



Category Fundamentals

Get to know category shopping fundamentals for your chosen category

The **Category Fundamentals Syndicated Edition** offers unique guidance to how category performs relative to other categories. Through this internationally recognized framework, benchmarks are established for categories from demand creation to ultimate product purchase.

This one-of-kind **shopper research** offers combination of Consumer Insight and selected RMS data.



Why is it important ?

- Effective shopper marketing requires understanding how your category is shopped

Key benefits :

- Provides insights into the most effective way to activate shoppers across the Path-to-Purchase and stimulate category growth
- Delivers a high level overview of key category shopper metrics, comparing your category in context of other key categories

Don't miss the key dates !



05.10 Confirm your participation and take advantage to contribute to the selection of the final categories to be included in the scope

28.09 early bird subscription to enjoy beneficial fees



Covering the entire path to purchase

How do shoppers **PLAN**

- ▶ How often are categories bought?
- ▶ How often are categories pre-planned vs. purchased on impulse?
- ▶ How detailed is the planning and what can be influenced in store?
- ▶ How much effort do shoppers make to choose what to buy?

How do they choose the **PLACE**

- ▶ What are the store choice drivers and how much influence do the categories have?
- ▶ What are the top reasons for choosing stores?

How do they **PURCHASE**

- ▶ What factors and touch points influence purchase?
- ▶ How easy or difficult is it to engage shoppers in each category?
- ▶ What is the impact of promotions?
- ▶ What is the importance of private labels?

Business questions answered

It enables manufacturer and retailers alignment to develop winning strategies

Retailers



An efficient way to assess Path-to-Purchase metrics for a numerous categories, and see how your shoppers compare to competitor's shoppers

- ▶ What categories do you need to get right in order to attract shoppers?
- ▶ Which categories are “hot spots” in the store, with higher shopper involvement?
- ▶ For which categories are you the “best place to buy”?
- ▶ In which categories is it important to facilitate shopper experimentation/ensure variety and innovation?

Manufacturers



Understand how your category compares to other key or competitive categories at retail

- ▶ On which types of trips is the category most often purchased?
- ▶ Are category shoppers in experimental or autopilot mode?
- ▶ Should you focus on communicating to shoppers or consumers?
- ▶ Should you invest more in pre-store or in-store touchpoints?
- ▶ Which touch points present opportunities for marketers?

18 selected categories (highlighted below) with flexibility to slightly adjusted per your interest

"FOOD"

Category	IR
‣ Packaged bread/toast	62%
‣ Breakfast cereal	57%
‣ Cereal bars	40%
‣ Milk (fresh and UHT)	75%
‣ Cheese	79%
‣ Yogurt (incl. yogurt desserts)	63%
‣ Frozen foods	57%
‣ Chocolates	69%
‣ Salty snacks, chips, crackers	57%
‣ Sweet biscuits, cookies	56%
‣ Vitamins / food supplements	28%
‣ Spaghetti or rice	78%
‣ Fresh vegetables or fruits	77%
‣ Fresh meat or poultry	66%
‣ Packaged coffee	64%
‣ Pet food	35%

"PERSONAL CARE"

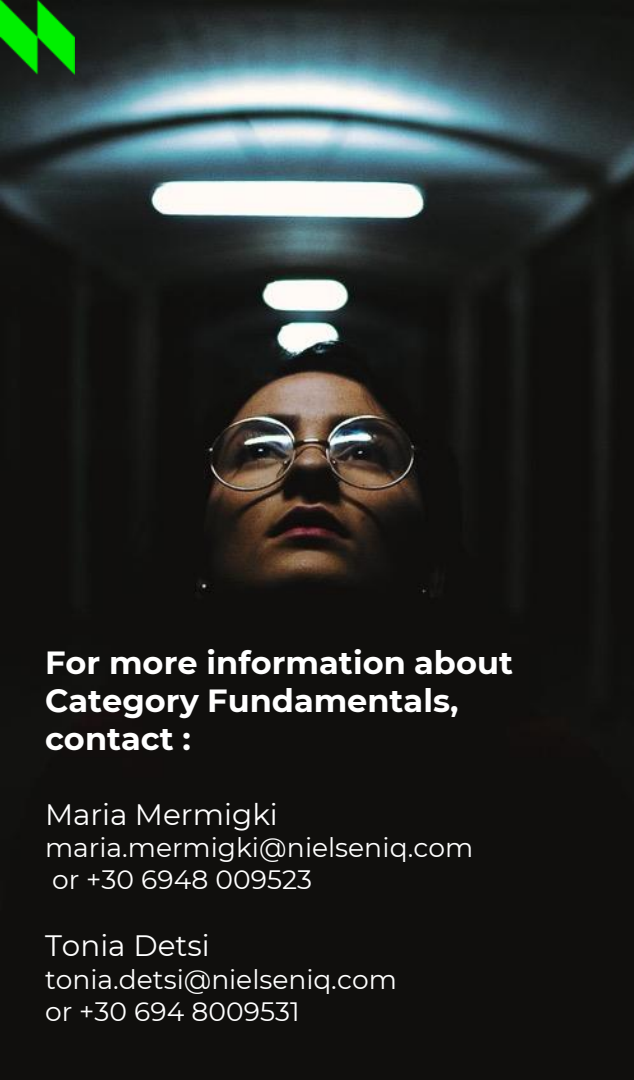
Category	IR
‣ Hair shampoo	78%
‣ Hair creams, conditioner	42%
‣ Hair colorants	26%
‣ Body cleanser, shower gel etc	56%
‣ Moisturizing body cream	28%
‣ Make-up removal products	23%
‣ Female napkins, pads, tampons	49%
‣ Adult diapers	6%
‣ Baby diapers	9%
‣ Baby wipes	52%
‣ Toothpaste	66%
‣ Mouthwash	32%
‣ Body deodorant	51%

"BEVERAGES"

Category	IR
‣ Beer	39%
‣ Wine	40%
‣ Alcoholic beverages	24%
‣ Carbonated soft drinks	47%
‣ Juice	47%
‣ Energy / isotonic drinks	15%

"HOUSEHOLD CARE"

Category	IR
‣ Laundry detergents	60%
‣ Fabric softeners	50%
‣ Floor cleaning products	39%
‣ Cleaners for bathroom	45%
‣ Cleaners for kitchen	39%
‣ Dishwashing (liquid or gel or tbl)	45%



Category Fundamentals

Syndicated edition

Study design

- **Data collection:** online self completion survey
- **Target audience :** grocery shoppers, men & women, 18-65 y.o., shopped the category in the past 4 weeks
- **Sample size: n=1800 shoppers**
- **Coverage:** National urban population
- **Planned collection period:** October 2022
- **Report available:** mid-end November 2022

Key dates:

- Confirm your participation and take advantage** to contribute to the selection of the final categories to be included **in the scope by 05.10.22**
- Early bird subscription to benefit **10% discount** : **by 28.09.22**

Investment

€ 4.800

The above investment assumes **maximum 18** categories as highlighted in previous slides with a total average incidence rate >50% to be included in the study and minimum **4 participating companies**.

Upon finalization of participating companies and in case of special request to include any categories other than the recommended with lower incidence rate we reserve the right to respond with additional fees covered solely by the company which raised the request.

**For more information about
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