

YouGov

## **YouGov Shopper Panel Basics (1/3)**

How do shopper panels work and  
what can you do with this data?

*Coca-Cola*

YouGov Shopper intelligence for Coca-Cola  
20/06/2024



# A series of exclusive trainings on Shopper Panel for Coca-Cola



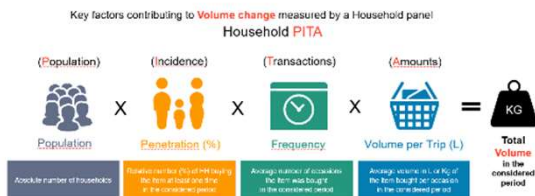
## YouGov Shopper Basics (1/3): How **consumer panels** work and what you can do with this data

- When: **20.06.2024; 15.00 CET**
- During this webinar you will find out what consumer (=shopper) panel is, how it functions, what basic analyses are available and how to access them. This session suits beginners or irregular users of consumer panel data.

11 YouGov Shopper panel basics (1/3) 15.06.2024 15:00 CET

### Basic KPIs

Starting Point of sales data analysis from the shopper angle



## YouGov Shopper Basics (2/3): How **category management** works and what benefits consumer panel data can bring to COCA-COLA

- When: **27.06.2024; 15.00 CET**
- During this session YouGov Shopper experts will show you how consumer panel data can support in Category Management process. You will find out how these analyses can help to answer your questions using tools like SimIT / SIV.

12 YouGov Shopper panel basics (2/3) 15.06.2024 15:00 CET

### Successful retailer-supplier collaboration aims to identify and leverage growth opportunities for retailers, categories, and brands



## YouGov Shopper Basics (3/3): Which **advanced analytics** can help COCA-COLA answer their key questions?

- When: **11.07.2024; 15.00 CET**
- During this session YouGov Shopper experts will demonstrate the overall scope of advanced analytics available in consumer panels and show you a couple of cases of analyses most relevant for Coca-Cola business.

13 YouGov Shopper panel basics (3/3) 15.06.2024 15:00 CET

### We focus on the core areas of FMCG: Marketing, CatMan and Sales



# A series of exclusive trainings on Shopper Panel for Coca-Cola

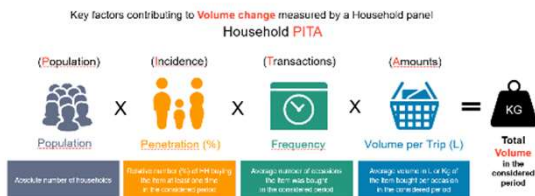
1

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12 Category Management 27.06.2024 15.00 CET YouGov

Successful retailer-supplier collaboration aims to identify and leverage growth opportunities for retailers, categories, and brands



3

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13 Advanced Analytics 11.07.2024 15.00 CET YouGov

We focus on the core areas of FMCG: Marketing, CatMan and Sales



## YouGov Shopper intelligence presenters today



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## Agenda for today

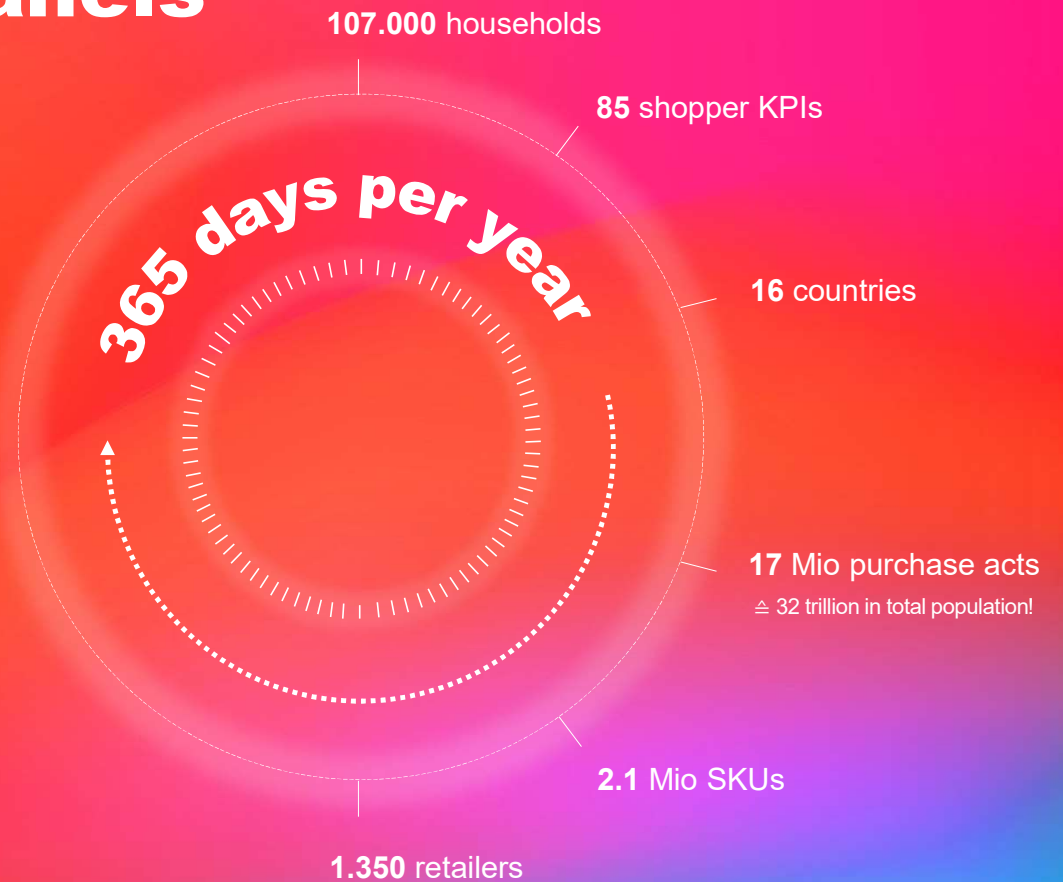
- 1** Methodology and KPIs – 20 minutes
- 2** Special Analyses – 30 minutes
- 3** Q&A – 10 minutes

# 1 Methodology & KPIs



# YouGov Consumer Panels

We measure shoppers. Broadly. Deeply.



## Shopper insights across borders

YouGov Shopper Intelligence in 16 countries

- Austria
- Belgium
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- Germany
- Hungary
- Italy
- Poland
- Romania
- Serbia
- Slovakia
- Sweden
- The Netherlands
- Ukraine

Plus announcements ...

[CPS Press Blog | English \(gfk-cps.com\)](https://www.gfk-cps.com/en/cps-press-blog)

[YouGov Shopper Norway expansion](#)

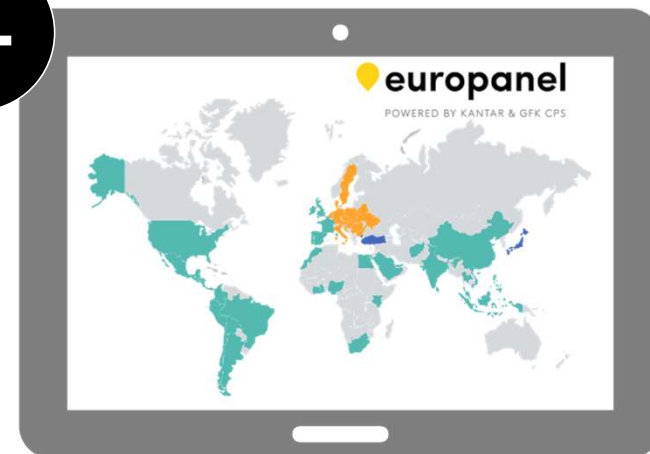
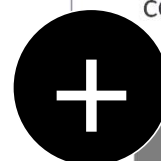
[Switzerland panel launch and Germany expansion](#)

[YouGov Shopper panel expansion in Denmark](#)

**NEW!**



Access to the world via cooperation with Europanel

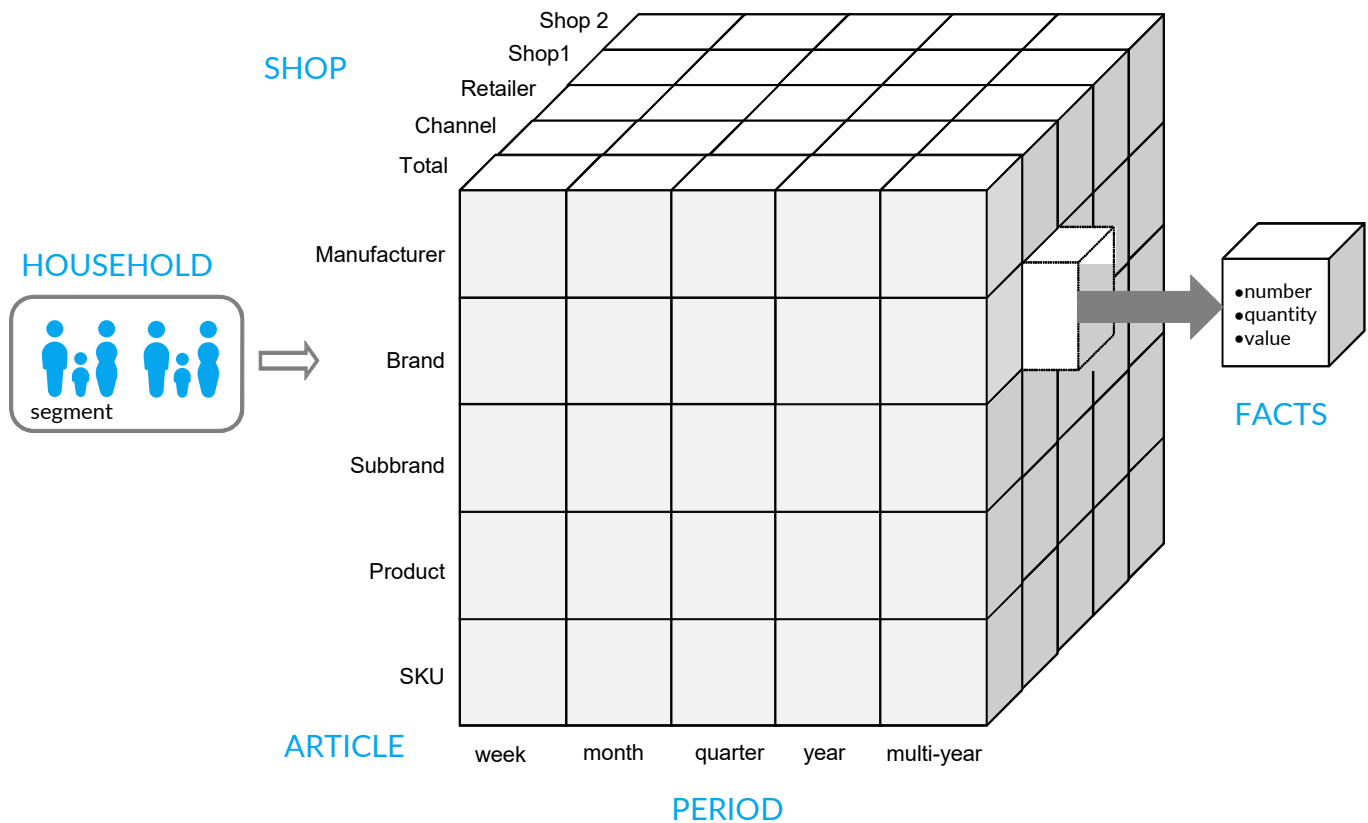




# What is YouGov Shopper Panel?

A continuous purchase reporting, answering who, what, where and how

YouGov Shopper Panel is a representative sample of consumers whose scanned shopping data is continuously registered over a long period of time and regularly reported.



## How we operate – data production topline flow



**Recruit** and **maintain** a representative sample of households



Households **add purchase information** - When?  
Where? Price paid? Number of units? Price per unit?

YG **analyses** the data and **delivers** results to clients



Households **scan EAN codes** of bought products. If no EAN code, scan via codebook



YG **verifies, encodes, weights** the data and transfers it into database



## How we measure – scanning technology

~107.000 FMCG HH-Panel

### Scanner based (~25%)



### App based (~75%)



- Panel members scan the GTIN (EAN/UPC) or in-store code the MyScan App on their Smartphone or a laser scanner we provide
- YouGov maintains a GTIN based article master with detailed information about all relevant FMCG SKUs in the 16 countries

## YouGov shopper panel samples in 2024

Smartphone  
based  
measurement  
FMCG

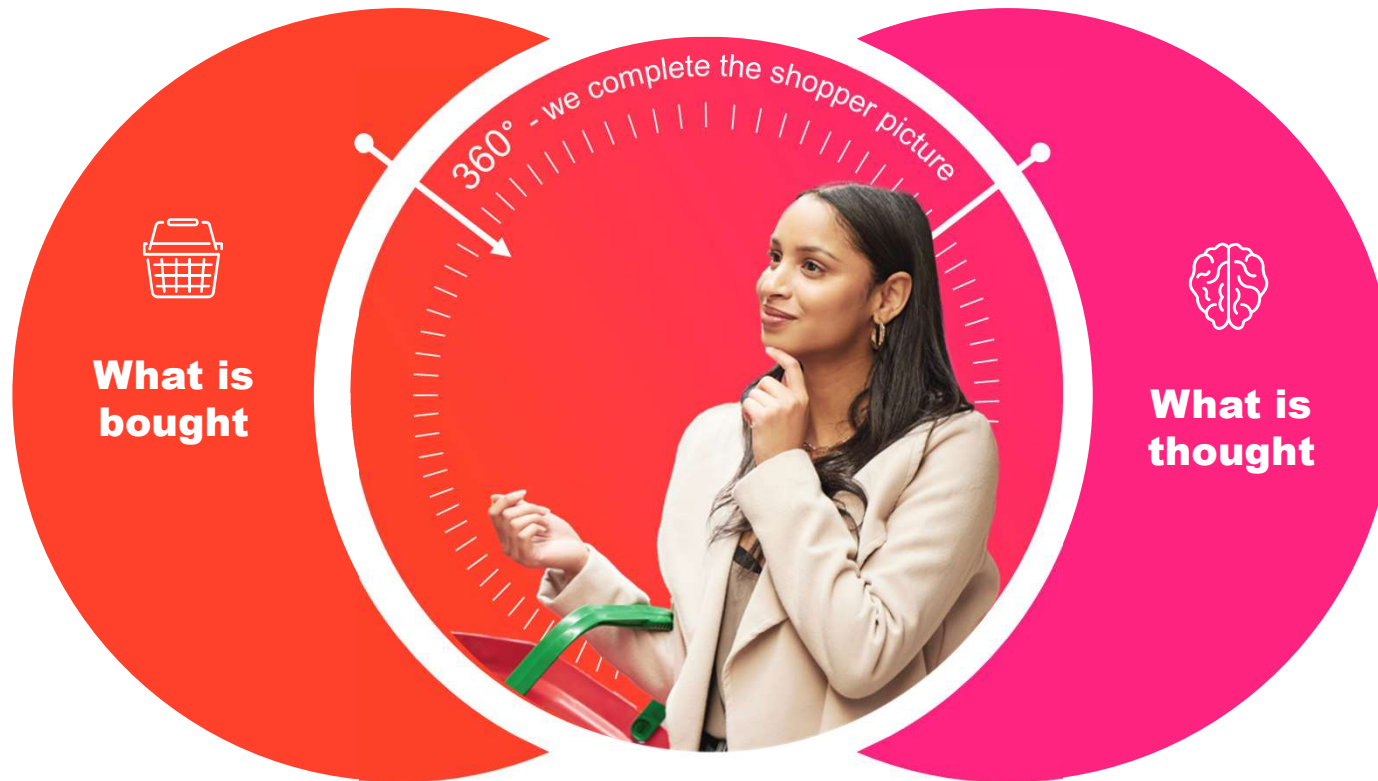


Country	Population in Million*	Panel size 2024	Panel size 2010	Method 2024	Smartphone Scanning
Austria	9,1	4.000	2.800	Scan	Yes
Belgium	11,8	6.000	4.000	Scan	Yes
Bulgaria	6,5	2.500	2.500	Scan	Yes
Croatia	3,9	1.500	1.500	Scan	Yes
Czech Republic	10,8	4.000	2.000	Scan	Yes
Denmark	5,9	3.000	3.000	Scan	Yes
Germany	84,4	30.000	20.000	Scan	Yes
Hungary	9,6	4.000	2.000	Scan	Yes
Italy	58,9	15.000	8.000	Scan	Yes
Netherlands	17,8	10.000	6.000	Scan	Yes
Poland	36,8	8.000	5.000	Scan	Yes
Romania	19,1	6.000	2.000	Scan	Yes
Serbia	6,7	2.000	1.500	Scan	Yes
Slovakia	5,4	3.000	1.500	Scan	Yes
Sweden	10,5	4.000	3.000	Scan	Yes
Ukraine	40,1	4.000	5.000	Scan	Yes
<b>Total FMCG</b>		<b>107.000</b>	<b>69.800</b>	<b>153%</b>	<b>2024 vs 2010</b>
<b>Germany Non-FMCG</b>	<b>84,4</b>	<b>25.000</b>			
<b>Total</b>		<b>132.000</b>			

# We complete the 'why' to the 'buy'

## Our purchasing data reveals:

- patterns
- switching
- trends
- predictions



Ad hoc surveys  
based on exact  
client need

Our integrated  
survey insights go  
beyond and tell  
you **what shoppers  
think and feel**

Set of statements  
harmonized across  
countries on  
attitudes, values &  
needs

# We own a comprehensive statement set

Available at the touch of a button





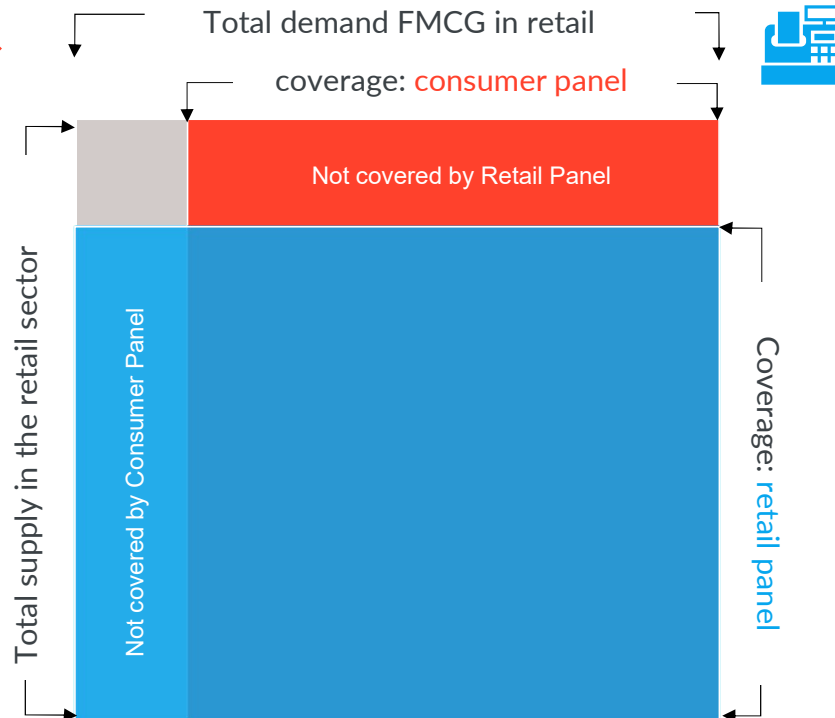
## Differences consumer panel vs retail panel

The consumer panel contains the entire supply side which differentiates it from retail panels

### Consumer panel

#### Not covered fields

- Major consumers / public households (e.g. cantinas, institutes, hospitals, nursery homes)
- Demand of offices / doctor's offices / smaller restaurants / small enterprises etc.
- Private out-of-home consumption
- Foreign tourists
- Impossible or hard-to-reach consumers (e.g. non-resident population)
- Migrants



### Retail Panel

#### Not covered fields

- Non-cooperating chains
  - (e.g. some discounters)
- Specialised stores (e.g. butchers, bakeries, beauty salons, hairdressers)
- Out-of-store retail (e.g. home services, weekly markets, stalls)
  - Mail order
- Internet Sales (e.g. Amazon)
  - Vending machines



# Using shopper panel KPIs

Fuze Tea as an example

## Basic KPIs

Starting Point of sales data analysis from the shopper angle

Key factors contributing to **Volume change** measured by a Household panel  
Household **PITA**

(**P**opulation)

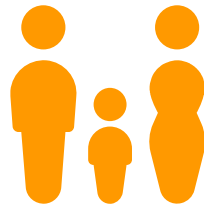


Population

Absolute number of households

X

(**I**ncidence)



Penetration (%)

Relative number (%) of HH buying the item at least one time in the considered period

X

(**T**ransactions)



Frequency

Average number of occasions the item was bought in the considered period

X

(**A**mounts)



Volume per Trip (L)

Average volume in L or Kg of the item bought per occasion in the considered period

=



**Total Volume**  
in the  
considered  
period

# Identifying Trend Reasons

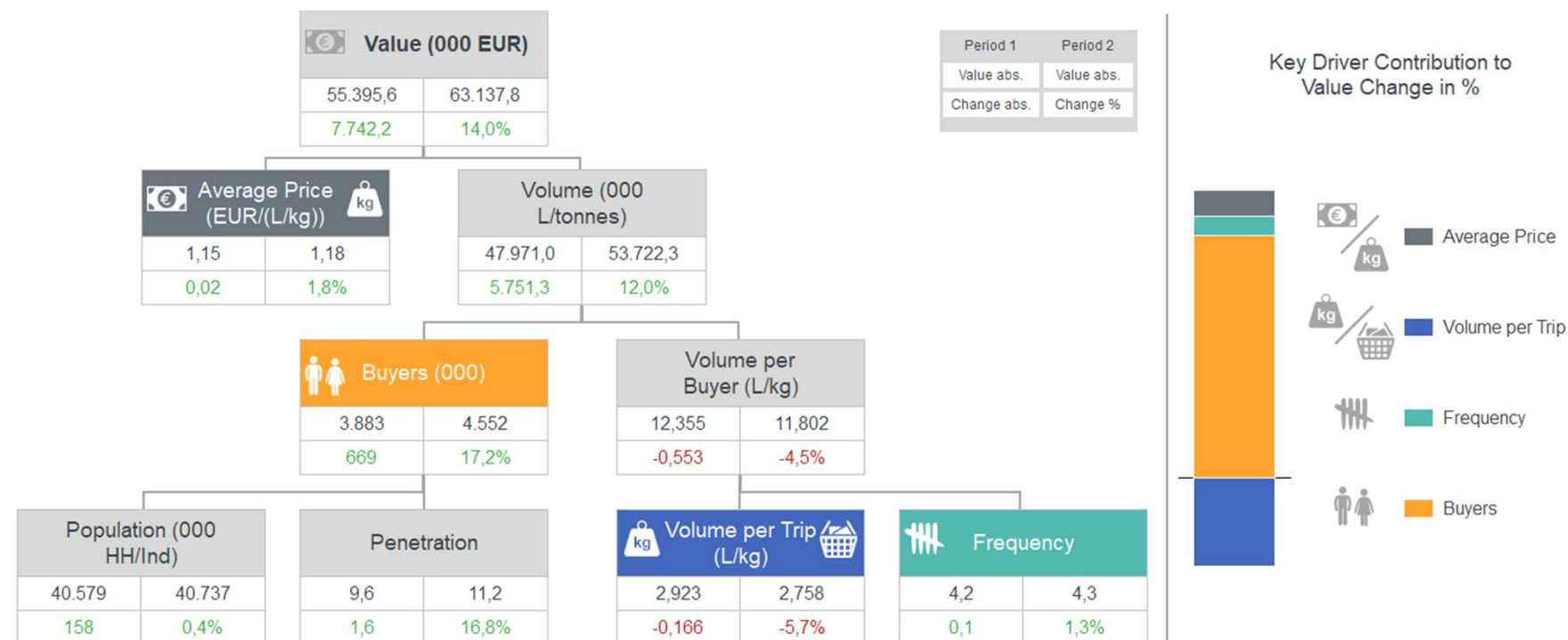
## YouGov Measure Tree: Fuze Tea – MAT Q1 2024

Fuze Tea

All Housholds

MAT März 23

MAT März 24

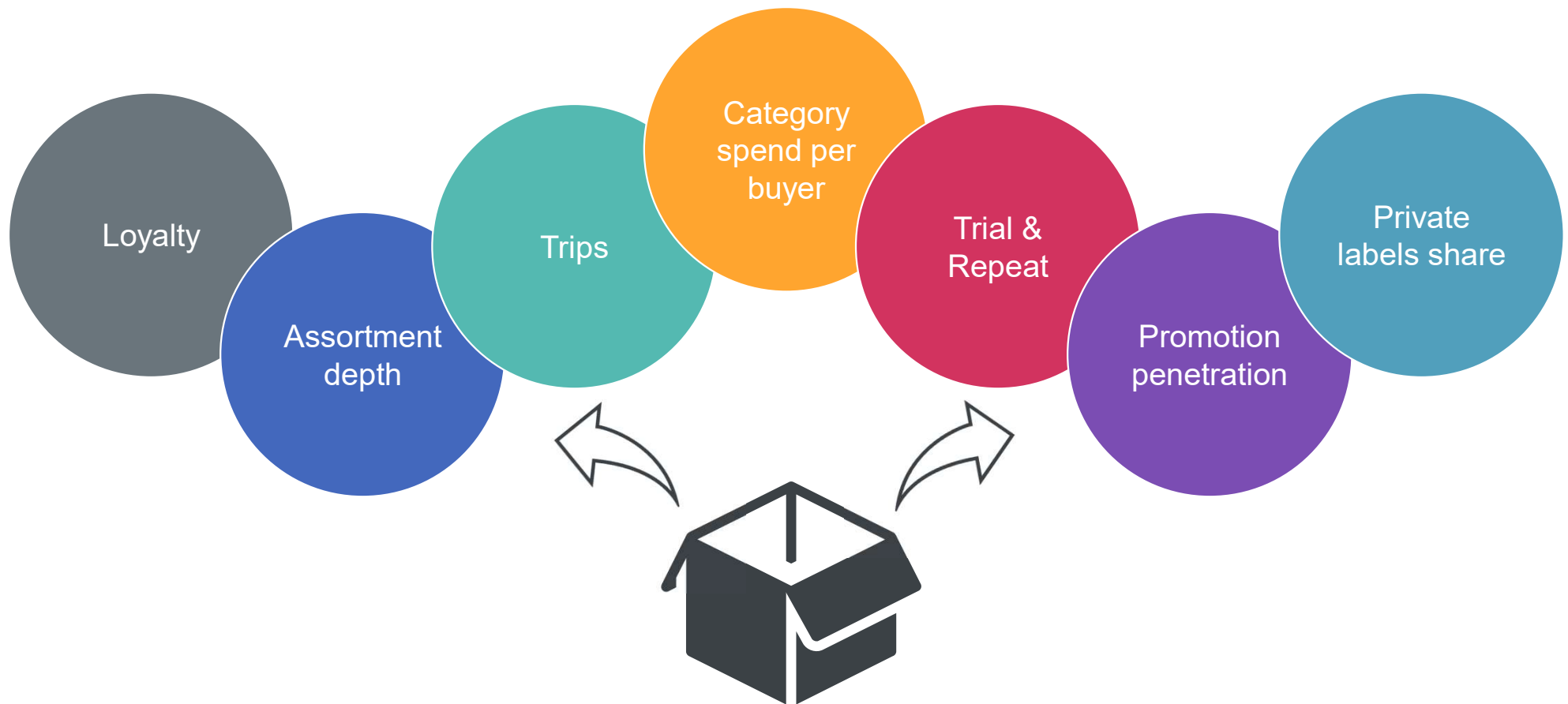


Eistee

DE Coca-Cola GfK Consumer Panel CP+ 2.0 FMCG

## More KPIs available

And don't forget to benchmark vs competitors!

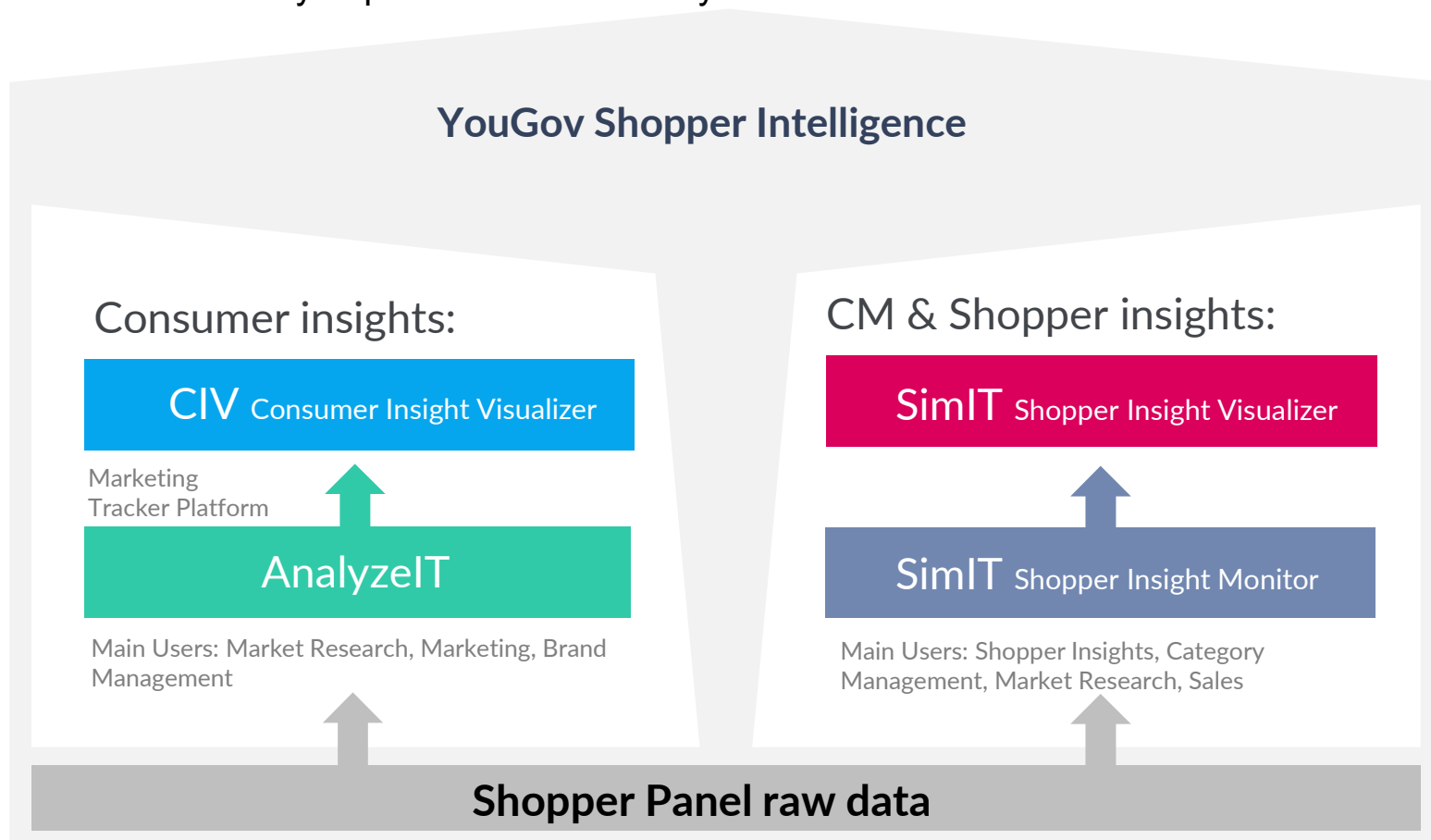


# 2 Special analyses



## How you access local Consumer Panel data and insights

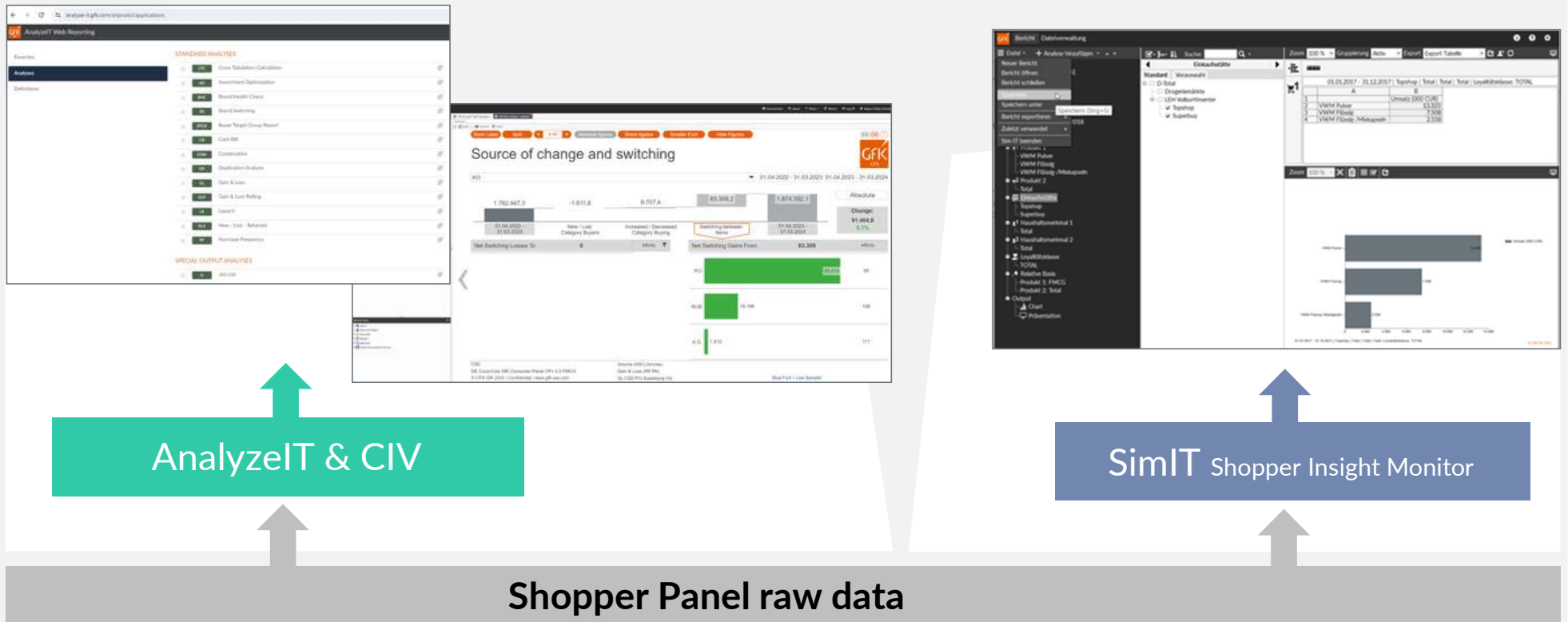
Tool and data accessibility depend on each country's service level



## How you access local Consumer Panel data and insights

Tool and data accessibility depend on each country's service level

# YouGov Shopper Intelligence



# Marketing tracker platform

New flexible dashboards available for Coca-Cola

*Choose your country and swipe across dashboards explaining market structure and trends related to your KPI's!*



**Access on demand – please contact your local YouGov shopper partner!**

# Key Fields of Interests

Which topics can be tackled by our shopper panels?

## Long-term Effect

- How does my brand and/or category evolve over the past years?

## Launch Tracking

- How is my launch developing?
- What is my source of business?

## New Buyers

- How many new buyers is my brand adding to the category at the account?
- Who are the new buyers of my brand?



## KPI development

- How does my brand/category perform compared to competition, by channel/account or pack/price type?

## Switching

- From which competitors is my brand winning or losing to?
- Which brands show high affinity?

## Shopper Profiles

- Who are the buyers of my brand compared to competition?
- Who are the buyers of a category or store compared to competition?

## What kind of analyses are possible in our shopper panels?

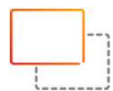
Description of shopping behavior based on a selected period of time (static)

### Cross Tabulation Analysis



Crossing of product axis and/or accounts by key facts e.g. by different time periods or shopper profiles incl. socio-demographics

### Duplication Analysis



Recognizing brand loyalty as well as substitution and complementary relationships between brands and defining the relevant set of the household or buyer

### Buyer Target Group Analysis



Analysis of the purchasing behaviour of target groups (e.g. buyers of the brand, heavy buyers of a brand, repeat buyers of a product, etc.)

### Assortment Optimization



Determination of SKU rankings based on the exclusive buyer base of products. Shows which products are most important for the respective category in an account

### Combination Analysis



Provides the number and importance of brand or product combinations; shows overlap and buyer overlap between brands

## What kind of analyses are possible in our shopper panels?

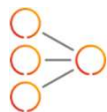
Description of shopping behavior based on a selected period of time (dynamic)

### Gain & Loss Analysis



Analysis of switching behaviour in the defined competitive environment through changes in value or volume of a brand (also rolling by time period)

### New-Lost-Retained



Analysis whether a product has won, kept or even lost buyers by comparing two periods

### Brand Switching



Considering pre- and post-purchases, especially in marketing activities or new launches, whether they pay off in terms of brand loyalty

### Measure Tree



Shows the development of the most important measures of products and/or shops and the (mathematical) relationship between those measures

### Launch Analysis



Evaluation of the performance of a product launch its most important KPIs – including benchmarking with performance of other launches in the same market

### Market Share Simulator



Estimates the effects of delisting individual positions (manufacturers, brands, SKUs) in individual accounts



# YouGov Consumer Insights Visualizer (CIV)

The standard delivery platform with no extra costs and opportunity to integrate more insights faster

1

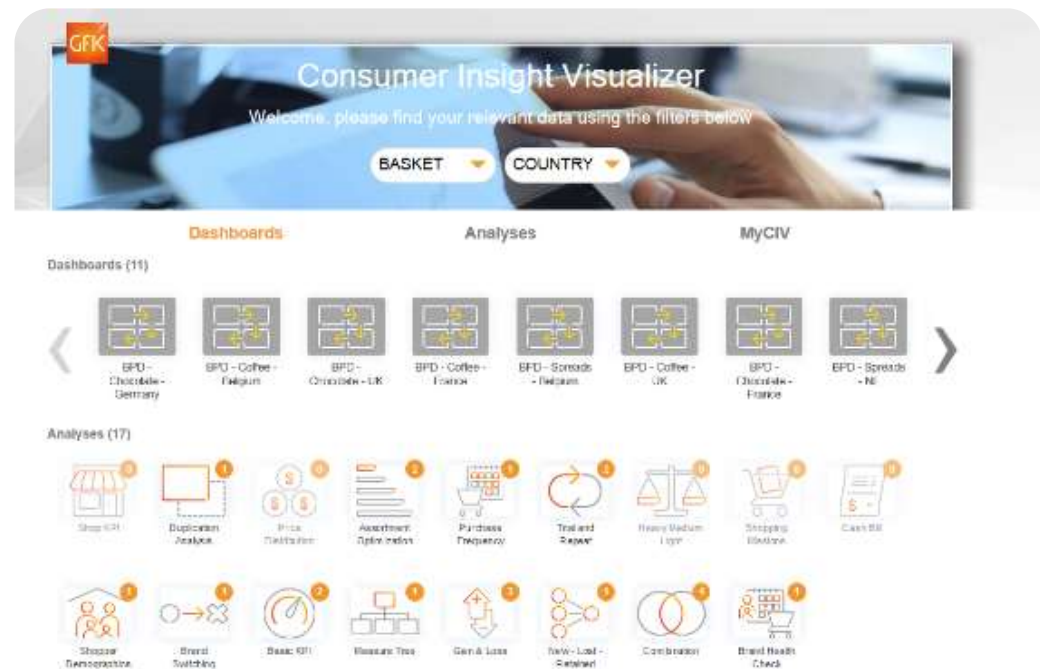
YouGov CIV as **standard delivery** as of 2017

2

YouGov CIV is delivered at **no extra costs for access**

3

CIV provides new insights driving **harmonized** tracking environment with **effective visualizations** and further special analyses as **tracking elements**



## Why to use CIV?

### Benefits of YouGov Consumer Insight Visualizer (CIV)



#### Quick & Easy visualization of consumer panel data:

Interactive visualizations allow for quick and convenient data-access!  
They can even be applied to create a presentation / “storyboard” online – ready for export!



#### State of the art browser-interface:

Online data access from anywhere – with desktop or mobile devices  
No need to handle big data-tables!



#### International uniform & modern design:

All diagrams/graphs are specially designed and deliver harmonized outputs,  
optionally across different countries



#### Flexible & Flawless display of figures:

Many diagrams/graphs available for multiple sets of data, just pick the one you like!\*

All this without the fuss of modifying the layout of a corresponding data-table!



# Case study 1

## Cross Tabulation Analysis

In October 2023, Prime entered the Sport Drinks segment in Germany. Review the performance of the Prime brand so far.

# Cross Tabulation Analysis - overview

## Evaluation of all AnalyzeIT KPIs

### Business Questions

- How is my brand developing?
- Who are my brand buyers compared to the competition?
- Who are the buyers of a category or account compared?
- What is the importance of an account in terms of FMCG or on category level?
- What is the proportion of promotions or average price for my brand and compared to the competition or private label?

### Benefit slogan

Cross Tabulation Calculation is...

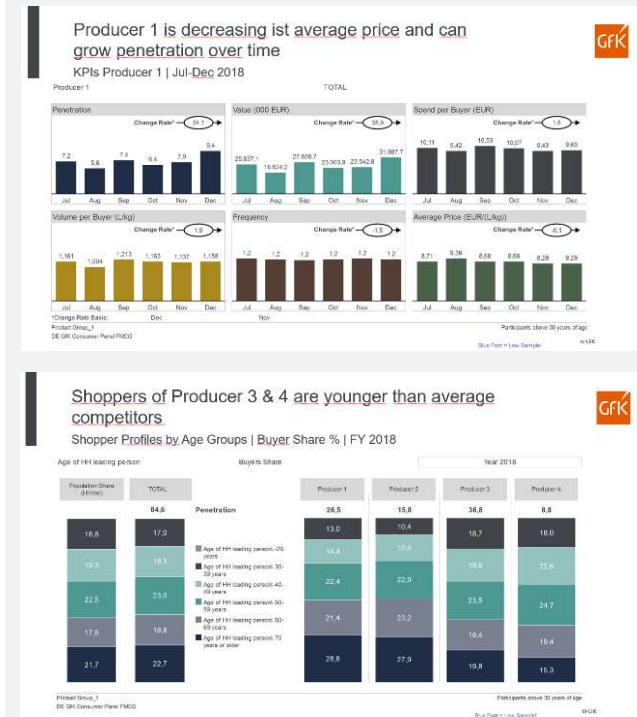
simplest but also most powerful type of AnalyzeIT analyses as well as the most commonly used analysis type which provides unlimited opportunities regarding the layout of the analysis

### Outcome

Cross Tabulation Analysis delivers KPIs for the assessment of your brand:

- Key measures
- Socio-demographic profiles
- Market share
- Market development according to product groups, brands, shopping locations, areas, etc.
- Development over time by different periods like MAT, YTD, full year, half year, month,...
- Importance of accounts with regards to FMCG or category level, etc. OR with regards to importance of value sales or buyer share
- Development of a category or brand within a channel or account
- Demographic comparison of shopper buyers by categories

### CIV Output examples



## Case study #1 – Cross Tabulation Analysis

1

### Business question

How is the Prime brand performing? Is there a negative impact on other brands in sport drinks so far? What kind of shoppers does Prime attract in comparison to Powerade?

2

### Approach

Cross tabulation analysis with key shopper KPIs and demographic profile

3

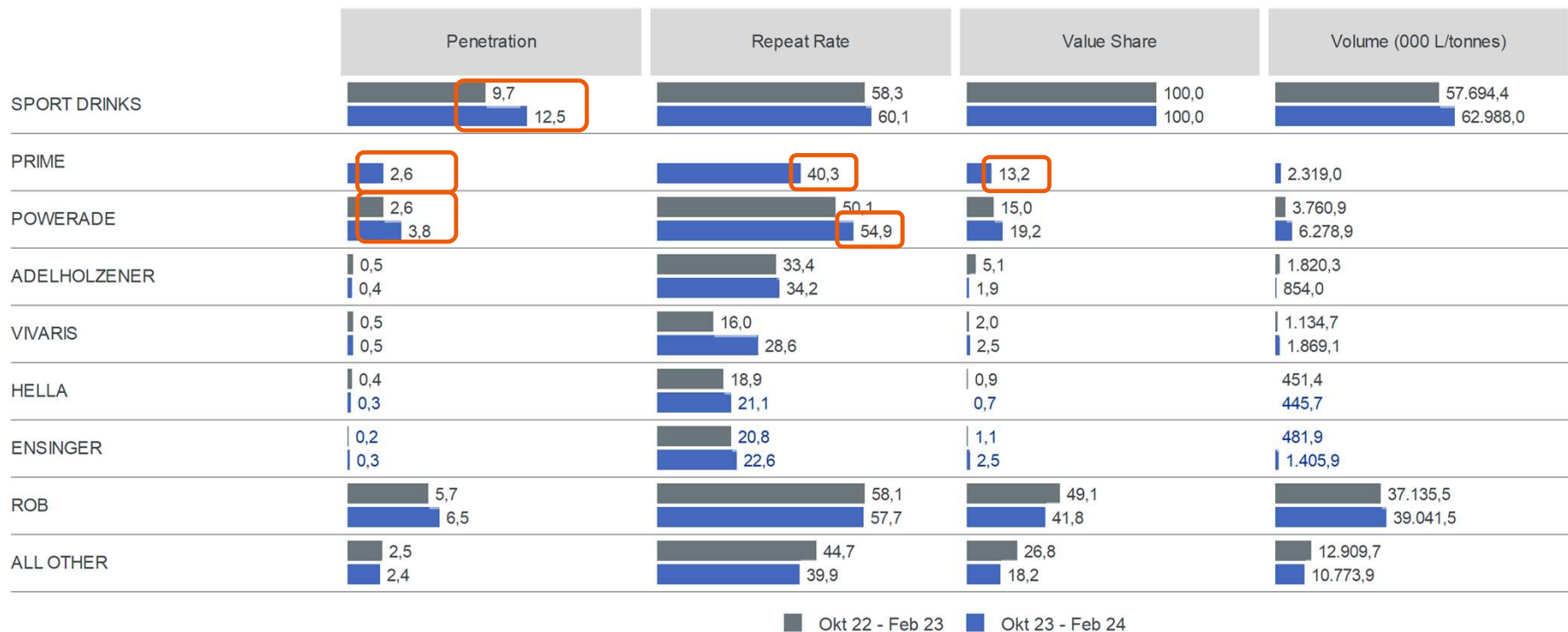
### Target of the analysis

Review the shopper KPIs of Prime in comparison to other major brands in the segment, especially Powerade

## Case study #1 – Cross Tabulation Analysis

Prime is a major penetration driver within the Sports Drinks segment.

Since launch, the brand achieved a market share of 13,2% and a repeat rate of 40%.



Sportgetränke

DE Coca-Cola GfK Consumer Panel CP+ 2.0 FMCG

Blue Font = Low Sample!

BKPI 208



## Case study #1 – Cross Tabulation Analysis

Prime over-proportionally attracts Striving Mainstream Families.  
Prime and Powerade attract relatively similar shoppers



Sportgetränke

DE Coca-Cola GfK Consumer Panel CP+ 2.0 FMCG

Blue Font = Low Sample!

SD 501

# Case study #1 – Cross Tabulation Analysis

## Results & Recommendations



### Results

- Since launch, Prime was purchased by 2,6% of all households in Germany
- 40% of purchasing households have repurchased Prime
- Prime is attracting new shoppers to the sports drinks segment.
- Powerade is also winning shoppers and is not negatively impacted by Prime
- Despite little impact on Powerade, Prime attracts the same type of shoppers



### Recommendations

- Closely track the development of Prime's repeat rate
- Keep a close eye to demographic profile of Prime vs Powerade



### Further analyses

- Gain & loss analysis for Prime to identify the source of business



# Case study 2

## Gain & Loss Analysis

In October 2023, Prime entered the Sport Drinks segment in Germany and is performing well so far.  
Where is Prime's volume coming from?

# Gain & Loss Analysis – overview

Understanding the volume or value-based gains or losses of a brand

## Business Questions



- How much are the gains and the losses...
  - ...through new / lost buyers in the category?
  - ...through increased / decreased category buying and how much can my brand benefit from this?
  - ...directly from/to other brands or stores?
- How strong is the degree of interchangeability between the examined brand and the remaining brands in the market (affinity Index)?

## Benefit slogan



Gain & Loss Analysis is...

revealing the source of business for a gaining brand or launched product and how strong the cannibalization effect was. The analysis can also identify which competitors profited from losses when your own brand is losing.

## Outcome



The Gain and Loss-Analysis selects value and volume movements from one brand to another from one period to another.

- Value or volume through new / lost category buyers
  - Increased / decreased category buying
  - Value or volume gains or losses through switching between items
- a)+b)+c) are summing up to the total sales development of the considered brand.
  - Affinity Index: Measures the intensity of the exchange relation between brands (= similarity / proximity of brands)
  - Relative Market Share Index: indicates if gains / losses from / to a brand are under or over proportional in comparison to its relevance in the market.
  - These movements can be evaluated across all sociodemographic features, distribution channels, shops, pack sizes etc.
  - Analysis is also available as a rolling G&L

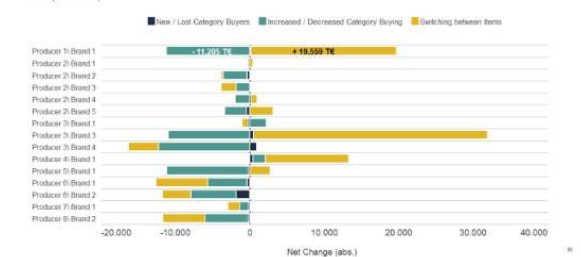
## CIV Output examples



### P1/B1 gains nearly 20 Mio through item switching

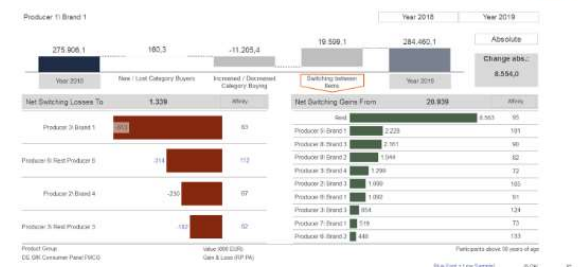
Gain&Loss: Source of change comparison

Value (000 EUR)



### Source of change and switching

Click to add subtitle



## Case study #2 – Gain & Loss Analysis

1

### Business question

Where is Prime's volume gain coming from? Is it coming from new shoppers, increased category buying or from switching from other brands? Was Prime able to win volume from Powerade?

2

### Approach

Gain & loss analysis for Prime on volume measure.

3

### Target of the analysis

Revealing the detailed source of business for Prime and quantify the gains from Powerade.

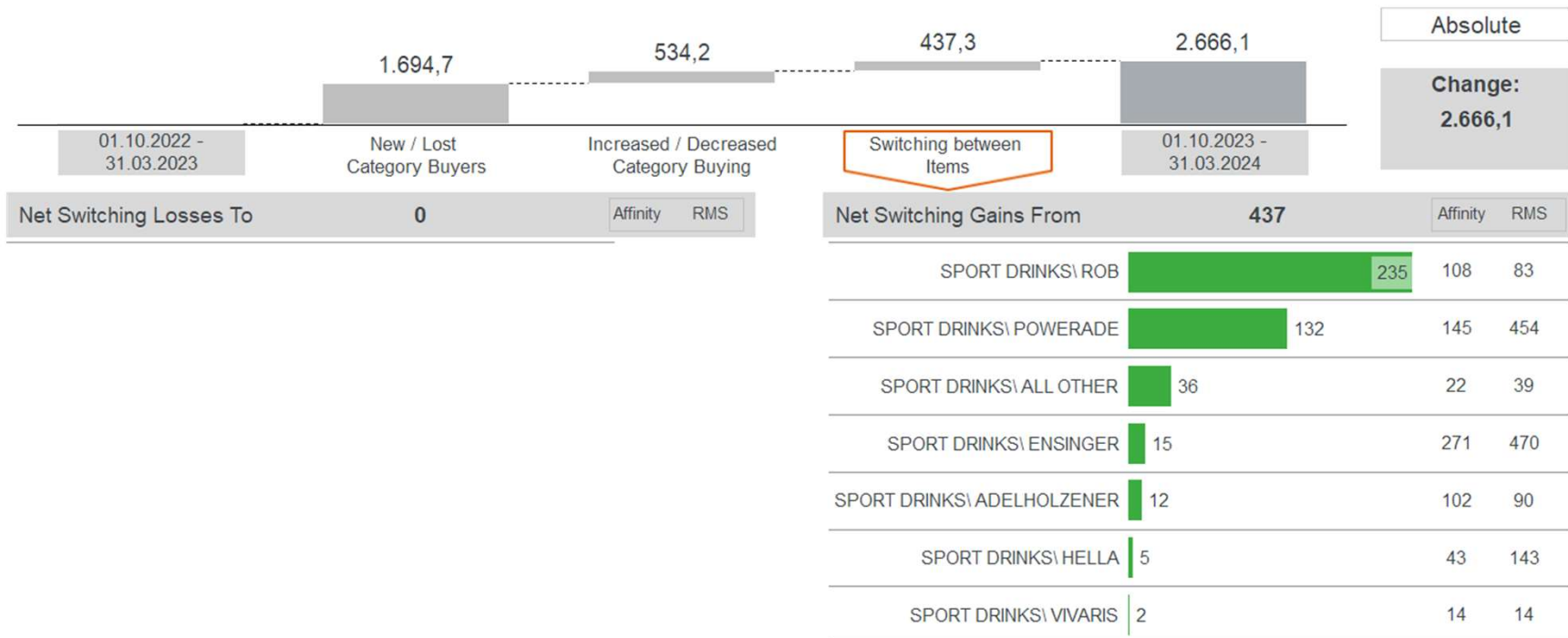
## Case study #2 – Gain & Loss Analysis

Prime's major source of growth are new shoppers, followed by increased category buying and switching from other brands. Only 5% of Prime's volume gains came from Powerade.

SPORT DRINKS\ PRIME

01.10.2022 - 31.03.2023

01.10.2023 - 31.03.2024



## Case study #2 – Gain & Loss Analysis

### Results & Recommendations



#### Results

- Prime's major source of volume are new shoppers in the sports segment (63%), followed by increased category buying (20%)
- 17% of Prime's volume came from other sport drinks brands. While only 5% of Prime volume came from Powerade, the interchangeability of the two brands is high.



#### Recommendations

- Closely watch further development of Prime. If the brand is here to stay, it may become dangerous for Powerade, especially when the influx of new sport drinks buyers stops.



#### Further analyses

- Combination analysis between Prime and Powerade to identify the buyer overlap between the two brands
- More detailed analysis of Prime shoppers:
  - What are their attitudes?
  - How could Powerade win shoppers from Prime?



# Case study 3

## Combination Analysis

In October 2023, Prime entered the Sport Drinks segment in Germany. Previous analysis has shown that volume gains from Powerade have been small, despite attracting similar shoppers. Assess the relevance of Prime to Powerade shoppers.



# Combination Analysis – overview

Identifying overlaps and combinations between products

## Business Questions

- How can buyers be grouped?
- How many buyers purchase certain products exclusively
- How many buyers purchase certain products in combination?
- Which brand is bought most strongly together with my brand?
- Which is the preferred brand? Which is the preferred variant in a comparison of brands?

## Benefit slogan

Combination Analysis is...

best to provide evidence of exchangeability of considered products. Products or SKUs with high exclusive buyer share are the champions and indispensable in your portfolio

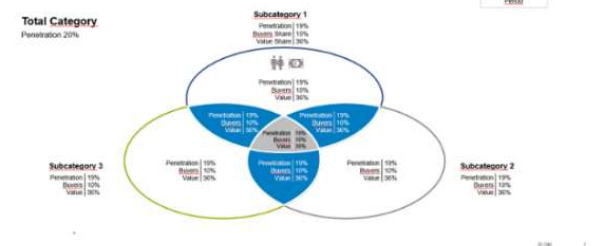
## Outcome

Combination Analysis shows the share of buyers that buy a certain product exclusively or in combination with other products:

- Number of exclusive and overlapping buyers
- Allocation of value and volumes
- Buyer, value and volume shares for each combination and share of exclusive buyers
- Key measures like penetration, frequency, spend per buyer for each of the groups
- Shows the degree of overlaps of buyers of different brands, products, SKUs or also retailers

## CIV Output examples

What is the buyer overlap of three items?



What is the buyer overlap of four items?



## Case Study #3 – Combination Analysis

1

### Business question

How relevant is Prime to Powerade shoppers? How many Powerade shoppers currently also purchase Prime?

2

### Approach

Combination analysis between Prime and Powerade

3

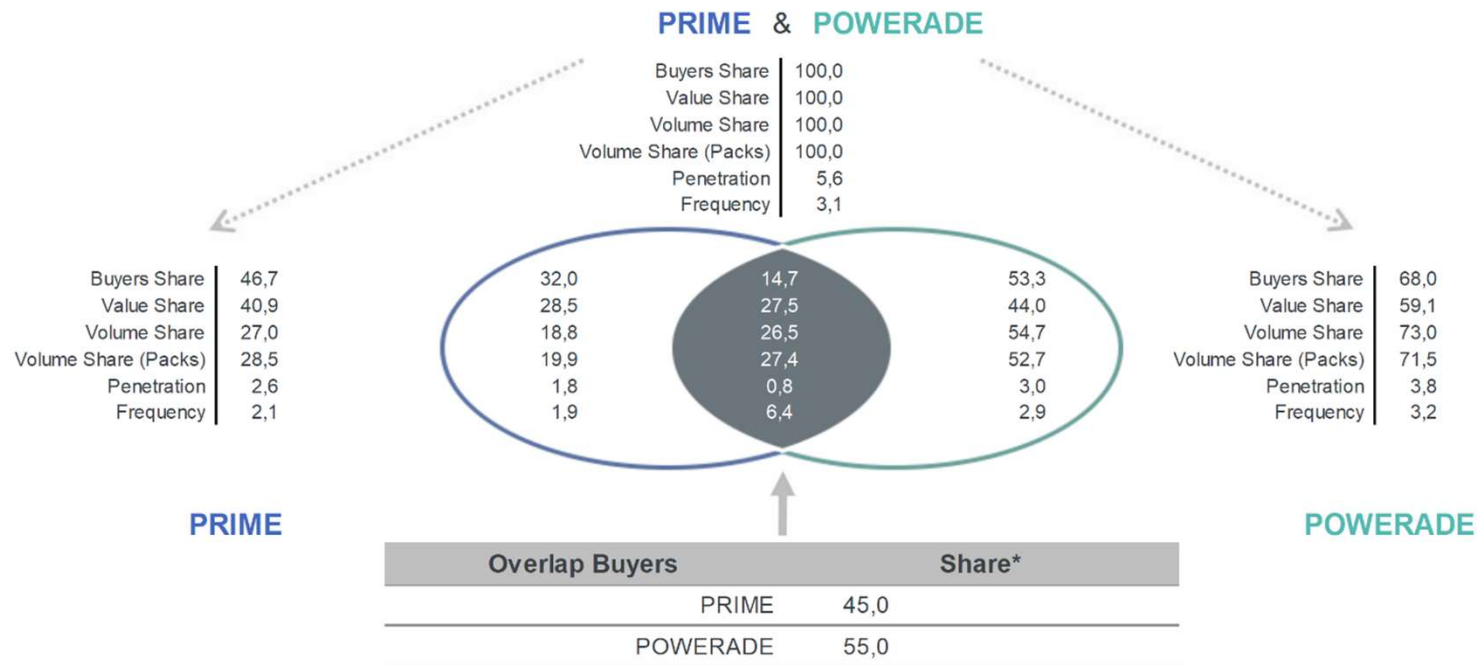
### Target of the analysis

Identification of how many buyers purchase Prime and Powerade in combination, who these buyers are, and which brand has a higher share of exclusive buyers.

## Case Study #3 – Combination Analysis

The buyer overlap between Prime and Powerade is 14,7%. About 21% of all Powerade shoppers have purchased Prime in parallel.

01.10.2023 - 29.02.2024

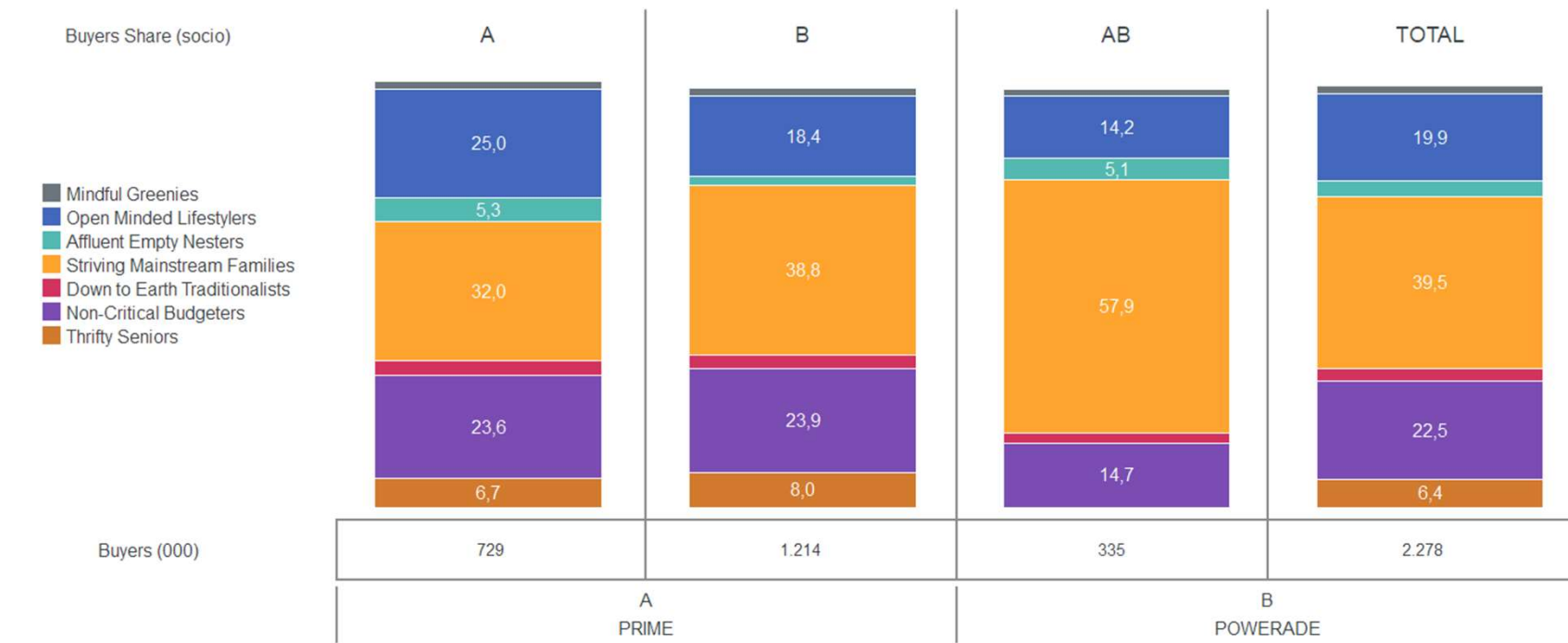


## Case Study #3 – Combination Analysis

Shoppers who purchase both brands are mostly from the “Striving Mainstream Families” cluster

Total NARTD Cluster (23)

01.10.2023 - 29.02.2024



Sportgetränke

DE Coca-Cola GfK Consumer Panel CP+ 2.0 FMCG

Combination (RP PA)

Blue Figures = Low Sample!

COM 1505

## Case Study #3 – Combination Analysis

### Results & Recommendations



#### Results

- The buyer overlap between Prime and Powerade is 14.7%.
- About 21% of all Powerade shoppers have purchased Prime in parallel.
- 53.3% of shoppers purchased Powerade only, whereas 32% purchased Prime only. Therefore, Prime has a higher share of exclusive buyers.
- Shoppers who purchase both brands are mostly from the “Striving Mainstream Families” cluster



#### Recommendations

- The overlap between Prime and Powerade is not very big so far. However, Powerade needs to ensure, that its key target group (“Striving Mainstream Families”) is not wandering off to Prime.



#### Further analyses

- More detailed profiling of Prime shoppers through a „paint-a-picture“ analysis

## What business questions do you have?

Please get in touch with your local YouGov Shopper contact for analysis requests

### Long-term Effect

- How does my brand and/or category evolve over the past years?

### Launch Tracking

- How is my launch developing?
- What is my source of business?

### New Buyers

- How many new buyers is my brand adding to the category at the account?
- Who are the new buyers of my brand?



### KPI development

- How does my brand/category perform compared to competition, by channel/account or pack/price type?

### Switching

- From which competitors is my brand winning or losing to?
- Which brands show high affinity?

### Shopper Profiles

- Who are the buyers of my brand compared to competition?
- Who are the buyers of a category or store compared to competition?

Many thanks for your attention!

# YouGov Consumer Panel – Coca-Cola account team

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# 3 Q&A



YouGov

**Thank you**

*Coca-Cola*

[YouGov website](#)

17/04/2025

# Back-up

**Overview of further  
KPIs and standard  
analysis types**

## Shopper Panel KPIs

List of main consumer panel KPIs recommended for Coca-Cola

More  
KPIs  
available

KPI	Definition
Penetration	Relative number (%) of HH buying the item at least one time in the considered period
Purchase frequency	Average number of occasions the item was bought in the considered period
Volume per trip	Average volume in L or Kg of the item bought per occasion in the considered period
Shopper loyalty value %	Share of the expenditures of buyers for the product, compared to the expenditures of these buyers in the total category
Trips (000)	Number of shopping trips for the product in the analyzed period (000)
Trial rate %	Share of the buyers, who bought the product in the analyzed period only once
Repeat Rate %	Share of the buyers, who bought the product in the analyzed period at least twice
Assortment depth	The number of EANs purchased for a brand or market in a certain period
Promo Penetration	Share of population (in households) that bought the product in promotion in the analyzed period
Category spend per buyer	Average spend per buyer of the product in the category

# Assortment Optimization

## Defining the optimal assortment



### Business questions

- What is the optimal assortment of a retailer (manufacturer)? With what assortment does it reach more customers?
- Which articles do the customers buy at another retailer because they are not listed?
- Which SKUs do I need to have listed to reach the highest penetration with my brand?
- When I need to delist SKUs to implement new ones: Which are the SKUs with the least incremental penetration for my brand?



### Benefit slogan

Assortment Optimization analysis is...

- **key** to optimize your brand portfolio. Helps to identify weakest and strongest SKUs to **increase** the brand's penetration. **One of the most important analysis for retailer negotiations. Perfect add-on** for the GfK SimIT tool.



### Outcome

Assortment Optimization delivers the optimal assortment for a certain universe (e.g. shop or total brand):

- Number of additional buyers who are reached when adding this article to the inventory
- Incremental Penetration every SKU provides on top
- Exclusive penetration (% of buyers who purchase only this SKU from selected universe)
- Assortment depth per buyers
- Ranking which products add most on top (based on number of additional buyers who are reached with every SKU)
- The analysis considers an assortment as optimal when a defined number of articles cover the largest possible number of customers of a shop



### CIV output examples

To what extent do single items contribute to total penetration?



To what extent do single items contribute to total penetration, split by overlap, non exclusive and exclusive buyers?



# Duplication Analysis

## Discovering the relevant set of consumers



### Business questions

- How loyal are buyers to my brand? Which competitor brands do they purchase?
- Which competitor brand or competitor variant do they buy most?
- Which other pack sizes, tastes or segments etc. do they buy?
- Where do they also shop? What is their preferred store?



### Benefit slogan

Duplication analysis is...

- **Enabling you** to find out which other brands are your **real competitors** as consumers are also purchasing them in parallel to your brand. Helps to focus and identify **threats and opportunities**.



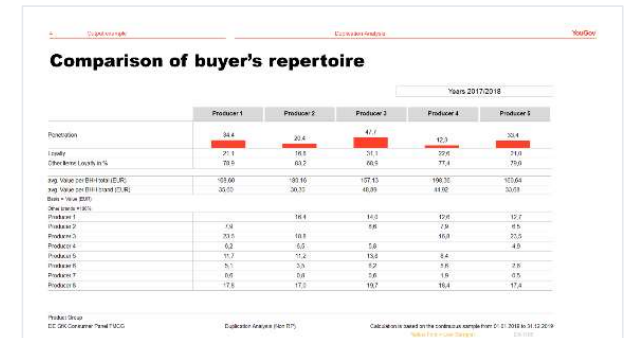
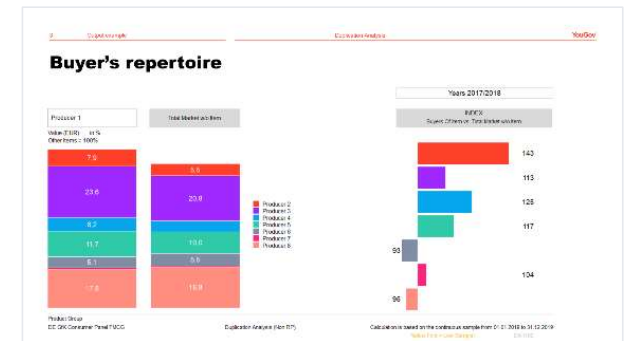
### Outcome

Duplication analysis delivers information about consumers' repertoire:

- Brand loyalty (% of value or volume purchased from the respective brand)
- Relevant set of brand buyers, based on value share or volume shares (% of their total market spend or volume)
- Index versus total market
- Comparison of different brand buyers
- Differentiation of loyalty classes: buyers with low (0-33%), medium (34-66%) or high loyalty (67-100%)
- Average value (or volume) per buying household



### CIV output examples



# Buyer Target Group Report

## Purchasing behavior of target groups



### Business questions

- What is the purchasing behaviour of the buyers of my brand?
- What do buyers of other brands buy?
- What do buyers of stores, pack sizes, tastes buy?
- Where do they shop?
- Are they intensive or low buyers in the category or for the brand?
- How do they look like?



### Benefit slogan

Buyer target group report is...

- **The easiest** way to evaluate different target groups **without complex definitions**. Full range of facts provides a **quick and deep understanding** of different buyer groups.



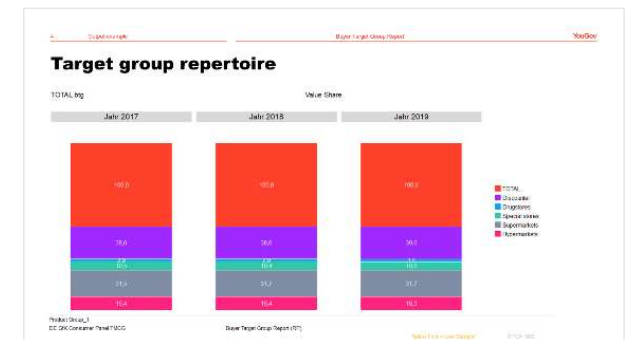
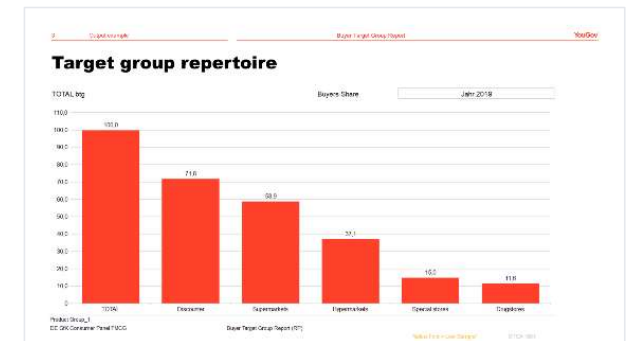
### Outcome

Buyer target group report delivers insights about different groups of buyers:

- Key measures
- Development over time by different periods like MAT, YTD, full year, half year, etc.
- Rankings based on target group preferences e.g., % of spend in different channels or retailer or for different category segments
- Comparison between target groups to find out differences and commonalities



### CIV output examples





# New – Lost – Retained

## Comparing new, lost and repeat buyers of a brand

### Business questions

- How many loyal, new and lost buyers does a brand have (in comparison to other brands)?
- What changes in their repertoire can be seen for new / lost / retained buyers?
- How do these buyers change their loyalty to the brand and their purchasing of competitors?
- Where do new buyers come from? What do lost buyers purchase now?
- Who do new / lost / retained buyers look like demographically?

### Benefit slogan

New – Lost – Retained Analysis is...

- giving you a **reality check** who are your brand's **loyal consumers** (retained buyers) and **provides deep understanding** where your new buyers come from and who they are and where your lost buyers went to.

### Outcome

- New - Lost - Retained Buyer Analysis analyses whether a brand has won, kept or even lost buyers between two periods and how these buyer groups cover their demand in a category.
- Repeat Buyers: purchased the brand in both periods
- New Buyers: purchased the brand only in the second period
- Lost Buyers: purchased the brand only in the first period
- The output of this analysis shows the size of these three buyer groups (buyer share and volume / value relevance) as well as their purchasing behaviour and profile within the two periods:
  - loyalty to the considered brand
  - spend in € and purchased volume of each buyer group
  - Repertoire (purchased volume / value of other brands)
  - socio-demographics (age, income, life stages...)

### CIV output examples



# Brand Switching Analysis

Evaluating pre- and post-purchases of a specific key purchasing event



## Business questions

- Where do the buyers of a new product come from? What did they buy before they bought your product?
- Where do the buyers go to after the first purchase of the new product? Do they purchase the new product again (loyal customers) or do they go back to competitive products?
- How does the pre- and post-purchases change?



## Benefit slogan

Brand switching is...

- Imparting knowledge** about the **purchase acts** that happened **directly before or after** the purchase of my new product.



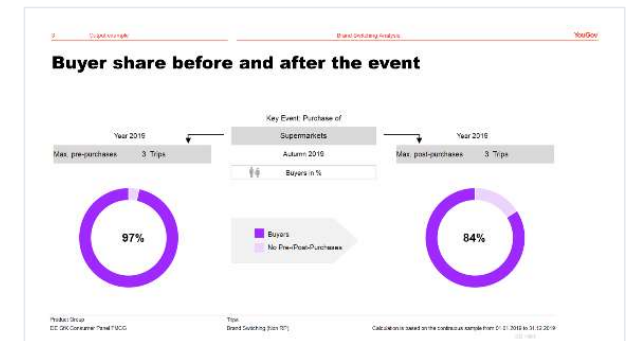
## Outcome

Brand switching investigates for each panel participant, whether he made one specific key purchase in the fixed inner period and what he bought right before (3 purchases before) and right after (3 purchases after) that key purchase (=outer period).

- Key Purchase = Purchase of one specific variant, new product, promotion.
- Benchmark: Buyers who have bought in the category but not the new product (no key purchase act)
- Buyer / value / volume share of those buyers who also bought before and after the key purchase event
- Repeat purchases of the new product vs. purchases of competitor products



## CIV output examples





# Measure Tree

## Decomposition of sales development in key drivers



### Business questions

- What are the growth drivers?
- Where does the sales growth come from?
- Why is sales falling?
- How attractive is the brand?
- How many buyers does the brand have?
- How often is the brand bought?
- How much is bought per shopping act on average?



### Benefit slogan

The measure tree:

- **Decomposes** the sales development in its single components and discovers the key **drivers of the sales change** at a glance



### Outcome

The measure tree analysis shows the development for the most important measures of products and/or shops within a certain product group.

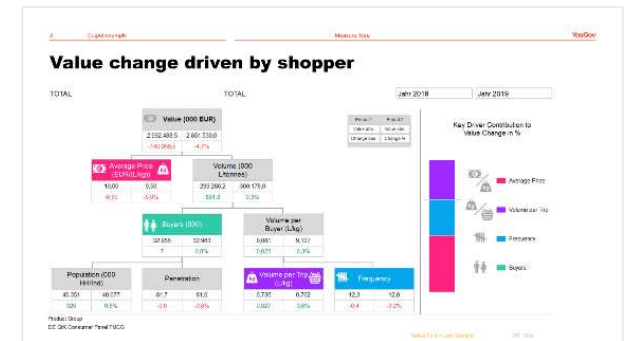
The measures are visualized in their tree structure, revealing the mathematical connection between them, e.g. frequency \* spend per trip = spend per buyer.

The Measure tree shows...

- what consumer KPIs drive value change
- what consumer KPIs influence the development of the market size or market share
- which of the consumer KPIs show the biggest growth or decline
- which of the consumer KPIs, focusing on shopping trips, has the biggest impact on growth or decline



### CIV output examples



## Insights on the launch performance of a new product

- How is the performance of the launched products?
- How high is the penetration 6 months after launch?
- Are the shoppers of the new product satisfied with the product and buy it more than once?
- Is the launch performance above or below the average launch performance in my category?

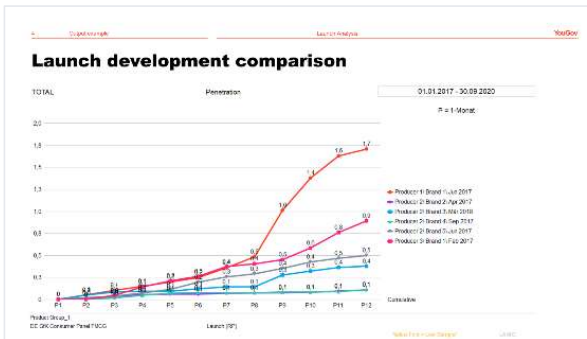
Launch analysis...

- Delivers **insights** on the **launch performance** of a product within the first months compared to key competitors and category average

The launch analysis delivers insights on the performance of a product launch by benchmarking its most important KPIs. Its performance is compared (benchmarked) with the performance of other launches in the same market with launch dates within the selected period.

The most important KPI for the launch analysis is penetration. For each launch the KPIs are compared to a set of benchmarks (either the predefined average of all, of top 5%, of top 20%, of flop 20%, or custom defined benchmarks) within the scope of the introduction. The Top/Flop benchmarks are optimized on the penetration of the last cumulated period.

By comparing the development in penetration and repeat rate, and by relating these to the benchmark positions, directions for actions can be defined.

[illegible]

# Market Share Simulator

Understanding the impact of delisting for own brand, competition and retail



## Business questions

- How will a brand delisting impact volume, value and market share in case...
- A retailer wants to delist a client's brand or SKU
- A supplier wants to give delisting advice to a retailer about another supplier's brands or his own brands
- A retailer would like to know the effects of rationalization
- A retailer will disappear from the market: which retailers will be most important for the brand?



## Research approach

- We simulate the considered delisting based on **real household purchase sequences of categories and brands**. This way we can calculate the effects on volume, value and market shares.



## Benefits

- Upfront insights in delisting impact:** understand the impact of delisting your brand
- Retailer argumentation:** valid input to renew discussions with the retailer, or develop opportunities with other retailers
- Better preparations for negotiations** by understanding the impact of delisting and financial consequences
- The big sample size of our panel provides **high reliability** and high detail regarding the analysis

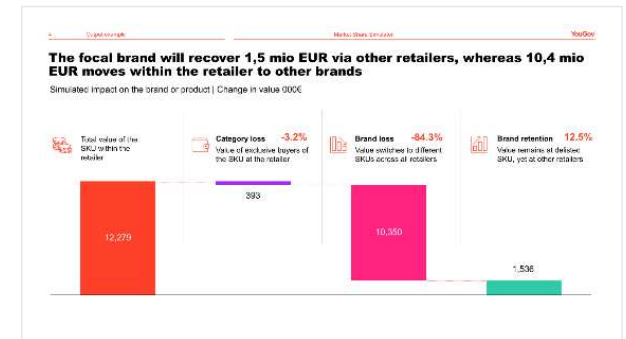


## Outcome

- Reveals delisting's **consequences for volume, value and market shares** for brands and retailers
- Simulated impact on the brand or product
- Simulation of retailer & brands risk
- Simulation of brand positions on the market after delisting focal brand
- Simulated market shares when focal retailer delists the focal brand (also for retailers)



## Output examples



**Retailer A recovers 47% of the volume with Competitor 2 and PL. The focal brand will lose 87% and can only make up for 13% via other retailers.**  
Full overview of delisting impact | Change in volume

	Total market	Focal brand	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Private Label
Retailer A	-1,268	-2,749	+75	+448	+24	+56	+648
Retailer B	+276	+158	+4	-48	+10	+3	+34
Retailer C	-426	+138	+10	-73	+1	-46	+121
Retailer D	+140	-16	+0	+8	+0	+0	+115
Retailer E	+116	+0	+0	+6	+0	+0	+110
Retailer F	-531	-47	+5	-34	-6	+2	+140
<b>Total</b>	<b>0</b>	<b>-2,393</b>	<b>+95</b>	<b>+617</b>	<b>+13</b>	<b>+64</b>	<b>+1,186</b>