



# Find out what shoppers really think with ShopperTrends

With the continuing trend towards retail concentration and the emergence of the marketing “savvy” consumer, there has never been so much competition for retail spend. In turn, this has generated continuous change and development in the field of grocery retailing. How can you stay ahead of the curve and find out what shoppers really think across the globe?

## Introducing ShopperTrends

ShopperTrends offers in depth and complete analysis of the changing behaviour of shoppers in over 50 markets globally. It provides information on where, when and how often people visit different outlet types, how they perceive the key retailers, and provides insights into key aspects of shopping behaviour. ShopperTrends provides a comprehensive overview of the retail environment by answering the following questions:

- Which retailers have the strongest brand equity?
- Which retailers have the strongest relationship with shoppers?
- How do shoppers rate retailers on key drivers of satisfaction and loyalty?
- What are the key factors that differentiate one retailer from another?
- What areas should the retailers focus on to increase commitment levels among occasional shoppers and to attract non-shoppers?
- How do various retail channels differ in terms of share, growth and shopper behaviour?

## Shared understanding for stronger business partnerships

Retailers and manufacturers are building strong business partnerships based on a shared goal of understanding shopping behaviour. In this way, manufacturers are helping retailers develop more relevant marketing strategies, in an attempt to increase the loyalty of their shopper base.

ShopperTrends can be used as a foundation for such partnerships. ShopperTrends allows retailers to recognise their strengths and weaknesses and develop appropriate strategies to secure a larger share of shopper spend.

**ShopperTrends provides the only consistent, global segmentation of shoppers available.**



ShopperTrends is relevant to manufacturers – it’s about their customers.

All senior retailer executives have their own copy of ShopperTrends.

Strategically, ShopperTrends can help senior management by providing a top-level understanding of the challenges faced by retailers.

Tactically, ShopperTrends helps Sales Directors or Key Account Managers by:

- understanding who shops at their key customers’ stores and why
- becoming the market expert and credible source of consumer insights to their retailer customers
- working together, helping their key customers improve shopper loyalty/store equity.

# ShopperTrends

## In over 50 markets\*, across all outlets

ShopperTrends is designed to provide an in-depth understanding of consumer shopping patterns across different trade sectors, from hypermarkets and supermarkets to traditional wet markets and mom and pop shops.

Across the world, this allows retailers to compare the relative level of development of each country as well as quantify the potential for development.

Advanced modelling techniques are used to identify the underlying drivers behind shoppers' choice of trade sector.

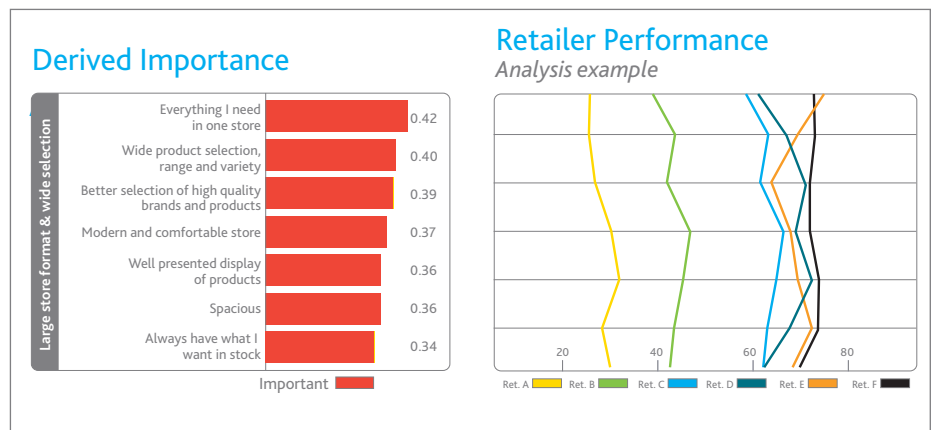
By understanding which factors are most important to shoppers, retailers can ensure their strategies are tailored to meet their shoppers' most important requirements.

## Customised reports especially for you

ShopperTrends is available in a number of formats, including:

- Individual country reports
- Regional summary of key comparisons
- Full regional report
- Global retailer-specific reports

ShopperTrends provides a unique measure of Store Equity and allows you to generate strategies for the future with the help of Winning Brands' proprietary *Foresight* module.



## Store equity - the key to loyal shoppers

To win the battle for loyal shoppers, retailers must market their banners and their brands – in addition to efficiently managing their processes. Turning a store into a respected and trusted brand with attractive and established values will be the key to winning the battle.

The Nielsen Company has developed the Store Equity Index, the key measurement of shopper loyalty.

This has been developed based on Nielsen's proprietary measurement technique, Winning Brands™.

Store Equity measures the response to everything a customer hears, sees and experiences during a store visit. It covers the tangible and the intangible, including range, price, promotion, advertising, service levels and ambience, amongst others.

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



\* 52 markets covered: Australia • Austria • Belgium • Brazil • Bulgaria • Canada • China • Croatia • Czech Republic • Denmark • Estonia • Finland • France • Germany • Greece • Hong Kong • Hungary • India • Indonesia • Ireland • Israel • Italy • Kenya • Korea • Latvia • Lithuania • Malaysia • Netherlands • Norway • New Zealand • Philippines • Poland • Portugal • Romania • Russia • Saudi Arabia • Serbia • Slovakia • Slovenia • South Africa • Spain • Singapore • Sri Lanka • Sweden • Switzerland • Taiwan • Thailand • Turkey • UAE • Ukraine • United Kingdom • United States • Vietnam

For more information, contact your local Nielsen client service representative.