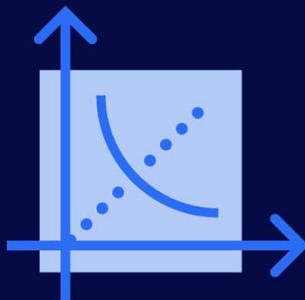




# NielsenIQ

## 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



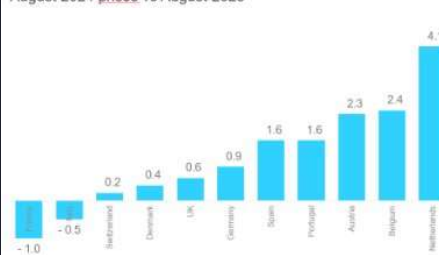
### NIQ Full View

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

#### Country Inflation Total FMCG

August 2024 prices vs August 2023



5.1 pts

Difference across Western Europe between lowest and highest country