EXPANSIVE GLOBAL COVERAGE & CATEGORY SCOPE
Behaviours are changing faster than ever and this Nielsen shopper solution will provide insight into the channels, store types, categories, brands and packs which are in demand, why and how those needs and behaviours are likely to shift into the future and how this varies across different shopper segments identified through the research.

TRIPS & MISSION PATTERNS
- Who is the shopper?
- Types of shopping missions
- “Just in case” vs “Need it now”
- Numbers of trips and trends
- Average spend per trip
- Variation across store types and on/offline patterns
- Food & drink plus non food
- Retailer initiatives (e.g. basics box)

CHANNEL & STORE USAGE INC ONLINE
- Store choice vs “usual” choice
- Store repertoire
- New store types (on and offline)
- Food delivery apps (cafes, restaurants, stores)
- Which retailers are getting it right for shoppers and why (satisfaction score & vox pops)

CATEGORIES ON DEMAND
- Top 25-30 categories shopper behaviours current and anticipated future
- New categories added
- Treat & indulge at home
- Health & beauty trends
- Cooking habits
- Cleaning habits

DECISION MAKING FACTORS
- Household impact (health, job)
- Category and product availability
- Usual vs new brands/packs
- Impact of prices and promotions
- Forced product substitutions
- Retailer communications
- Store merchandising and layouts
- Delivery restrictions/capacity & lead times for online

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**32 MARKETS IN SCOPE**

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<th>Australia</th>
<th>India</th>
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</table>

**RESEARCH METHODOLOGY**

**Methodology:** Online surveys and Vox Pops to look at the “what” and the “why”

**Sample Size:** n=500 up to n=1,000 depending on country with 5% sample for Vox Pops

**Target Sample:** Country representative adults, male/female, 18 + years old

**TIMELINE & INVESTMENT**

**Timeline:**
Wave 1 May 2020
Wave 2 September 2020

**Investment:** $ per report

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**FOR MORE INFORMATION**

To purchase Nielsen’s latest Report or request a study tailored more to your needs, please contact your local Nielsen Consumer Insights representative or Consumer.Insights@nielsen.com

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