

Identify your *must win* items across your stores & market

NielsenIQ Key Value Items

•What is it?

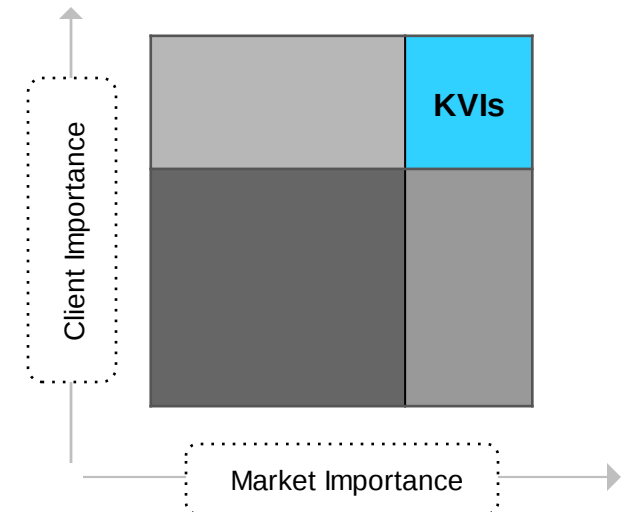
In an increasingly complex retail environment, understanding which items are most important to the consumers in your market can be crucial to driving traffic to your store.

The **Nielsen IQ Key Value Items** (KVI) study classifies products in your market that drive consumer price perception across your stores and the rest of market.

Our interactive platform enables you to visualize, analyze and quickly unlock actionable insights about products that drive value.

•Key benefits

- Discover products that resonate with consumers across the market
- Leverage data driven decision making to execute different pricing & promotion strategies
- Integrate KVIs into in-store placement strategies by assessing your assortment across the market



•For more information about NielsenIQ Key Value Items, contact your NielsenIQ representative.