

Take your pick!

Guiding you through the latest category trends and insights

What is relevant to your business?



Choose **your** market



Choose **your** supergroup



Choose **your** number of categories



Make **your** opportunities a reality

MSG Lite selling from **R55k!** →

Don't miss out!

Market overview

Guiding you through the latest category trends and insights



Market, sizes and growths

- Which categories have the **biggest market shares**?
- How important in terms of sales are various **regions or channels**?
- **Understand** different categories that you don't play in?
- Understand **shifts in supergroups** and which categories are driving growth?
- Where do your **opportunities** lie?

Basket & shoppergraphics

- What are **macro category trends** in SA? Has this changed?
- Which categories are the **key** within the Shopper basket?
- How does this differ by **demographic**?
- What are key drivers behind **retailer performance**?
- Who are the **retailer's consumers**? Where else do they shop?

2 reports for the price of 1!
Get both reports for R200k!

Don't miss out!