

Exploring the Full View of Measurement

NIQ

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C360
Envision *what's possible*

Introductions



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Agenda

The Full View

- 1 Solution Overview
- 2 Analytics
- 3 Enabled by Discover
- 4 Panel Discussion & Audience Q&A

The pace of change is accelerating rapidly



NIQ Investments



A **vision** and **\$1B+** invested into proprietary data assets and technology prepared us for this evolution

Unique data sets measure across all channels

Gain full visibility across online, in-store, DTC, specialty, and emerging channels to keep up with changing market dynamics, capitalize on trends, and understand performance.

Global coverage

Only NIQ can provide global coverage to connect your entire business.

Leading-edge technology

Modern technology and intelligent tools deliver actionable insights and enable you to collaborate with partners.

Omnichannel analytics

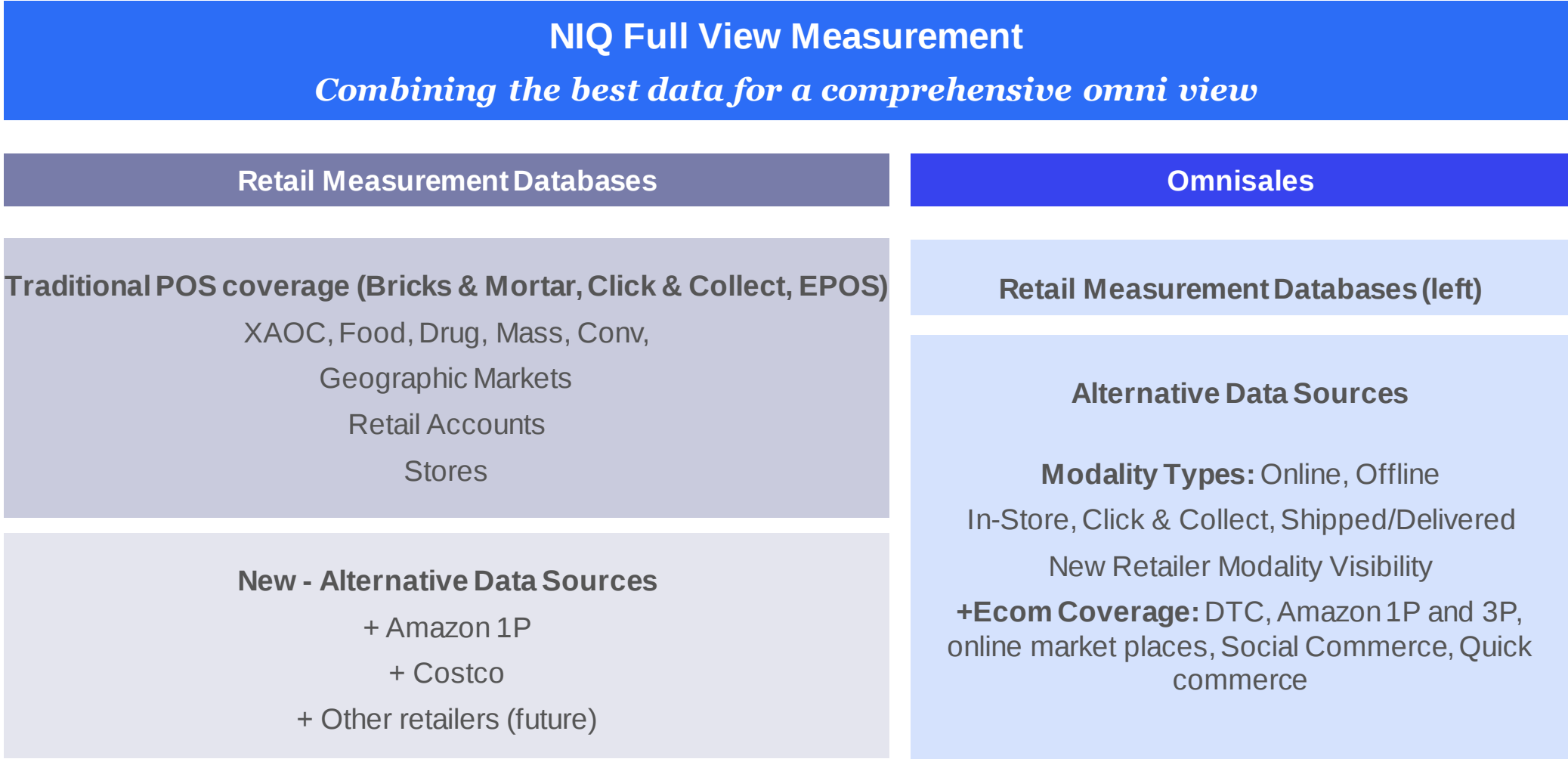
Speed to insights with always-on predictive analytics embedded into our core platform – and expanding analytics for Omnichannel data.

creating

We're ~~entering~~ a new era
of consumer understanding
and growth.

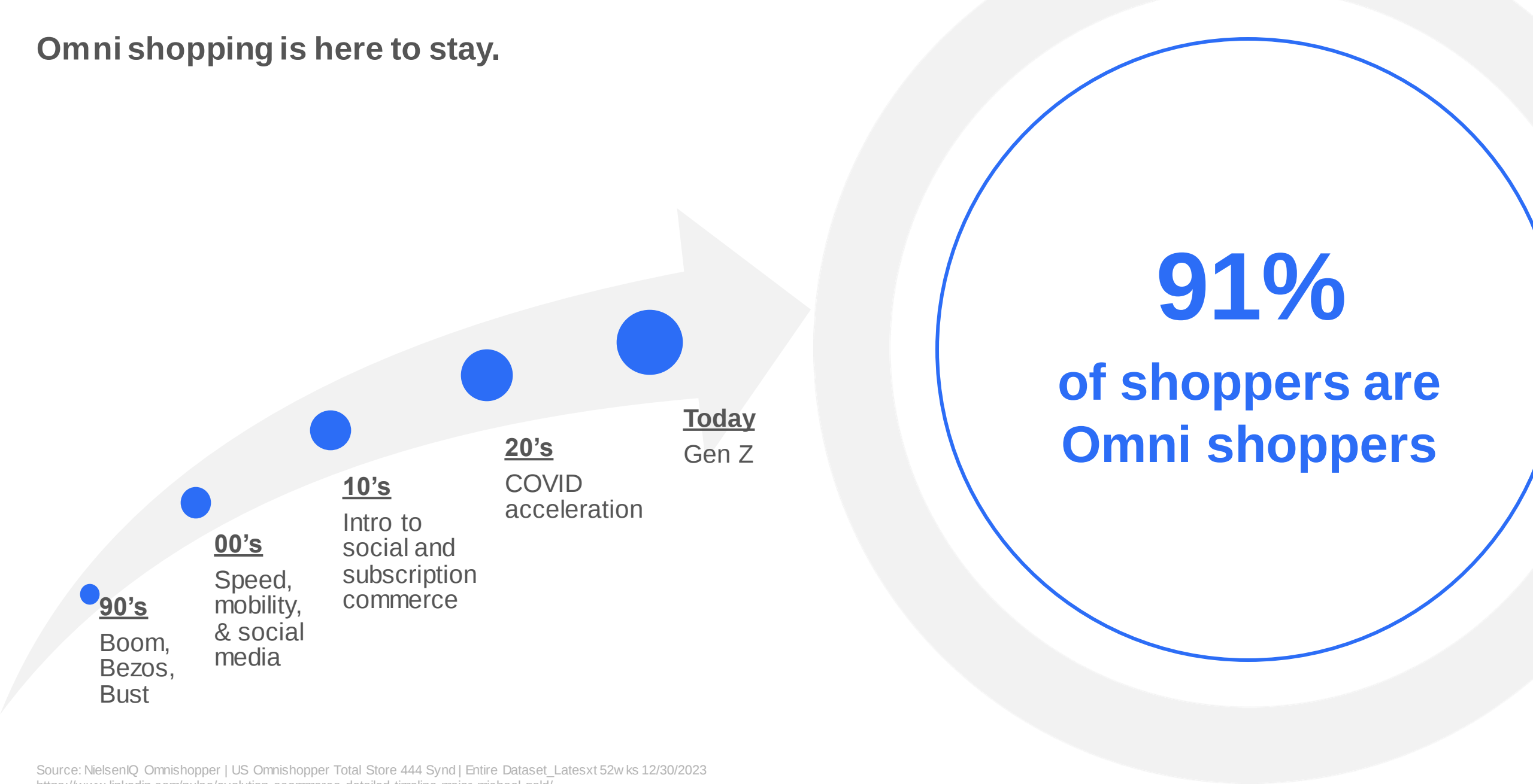
NIQ delivers the *Full View*[™] of omnichannel performance

Packages to serve the needs of your business





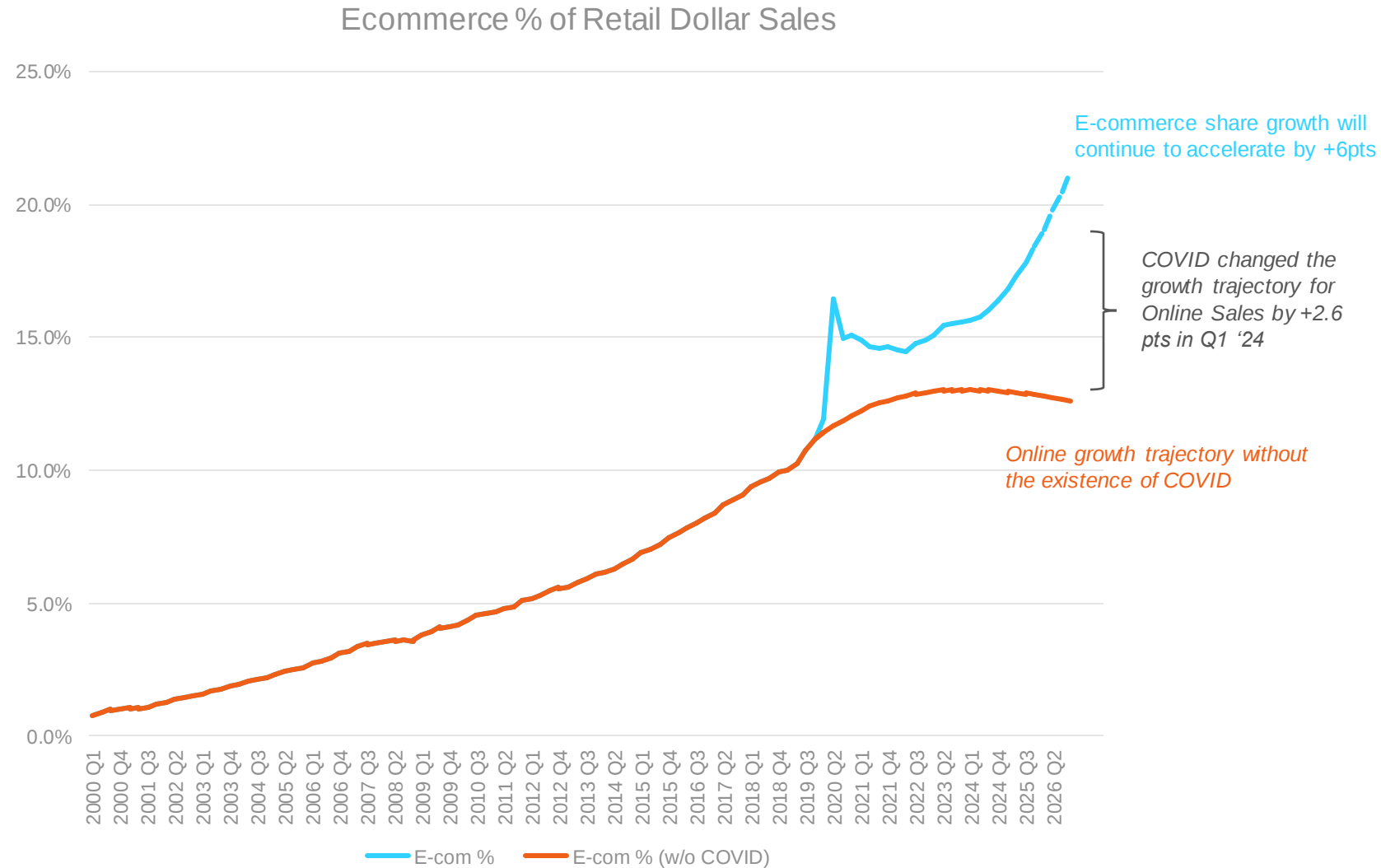
Omni shopping is here to stay.



Source: NielsenIQ Omnishopper | US Omnishopper Total Store 444 Synd | Entire Dataset_Latesxt 52w ks 12/30/2023
<https://www.linkedin.com/pulse/evolution-ecommerce-detailed-timeline-major-michael-gold/>

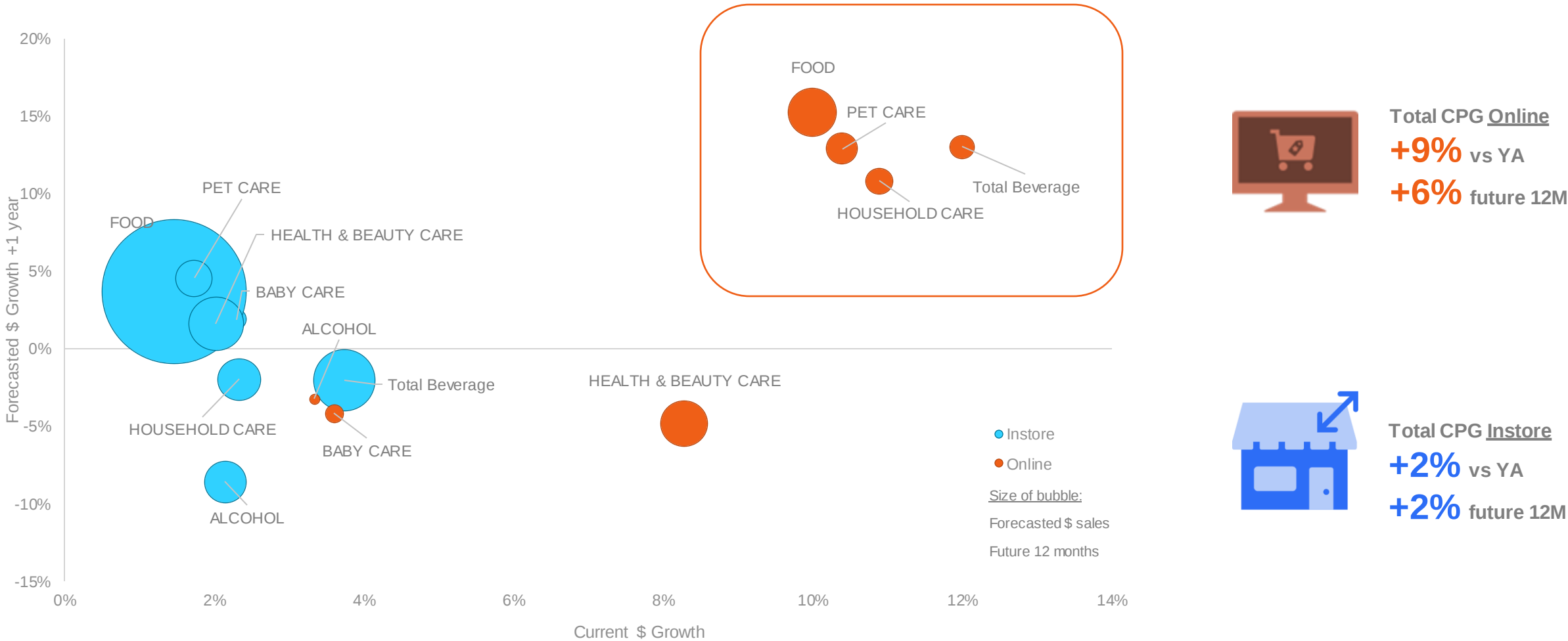
E-commerce will become a \$461B market by 2026.

E-commerce sales share is expected to accelerate by +6pts in the next three years.



Source: US Department of Commerce – Adjusted Q4 2023 - <https://www.census.gov/retail/ecommerce.html>
Forecast: NIQ Insights Data Science, +3 years

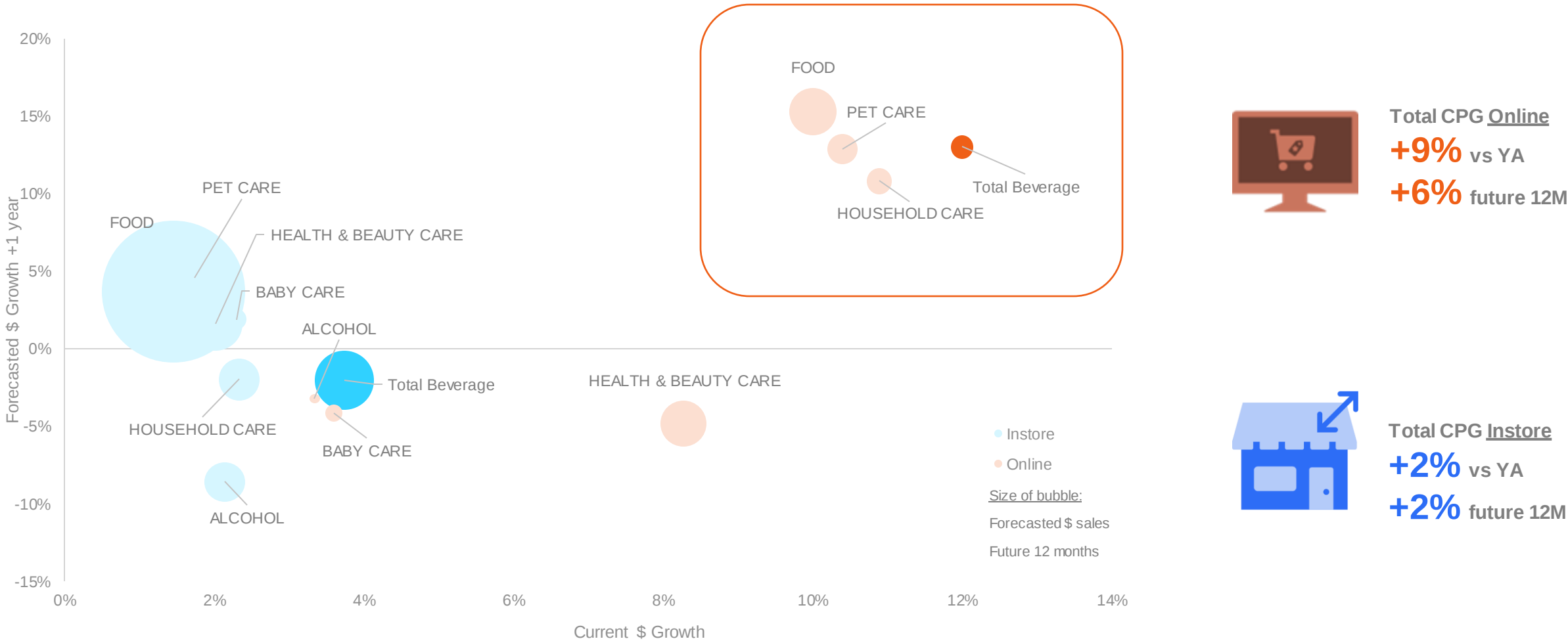
Online growth outpaces instore growth and will continue to do so for most categories.



Source: NIQ Omnisales. 52 w/e 3/23/24.
*Total Beverage includes syndicated Beverages plus Health & Performance Shakes, CPG excl Floral & Gen Merch
Forecast of L3years into future 1 year, NIQ Insights Data Science

Online growth outpaces instore growth and will continue to do so for most categories.

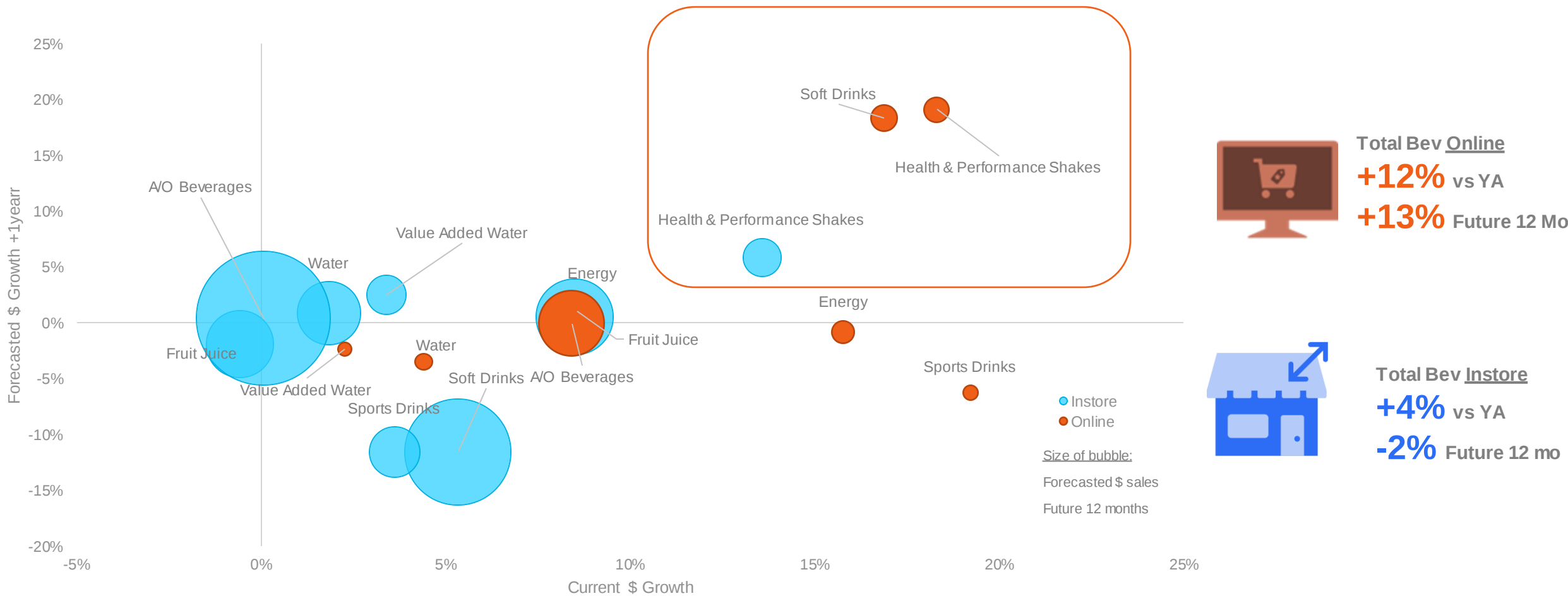
Beverages are a source of growth online this year and next year.



Source: NIQ Omnisales. 52 w/e 3/23/24.
*Total Beverage includes syndicated Beverages plus Health & Performance Shakes, CPG excl Floral & Gen Merch
Forecast of L3years into future 1 year, NIQ Insights Data Science

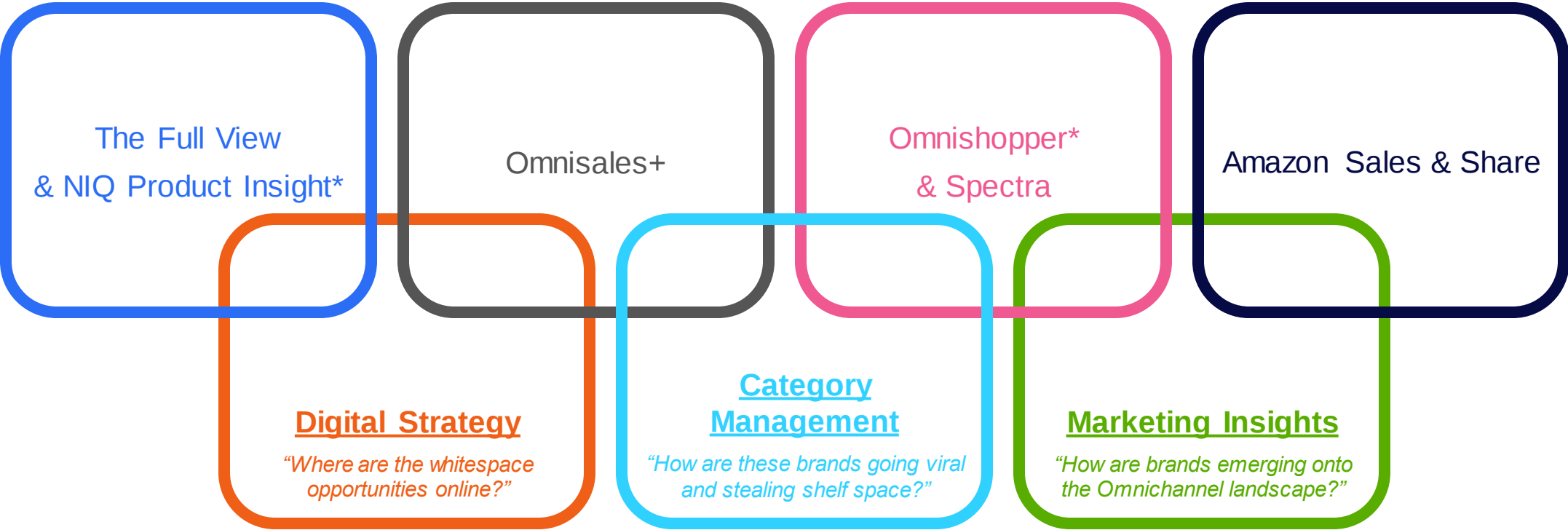
Online growth rates are, and will continue to be, substantially higher online than in-store.

Health & Performance shakes is a strong category and will only get stronger over the next year.



Source: NIQ Omnisales. 52 w/e 3/23/24.
*Total Beverage includes syndicated Beverages plus Health & Performance Shakes
Forecast: +1 year, NIQ Insights Data Science

The Full View equips Coca-Cola to go for gold.



*Not currently licensed, but leveraged for thought leadership

Core Power
deserves medals
of its own.



\$820M Omni-\$ sales



+3.3% \$ Share of total
beverage growth



3.7x Faster growth than
the category online



7th Fastest growing brand
online in beverages



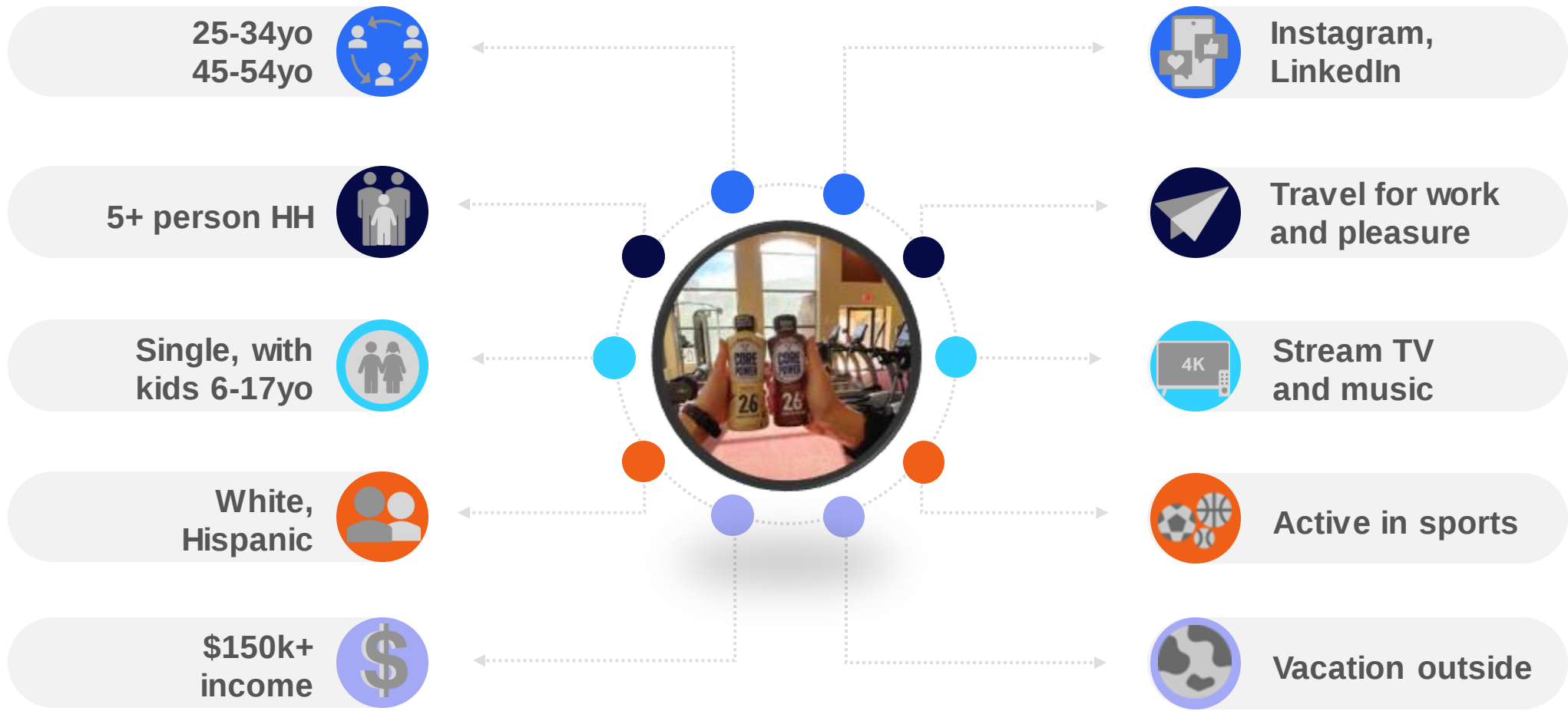
43% Growth from new
category buyers



20% Share on Amazon in the
category



Core Power consumers ‘walk the walk’.



Source: Spectra Targeting National Behaviors & Fast Facts , April 2024

Core Power's "Champion Your Recovery" campaign focuses on the benefits of post-workout nutrition for athletes of all levels.



WEBSITE / SOCIAL MEDIA

- Highlights partnership with **US medal-winning athletes**
- The Core Power **#ChampionYourRecovery** campaign featuring Katie Ledecky will run throughout the Olympic and Paralympic Games
- Advertises participation in expo events
- Core Power recipes are offered online, as well as workout recovery tips for different sports

CLAIMS:

- 26 g protein (original) | 42 g protein (Elite)
- Ultra-filtered Milk
- Lactose Free **+26%**
- No added sugar **+31%**
- 50% calcium **+19%**

PRODUCTS:

- 14oz bottle (Vanilla, Chocolate, Strawberry Banana) Original & Elite

ENDORSEMENTS:

- Partnership with Team USA, March Madness
- Sports coaches, fitness trainers, and athletes' influencers, such as Matt Wilpers (coach & training specialist) and marathon runners



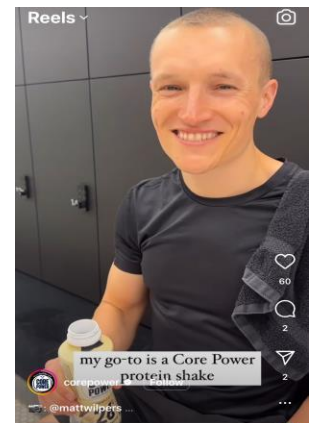
Katie Ledecky



Robert Townsend



Tyana Mc Fadden



Matt Wilpers

We know the star; how do we elevate the whole team?

Discover Demo

NIQ



Panel Discussion

Key Takeaways



91% of shoppers are omni-shoppers. To thrive in the intricate and constantly shifting omnichannel landscape, manufacturers and retailers must have a Full View™ of the marketplace.



Considering economic pressures, online presence is a critical avenue for growth. The Full View™ offers invaluable breadth & depth to steer investment prioritization effectively.



By integrating multi-dimensional data assets, Manufacturers and Retailers can unlock optimal targeting strategies, positioning themselves to seize the substantial **\$461 billion** opportunity

Thank you.



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