NielsenIQ EU Inflation Tracker

NIQ provides clients a comprehensive view of FMCG inflation trends across Europe.

Overview

As inflation rates continue to play out across Europe, the demand for precise inflation rate data has never been more critical. NIQ has responded by developing a European inflation overview, calculated bottom-up - from the single barcode, by store, by week, up to Total FMCG level

Use Cases:

- Inflation tracking
- Price dynamics across markets
- Pricing analysis

Features

Markets

Currently available in 11 West European countries
- France, Germany, Italy, Spain, UK, Portugal, Belgium, Netherlands, Switzerland, Denmark, Austria

Coverage

- **Total FMCG by Department & Category detail**
- Categories are harmonized across countries
- Split between total national brands / private labels available
- Manufacturer level also available

Report

- **Market:** Total country / detail per shop-type and regions (where available)
- **Periods:** monthly/weekly periods: inflation vs previous period and vs year ago
- **Facts:** Inflation Rate (unweighted & weighted)

Solution

The calculation is based on following approach:

- **Bottom-Up Approach** – Calculation based on all individual barcodes x store x week
- **Common Basket** – all barcodes existing in both periods (base & actual – refreshed each delivery)
  - *Unweighted inflation rate*: measures what consumers see in the stores (all products in all stores have the same weight)
  - *Weighted inflation rate*: measures what consumers purchase in-store; calculated based on sales items weights (shopping quantities) within the basket in the base period

Time-Periods

Back-data available from Jan 2023 (e.g. 1 year inflation Jan23 vs Jan22)

Delivery

Report: Excel, flat-file or PowerPoint available

NIQ Full View

Our NIQ Inflation Tracker leverages our unique EPOS dataflow combined with other sources* and is the widest FMCG coverage on the marketplace

** web-scraping and in-store audit may complete the dataset for some markets*