Category performance overview

Notes and instructions

- The slides with data charts and graphs show how data can answer specific product performance questions for small and medium sized businesses — the slides following the data slides explain the content, and what information can be gained from each data set.

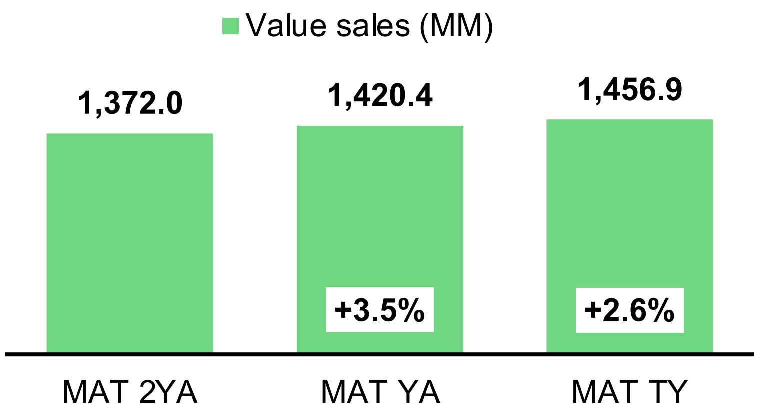
- The example data in this document does not represent a real market or category, and is only to be used as an example of a category review structure.

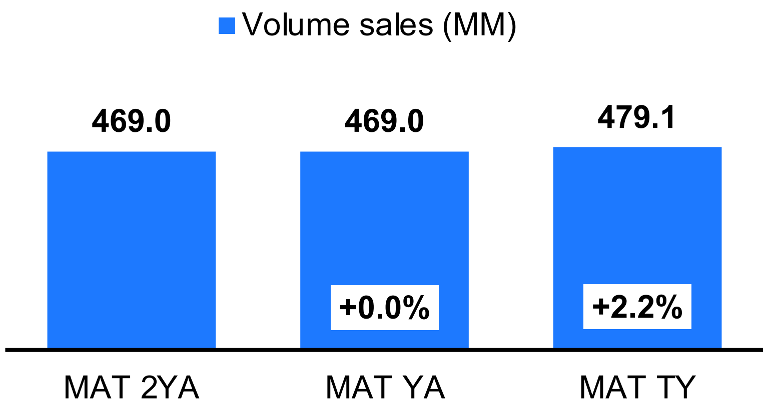
- We recommend reviewing this document as a companion to this NielsenIQ’s article: Five Ws and one H to mastering your category

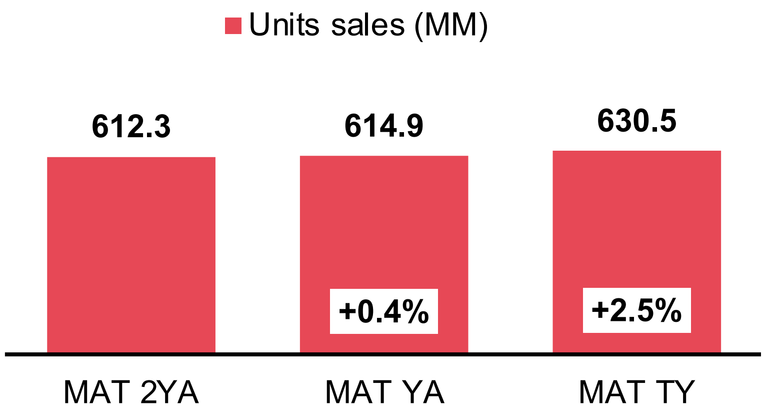
- For more information about NielsenIQ's flexible, affordable, and easy to use solutions for small and medium-sized businesses, contact us today.

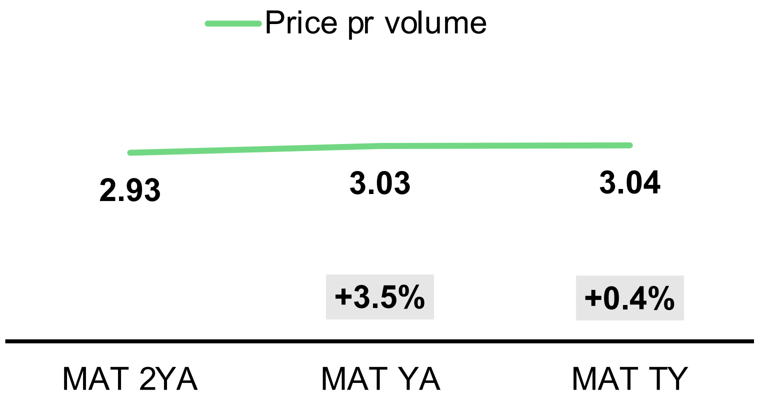
Category dynamics

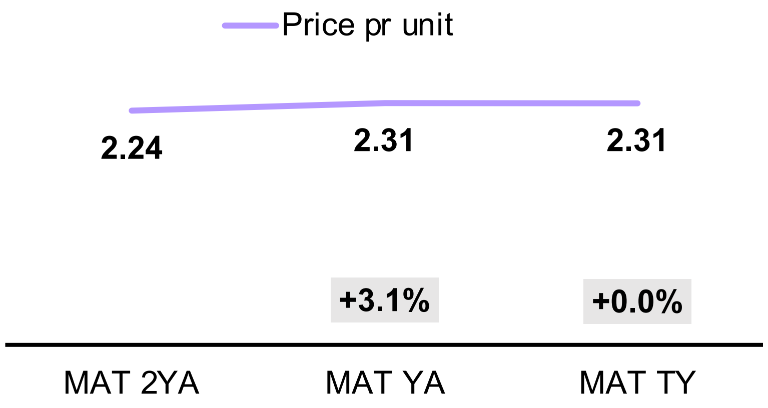
Pen Malaysia (PM) - carbonated soft drinks - MAT TY











*This is dummy data

Category dynamics

Purpose: To investigate long term performance in terms of volume, value, units and price, and uncovering market trends

Slide content:

This slide shows the three sales metrics, value and volume and unit in absolute terms, over the course of three years

Questions answered:

Was there inflation / deflation in the market, or was there a promotion running?
You can find that in the difference between value and volume growth rates. When value increases and the volume stays the same, or decreases, that means that there was a jump in the price – indication inflation. The reverse usually means either deflation, and more likely that promotions were running.

Are people buying smaller or bigger pack sizes?
That information lies in the difference between volume and units growth rates. If the volume is growing faster than units, then this means they are opting for larger sizes, and the reverse is true.

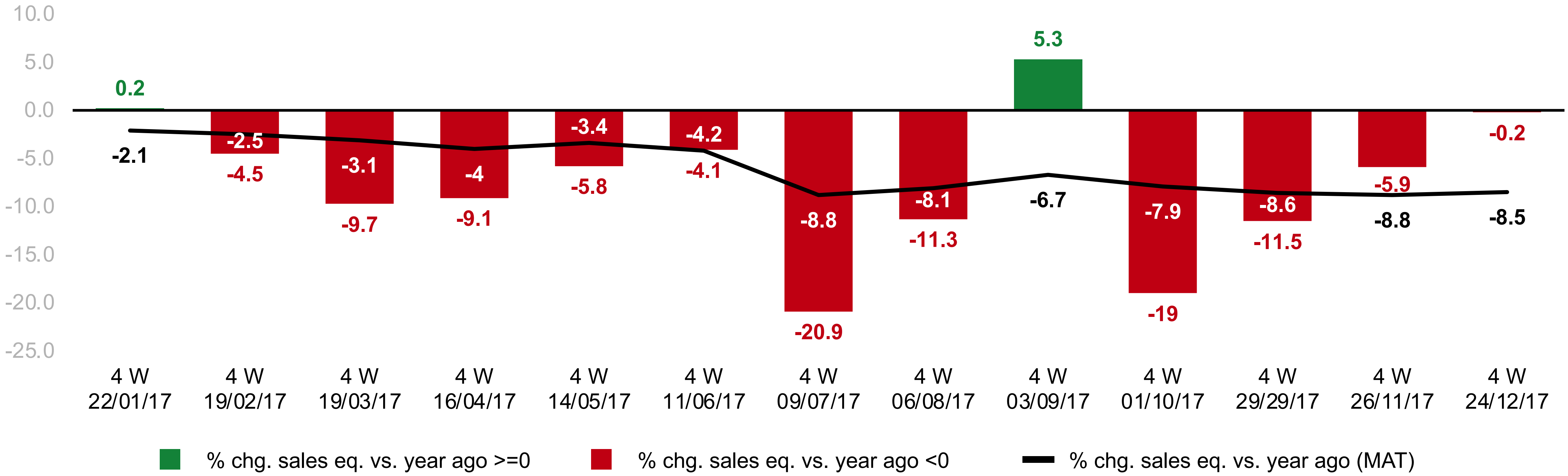
What should I consider next?

Consideration	Where do I find it?
Investigate what the market's seasonality is and how it's impacting sales	Market seasonality trends
Compare several products' performance in one market	Product sales evolution over two periods
Discover the performance of multiple products over time	Market shares/sales of products evolution over time

Is the sales evolution of a product accelerating through time?

Allows value, volume or item sales

Total - modern trade 13 latest 4 weeks (52 weeks rolling) – week ending 24/12/17



Contribution (in %)	2.7	-2.8	-6.3	-6.5	-4.4	-4.0	-31.4	-13.2	97.3	-19.6	-8.1	-3.6	-0.1
Period % weight	6.4	5.9	5.9	6.4	7.1	9.2	11.8	10.2	11.2	8.3	6.2	5.7	5.7

*This is dummy data

Is the sales evolution of a product accelerating through time?

Purpose: To determine the impact of each period's gains or losses to overall performance

Slide content:

- This shows the entire category performance over the period of one year broken down by weeks / months
- This can be applied to either value, volume or item sales
- Red bars indicate negative results, and the green are positive. The line graph running across is an indicator of what is called 'rolling MAT'

Questions answered:

- Is there a specific time period that is over- or under-contributing to overall performance?
- How do individual time periods impact the rolling one?

Definitions:

MAT: Moving annual total (calculated as 12 months from the last period available)

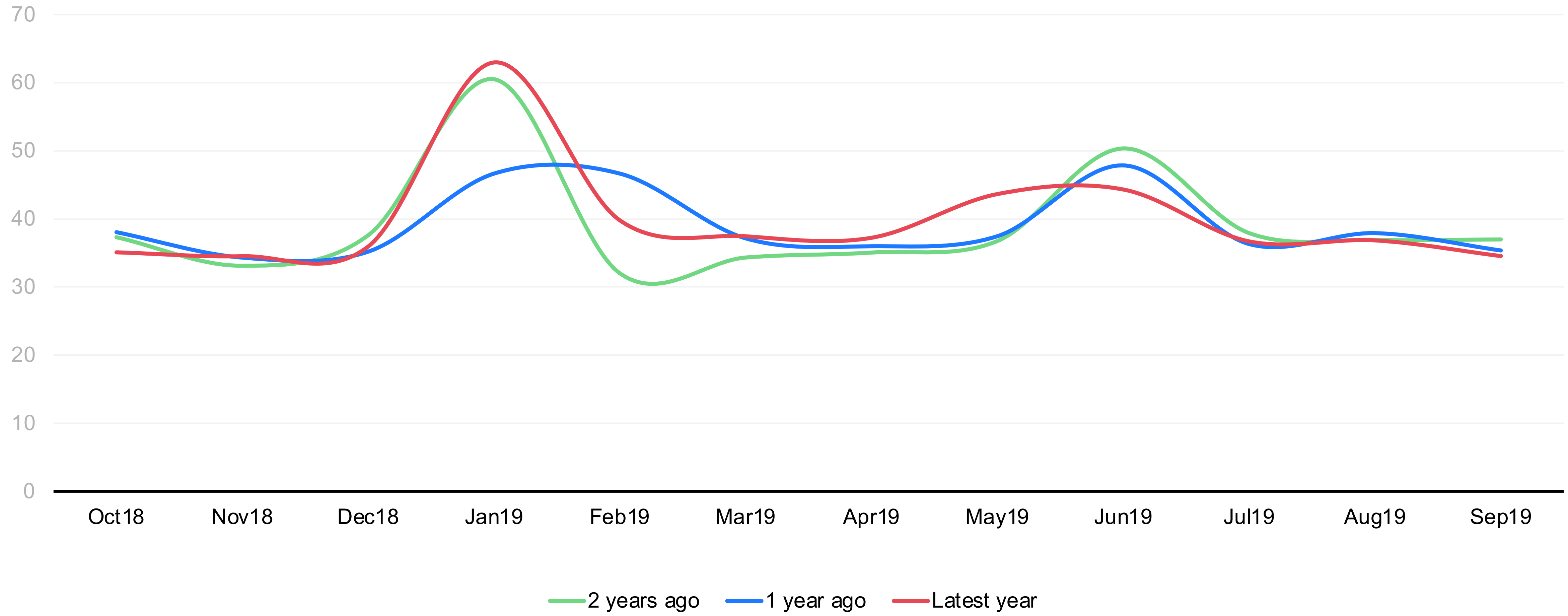
Rolling MAT: Compares the performance of products in the same week 52 weeks ago / **12 months ago**

What should I consider next?

Consideration	Where do I find it?
Investigate what the market's seasonality is and how it's impacting sales	Market seasonality trends
Compare several products' performance in one market	Product sales evolution over two periods
Investigate how the products contribute to your brand's performance	Products' contribution to category gains / losses

What is the market seasonality?

Allows value, volume, item sales



What is the market seasonality?

Purpose: To determine whether or not a product has cyclical performance during specific time periods (i.e. - holidays, seasons) and if this changes over time

Slide content:

These are three years of data, trended with clear increases in specific periods in the year, knowing the reasons behind them can uncover opportunities for revenue growth

Questions answered:

- Are external factors impacting performance (e.g. COVID-19 pandemic)?
- Is the seasonal peak at the same time every year?

What should I consider next?

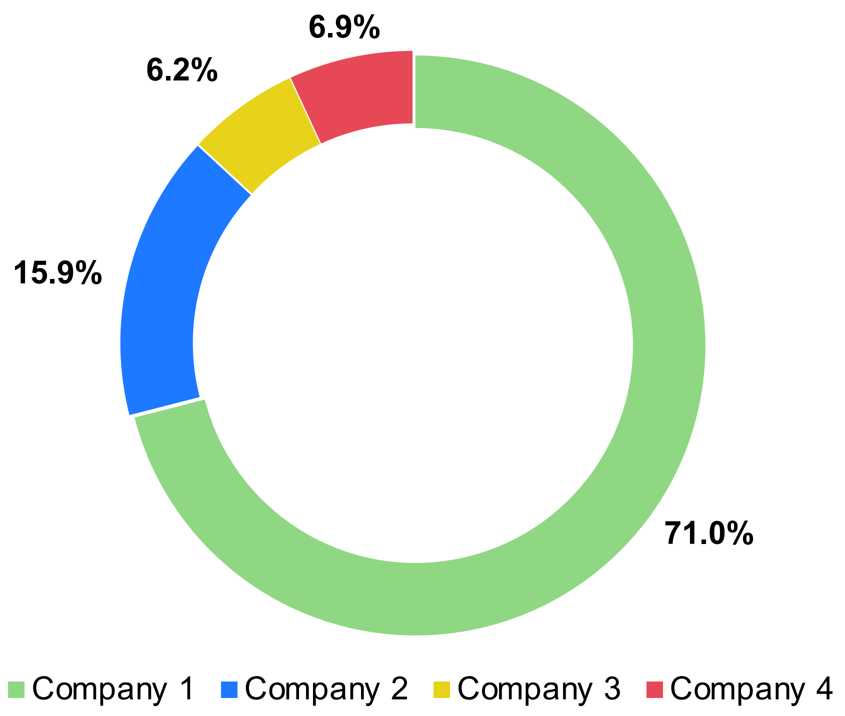
Consideration	Where do I find it?
Investigate the product’s gain or loss in more detail	Is the sales evolution of a product accelerating through time?
Investigate what is driving the performance	product trend decomposing KPI’s over time

Segments importance & evolution

Allows value, volume, item sales

Segments importance & evolution
Total – modern trade – volume(in liters) – latest 52 weeks – week ending 31/12/17
Others threshold 0.5%

Share of sales Eq. (in %)



	Volume (in Mio liters)	Chg. sales eq. vs. year ago (in Mio liters)	% chg. sales eq. vs. year ago (in %)
Total	**350.8**	**-32.6**	**-8.5**
Company 1	249.2	-25.9	-9.4
Company 2	55.8	-1.6	-2.7
Company 3	24.2	0.4	1.8
Company 4	21.7	-5.6	-20.4

Country: Turkey   Category: Scantrack
Compared with Year Ago Week Ending 01/01/17

Segments importance & evolution

Purpose: Splits the selected product into lower-level segments and compares share, sales and trends across those segments

Slide content:

- The pie chart shows market share, yours in comparison to your competitors, and is calculated as the percentage of volume against the entire category performance
- The table displays actual volume, and the ‘absolute change’ from last year, showcasing whether this company is doing better or worse.
- The same visualization can be used to represent any segments within the category, not only competing companies; example: flavored vs non-flavored yogurt. That would be beneficial to understand which segments are promising and which should be avoided.

Questions answered:

- What are the share of sales of several segments in one market?
- How do the sales of products evolve over time?

What should I consider next?

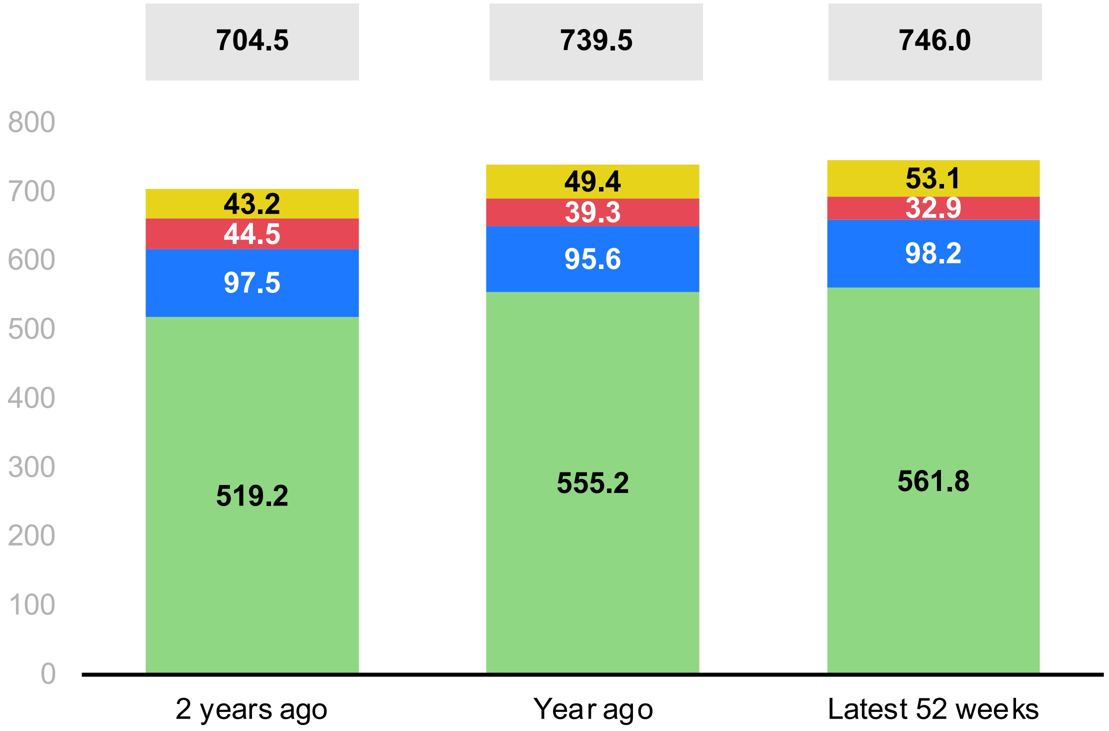
Consideration	Where do I find it?
Identify which products are driving change in performance in the long term	Market shares/sales of products evolution over three periods
Discover how products are contributing to category performance	Products’ contribution to category gains/losses

How do market shares / sales of products evolve over 3 periods?

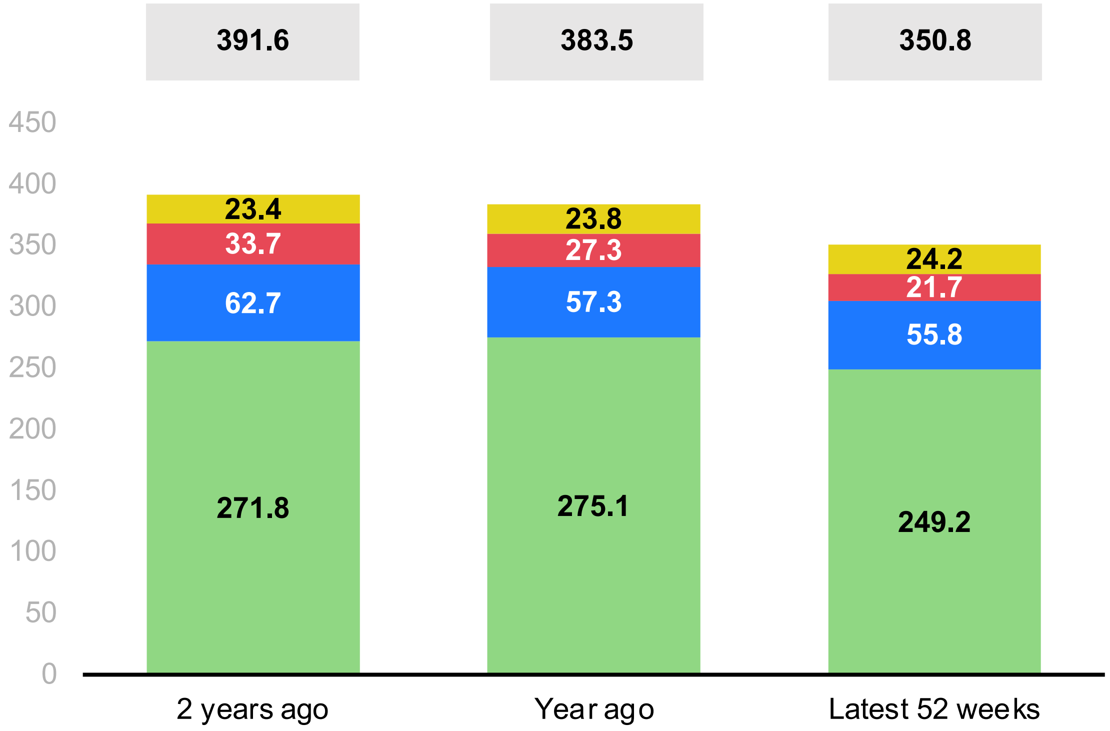
Allows absolute sales & shares

How do markets shares / sales of products evolve over 3 periods?
Modern trade – latest 52 weeks – week ending 31/12/17

Value (in M EUR)



Value (in M EUR)



Company 1 Company 2 Company 3 Company 4

Shared vs. Total
Country: Turkey Category: Scantrack

How do market shares / sales of products evolve over 3 periods?

Purpose: To investigate performance over three periods comparing value with volume or units in actuals or shares

Slide content:

- This isolates the comparison of your and your competitors' absolute value and volumes from the overall view of the category and is measured over the course of three periods
- This helps you benchmark your performance against your key competitors and can be applied to specific products and SKU’s for more granular view of performance

Questions answered:

- Which products are driving performance change?
- How do product sales and shares develop over three periods?
- How do value sales develop compared to volume sales?

What should I consider next?

Consideration	Where do I find it? Suggested I-sight(s)
Identify which products are driving change in performance in the long term	How do market shares/sales of products evolve over three periods? - LEGO15
Investigate why value and volume trends are different; pricing likely has an impact	Pricing guided analytics

How do products contribute to category gains / losses?

Allows value, volume, item sales

How do products contribute to category gains / losses

Modern trade – value (in K EUR) latest 52 weeks ending 31/12/17 - % chg. value vs. year ago: **09**

% chg. value vs. year ago	**1.2**	**7.5**	**2.7**	**-16.2**
Sales value contribution to gain / loss (in %)	**51.2**	**28.8**	**20.0**	**-100.0**
Share of sales value (in %)	75.3	7.1	13.2	4.4
Abs. chg. share value vs. year ago	**0.2**	**0.4**	**0.2**	**-0.9**
Share of trade in value (in %)	100.0	100.0	100.0	100.0
Abs. chg. share of trade value vs. year ago (in pts)	0.0	0.0	0.0	0.0

Shared vs. Total
Benchmark Market: MODERN TRADE   Country: Turkey   Category:ScanTrack
Compared with Year Ago Week Ending 01/01/17

How do products contribute to category gains / losses?

Purpose: To identify which products contributed most to positive or negative performance

Slide content:

- This slide shows how each company has contributed to the overall category performance in terms of value, so how much did you and your competitors contribute to the gains or losses of the category over the course of the year
- This can be customized to be more granular, showing specific contributions in regions and channels (next slide example)

Questions answered:

- Which products contributed most to the total sales at a given level?
- Which products contributed to losses?
- How much of a product's sales are in a selected market?

What should I consider next?

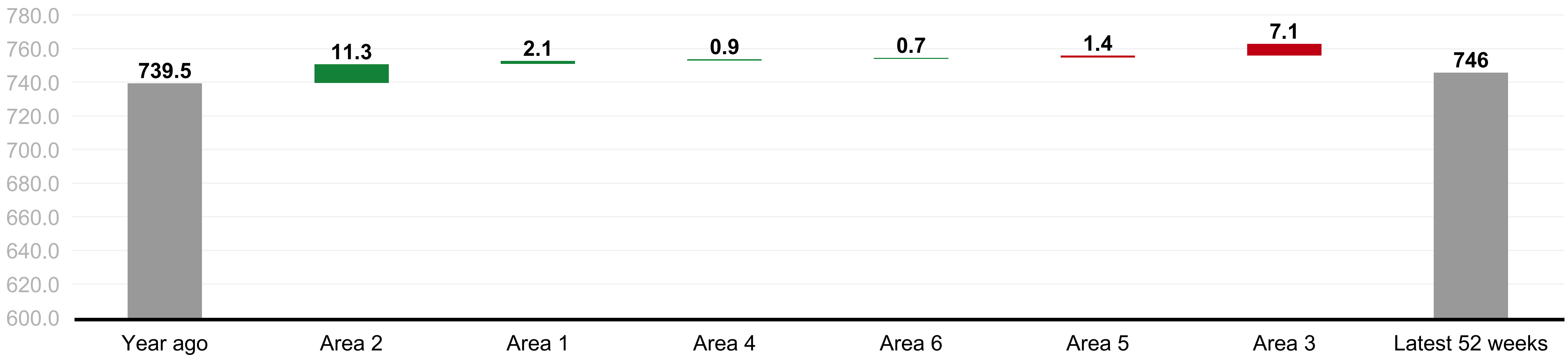
Consideration	Where do I find it?
Investigate drivers of performance for the selected product or market	Evolution of sales in markets across products?
Investigate the performance of products' share, sales and trends across a given segment	Segment importance & evolution
Discover the best/worst selling items in the category	Best/worst selling items

How do markets contribute to gains / losses?

Allows value, volume, item sales

How do markets contribute to category gains / losses

Total – value (in M EUR) latest 52 weeks – week ending 31/12/17 - % chg. value vs. year ago: **0.9**



% chg. value vs. year ago	**7.8**	**0.7**	**1.5**	**1.7**	**-5.0**	**-4.5**
Sales value contribution to gain/loss (in %)	**75.2**	**14.1**	**6.1**	**4.5**	**-15.9**	**-84.1**
Share of trade in value (in %)	21.1	41.2	8.4	5.6	3.4	20.3
Abs. chg. share of trade value vs. year ago (in pts)	**1.3**	**-0.1**	**0.0**	**0.0**	**-0.2**	**-1.1**

Benchmark Market: MODERN TRADE Country: Turkey Category: ScanTrack
Compared with Year Ago Week Ending 01/01/17

How do markets contribute to gains / losses?

Purpose: To determine which selected markets impact overall performance and by how much

Slide content:

- This slide shows how each market /region has contributed to the overall category performance in terms of value, so how much did you and your competitors contribute to the gains or losses of the category over the course of the year

Questions answered:

- Which markets have contributed to a product's sales development or loss?
- By how much did the market(s) impact sales?

What should I consider next?

Consideration	Where do I find it?
Investigate how sales are evolving within a market	Evolution of sales of markets between two periods
Discover how products perform in different markets	Market shares of products' evolution across markets
Identify trends in performance by market over time	Share of trade / sales in markets evolution over time

Thank you.