounts and to optimally prepare yourself for retail talks! Find out which shops are preferred by consumers and how important promotions are. Get starting points for the pricing of your products. How do consumers perceive the price development in your category and into which categories could you possibly expand?



# RETAIL INSIGHTS

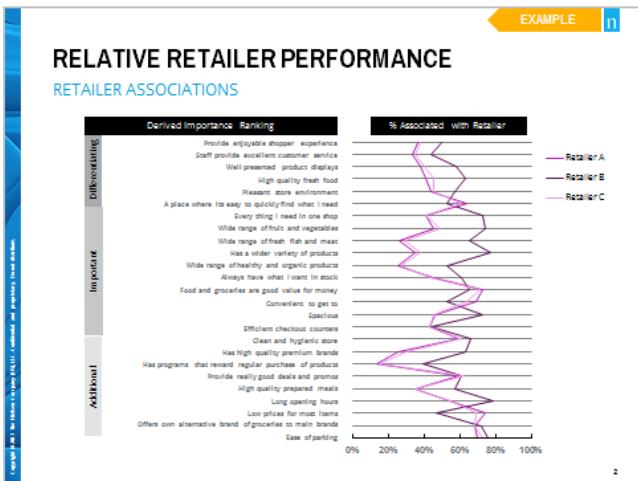


## STORE EQUITY – THE KEY TO LOYAL SHOPPERS

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.

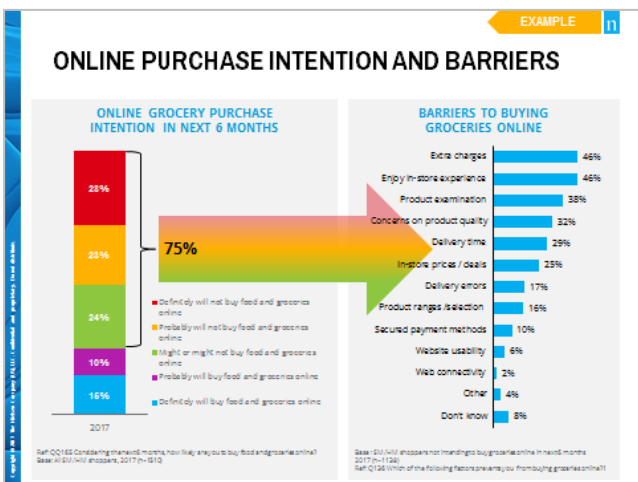
Retailers that grow their Store Equity increase their chances to win the battle for loyal shoppers.



## 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.

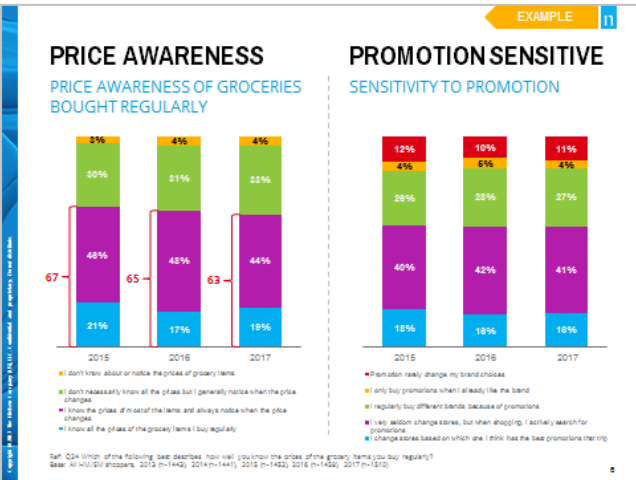
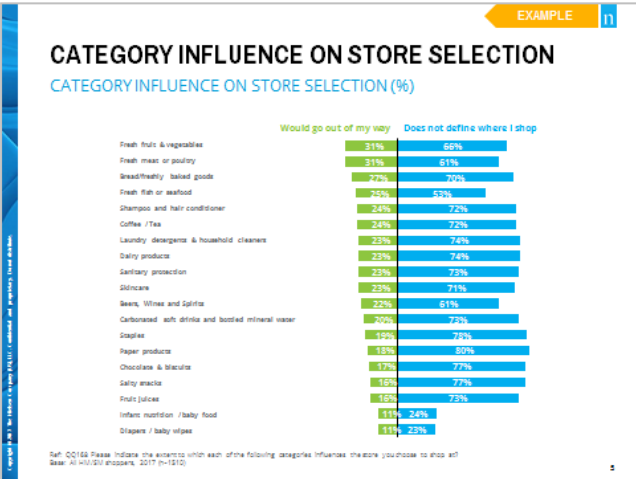
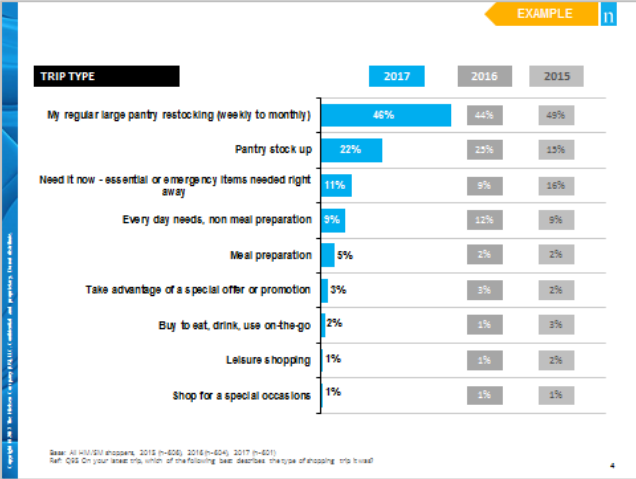


## OMNI-CHANNEL

Shopper Trends reveal 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 opportunities which can be uncovered in this omni-channel.

# SHOPPER INSIGHTS



## WHAT IS THE SHOPPING MISSION?

Shopper Trends help you understand the shopping mission - why shoppers visit a specific 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 as varying shopper needs.

## CATEGORY INSIGHTS?

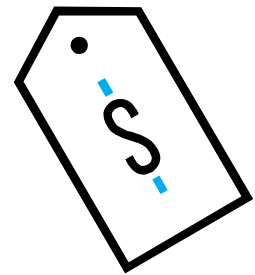
Shopper Trends have newly introduced *Category Insights* for the key categories. It will offer an understanding of the categories which are part of the shopper basket in the last trip as well as those which trigger the trip.

This will enable manufacturers to get an insight into shopper price awareness of different categories as well as 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.



## YOUR INVESTMENT

ALL PRICES EXCL. VAT

- The complete study for the channels **Super-/Hypermarkets**, **Convenience** and **Personal Care Shops**, inclusive **Core Sections** (Market Pulse, Shopper Insights, Channel Dynamics & Online Channel):  
**CHF 7.500**
- Core Sections + **Super-/Hypermarkets**  
**CHF 4.900**
- Core Sections + **Convenience Channel**  
**CHF 1.800**
- Core Sections + **Personal Care Stores**  
**CHF 2.100**

The price list for studies from other countries is available at your Nielsen representative. Through the purchase of reports from multiple countries you can unlock discounts depending on the total size of your order.

## FOR MORE INFORMATION

To purchase Nielsen's latest Shopper Trends Reports or to learn more about our Shopper Solutions, please contact your local Nielsen representative or Alexander Brenner (alexander.brenner@nielsen.com)