Clicks to Carts: The New Rules of Engagement

Digital Summit
September 23, 2025

NielsenIQ

Agenda

- Opening - Delivering the full view of Omni by **Andrew Criezis**
- Omnishopper Evolution - A complete view of Canadian FMCG consumption by **Jenny Mabley**
- Canadian on-line sales overview and Amazon S&S by **Kim Cox & Francis Parisien**
- The Omnichannel Playbook / Digital Shelf with the Rise of Retail Media by **Salim Bachatene**
- Challenges & opportunities in this new era of digital commerce hosted by **Carman Allison**

The NIQ mission

We provide brands, retailers and other clients a **holistic view of consumer shopping behavior to drive mission-critical strategic and operating decisions** and facilitate better economic outcomes

NIQ measures the What, Where, Who, Why, and What to do Next in an Omnichannel world

INTELLIGENCE

Global Omnichannel read across
retail measurement & consumer panel

NIQ solutions

Client insights

Omnichannel Measurement

Consumer Behaviors & Insights

Retailer Solutions

MEASURE

WHAT the consumer bought
WHERE they shopped
WHO the consumer is
HOW MUCH they bought

ACTIVATION

Custom, predictive
analytics fuel innovation

Innovation

Analytics

Brand & Media

ACT

WHY the consumer bought it
WHAT TO DO going forward
WHO TO TARGET next

Better data, stronger insights

NIQ has powerful solutions across the Omni Commerce ecosystem

The right performance

- Harmonized **Omnichannel measurement**
- **Digital** sales and share measurement (Amazon +)

The right promotions

- Connection to **media** automation tools
- **Content** activation
- **ROAS** measurement

The right actions

- **Quantify levers** to pull
- Understand **causals** of performance – images, keywords, reviews, search, availability

The right product

- Market trends with dynamic **attributes**
- Insights on **consumers**, what they want and are searching for online
- **Innovation** concepts and testing

The right content

- Product imagery and content **(PIM)**
- **Search** optimization, keyword advisor
- On-pack and derived **attribution**

The right place

- **Digital shelf analytics** to manage performance at the store- and item- level,
- Optimize distribution

Global Omni Commerce measurement and activation

- ***NIQ Omnisales***
- ***NIQ Digital Purchases***
- ***NIQ Digital Shelf***

*The **broadest Omnichannel coverage** of online and in-store sales and share, with one deduplicated, harmonized number*

Key use cases:
- Omnichannel sales and competitive share performance
- Coverage of DTC and emerging commerce, TikTok+
- Market sizing
- Online and in-store splits
- Fulfillment delineation

15+ Markets

*Comprehensive and reliable **measurement of digital purchases** and categories, crowd-sourced from the passive collection of e-receipts*

Key use cases:
- Relative eCommerce market share
- Online consumer behavior
- Online causals and trends
- Coverage of non-CPG channels like ride service and meal delivery

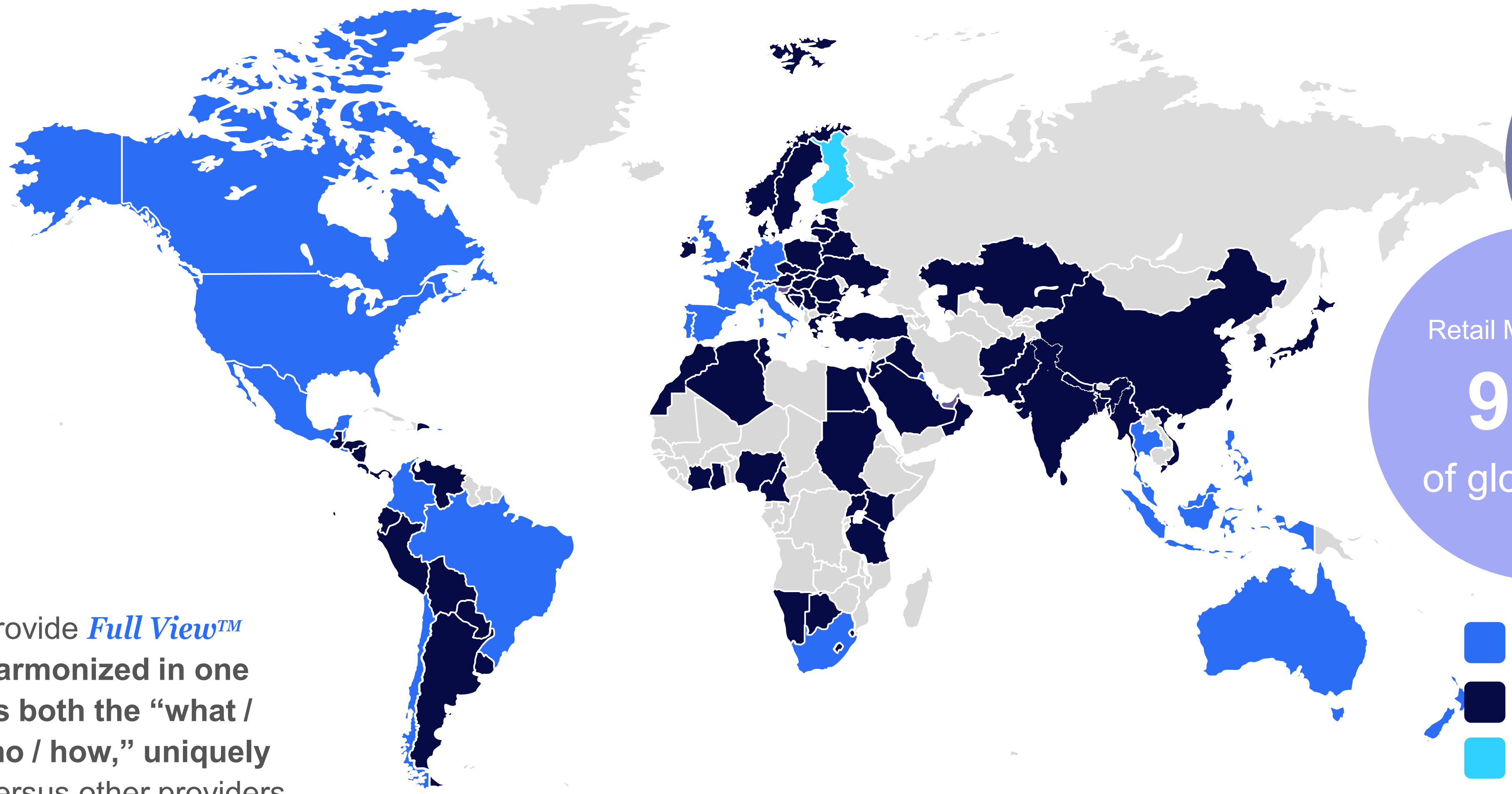
40+ Markets

*Daily location-based **digital shelf analytics** and insights to optimize performance at the store- and item-level*

Key use cases:
- Assure product availability
- Streamline distribution
- Improve discoverability
- Optimize search results
- Track causals of online performance (images, keywords, reviews, ratings, search, availability)

70+ Markets

Global Retail Measurement footprint enables NIQ to keep you ahead of eComm trends



Retail Measurement in
90+
countries

Retail Measurement
90%
of global GDP

- Retail Measurement + Consumer Panel
- Retail Measurement only
- Consumer Panel only

NIQ's ability to provide ***Full View™*** measurement, **harmonized in one platform, across both the "what / where" and "who / how," uniquely positions NIQ** versus other providers

Expanding global footprint enabling brands to understand critical insights to get ahead of competition

NIQ

The Full View™ unlocks unparalleled insights and consumer understanding

Omnichannel Measurement

Omnichannel Consumer

NIQ
The Full View™

360-degree understanding of consumers and transactions

*Enabling **accuracy** and **trust** in decision making*

*New engine; answers **on demand***

*New **insights unlocked***

*Unparalleled **speed to action***

With The Full View™, we are actively inventing the future

Omnishopper Evolution

How Online Shopping is Reshaping FMCG

NielsenIQ

Agenda

- NIQ tools to unlock insights into online performance and impact
- FMCG Performance in the online space
- Understanding the 'Why': Drivers of online shopping behavior
- Digital shelves: Where do consumers choose to shop Online?
- What’s in the Cart? - Products bought Online

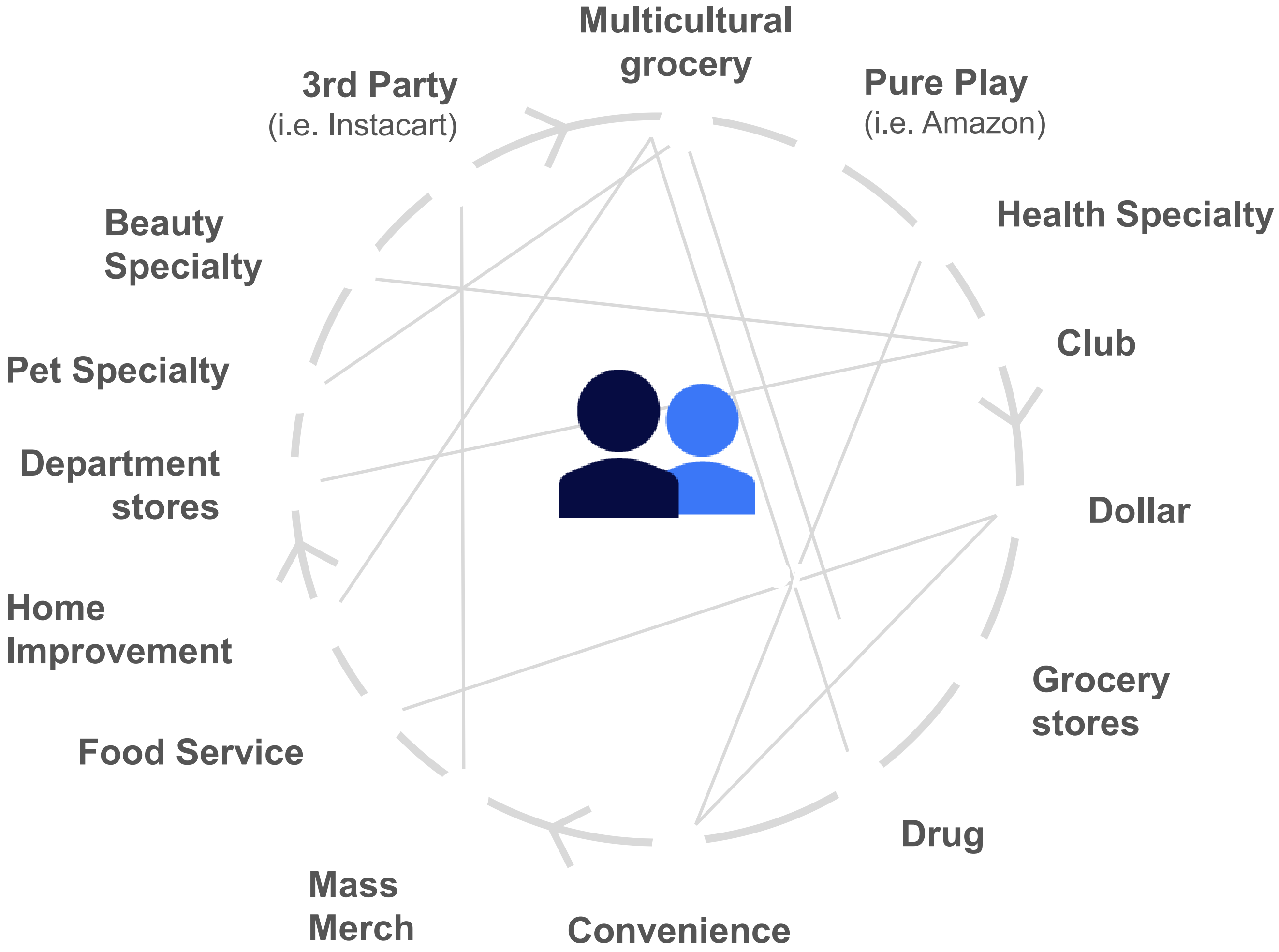
A comprehensive view of *total omni commerce*

NIQ Omnishopper panel unlocks new visibility to omni shopping behaviour in Canada

An omnishopper panel to complement Homescan insights

- Unlocks incremental consumer behaviour insights via a multi-country Omnishopper roadmap
- Leverages receipt capture technology & NIQ unique assets for better data accuracy and granularity

Measures **~30K engaged** panelists across online and offline channels



NIQ reveals everything about every product with the industry's most granular attribution data

STATED ATTRIBUTES

captures standardized attributes stated on the label across a set of products by analyzing marketing claims, warnings and third-party certifications

- USDA Organic
- WBE Canada
- Vegan
- CGLCC Certified LGBT+ Business

- Unsalted
- Organic
- Dairy-Free
- Cashew Product
- Non-GMO

QUALIFIED ATTRIBUTES

uncovers attributes not physically stated on the label by analyzing nutrients and ingredients against regulations and standards

INGREDIENTS: COCONUT OIL*, CASHEWS*, SUNFLOWER OIL*, QUINOA REJUVELAC (WATER, QUINOA*), WATER, SUNFLOWER LECITHIN*, NUTRITIONAL YEAST, CITRIC ACID, FERMENTED OREGANO EXTRACT (WATER, OREGANO*, RAW CANE SUGAR*, ACTIVE CULTURES). *ORGANIC
CONTAINS: CASHEW, COCONUT

- ➤ Artificial Colour Free
- ➤ Salt Free
- ➤ Contains Natural Flavor
- ➤ Contains Sweeteners
- ➤ Plant Based

Nutrition Facts

About 16 servings per container
Serving size **1 tbsp (14g)**
Calories per serving **110**

Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
Total Fat 12g	15%	**Total Carbohydrate** <1g	0%
Saturated Fat 9g	45%	Dietary Fiber 0g	0%
Trans Fat 0g		Total Sugars 0g	
Cholesterol 0mg	0%	Includes 0g Added Sugars	0%
Sodium 0mg	0%	**Protein** 0g	

Vitamin D 0mcg 0% • Calcium 0mg 0% • Iron 0.1mg 0% • Potassium 20mg 0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

- ➤ Low Carbohydrate
- ➤ No Fiber
- ➤ Pescatarian Diet Friendly
- ➤ Free From Added Trans Fats
- ➤ Mediterranean Diet Friendly

Put The Right Products in Your Shoppers Hands

Suite of 555+ Attributes

99% Shopper Search Coverage

Organic

Sustainable

All Natural

Vegan

No Added Sugar

Cruelty Free

Ketogenic

Digestive Health

Fair Trade

Immune Support

Made in Canada

High Protein

Peanut Free

Fat Free

Grass Fed

Enhance Product Discoverability

Qualified Attributes Unlock Hidden Products

GLUTEN FREE

717 TITLE

STATED 57,089

172,313 QUALIFIED

301% More Products w/ Qualified Attributes

ARTIFICIAL FREE

12 TITLE

STATED 6,847

149,710 QUALIFIED

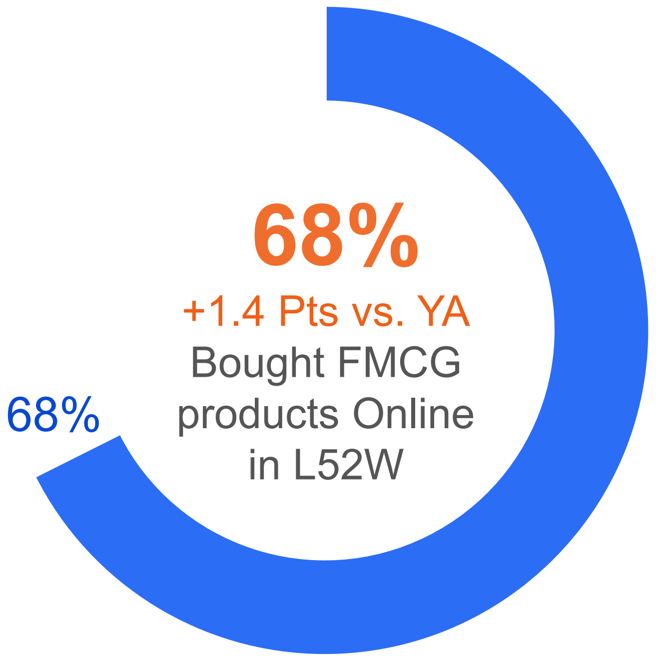
2,186% More Products w/ Qualified Attributes

FMCG Performance in the Online Space

Online is here to stay: Over two thirds of Canadian households shop online for FMCG products, and growing and over 1 in 10 FMCG dollars are now spent online

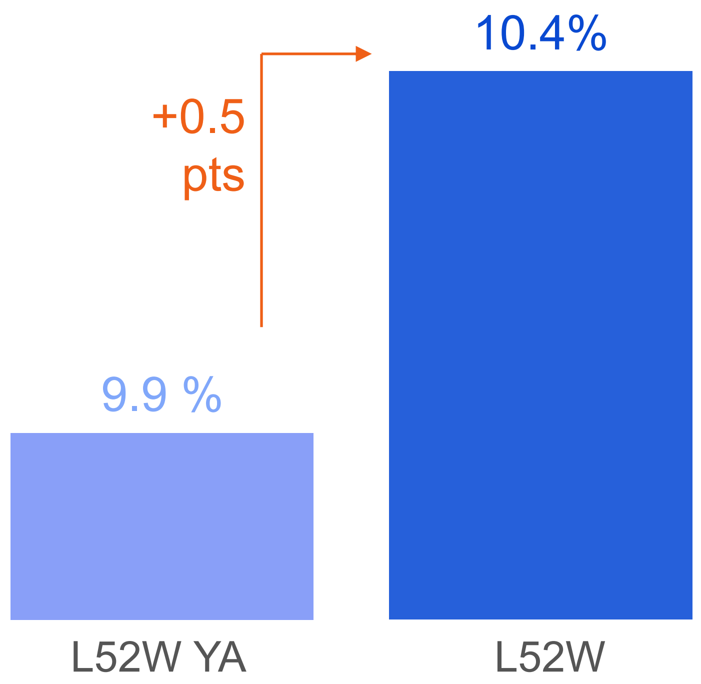
68% of Canadian Hhlds purchased FMCG products Online

FMCG Penetration Online



Online FMCG sales growth is outpacing the market resulting in Online share gains

Online $ Share of Trade - FMCG

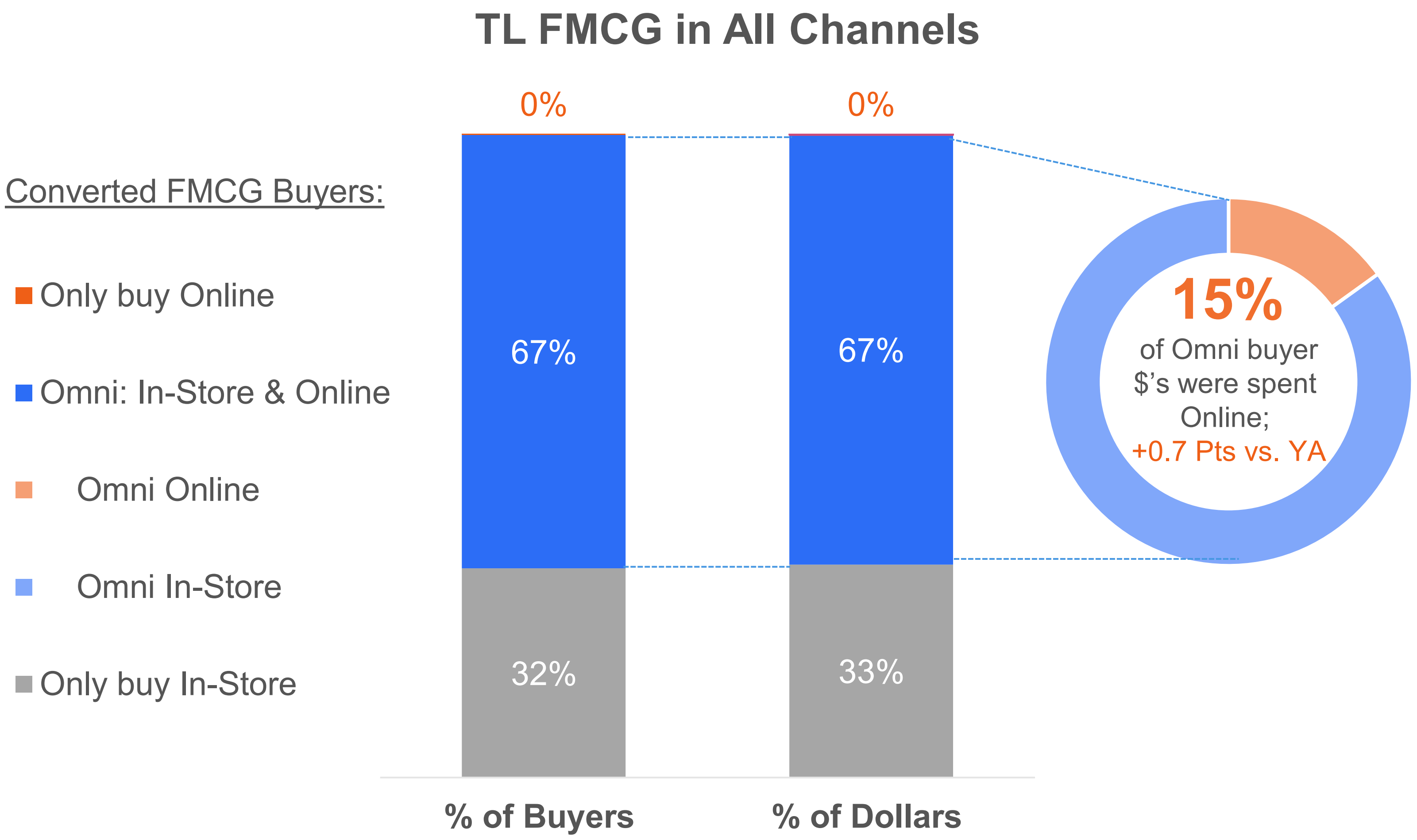


Source: NielsenIQ Omnishopper, Total Canada, FMCG, Online sales shared back to All Channels, L52W PE July 12, 2025 vs. YA

Presence online is critical for FMCG players

67% of Canadian households buying both in-store and online, and spend 15% of their FMCG dollars online

Almost all Online shoppers combine both spending online and in-store, and share of online spending is growing



Source: NielsenIQ Omnishopper, Total Canada, FMCG, Converted online and in-store shoppers in All Channels, L52W PE July 12, 2025 vs. YA

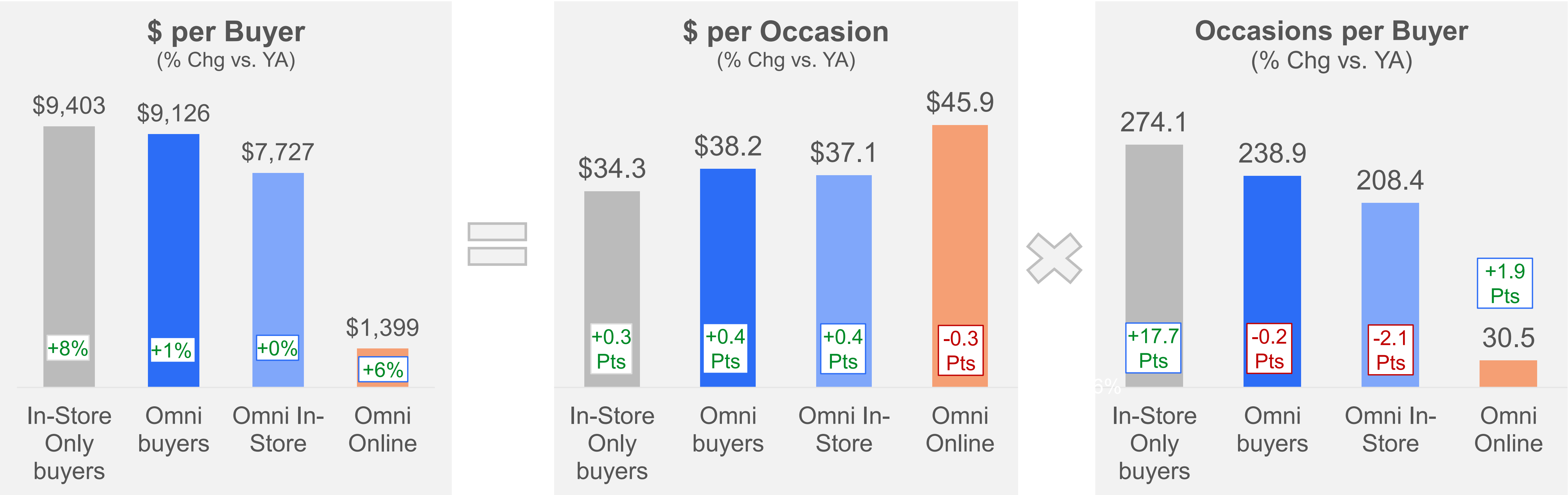
While Omnishoppers' buyer base is growing, they are also increasing their online buying rate driven by more occasions to online

Omni buyers' FMCG spending capacity is comparable to In-Store Only buyer

Omni buyers spend more per FMCG trip, especially when shopping online

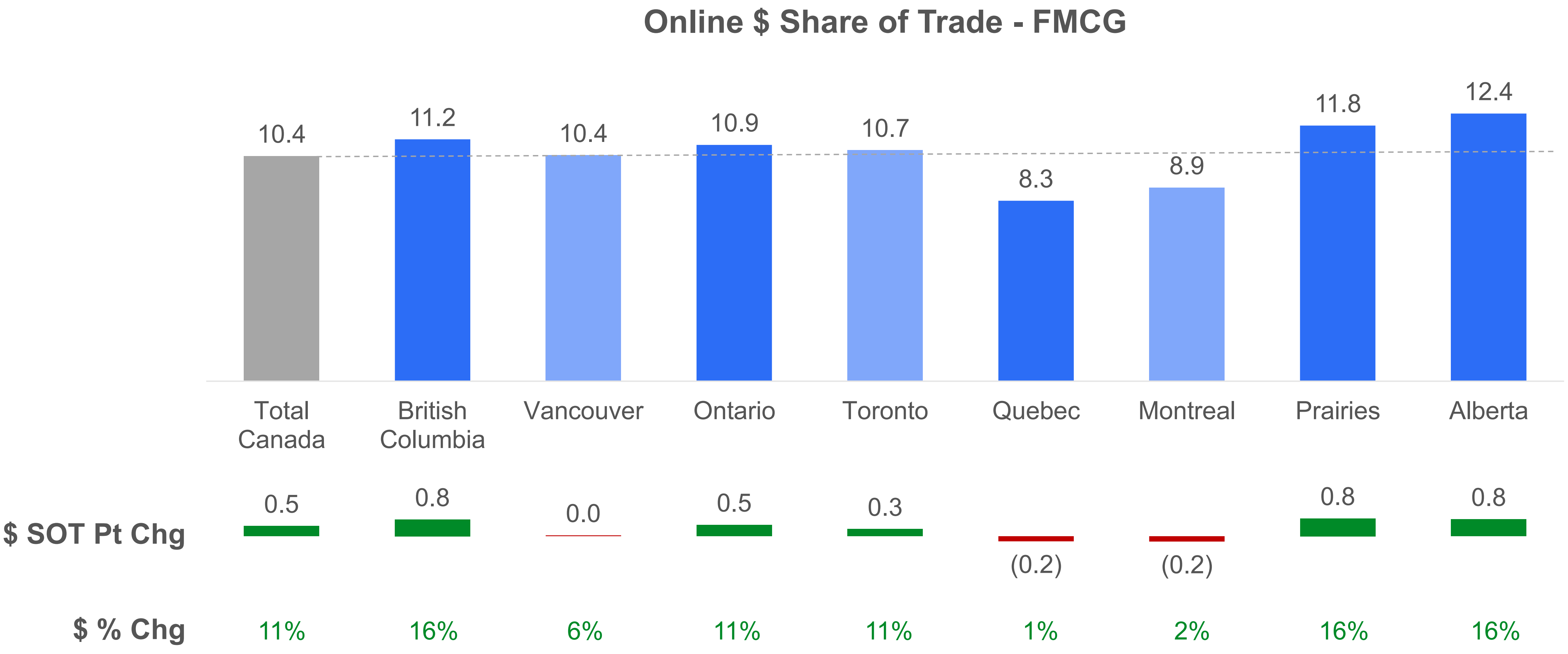
Omni buyers reduce their FMCG trip frequency while In-Store Only shop more often

FMCG Omni-shoppers vs. In-Store Only shopper



Source: NielsenIQ Omnishopper, Total Canada, FMCG, Converted online and in-store shoppers in All Channels, L52W PE July 12, 2025 vs. YA

FMCG Online sales are gaining importance across all provinces, except Quebec

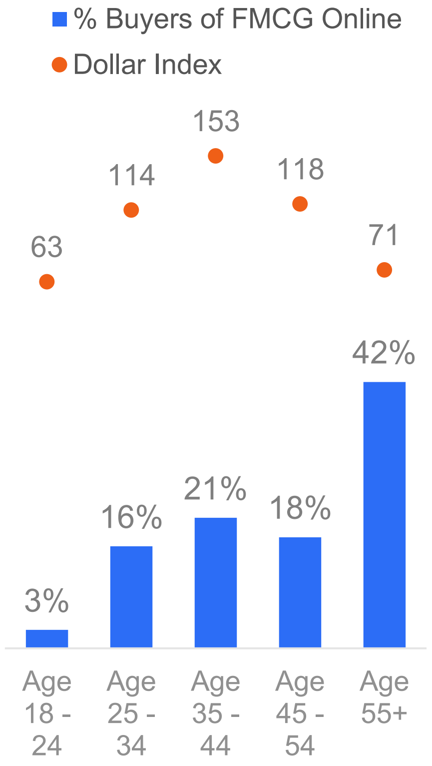


Source: NielsenIQ Omnishopper, Total Canada, FMCG, Online sales shared back to All Channels, L52W PE July 12, 2025 vs. YA

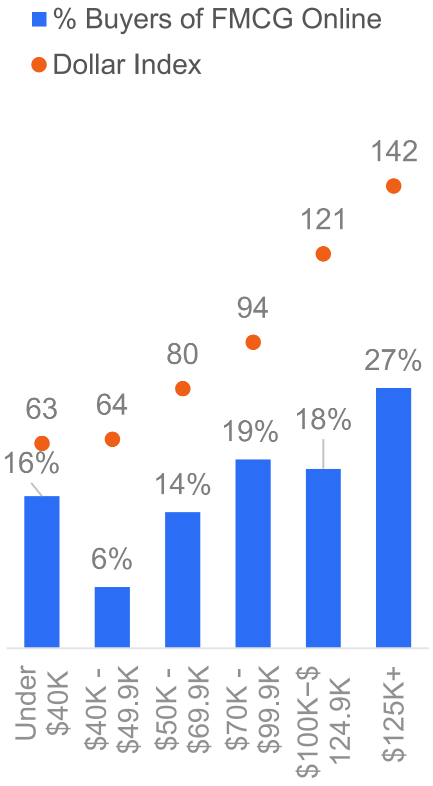
Online FMCG buyers are more likely to be middle-age, higher income households with kids of various ages

FMCG products buyers Online

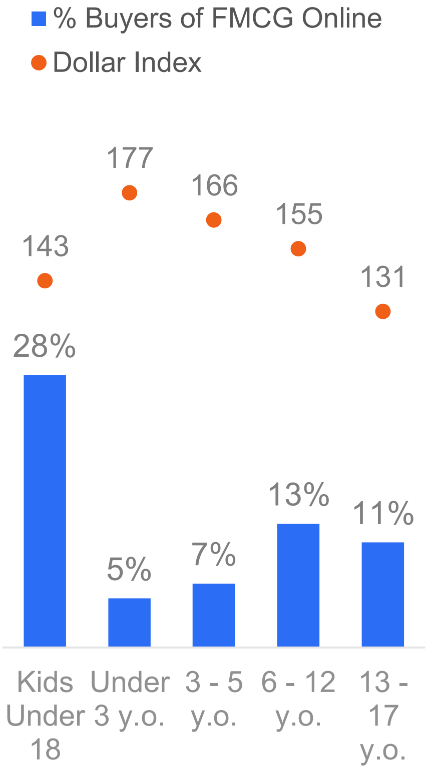
Age: Hhlds aged 35-54 y.o. are heavier spenders online



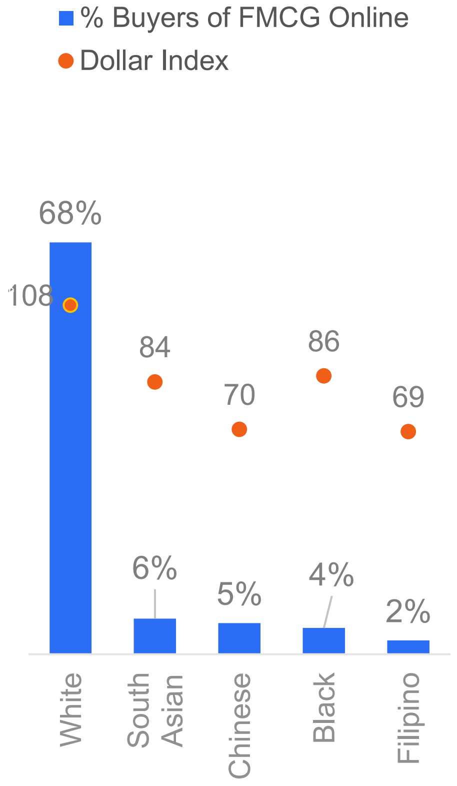
Income: $100K+ income hhlds are more likely to spend online



Kids: Over-index on presence of kids of any age



Ethnicity: Resonate less with Chinese and Filipino hhlds

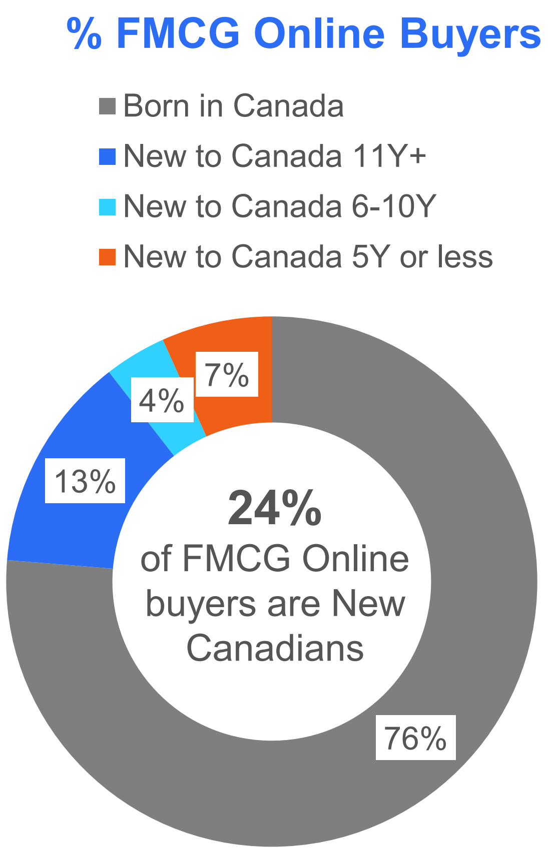


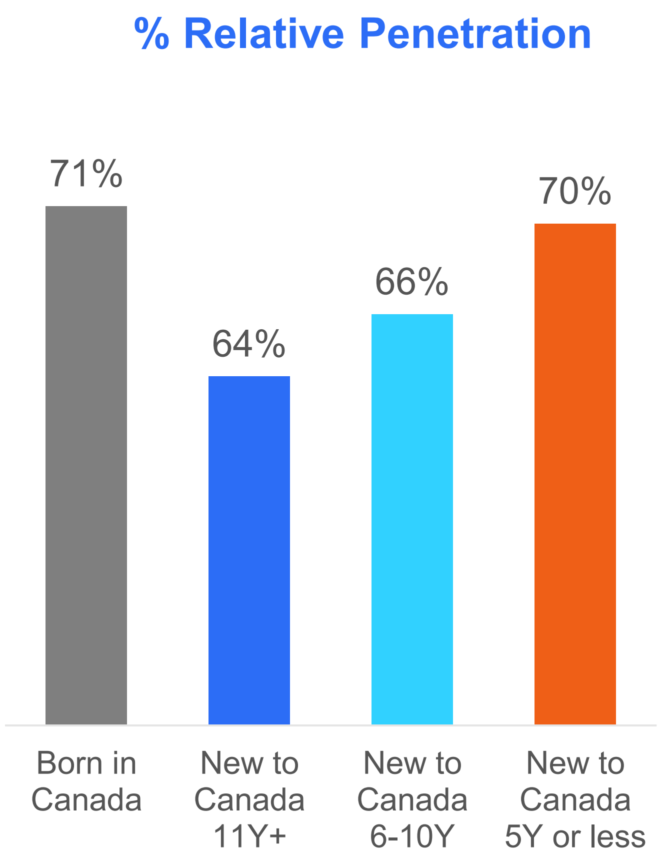
$ Imp Pt Chg vs. YA					
Age	-0.2	-0.2	+1.1	-0.3	-0.4
Income	-0.9	-0.5	+1.1	+0.8	-3.0	+2.5
Kids	+2.6	+0.5	0.0	+1.6	+1.1
Ethnicity	-1.4	+0.1	-0.4	+0.4	0.0

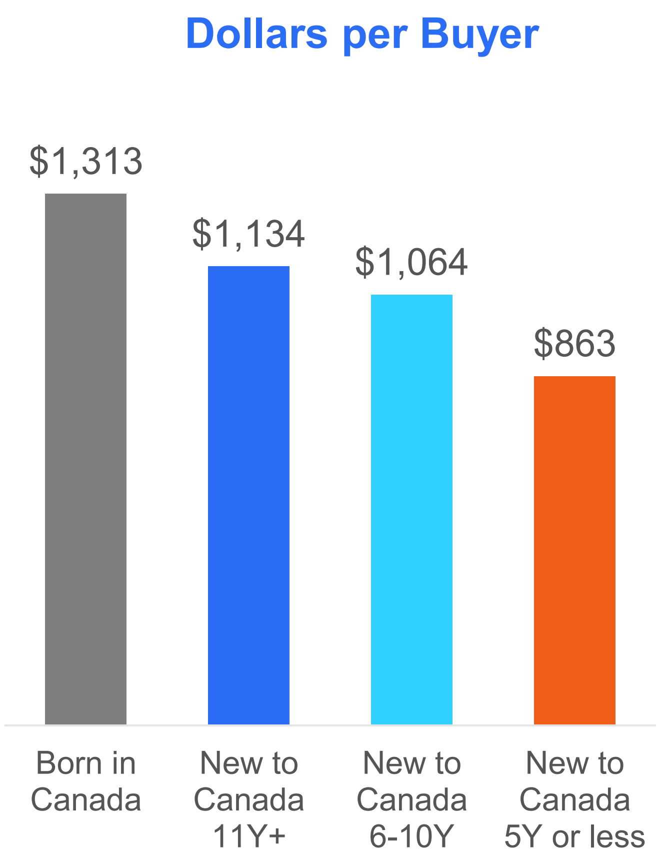
Source: NielsenIQ Omnishopper, Total Canada, FMCG, L52W PE July 12, 2025 vs. YA

NIQ

New Canadians represent 24% of FMCG Online buyers, are less likely to purchase FMCG Online and spend less per buyer compared to those born in Canada







Source: NielsenIQ Omnishopper, 2024 Enhanced Demographic Survey buyer groups, product penetration within corresponding buyer groups, 52W PE August 8 2025
Relative Penetration = Hhlds in the corresponding buyer group that purchase FMCG Online / Hhlds in the corresponding buyer group that purchase FMCG in All Channels *100%

Understanding The “Why?”

Drivers of Online Shopping Behavior

Winning online grocery customers starts with competitive pricing and free delivery/pickup

When you order groceries online, how important are the following factors?

26%

Price of online grocery products

25-34 *(33%) and* ***55-64 y.o.****(32%) shoppers prioritize price when shop online*

20%

Free delivery/pickup

Ontario residents *(22%) are more concerned with free shipping/pickup service*

13%

Quality of fresh produce

Seniors *(20%) place greater emphasis on the quality of fresh produce*

8%

Wait time to get the order

8%

Always have the products I want/ products in stock

Source: Online Grocery Survey on NIQ Homescan Panel in November 2024
Q19: When you order groceries online, how important are the following factors? Please select and rank top 5 factors, such that the first selection is the most

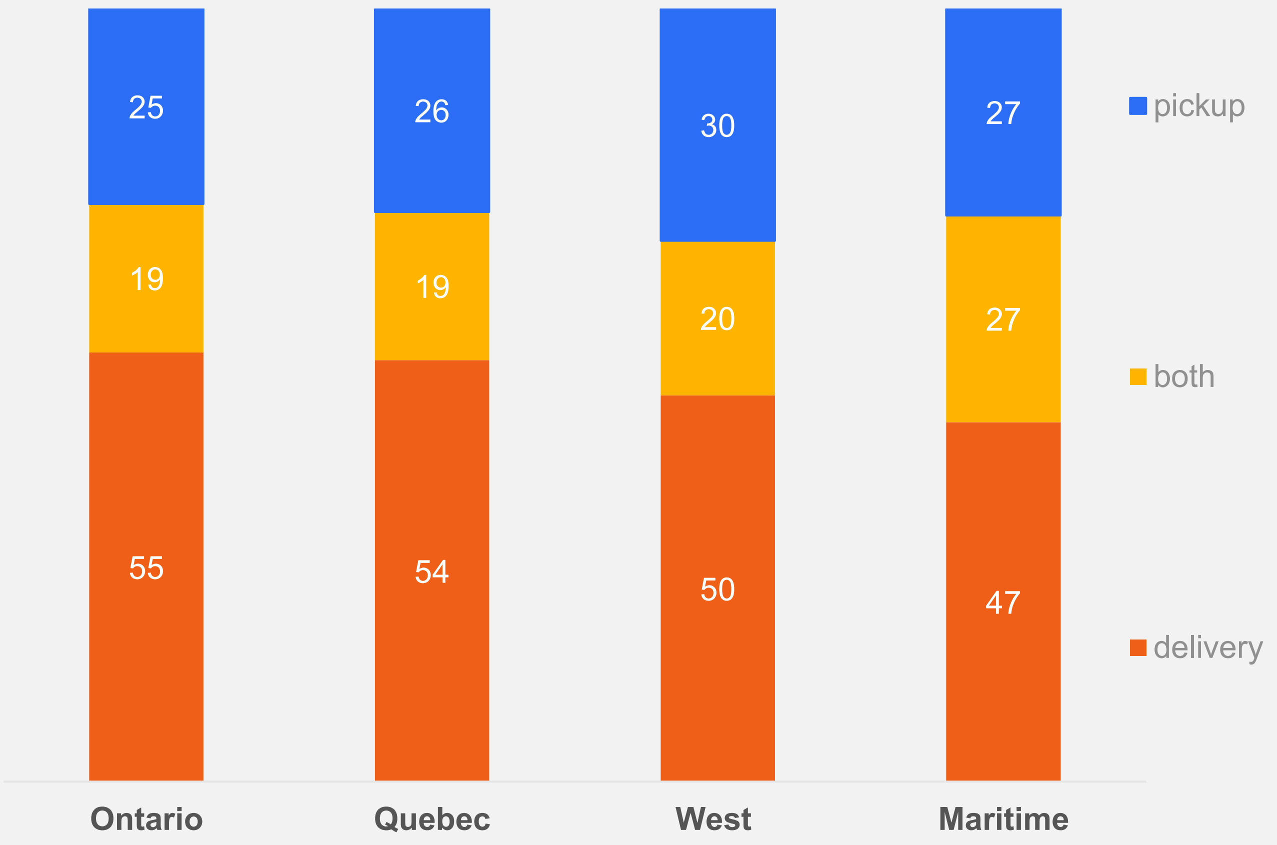
Delivery is the dominant preference across all regions, pickup is most popular in the West

Preferred online grocery shopping method – among existing shoppers

27%
Prefer **pickup**

20%
Prefer **both**

53%
Prefer **delivery**



Source: Online Grocery Survey on NIQ Homescan Panel in November 2024
Q8. Which of the following methods do you prefer the most to get your groceries online in general? | BASE: Existing shoppers (n=947)

As HH size increases, pickup demand rises while delivery preference declines, with older adults increasingly favoring delivery and middle-aged consumers leaning toward pickup

Preferred online grocery shopping method – among existing shoppers

Prefer pickup
27%

- Pickup is most preferred by **middle-aged consumers** and **bustling families**. **Older bustling families** lead with 41% preferring pickup, and **45-54-year-olds** at 36%.
- Pickup appeals to those with structured routines or commuting habits, offering control and flexibility in managing their grocery shopping.

Prefer both
20%

- Flexibility is highest among younger consumers and families. **Start-Up families** show the greatest openness, with 31% indicating that both are acceptable. **Younger bustling families** follow at 29%, and **25-34-year-olds** at 27%.
- These groups tend to be more adaptable, valuing convenience and choice over a fixed method.

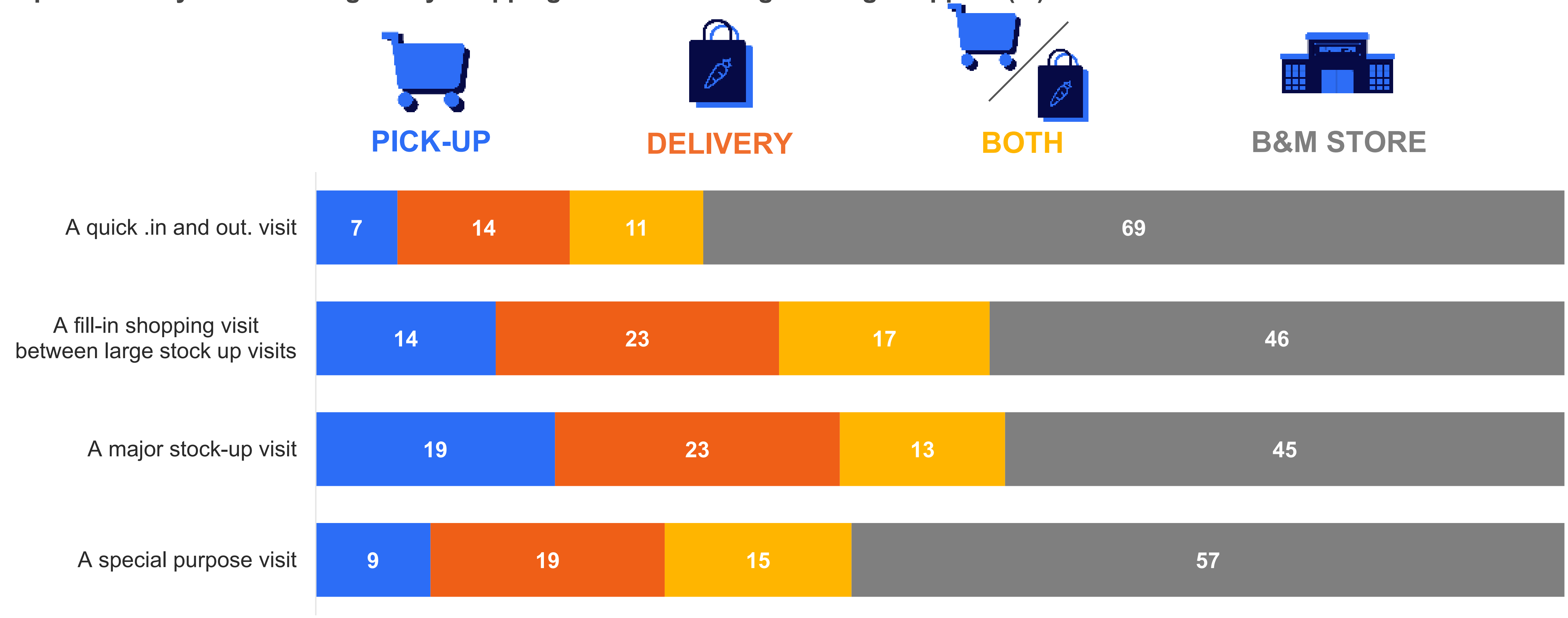
Prefer delivery
53%

- Delivery is strongly preferred by both **older adults** and **younger families**. The preference increases with age: 59% of 55-64, 60% of 65-74, and 64% of those aged 75. **Start-Up families** show the highest delivery preference at 55%.
- A growing need for ease and accessibility, whether due to aging-related limitations or fast-paced lifestyles.

Source: Online Grocery Survey on NIQ Homescan Panel in November 2024
Q8. Which of the following methods do you prefer the most to get your groceries online in general? | BASE: Existing shoppers (n=947)

Delivery is the most preferred online method across all trip missions, especially for fill-in and major stock-up visits

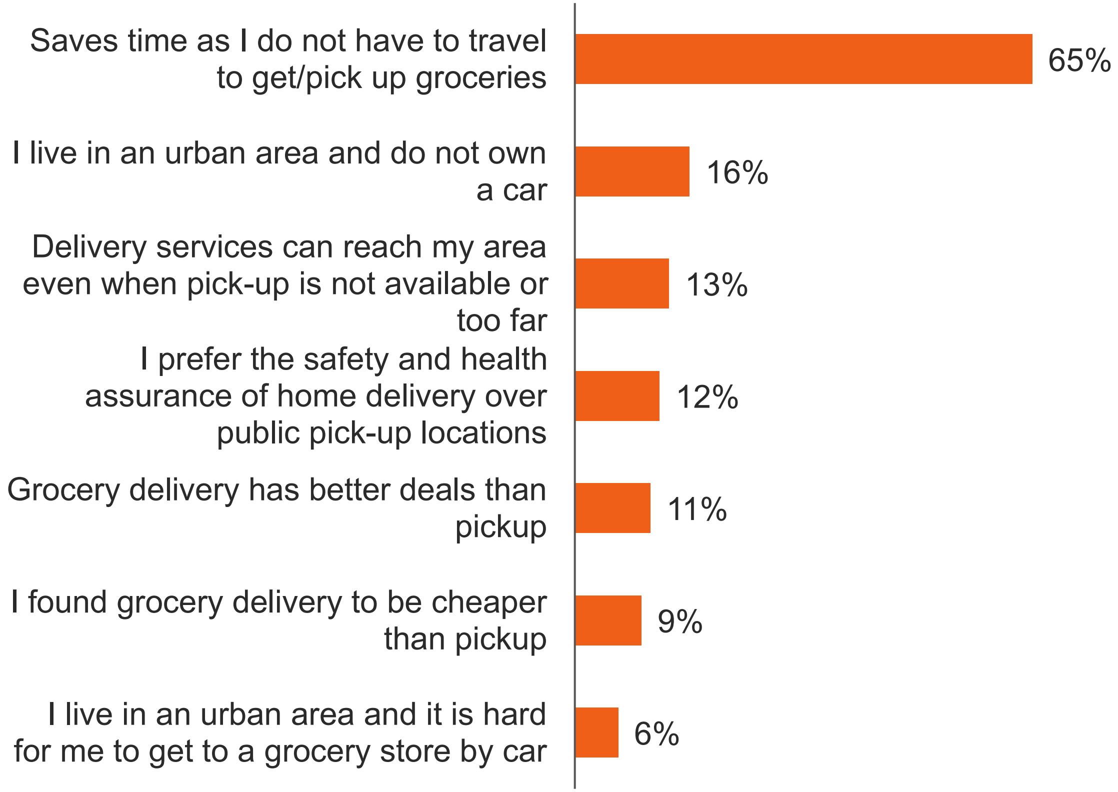
Trip mission by each online grocery shopping method – among existing shoppers (%)



Source: Online Grocery Survey on NIQ Homescan Panel in November 2024
Q9. For each of the following shopping occasions, please choose if you will use online grocery delivery, pickup or go to a physical store? | BASE: Existing shoppers (n=947)

Online grocery: Delivery is appreciated as it saves time

Reasons for preferring delivery over pickup



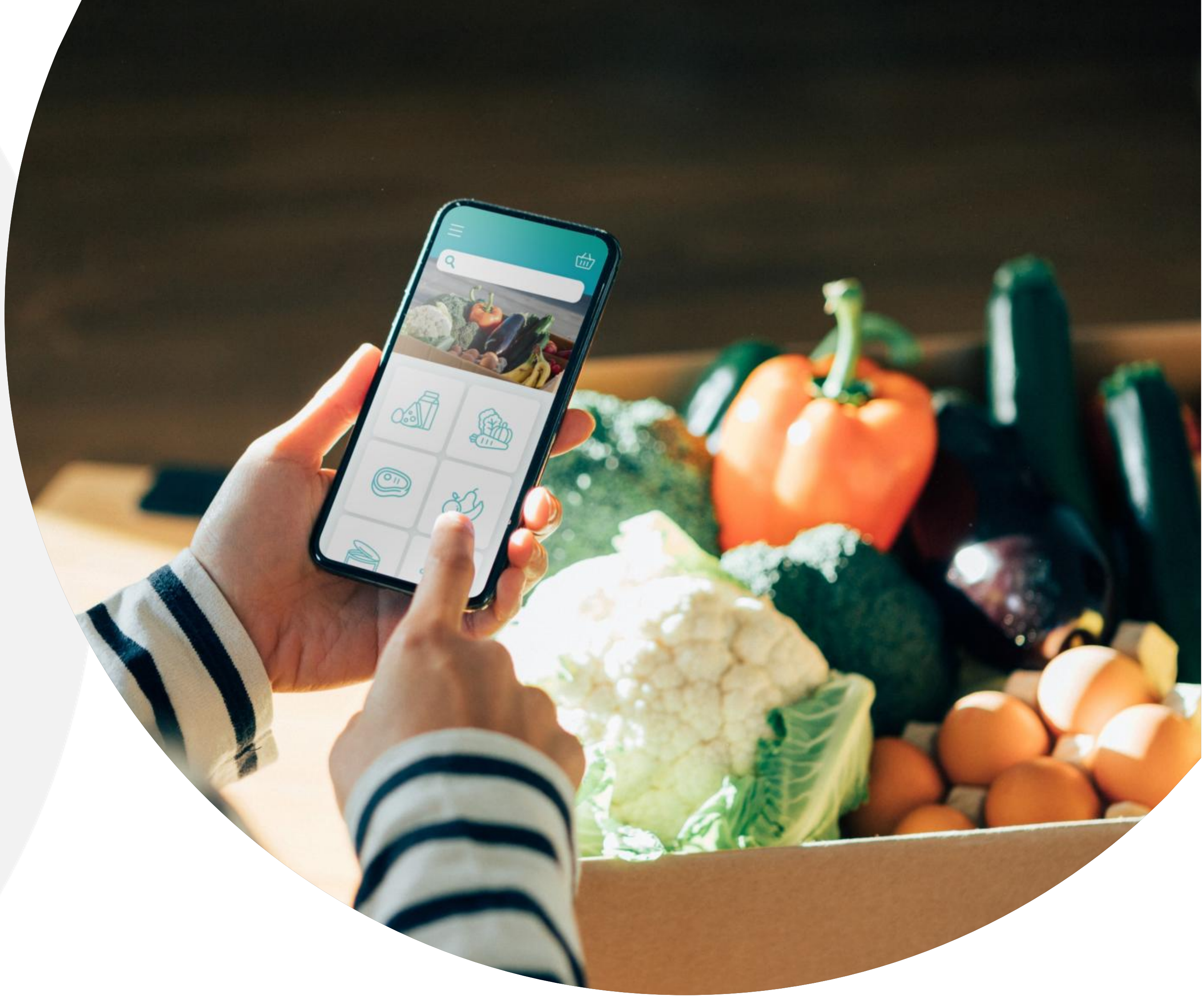
Pick up is cheaper, faster and hassle free

Reasons for preferring pick up over delivery

Source: Online Grocery Survey on NIQ Homescan Panel in November 2024
Q10. Why do you prefer to have the groceries delivered to your desired address compared to pick up? BASE: Existing shoppers (n=509)
Q11. Why do you prefer to pick up your online order compared to delivery? BASE: Existing shoppers (n=260)

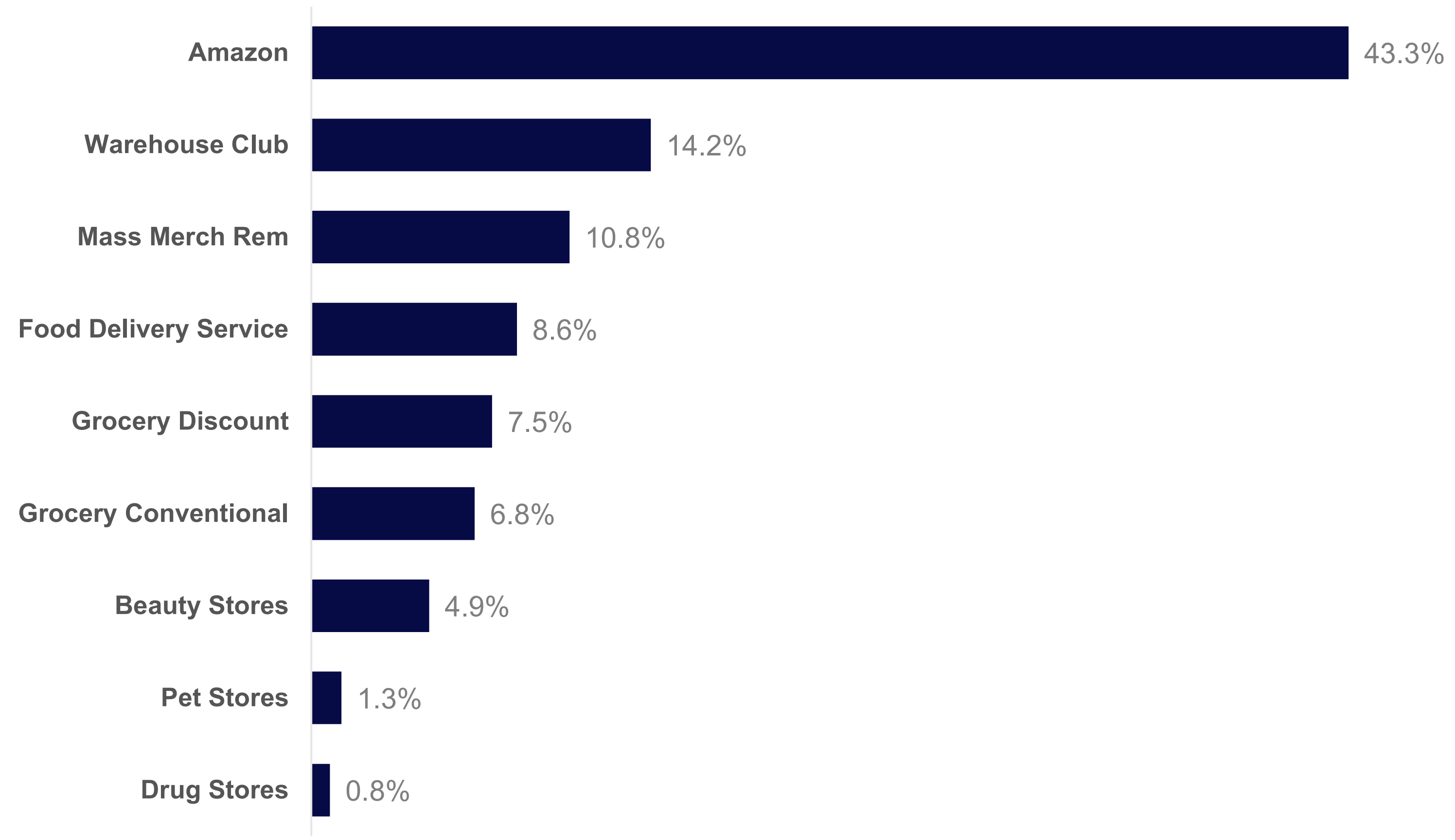
Digital Shelves

Where do consumers choose to shop Online?



Online Channel importance for FMCG: Which channels/ retailers are winning in online space?

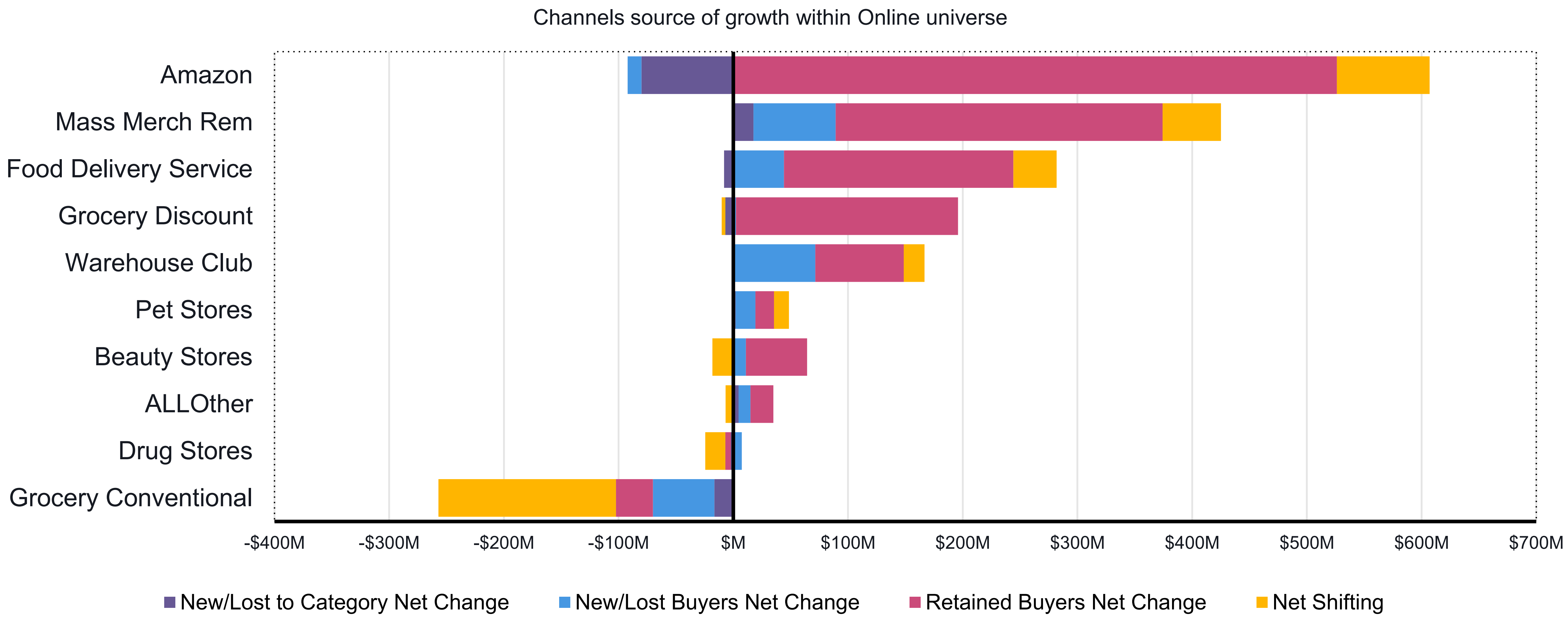
FMCG – Online Channels
Dollar Share of Trade (Canada)



	$ Shr Pt Chg vs YA	% $ Chg vs. YA Online	% $ Chg vs. YA In-Store
Amazon	-0.5%	9.8%	-
Warehouse Club	0.0%	11.4%	10.3%
Mass Merch Rem	1.8%	33.3%	2.8%
Food Delivery Service	1.0%	25.4%	-
Grocery Discount	0.5%	18.5%	6.2%
Grocery Conventional	-2.6%	-19.3%	2.7%
Beauty Stores	-0.2%	6.3%	6.1%
Pet Stores	0.2%	32.3%	9.6%
Drug Stores	-0.2%	-12.3%	3.0%

Source: NielsenIQ Omnishopper | National | FMCG

Winners in online FMCG space among retailers



Source: NielsenIQ Omnishopper | National | FMCG| Online | L52wks WE July 12, 2025

Amazon shifting success from Grocery the most

Source: NielsenIQ Omnishopper | National | FMCG| Online | L52wks WE July 12, 2025

While still a relatively small channel, Food Service Delivery for Groceries has been adopted by 16% of Canadians

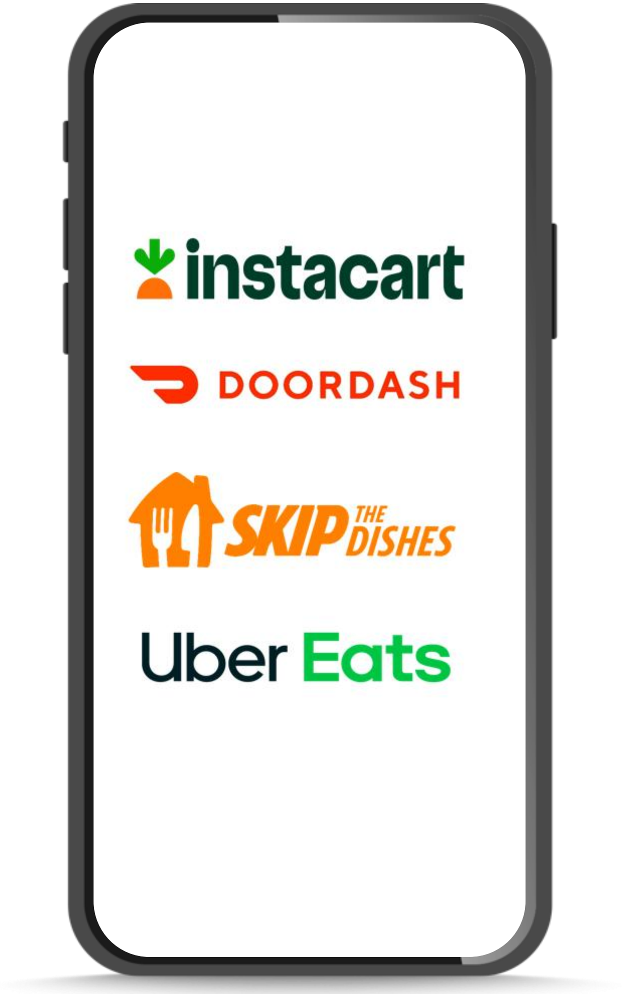
FMCG: Food Service Delivery

Food Service Delivery had a **0.9%** share of trade

16% of Canadians purchased FMCG through Food Service Delivery

They spent on average **$521** per year

They made on average **17** trips per year



Source: NielsenIQ Omnishopper, Total Canada, FMCG, Shared to Total Outlets, L52W PE July 12, 2025 vs. YA

Instacart is the top Food Delivery Service company for Grocery

Consumers are spending more on grocery through Instacart, contributing to incremental growth

Share of trade

Instacart is the **#1** Food Delivery Service company for Grocery.

Instacart had at **0.5%** share of trade.

Dollar growth

Instacart grocery dollar sales increased by **9%** year over year.

70% of the growth was incremental, as households increased their overall grocery spend.

Trips

They made on average **20** trips per year

Spend

They spent on average **$1,272** per year

Top 3 retailers

1. Costco
2. Walmart
3. Food Basics

Source: NielsenIQ Omnishopper, Total Canada, FMCG, Instacart, Shared to Total Outlets, L52W PE July 12, 2025 vs. YA
Source: NielsenIQ Omnishopper, Retailer Shifting Analysis, Total Canada, FMCG, Instacart, Total Universe:Total Outlets, L52W PE July 12, 2025 vs. YA

Instacart Grocery buyers are young households, start-up families & large families

Young Households

Under 35, child-free households make up 24% of buyers and drive 20% of spend

(Buyer Index: 181; Value Index: 151)

Start-Up Families

Households with kids under 6 make up 6% of buyers and 7% of spend

(Buyer Index: 155; Value Index: 142)

Younger Bustling Families

Large households with kids over 6 and head of household under 40 make up 8% of buyers and 8 % of spend

(Buyer Index: 175; Value Index: 182)

Older Bustling Families

Large households with kids over 6 and head of household over 40 make up 7% of buyers and 10% of spend

(Buyer Index: 90; Value Index: 132)

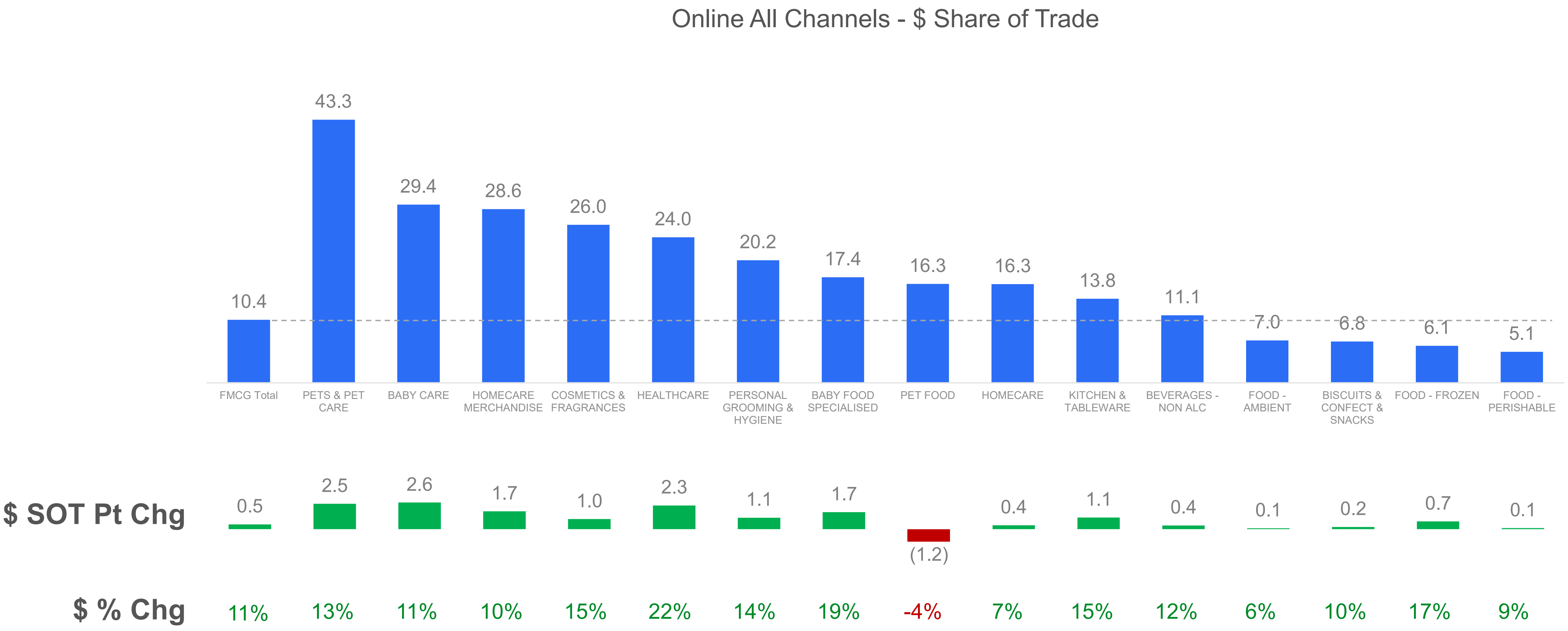
Source: NielsenIQ Omnishopper, Total Canada, FMCG, Instacart, Shared to Total Outlets, L52W PE July 12, 2025

What’s in the Cart?

Products bought Online

For some types of FMCG products, the need for online sales availability is non-negotiable

Online channel is better developed for Pet, Baby, Home, Health & Personal care, and Cosmetic products



Source: NielsenIQ Omnishopper, Canada, …

NPI

Top Characteristics online

Top Online Characteristics - $ Index vs In Store

Beauty Benefits	FOR DRY SKIN STATED	262
	HYPOALLERGENIC STATED	245
	DERMATOLOGIST TESTED STATED	192
Health & Need States	HAIR SKIN NAIL SUPPORT STATED	184
	METABOLISM SUPPORT STATED	179
Place of Origin	MADE IN CANADA STATED	164
ESG – Environmental Sustainability	ENVIRONMENTALLY FRIENDLY STATED	142
	SUSTAINABILITY CLAIM STATED	132

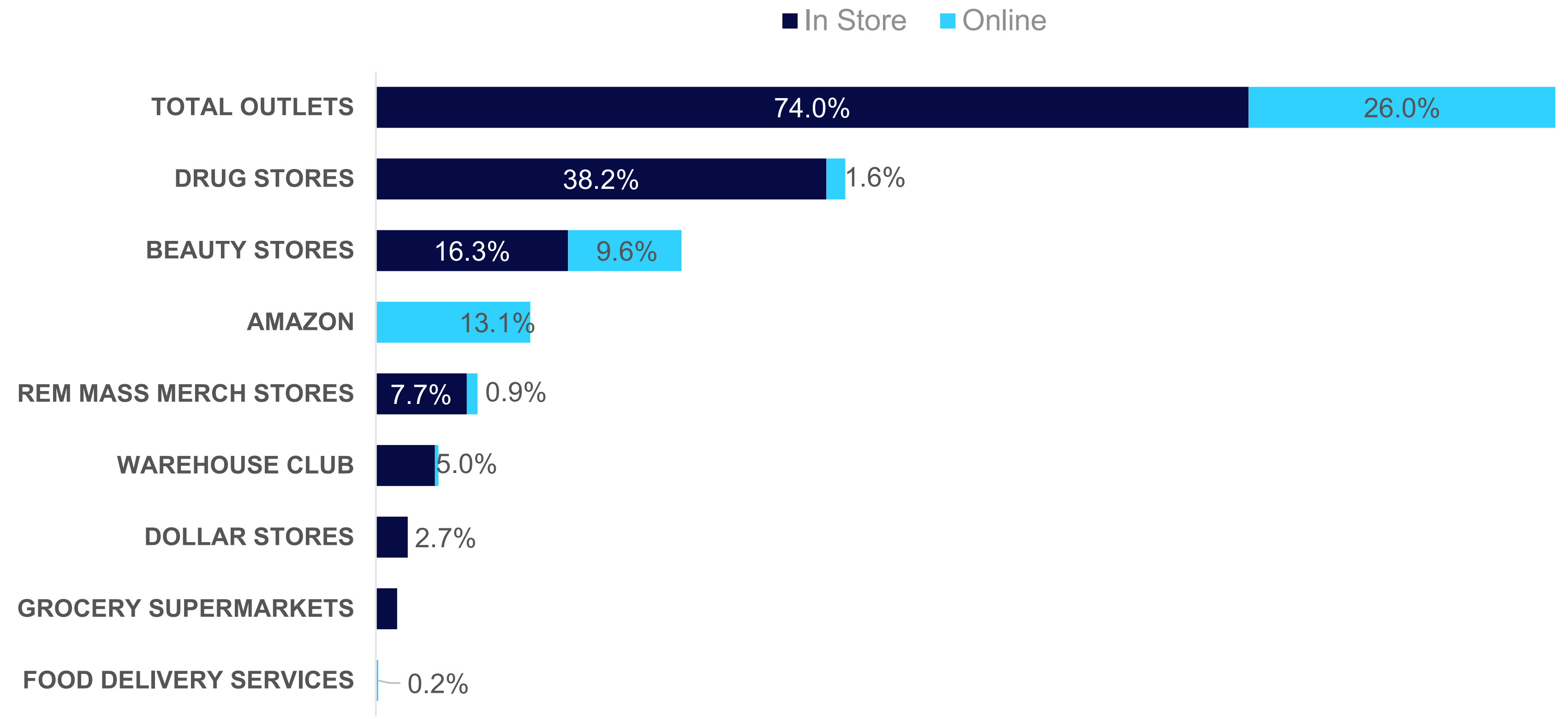
Source: NielsenIQ Homescan | National | Grocery Comp | Online | L52wks WE July 12, 2025

Cosmetics & Fragrances

Beauty Stores and Amazon are the core retailers for Cosmetics & Fragrances driving Online sales growth

Cosmetics & Fragrances

Dollar Share of Trade (Canada) – In Store & Online



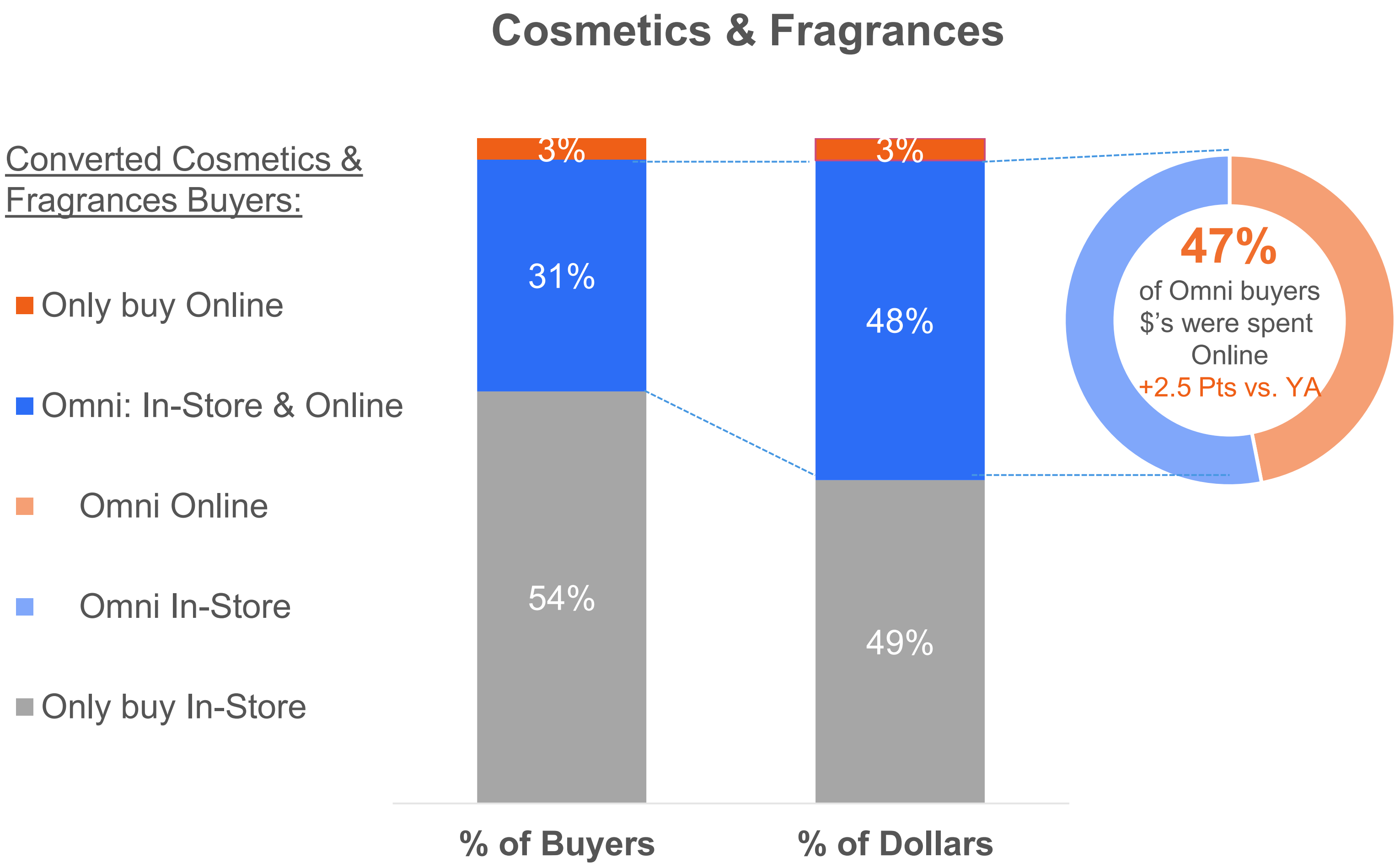
$ % Chg

	In Store	Online
TOTAL OUTLETS	7%	15%
DRUG STORES	6%	(13)%
BEAUTY STORES	9%	7%
AMAZON		22%
REM MASS MERCH STORES	(3)%	>50%
WAREHOUSE CLUB	20%	(6)%
DOLLAR STORES	12%	
GROCERY SUPERMARKETS	1%	6%
FOOD DELIVERY SERVICES		35%

Source: NielsenIQ Omnishopper, Total Canada, Cosmetics & Fragrances, Shared to Total Outlets, L52W PE July 12, 2025 vs. YA

Presence online is critical to reach Cosmetics & Fragrances buyers

34% of Cosmetics & Fragrances buyers shop online, either exclusively or as omnishoppers both online and in-store and account for over half of the category sales



Source: NielsenIQ Omnishopper, Total Canada, Cosmetics & Fragrances , Converted online and in-store shoppers in All Channels, L52W PE July 12, 2025 vs. YA

South Asian and Black are spending on Cosmetics & Fragrances online more than expected

Majority of Cosmetics & Fragrances online spend comes from White consumers

Cosmetics & Fragrances
Canada – Online

	White	South Asian*	Chinese*	Black	Filipino
					
% Buyers	66%	6%	5%	4%	2%
Dollar Index to TL Panel	94	125	106	123	91

* The panel is balanced according to the composition of households set forth by Statistics Canada
Source: NielsenIQ Omnishopper, Total Canada, Cosmetics &Fragrances, Online, L52W PE July 12, 2025

Amazon shows opportunity to engage South Asian, Chinese, and Filipino buyers of Cosmetics &Fragrances online

Cosmetics & Fragrances

Dollar Index to Total Panel (Canada) – Online

	White	South Asian*	Chinese*	Black	Filipino
					
Drug Stores*	82	175	144	67	102
Beauty Stores	79	179	169	163	118
Amazon	107	79	50	105	67
Rem Mass Merch	93	137	163	101	120
Warehouse Club*	90	124	210	63	178

* The panel is balanced according to the composition of households set forth by Statistics Canada
Source: NielsenIQ Omnishopper, Total Canada, Cosmetics & Fragrances, Online, L52W PE July 12, 2025; *Low sample, use with caution

Meet the needs of the different consumers by understanding their preferences

Top 10 Cosmetics & Fragrances Sectors by Ethnicity

Dollar Index to Total Panel (Canada) – Online

White		South Asian*		Chinese*		Black		Filipino	
84	FRAGRANCE/PERFUME - LIQUID	161	FRAGRANCE/PERFUME - LIQUID	90	FRAGRANCE/PERFUME - LIQUID	202	FRAGRANCE/PERFUME - LIQUID	150	FRAGRANCE/PERFUME - LIQUID
87	COSMETICS - FACE FOUNDATION/MAKE UP BASE	131	COSMETICS - FACE FOUNDATION/MAKE UP BASE	170	BEAUTY/COSMETIC AIDS	141	COSMETICS - FACE FOUNDATION/MAKE UP BASE	84	BEAUTY/COSMETIC AIDS
93	BEAUTY/COSMETIC AIDS	246	COSMETICS - LIP STICK	135	COSMETICS - FACE FOUNDATION/MAKE UP BASE	100	BEAUTY/COSMETIC AIDS	209	FALSE EYELASHES
119	COSMETICS - EYE MASCARA	98	BEAUTY/COSMETIC AIDS	263	COSMETICS - FACE BLUSHER	163	FALSE EYELASHES	66	COSMETICS - FACE FOUNDATION/MAKE UP BASE
112	COSMETICS - NAIL POLISH	149	COSMETICS - FACE BLUSHER	107	COSMETICS - FACE CONCEALER/CORRECTOR	128	COSMETICS - LIP GLOSS	79	COSMETICS - FACE CONCEALER/CORRECTOR
88	COSMETICS - FACE BLUSHER	139	COSMETICS - FACE CONCEALER/CORRECTOR	142	COSMETICS - EYE LINERS			69	COSMETICS - LIP STICK
93	FALSE EYELASHES	136	COSMETICS - LIP GLOSS	86	COSMETICS - LIP STICK			63	COSMETICS - FACE BLUSHER
82	COSMETICS - LIP STICK	72	COSMETICS - EYE MASCARA	88	FALSE EYELASHES			80	COSMETICS - LIP GLOSS
89	COSMETICS - FACE CONCEALER/CORRECTOR	121	COSMETICS - EYE LINERS	108	COSMETICS - EYE BROW			36	COSMETICS - EYE MASCARA
91	COSMETICS - LIP GLOSS			55	COSMETICS - NAIL POLISH			71	COSMETICS - EYE BROW

* The panel is balanced according to the composition of households set forth by Statistics Canada
Source: NielsenIQ Omnishopper, Total Canada, Cosmetics & Fragrances , Online, L52W PE July 12, 2025

Food - Ambient

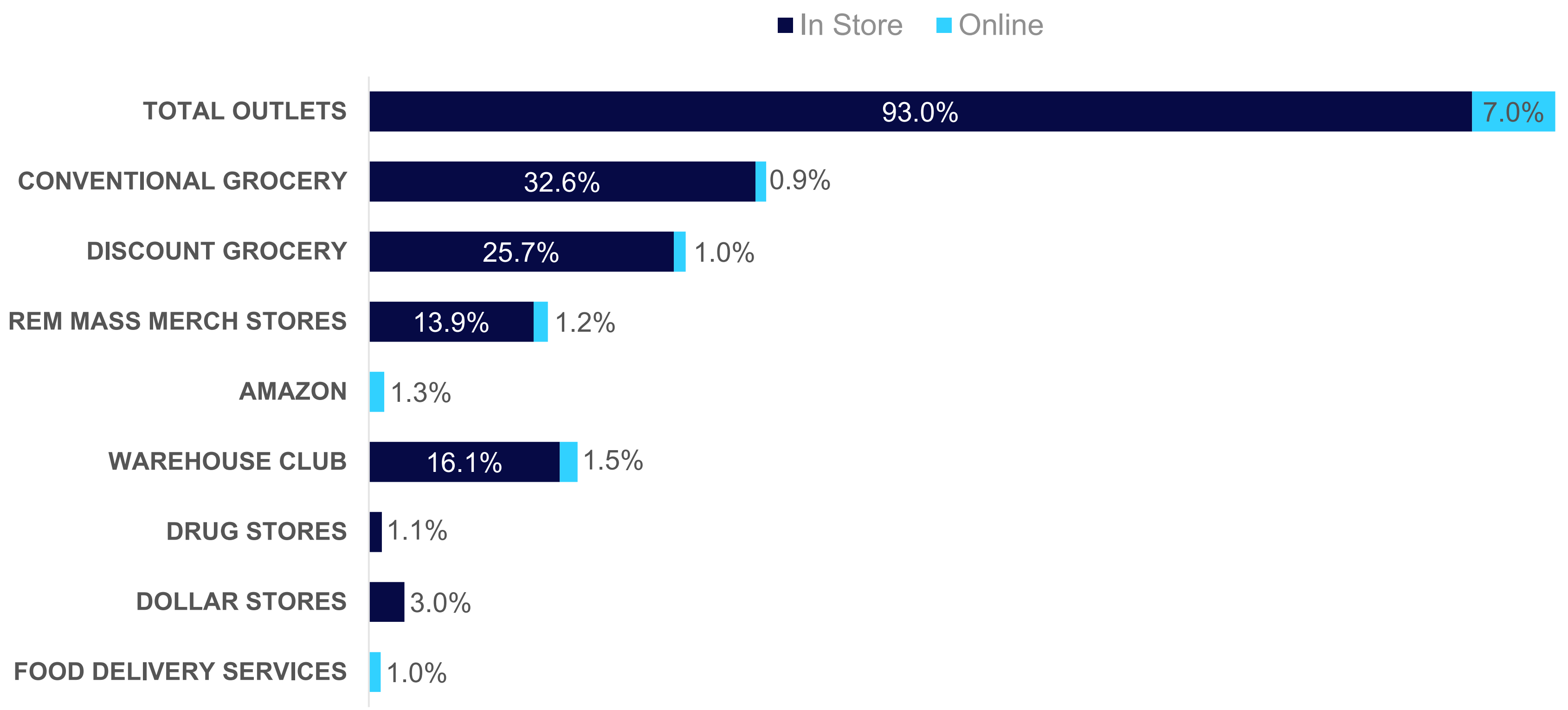
Shelf Stable

Discount Grocery and Remaining Mass Merchandisers drive online sales growth

Shelf-stable foods lags in online share compared to FMCG

Food – Ambient (Shelf-stable)

Dollar Share of Trade (Canada) – In Store & Online



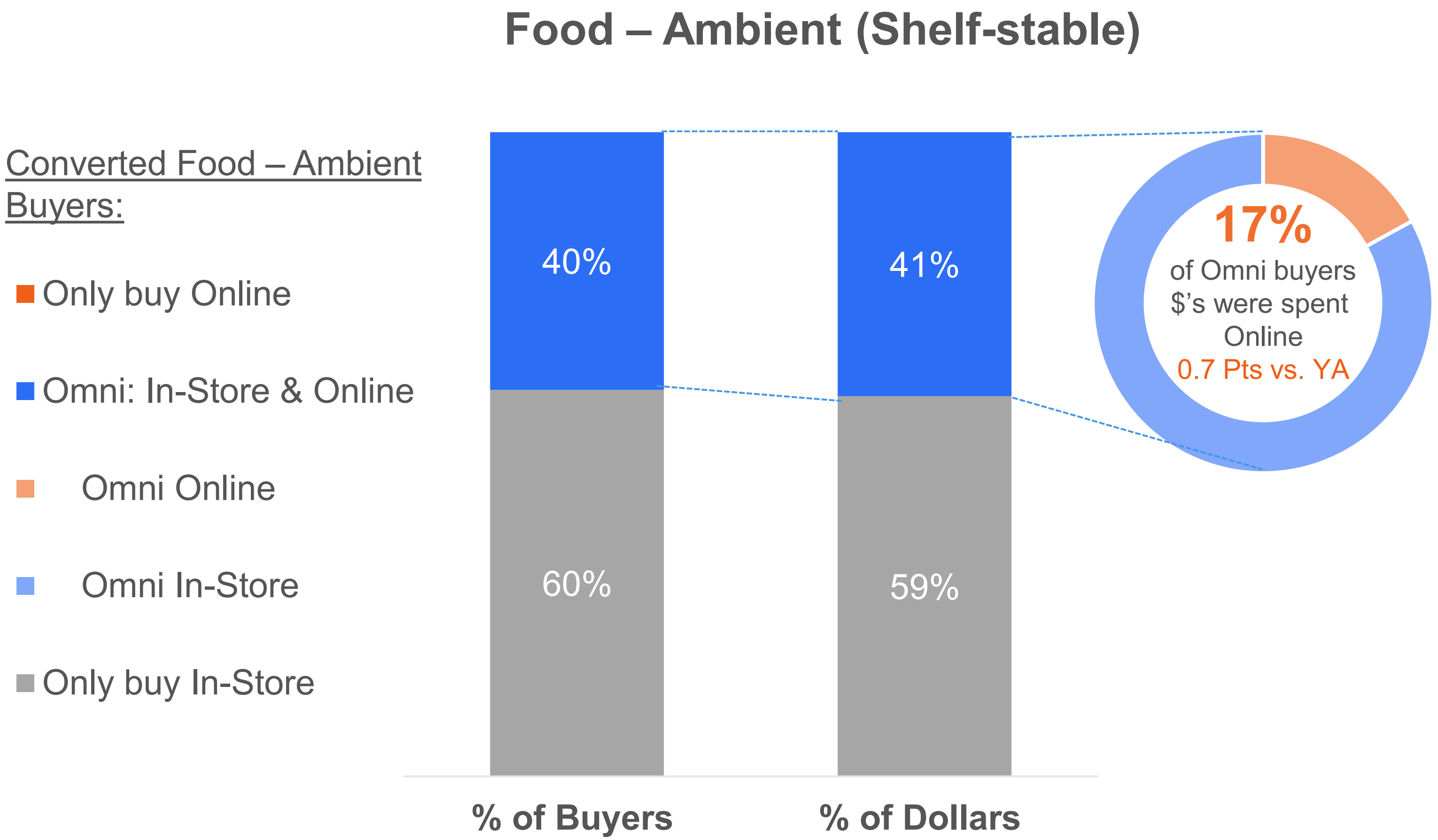
$ % Chg

	In Store	Online
TOTAL OUTLETS	3.4%	5.9%
CONVENTIONAL GROCERY	0.8%	-19.9%
DISCOUNT GROCERY	4.3%	15.9%
REM MASS MERCH STORES	1.4%	24.7%
AMAZON		1.7%
WAREHOUSE CLUB	9.3%	5.4%
DRUG STORES	6.1%	
DOLLAR STORES	7.0%	
FOOD DELIVERY SERVICES		19.4%

Source: NielsenIQ Omnishopper, Total Canada, Food – Ambient, Shared to Total Outlets, L52W PE July 12, 2025 vs. YA

Omnishopper's are allocating more spend online

17% of the Omnishopper's spend happens online



Source: NielsenIQ Omnishopper, Total Canada, Food – Ambient, L52W PE July 12, 2025 vs. YA

Majority of shelf-stable food online spend comes from White consumers

Chinese & Filipino are spending less online than expected

Food – Ambient (Shelf-stable)
Canada – Online

Ethnicity	White	South Asian*	Chinese*	Black	Filipino
					
% Buyers	69%	6%	5%	4%	2%
Dollar Index to TL Panel	109	96	55	88	74

* The panel is balanced according to the composition of households set forth by Statistics Canada
Source: NielsenIQ Omnishopper, Total Canada, Food – Ambient, Online, L52W PE July 12, 2025
Raw Buyers: White – 6,966; South Asian – 715; Chinese – 863; Black – 446; Filipino – 885

White consumers prefer buying shelf-stable food online in Conventional & Discount Grocery and Amazon

South Asian, Black and Filipino consumers are more likely to use Food Delivery Services

Food – Ambient (Shelf-stable)

Dollar Index to Total Panel (Canada) – Online

	White	South Asian*	Chinese*	Black	Filipino
					
Conventional Grocery	120	81	50	86	42
Discount Grocery	119	77	49	61	63
Rem Mass Merch Stores	111	83	22	110	89
Amazon	117	47	56	69	46
Warehouse Club	102	93	84	79	87
Food Delivery Services	83	>200	57	128	118

* The panel is balanced according to the composition of households set forth by Statistics Canada

Source: NielsenIQ Omnishopper, Total Canada, Food – Ambient, Online, L52W PE July 12, 2025

NIQ

Tailor offerings to diverse consumer segments by recognizing their unique preferences

Top 10 Food – Ambient (Shelf-stable) Product Groups by Ethnicity

Dollar Index to Total Panel (Canada) – Online

White		South Asian*		Chinese*		Black		Filipino	
116	DIPS/DRESSINGS/SAUCES	130	BREAD	75	FRUIT/NUTS	98	BREAD	70	BREAD
107	BREAD	125	FRUIT/NUTS	41	DIPS/DRESSINGS/SAUCES	70	DIPS/DRESSINGS/SAUCES	61	DIPS/DRESSINGS/SAUCES
114	BAKING/COOKING AIDS	67	DIPS/DRESSINGS/SAUCES	36	BREAD	81	BAKING/COOKING AIDS	>200	RICE
107	FRUIT/NUTS	166	COOKING/EDIBLE OILS	60	VEGETABLES/SALAD VEGETABLES	89	CEREALS/TOASTER PASTRIES	57	FRUIT/NUTS
118	CEREALS/TOASTER PASTRIES	81	BAKING/COOKING AIDS	41	BAKING/COOKING AIDS	112	HERBS/SPICES/SALT/RECIPE SEASONING	58	BAKING/COOKING AIDS
108	VEGETABLES/SALAD VEGETABLES	97	VEGETABLES/SALAD VEGETABLES	74	COOKING/EDIBLE OILS	61	FRUIT/NUTS	68	VEGETABLES/SALAD VEGETABLES
108	HERBS/SPICES/SALT/RECIPE SEASONING	97	HERBS/SPICES/SALT/RECIPE SEASONING	46	CEREALS/TOASTER PASTRIES	80	VEGETABLES/SALAD VEGETABLES	85	COOKING/EDIBLE OILS
111	FILLINGS/PASTES/SPREADS - SWEET	196	RICE	57	FILLINGS/PASTES/SPREADS - SWEET	109	COOKING/EDIBLE OILS	72	FILLINGS/PASTES/SPREADS - SWEET
94	COOKING/EDIBLE OILS	51	CEREALS/TOASTER PASTRIES	147	NOODLES - ORIENTAL STYLE	83	FILLINGS/PASTES/SPREADS - SWEET	51	CEREALS/TOASTER PASTRIES
118	PASTA - AMBIENT	65	FILLINGS/PASTES/SPREADS - SWEET	42	HERBS/SPICES/SALT/RECIPE SEASONING	135	RICE	>200	MEAT/POULTRY/GAME

* The panel is balanced according to the composition of households set forth by Statistics Canada
Source: NielsenIQ Omnishopper, Total Canada, Food – Ambient, Online, L52W PE July 12, 2025

In summary..

Omnishopper is the new norm

Online is Essential	Who?	Why?	Where?	What?
• Over **68% of households** buy FMCG online, and **1 in 10 FMCG dollars** are spent digitally • Almost all Online shoppers combine **both spending online and in-store**, and share of online spending is growing • Omni **buyers make fewer FMCG trips** but **spend more per occasion** than In-Store Only shoppers	• Online FMCG buyers are more likely to be middle-age **35-54 y.o., $100K+ income households with kids** of various ages • Online shopping **resonates less with some of the largest ethnicity cohorts** like South Asian, Chinese, Filipino, and Black • **New Canadians** are buying online when they come to Canada with a penetration similar to those born in Canada but with smaller spend	• Winning online grocery customers starts with **competitive pricing** and **free delivery/pickup** • **Delivery vs. Pickup**: Convenience, speed, and cost shape shopper preferences—flexibility is critical • Delivery is the top choice across all trip missions, especially for **fill-in and major stock-up visits**	Retailer dynamics are shifting: • **Amazon** remains as a dominant player with over 43% of the sales within online • **Mass Merchandisers, Quick Commerce, Discount grocery,** and **Pet Stores** are gaining share in online space	Product preferences matter: • Online channel is better developed for **Pet, Baby, Home, Health & Personal care,** and **Cosmetic** products • Staying informed about Online emerging trends is critical: dry skin, hypoallergenic, Made in Canada, Metabolism and other **product characteristics** are over indexed

Preparing for the eCom shift

Utilizing the NIQ eCom Benchmark and Amazon Sales and Share to Win Amidst eCommerce Transformation in Canada

NIQ North America Omnicommerce
September 2025

Introduction to the eCom benchmark and Amazon Sales & Share

NIQ Digital Commerce Suite

NIQ eCom Benchmark

- **See** performance across key Canadian retailers
- **Integrate** online sales, pricing and distribution with in-store
- **Measure** competitors online compard to in-store sales
- **Optimize** distribution, availability, pricing and in-store vs online strategies

FULL MARKET

NIQ Sales & Share

- **Access Amazon Sales & Share** data to help understand the growing retailer
- **See** what competitors are selling that may translate into in-store distribution
- **Track Amazon** OOS, pricing and other digital causals

AMAZON

NIQ Digital Shelf

- **Optimize** distribution, promotions, marketing and product availability
- **See** search trends on Amazon and top Omni retailers
- **Boost** item ranking & page performance
- **Tailor** content to searches
- **Manage** the digital shelf at store-level

ECOM EXECUTION

Integration

With instore data

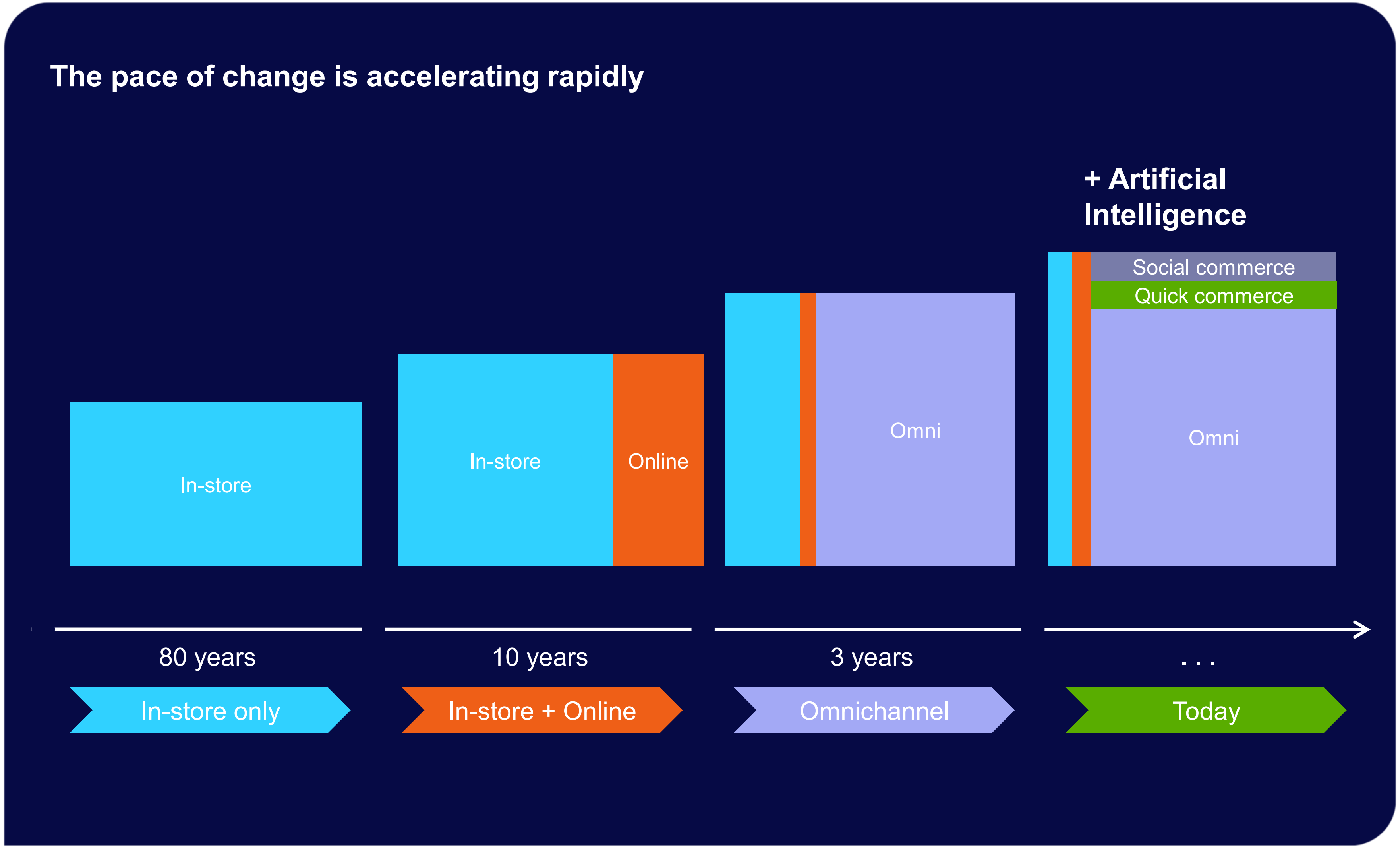
Data quality

Most complete, most accurate, and most granular in the market

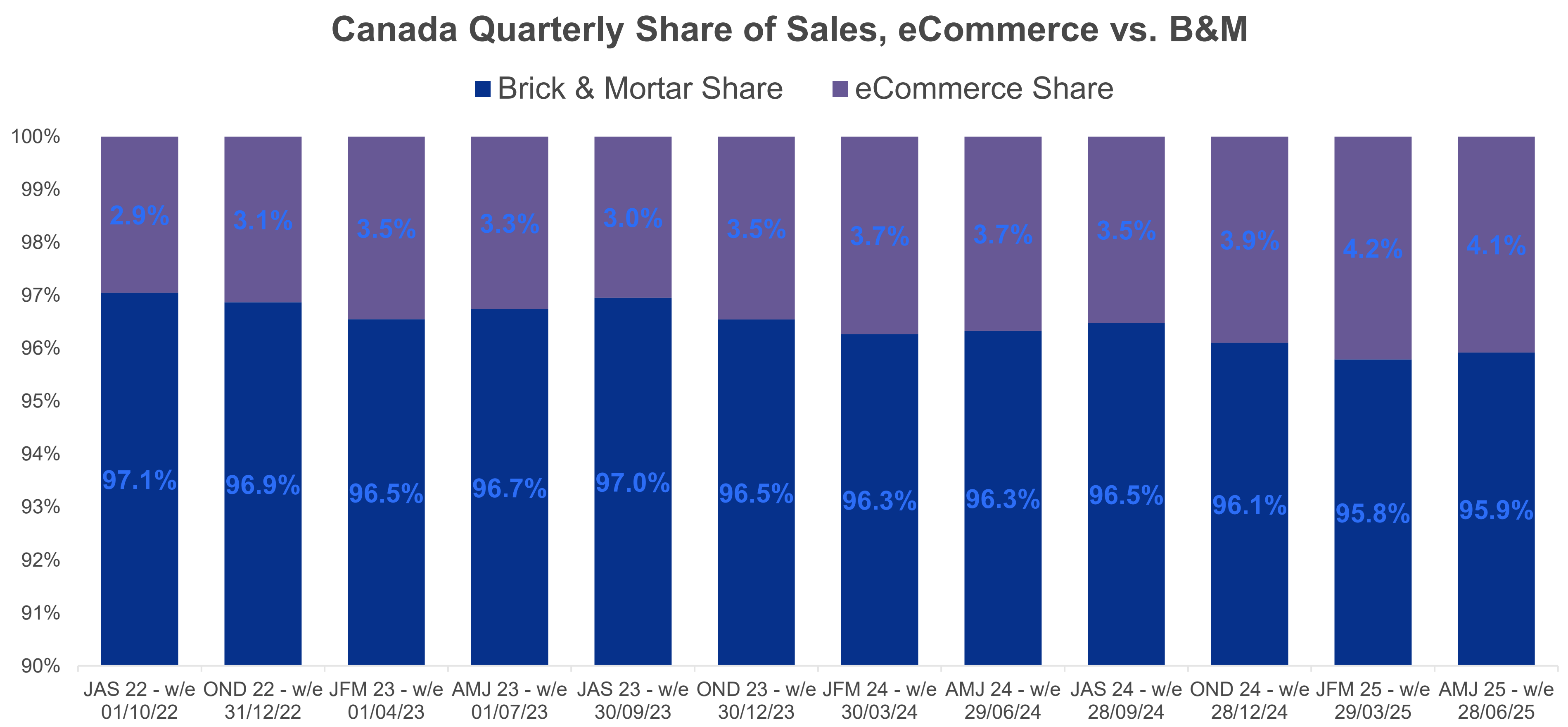
Localization

Location-based capabilities supported by AI search optimization

The retail landscape is changing rapidly



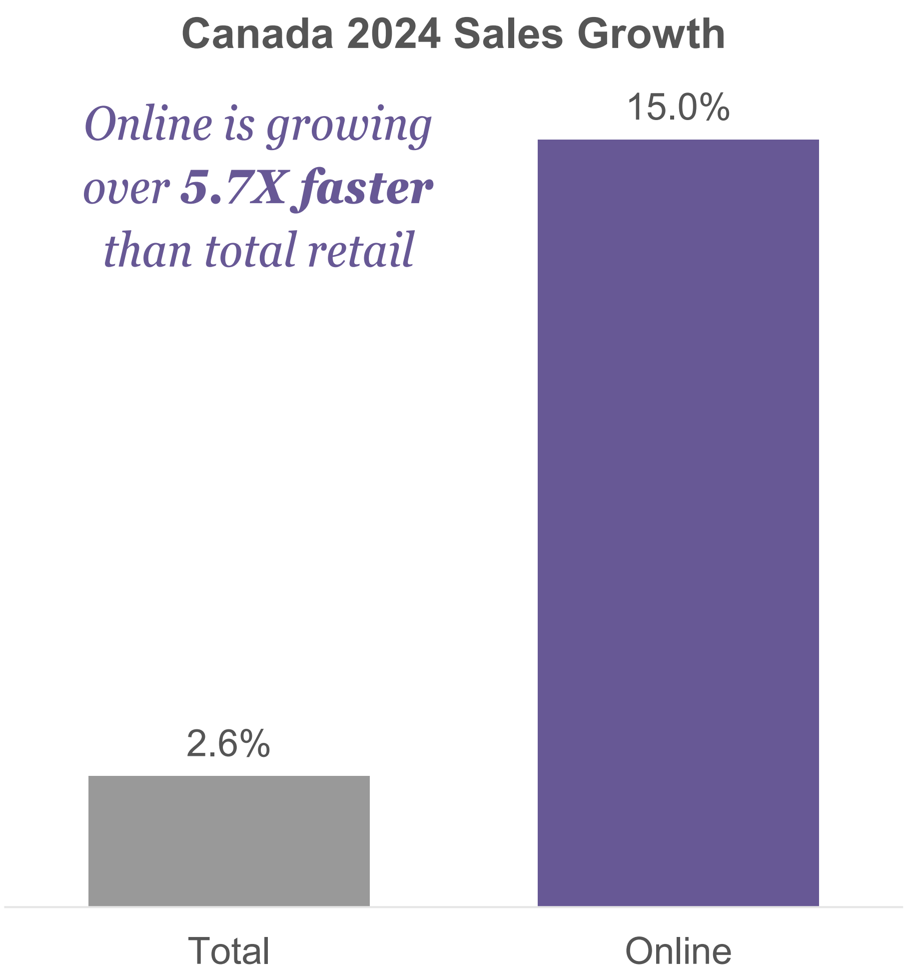
eCommerce benchmark has taken ~1% greater share of the Canadian retail market since 2022

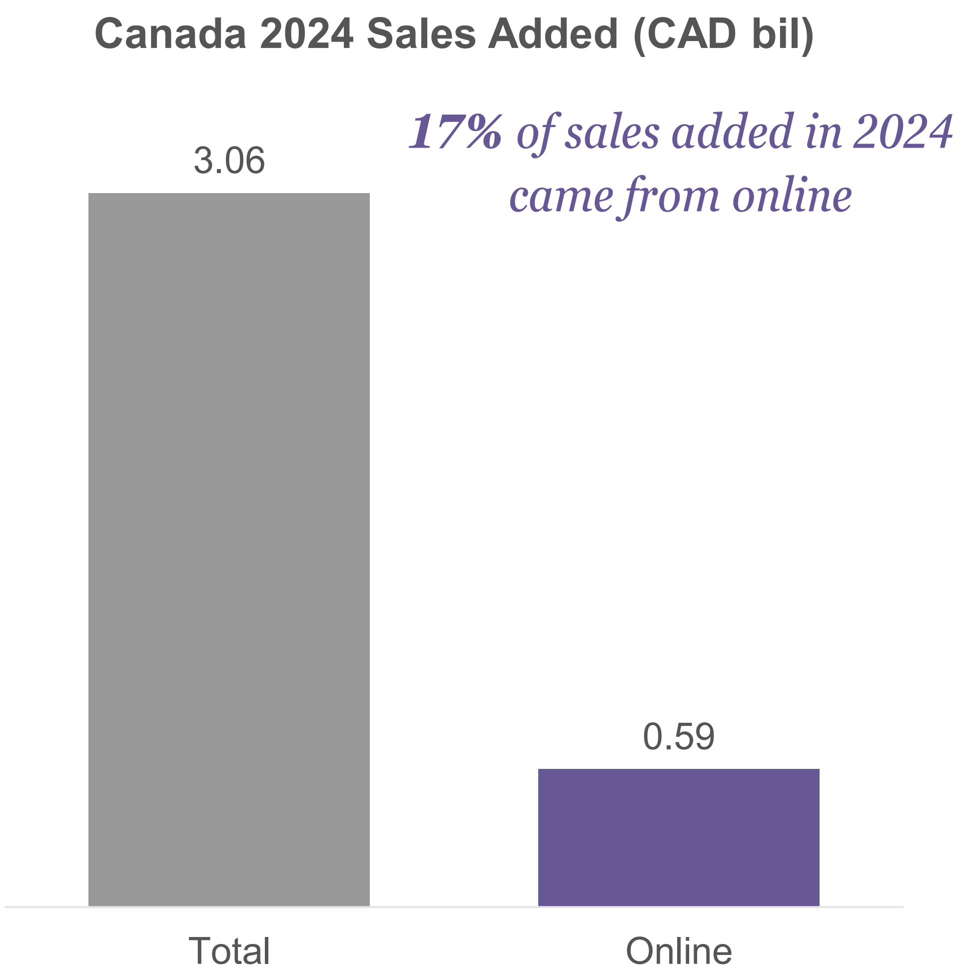


NielsenIQ Retail Measurement | CA - NDH MULTIPURPOSE - CROSS CATEGORY

NOTE: Does not include Amazon

But eCom in Canada is the growth story for the market currently

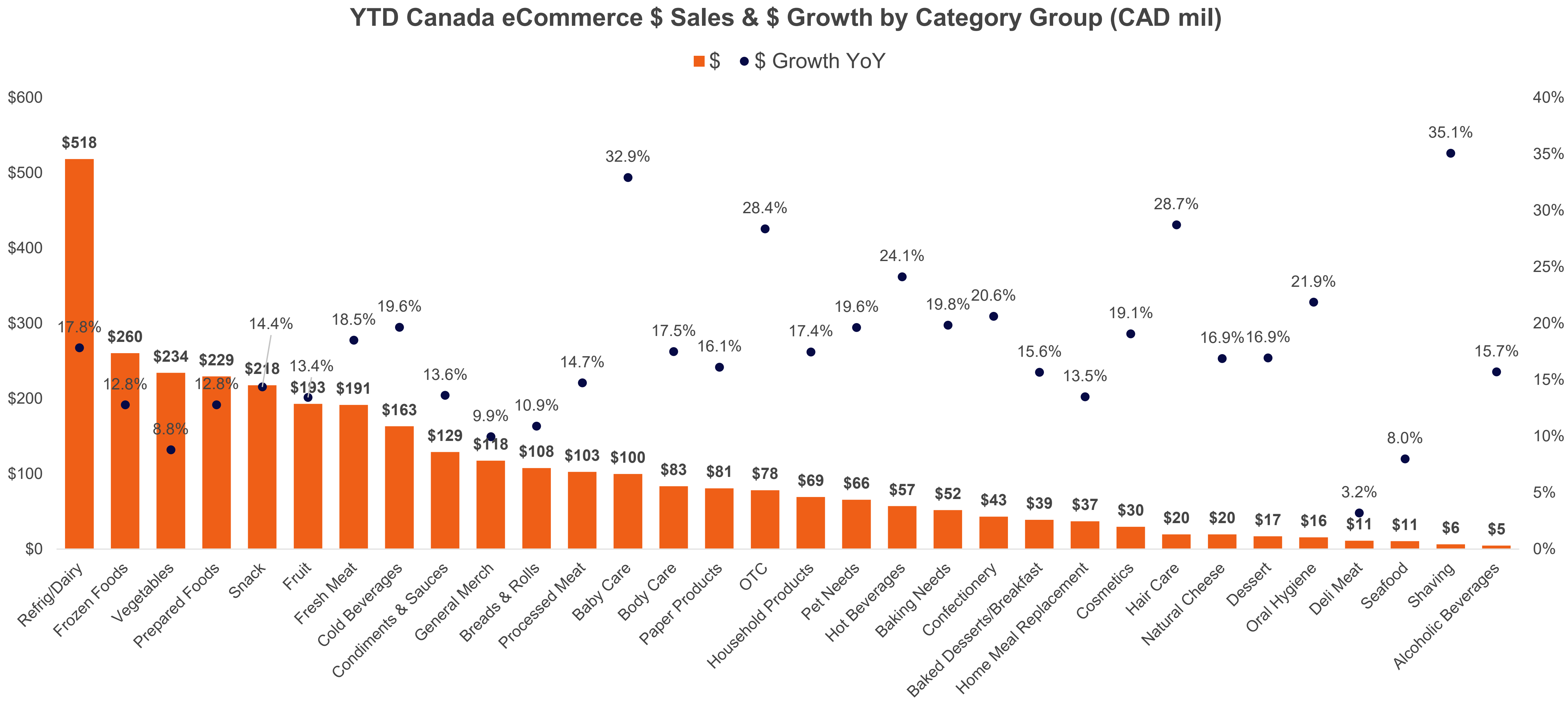




NielsenIQ Retail Measurement | CA - NDH MULTIPURPOSE - CROSS CATEGORY

NOTE: Does not include Amazon

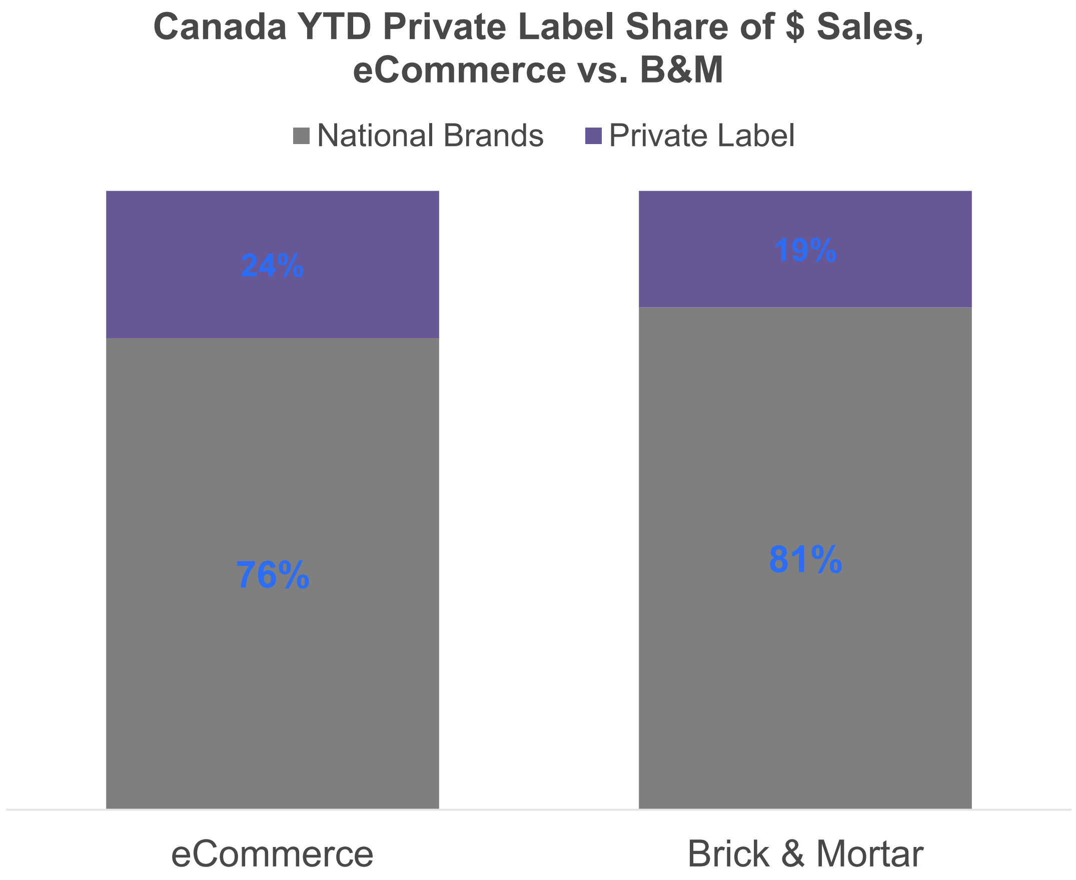
Canadian food-retailers investing in eCom has resulted in substantial food eCom sales and growth rates

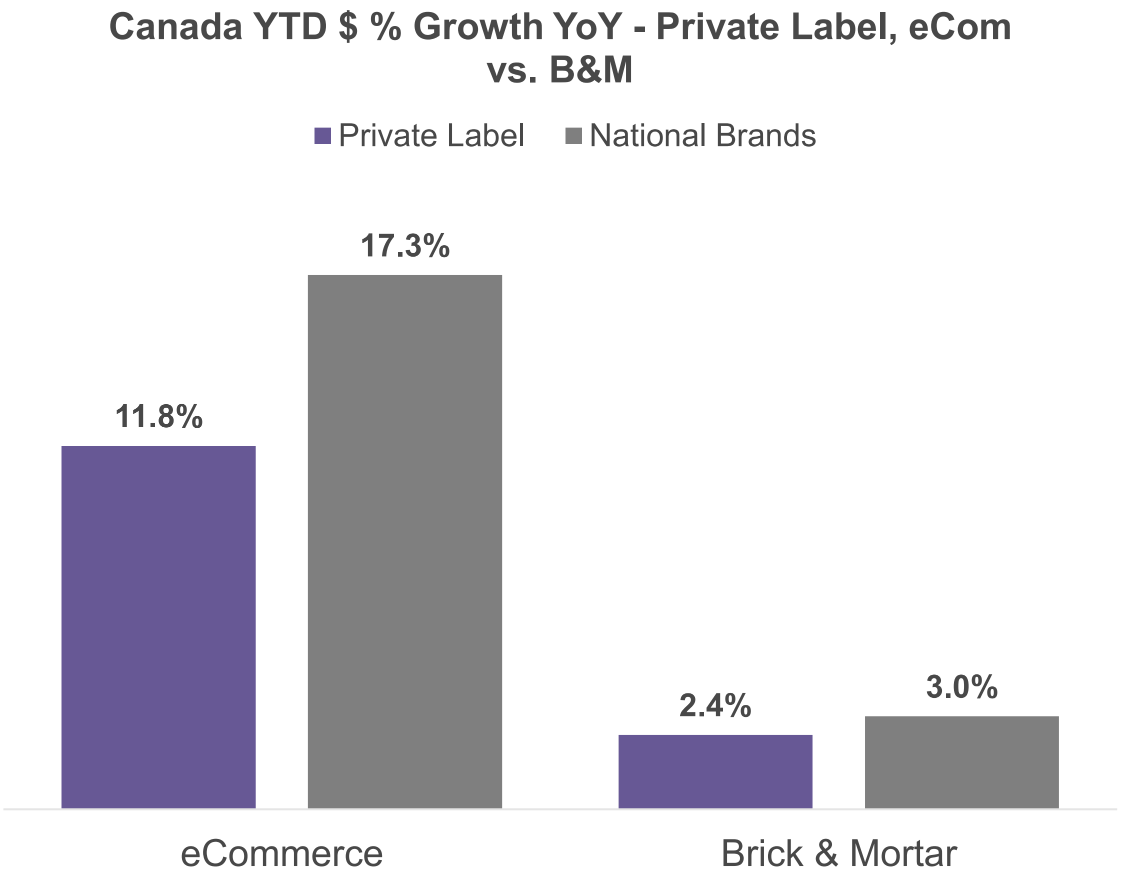


NielsenIQ Retail Measurement | CA - NDH MULTIPURPOSE - CROSS CATEGORY

NOTE: Does not include Amazon

Private label has more share online and is growing faster online



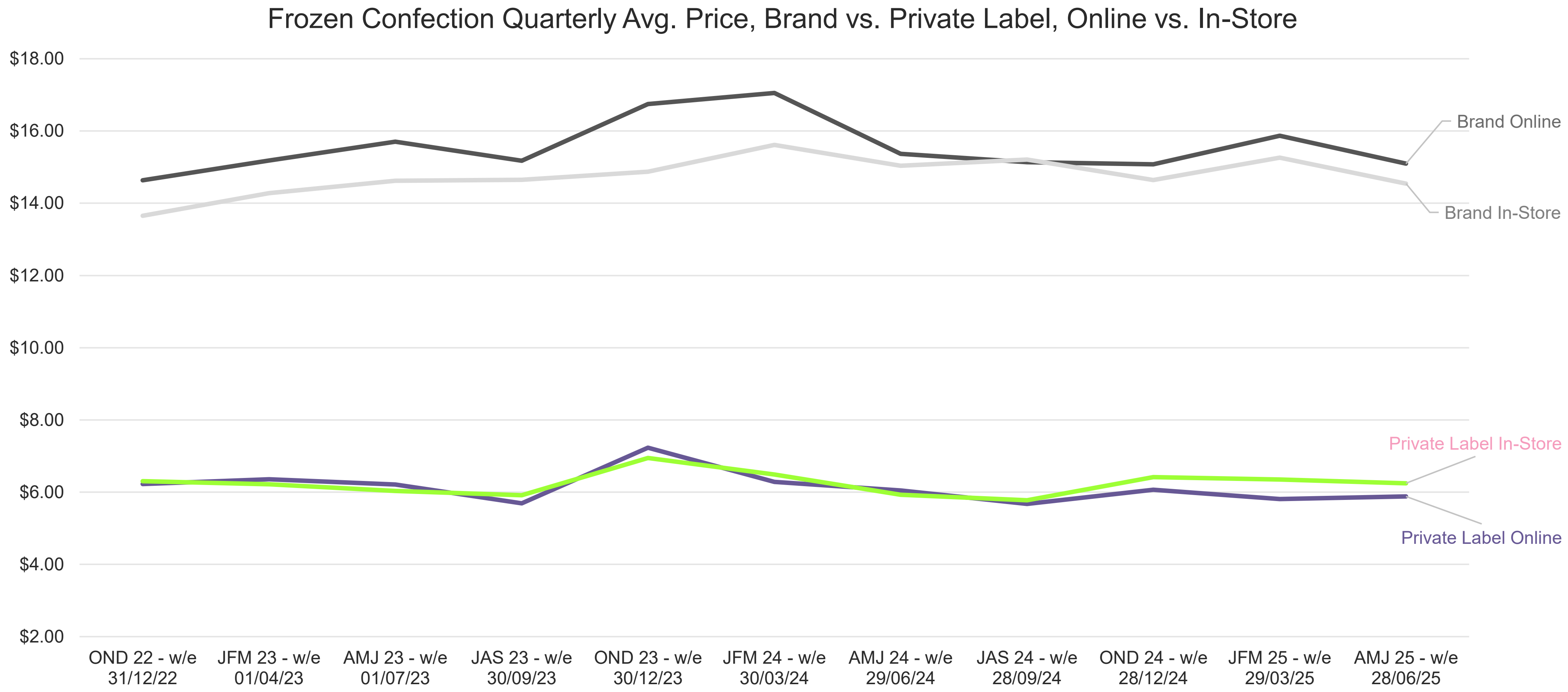


NielsenIQ Retail Measurement | CA - NDH MULTIPURPOSE - CROSS CATEGORY

NOTE: Does not include Amazon

Understanding pricing changes can help interpret performance differences

A top Frozen Confection brand in Canada is priced higher online than in-store, whereas Private Label competition is the reverse

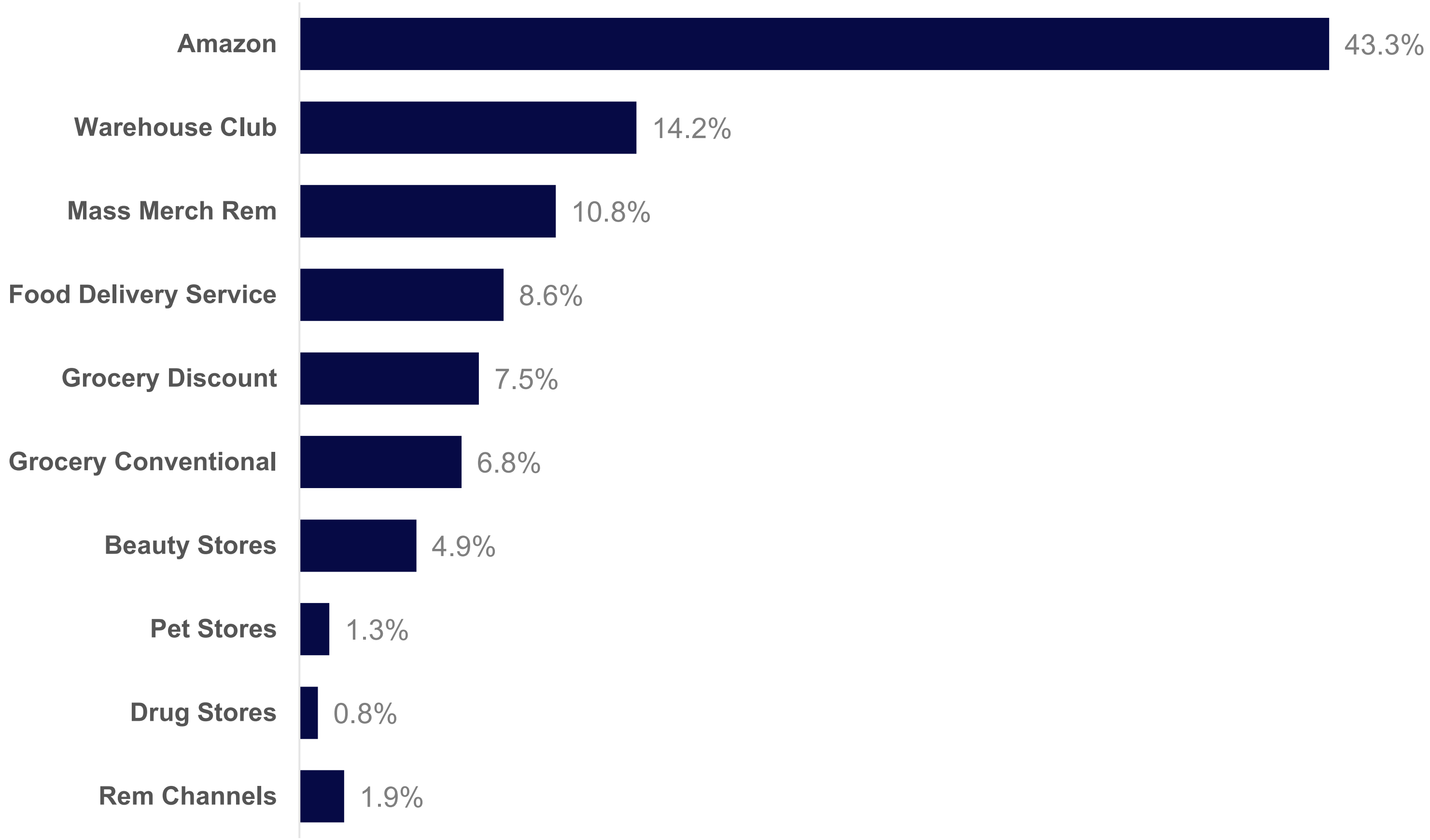


NielsenIQ Retail Measurement | CA - NDH MULTIPURPOSE - CROSS CATEGORY

NOTE: Does not include Amazon

Reminder: Online Channel importance for FMCG: Which channels/ retailers are winning in online space?

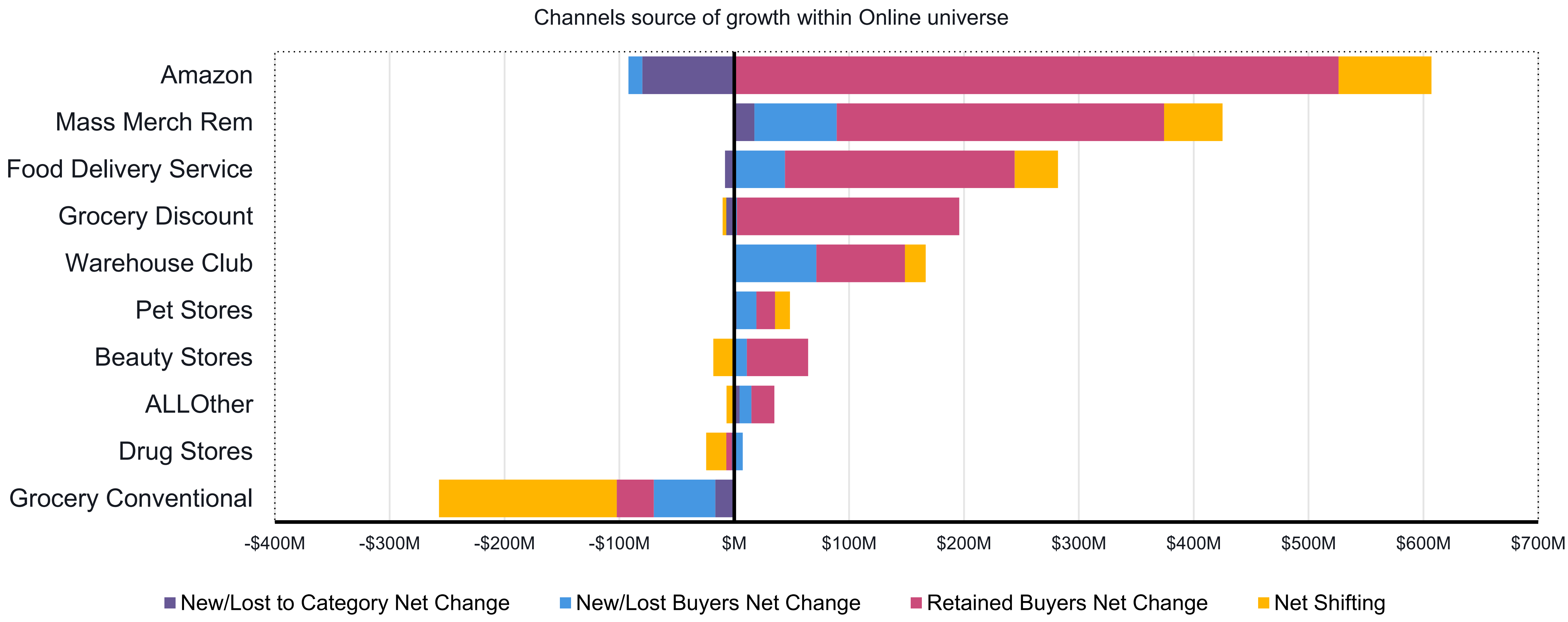
FMCG
Dollar Share of Trade (Canada)



$ Shr Pt Chg vs YA	% $ Chg vs. YA Online	% $ Chg vs. YA In-Store
-0.5%	9.8%	-
0.0%	11.4%	10.3%
1.8%	33.3%	2.8%
1.0%	25.4%	-
0.5%	18.5%	6.2%
-2.6%	-19.3%	2.7%
-0.2%	6.3%	6.1%
0.2%	32.3%	9.6%
-0.2%	-12.3%	3.0%
0.0%	10.4%	12.6%

Source: NielsenIQ Omnishopper | National | FMCG

Reminder: Amazon the winner in online FMCG space among retailers



Source: NielsenIQ Omnishopper | National | FMCG| Online | L52wks WE July 12, 2025

How can NIQ help brands measure your Amazon Sales, Market Share, Pricing and More

The need behind Amazon Sales & Share Modeled Estimation

Amazon doesn’t share competitors’ sales data, making it impossible for FMCGs to track their market share

amazon vendor central

Data sharing

✓ Company sales

✗ Competitor sales

Amazon’s complexity has increased over the past few years

Making it challenging for providers with outdated methodologies to correctly estimate sales

Complete change of Amazon algorithm	Boom in advertising opportunities	Growing number of 3P sellers	Increased website security
Increased complexity for sales estimation	Highly dynamic sales ranking	Higher volume of data	Harder to scrape data at scale

This has created sizable data challenges for FMCG companies

Data accuracy

- Low accuracy at Parent-ASIN level
- Low accuracy at Child-ASIN level
- Low accuracy at category level

Data completeness

- Client's products missing
- Competitors' products missing
- Lack of breakdown 1P vs. 3P level

Data structure & UI

- No categorization or mis-categorisation
- Wrong brand attributed
- Limited history for data pull & missing indicators

E-commerce team

More time maintaining data

Less time taking actions to drive performance

There are different methodologies in the market

The most impactful part of successful Amazon Sales & Share analytics is invisible to FMCGs

Inputs

- Amazon Best-Seller rank
- Client's brand sales (from Amazon)

Modelling

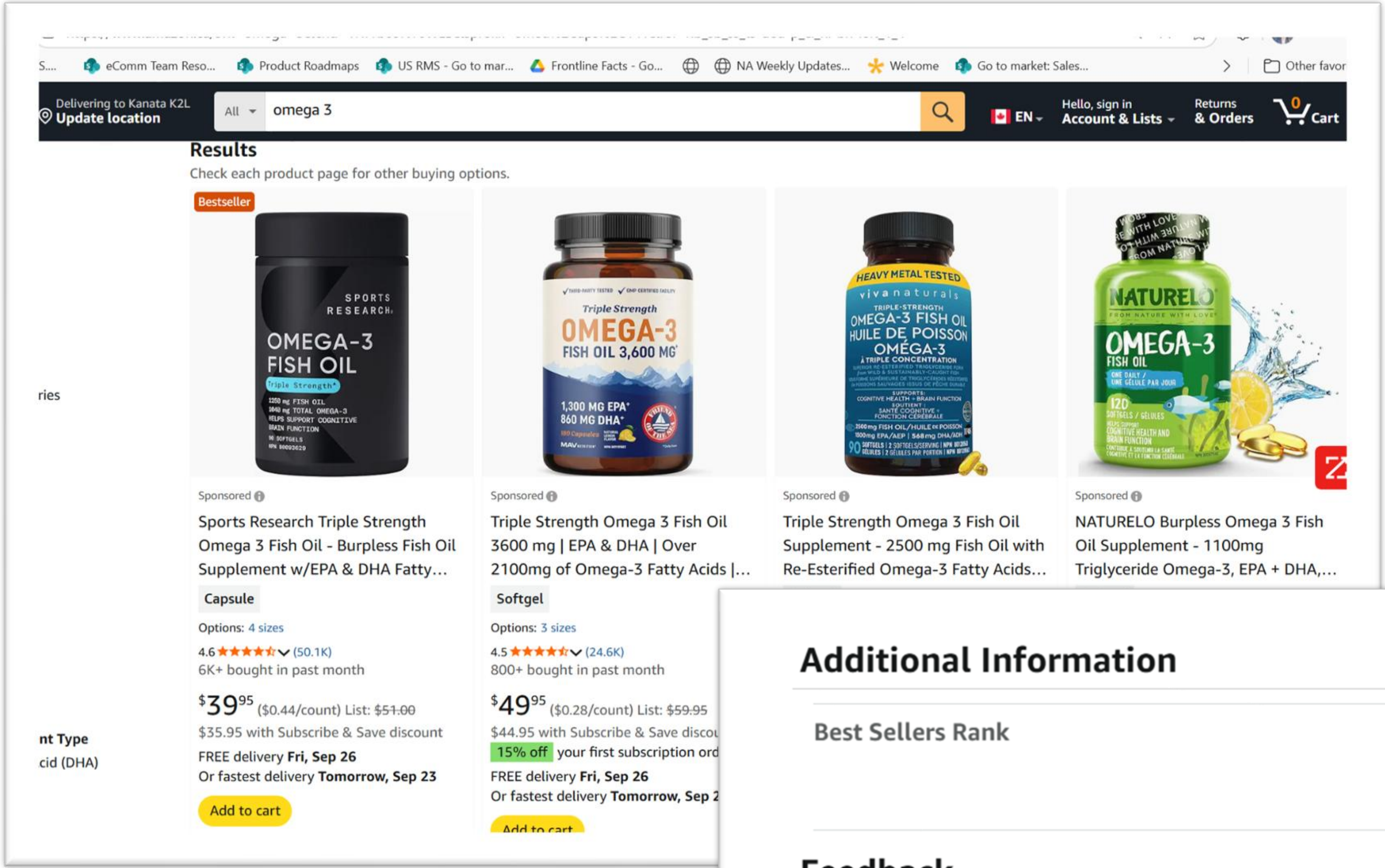
Invisible by highly impactful on predictions' quality & accuracy

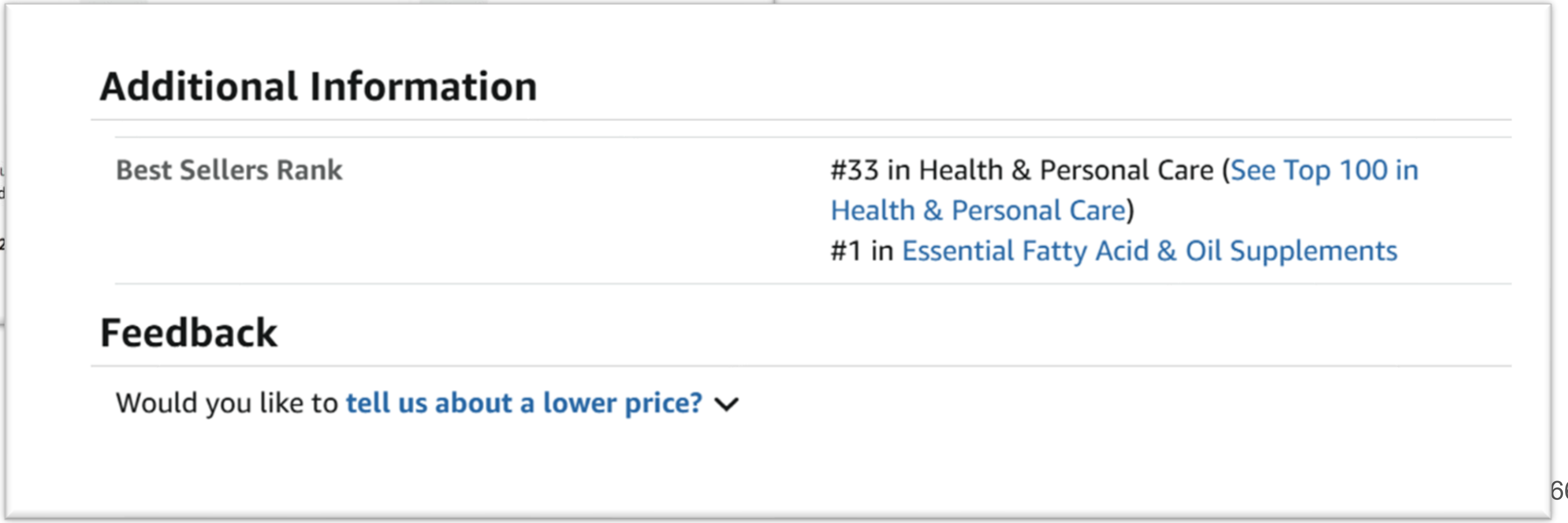
Outputs

- Competitor sales
- Market share

Best Sellers Ranking: An important part of our Modeling Process

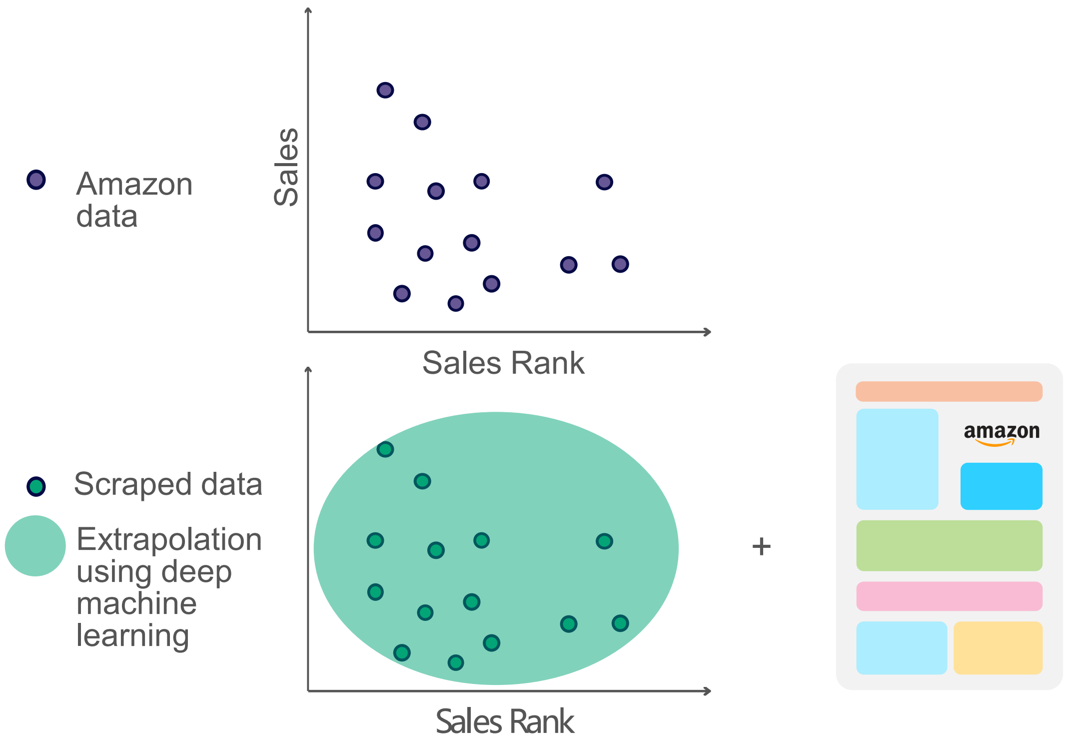
Drivers of Amazon Best Sellers rank: Page rank, OOS, pricing, reviews, buy box placement and more





NIQ has developed deep machine learning using data collected every hour

Among other elements that impact the algorithm, this results in high level of accuracy



=

High accuracy with a 360° product view

Even during key events like Prime Day, Black Friday…

AMZ S&S by NIQ

Deep machine learning enables us to create a more complex extrapolation model using the full scope of data available

Why partner with NIQ:

Hourly scraping on Amazon

Robustness & accuracy

100% in-house portfolio management

No manual work for the manufacturer

Integration of ARA data

Multi-source data integration to provide 360°

Separate reporting of AMZ private labels vs other private labels

Clear product classification 1P/3P/Private label

Shopper data from Omnishopper

Integration of Digital Shelf Causals within Amazon S&S

A complete view on performance and gaps

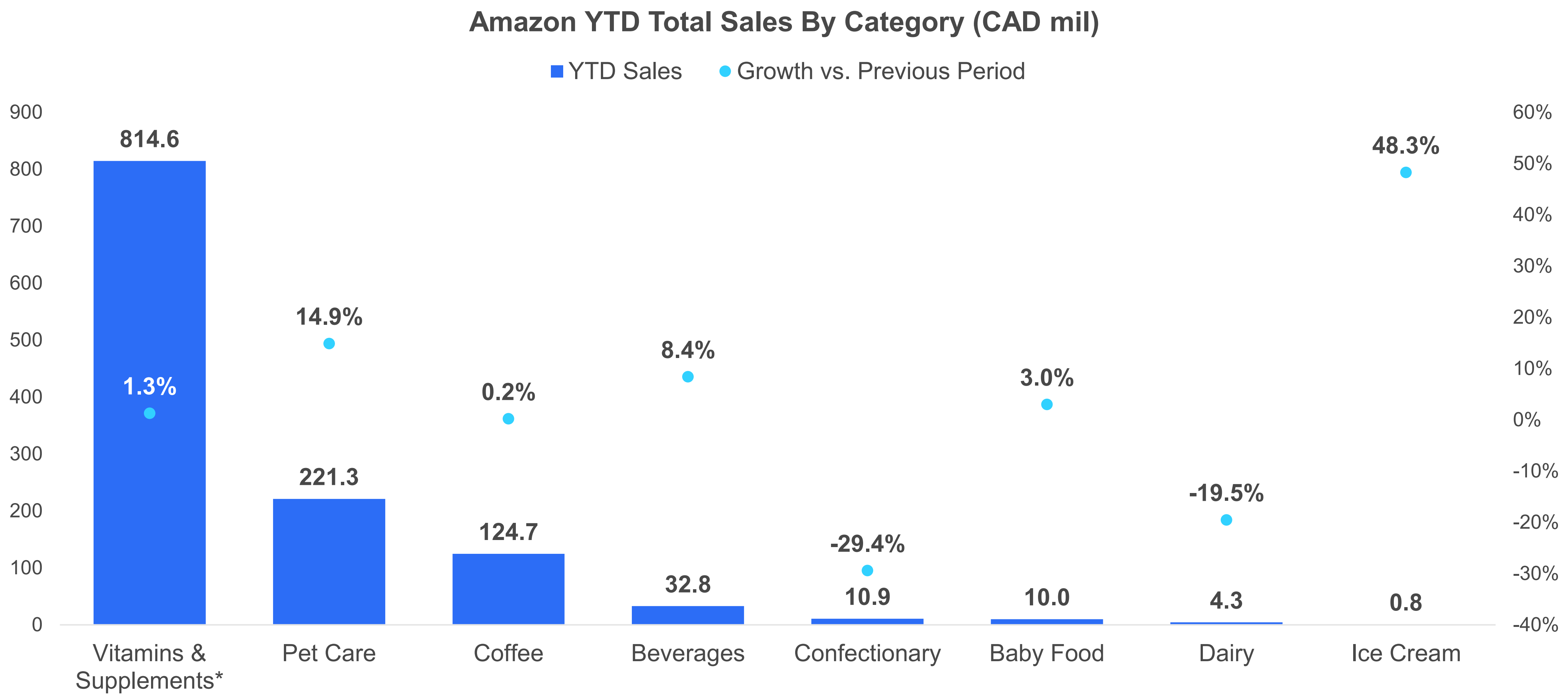
Global Scale

Sales & Market share analysis in many markets around the globe

NielsenIQ

Use Cases

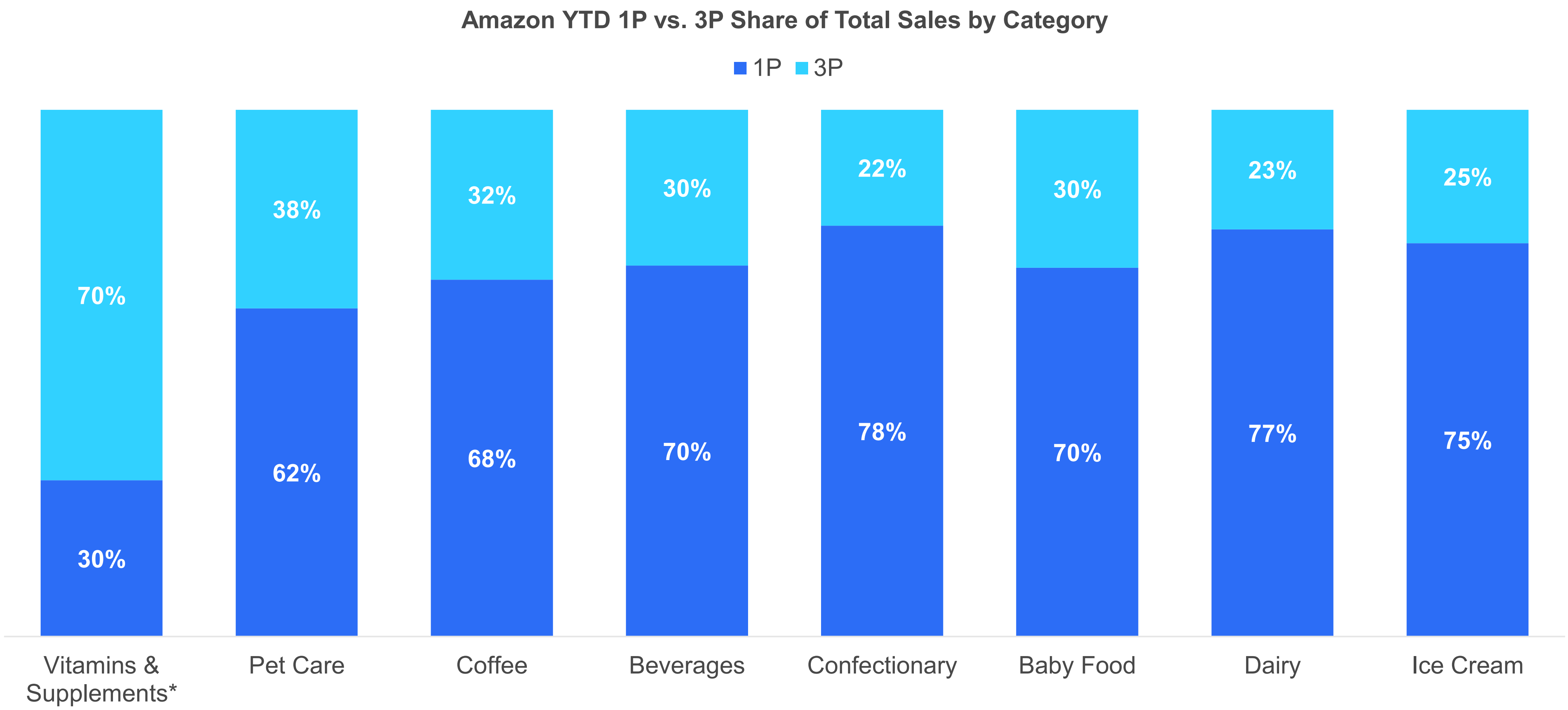
For brands, it's important to understand the scale and growth of their categories in Canada



Source: Amazon Sales & Share CA, Anonymous Brand

*Custom Definition

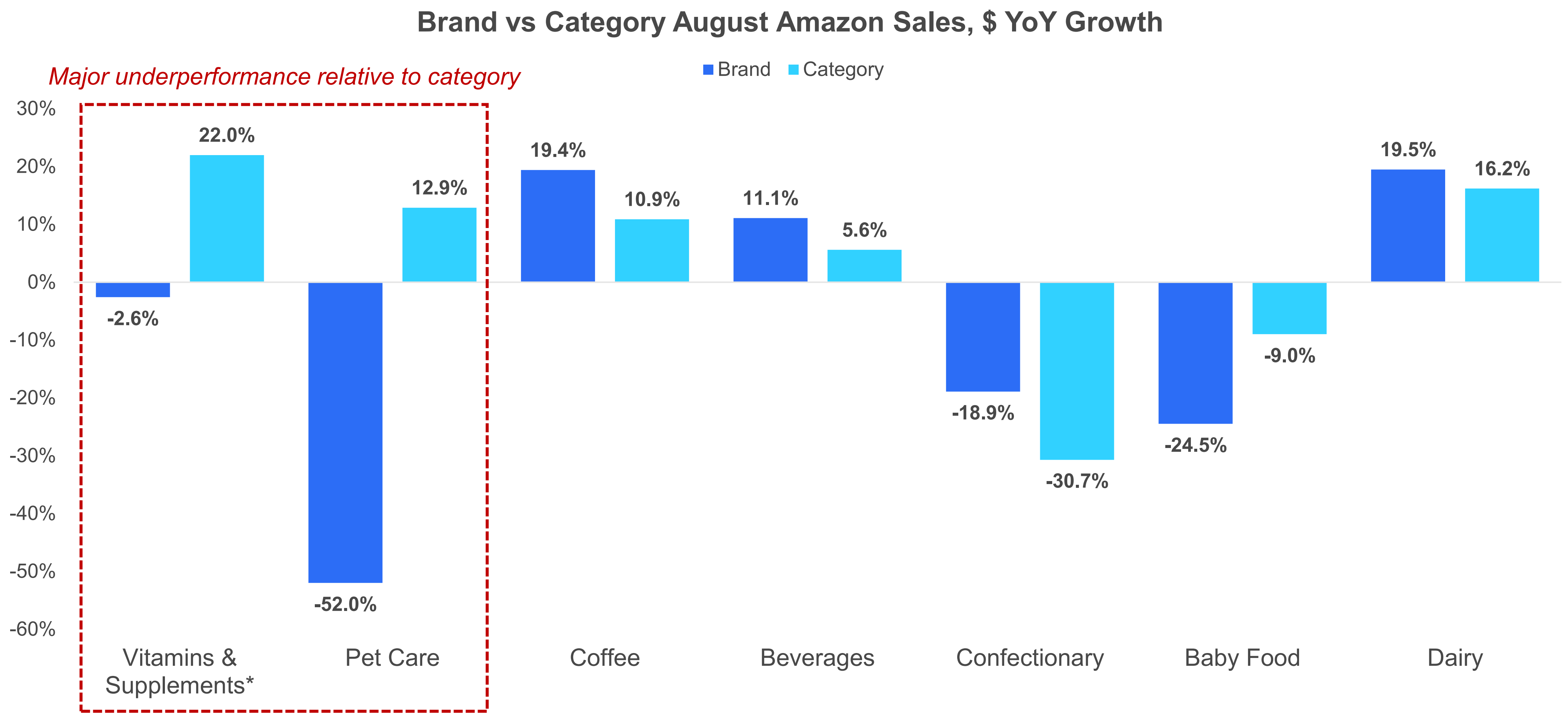
1P versus 3P dynamics can vary widely by category, winning operators need to have visibility into the 3P side of Amazon's commerce platform



Source: Amazon Sales & Share CA, Anonymous Brand

*Custom Definition

Being able to benchmark performance to category enables brands to better diagnose internal versus external challenges

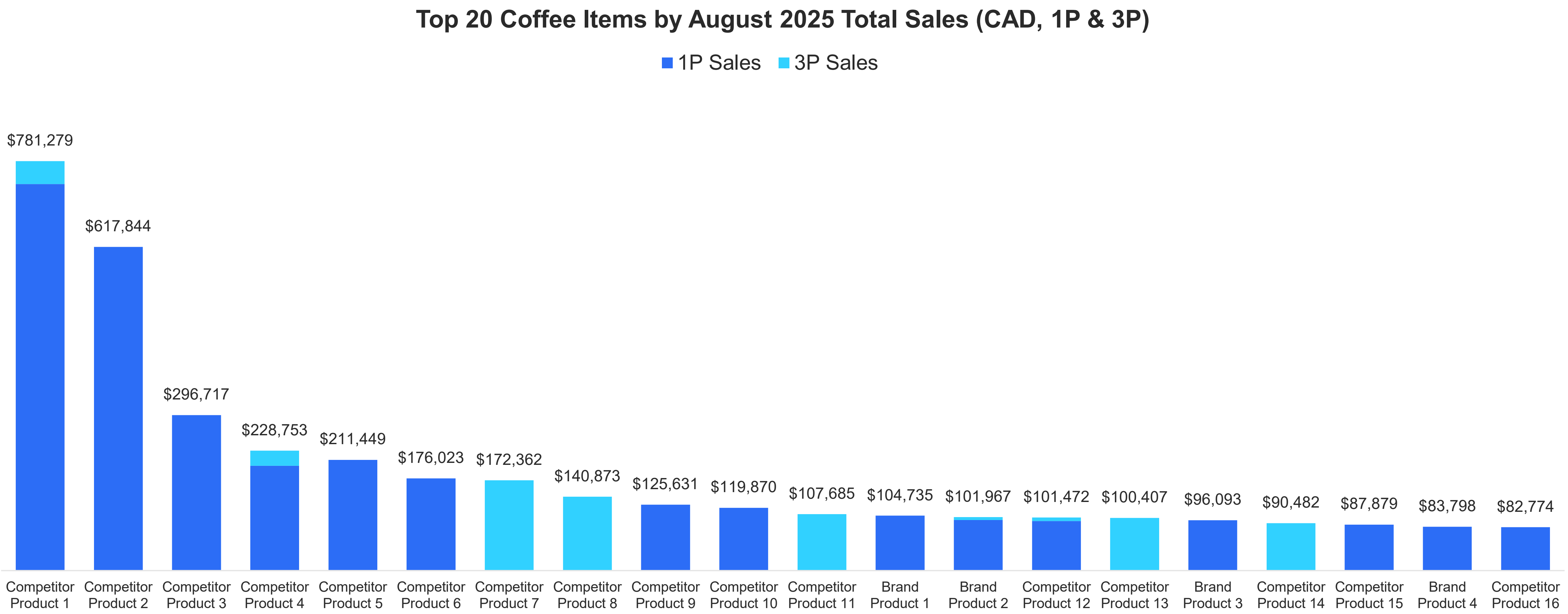


Source: Amazon Sales & Share CA, Anonymous Brand

*Custom Definition

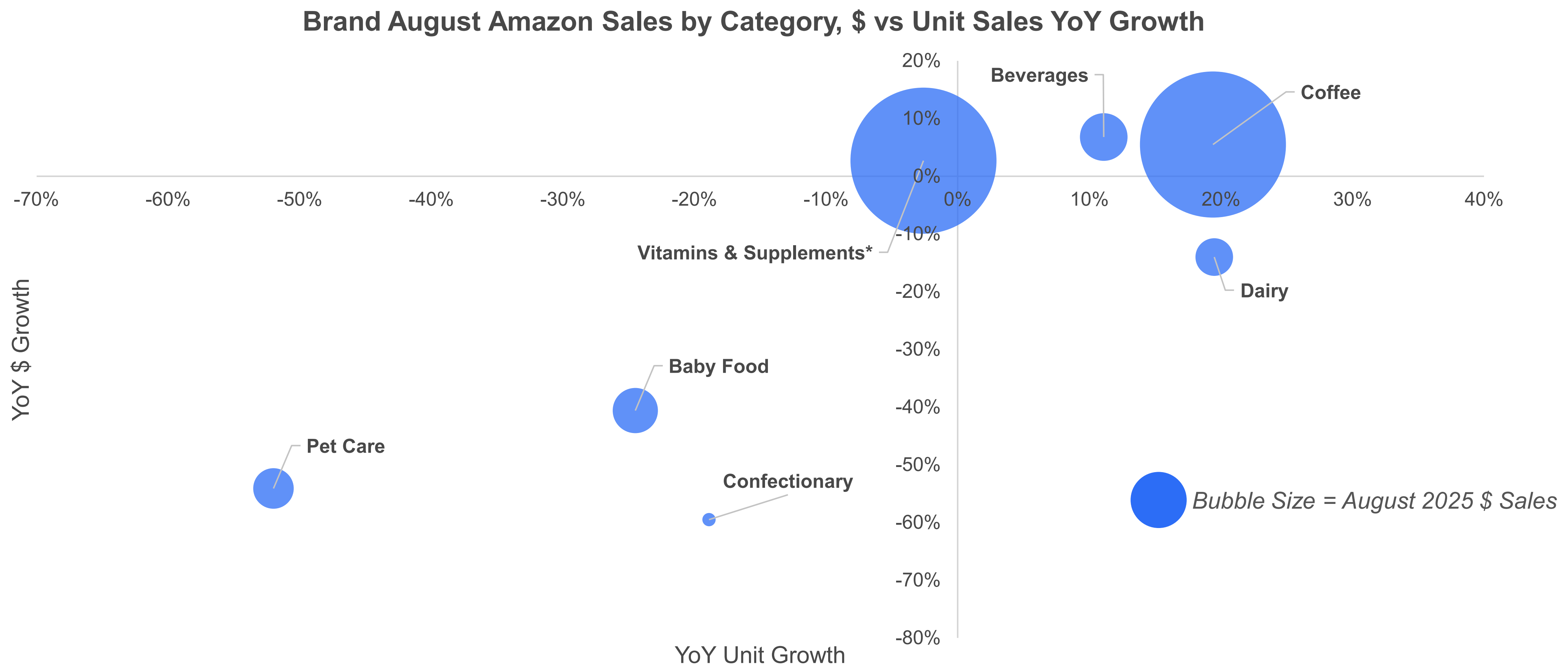
On Amazon, understanding item level performance helps you better compete

5 of the top 20 coffee SKUs on Amazon.ca are 3rd party only products



Source: Amazon Sales & Share CA, Anonymous Brand

Brands should also be consistently monitoring their own Amazon performance, on both a $ and units basis

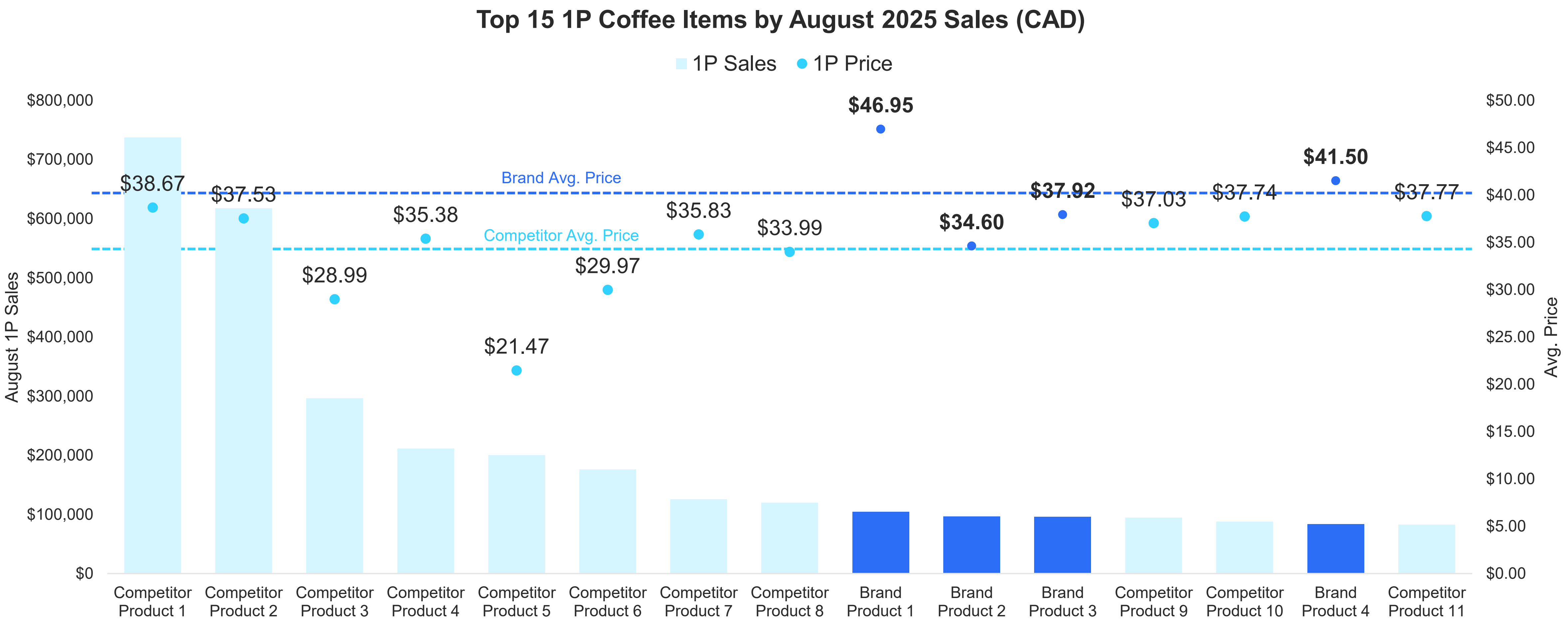


Source: Amazon Sales & Share CA, Anonymous Brand

*Custom Definition

Ongoing price monitoring enables identification of potential growth blockers

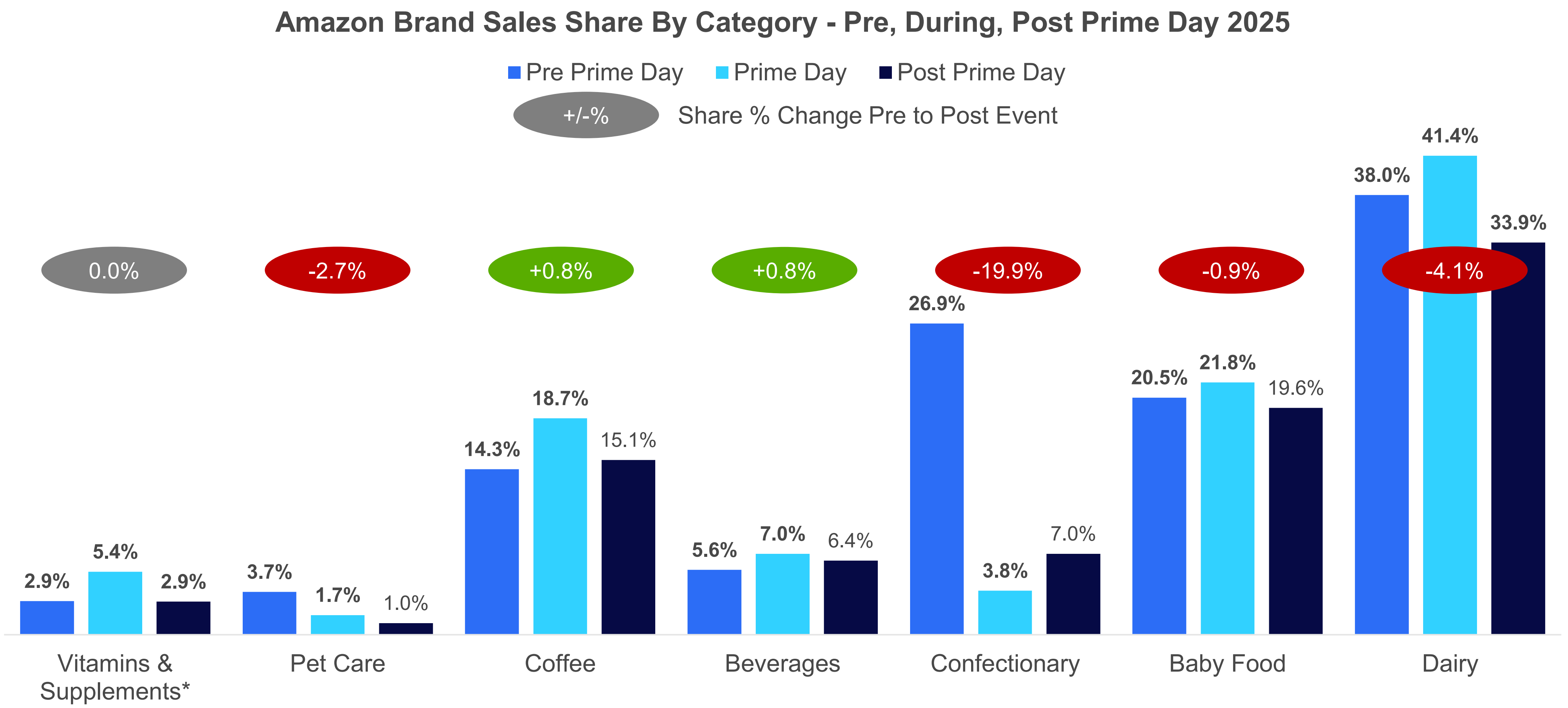
Amazon is an environment of high price transparency and competitiveness



Source: Amazon Sales & Share CA, Anonymous Brand

Visibility into tentpole events, like Prime Day, can help identify opportunities

Participation level in events like Prime Day can drive market share gains/losses during the event that persist afterwards



Source: Amazon Sales & Share CA, Anonymous Brand, “Pre Prime Day” is all 2025 sales leading up to Prime Day Week, “Prime Day” is sales during Prime Day Week, and “Post Prime Day” is sales after Prime Day Week until today

*Custom Definition

Your next steps

1. Understand variances within the category for Amazon and eCommerce versus total market

2. Invest in those channels and retailers driving future growth for the market

3. Promote eCommerce and omnichannel internally through education and timely data reads

4. Drive digital shelf excellence to capture fair share of growth, invest in the data and tools to measure this

Thank you!

Please reach out

NielsenIQ

Canada eCommerce

Digital Shelf Unlocked: Prime Day & Beyond

September 2025

What is the weight of eCommerce in your business ?

52%

Between 5% to 10% of the total business

This level is considered to be the inflection stage where investment into eCommerce becomes a critical lever for growth, taking a first mover advantage becomes a real opportunity

Do you have a dedicated team to eCommerce ?

38%

Do not have a dedicated eCommerce team

With the weight of eCommerce on the business, it requires data, ways of working and people.

The momentum is there to start investing in people dedicated to actionability and performance

How many people in your eCommerce team ?

38%

A team of 1-3 people

37%

A person double-hatting eCommerce on top of another roel

One of the biggest drivers of growth is the engagement and senior leadership support to eCommerce growth

What are your biggest challenges ?

47%

Collaboration with retailers

24%

Access to data that drives actionability

Building a team, processes, fuelled by data that is actionable is generally what triggers positive collaboration with retailers.

NielsenIQ

Sales Insights:

NIQ Digital Shelf

Amazon Sales & Share

Prime Day: July 2025

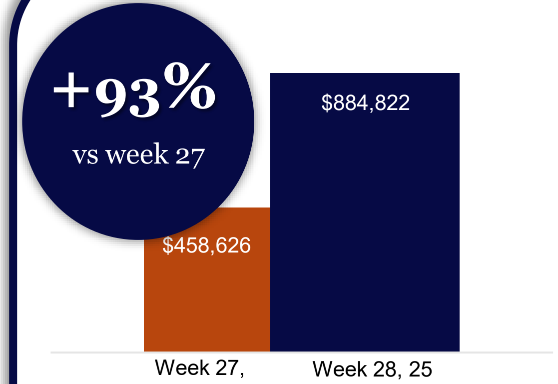
- 96-hour event from Tuesday July 8th to Friday July 11th
- Discount deals across more than 35 categories
- Prime Membership required to shop all the deals

NielsenIQ

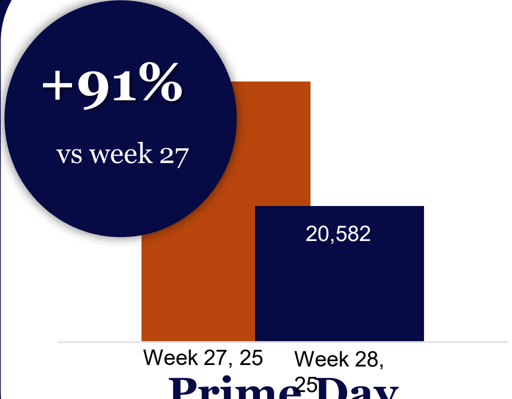
Prime Day Expands to a Four-Day Event

For the first time, the summer shopping event extended from its previous 2 days length into a 4-day sales event

Prime Day:

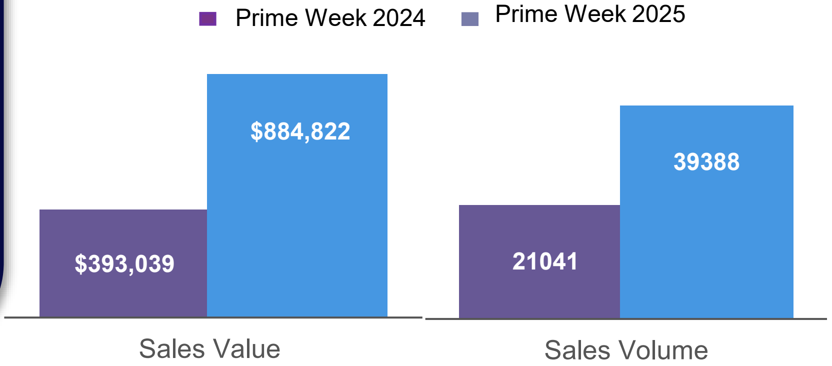


Prime Day
Nestle Sales Value



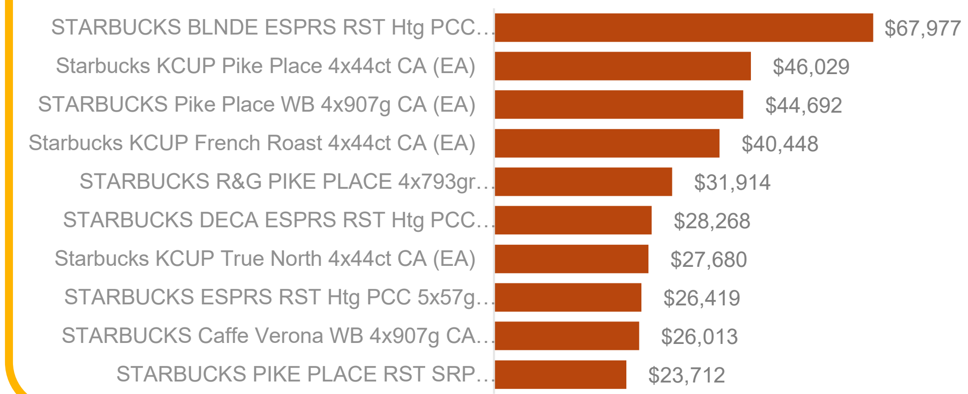
Prime Day
Nestle Sales Volume

Sales Value & Volume vs Prime Week 2024

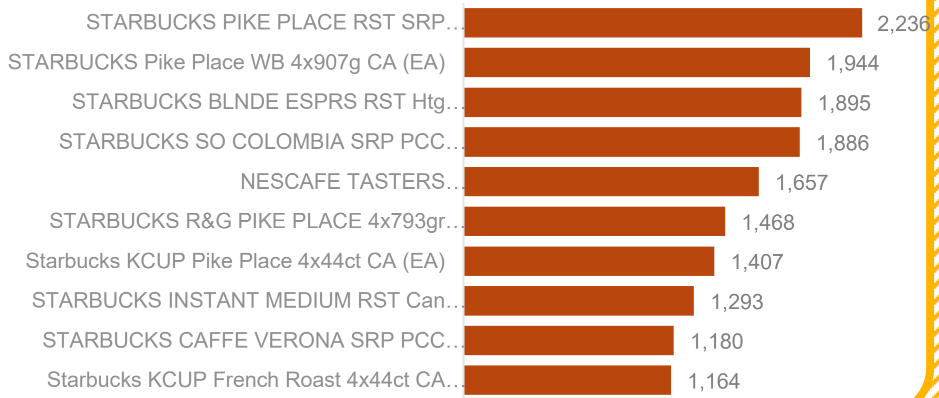


Nestlé Top 10 SKUs in Coffee Category at Amazon CA

Top 10 – Sales Value Prime Day

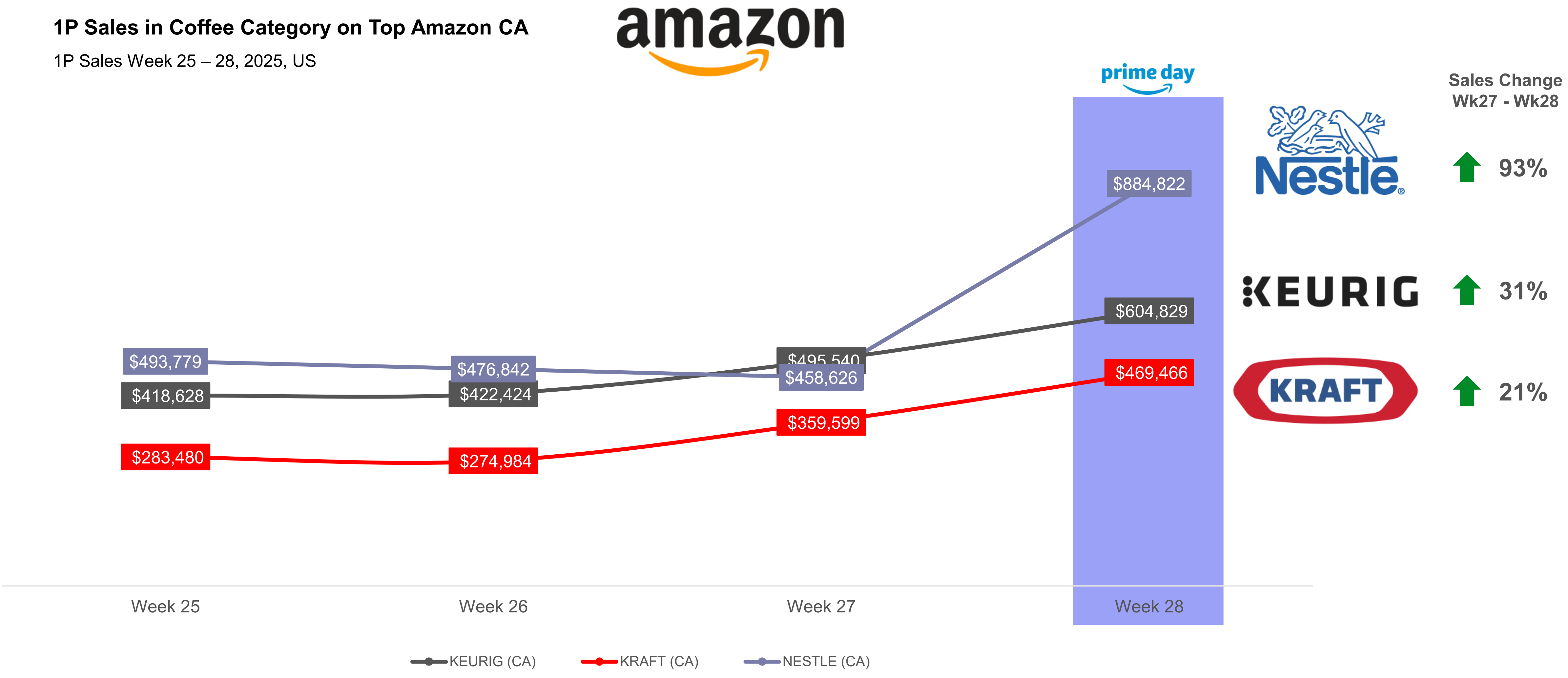


Top 10 – Sales Volume Prime Day



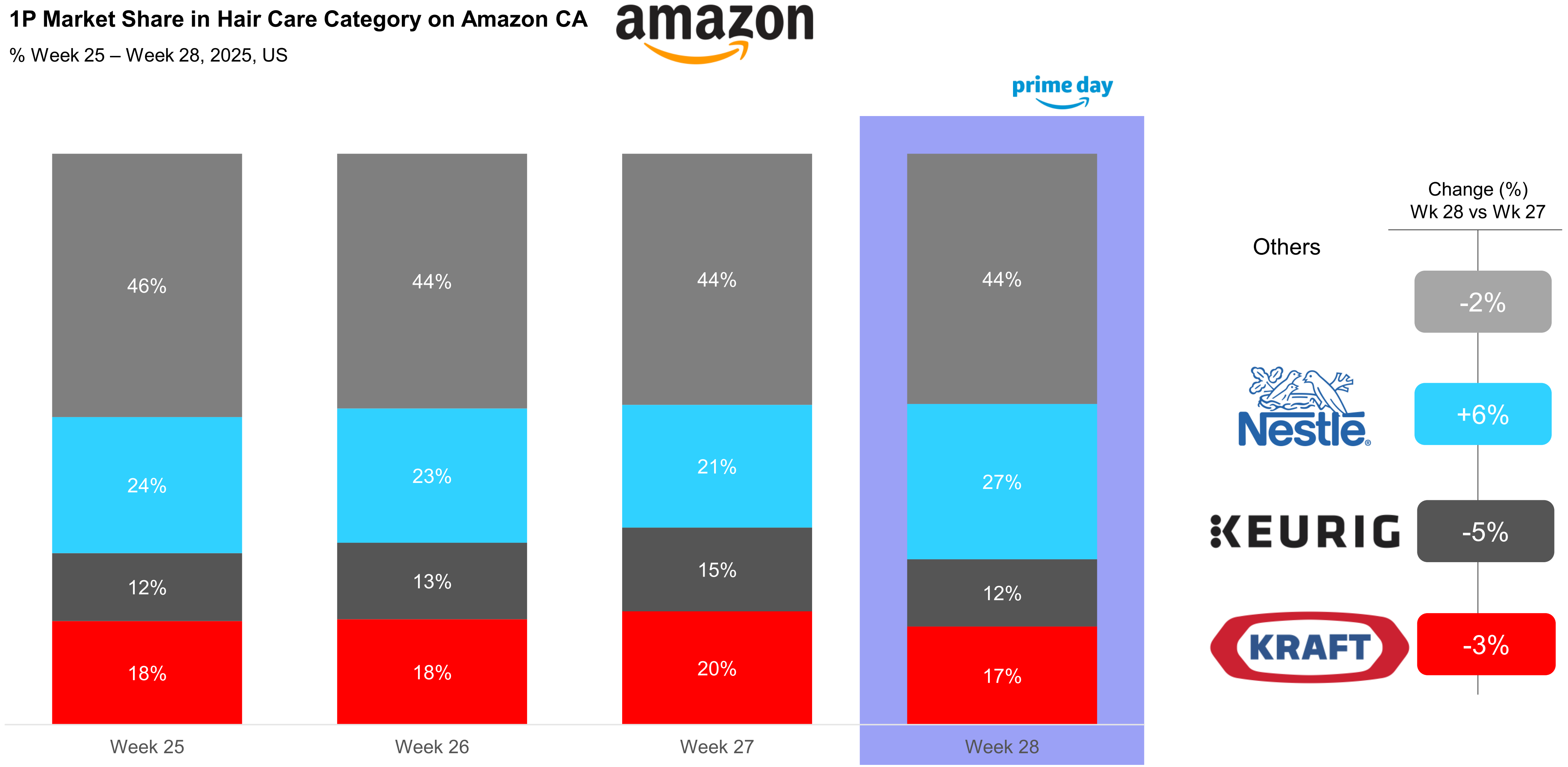
Source: NielsenIQ Digital Shelf Amazon Sales & Share

Nestlé CA saw significantly higher YoY growth on Prime Day than competitors in the coffee category



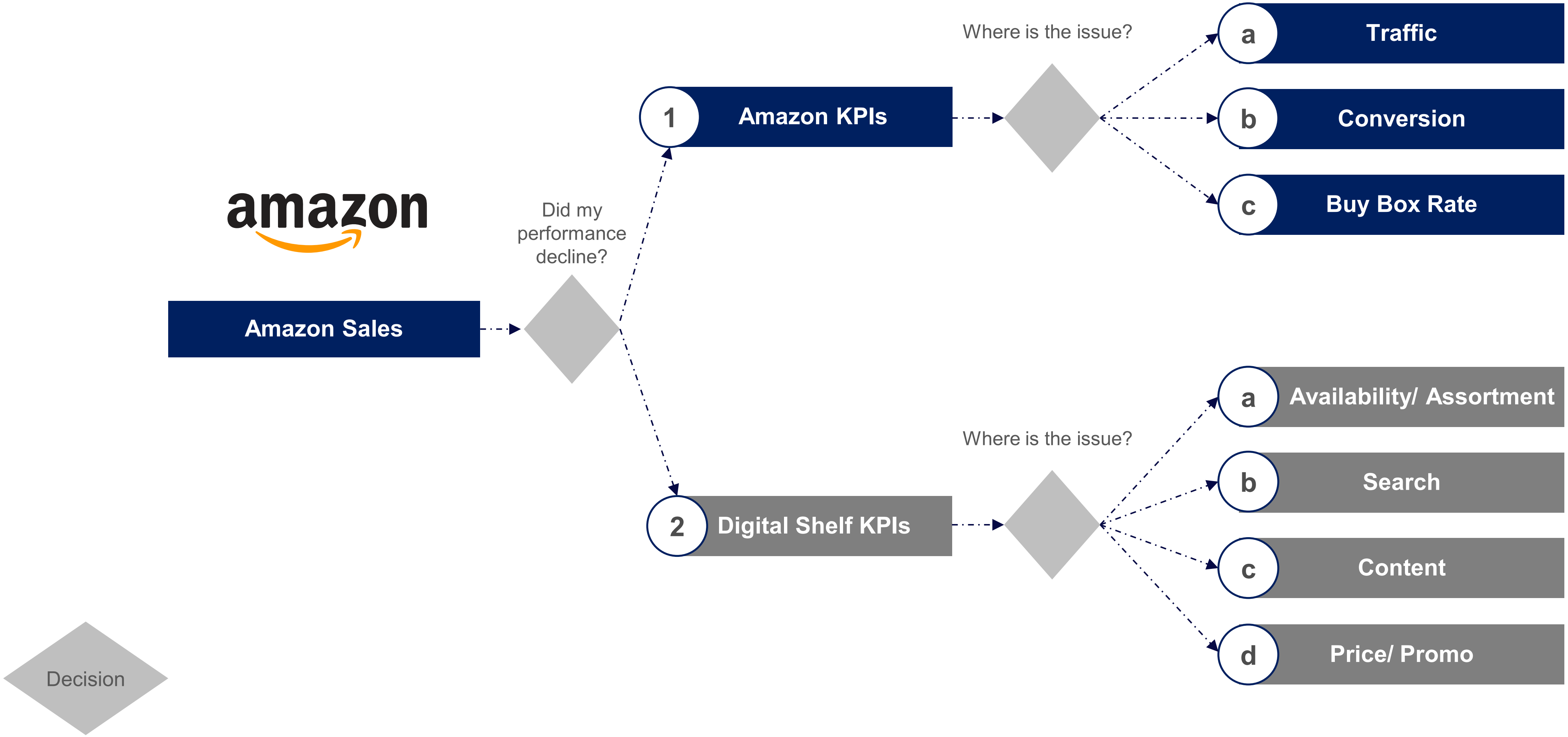
Source: NIQ Amazon Sales & Share

This allowed Nestlé to grab share from Keurig and Kraft during Prime Days in the Coffee Category at Amazon CA



Source: NIQ Amazon Sales & Share

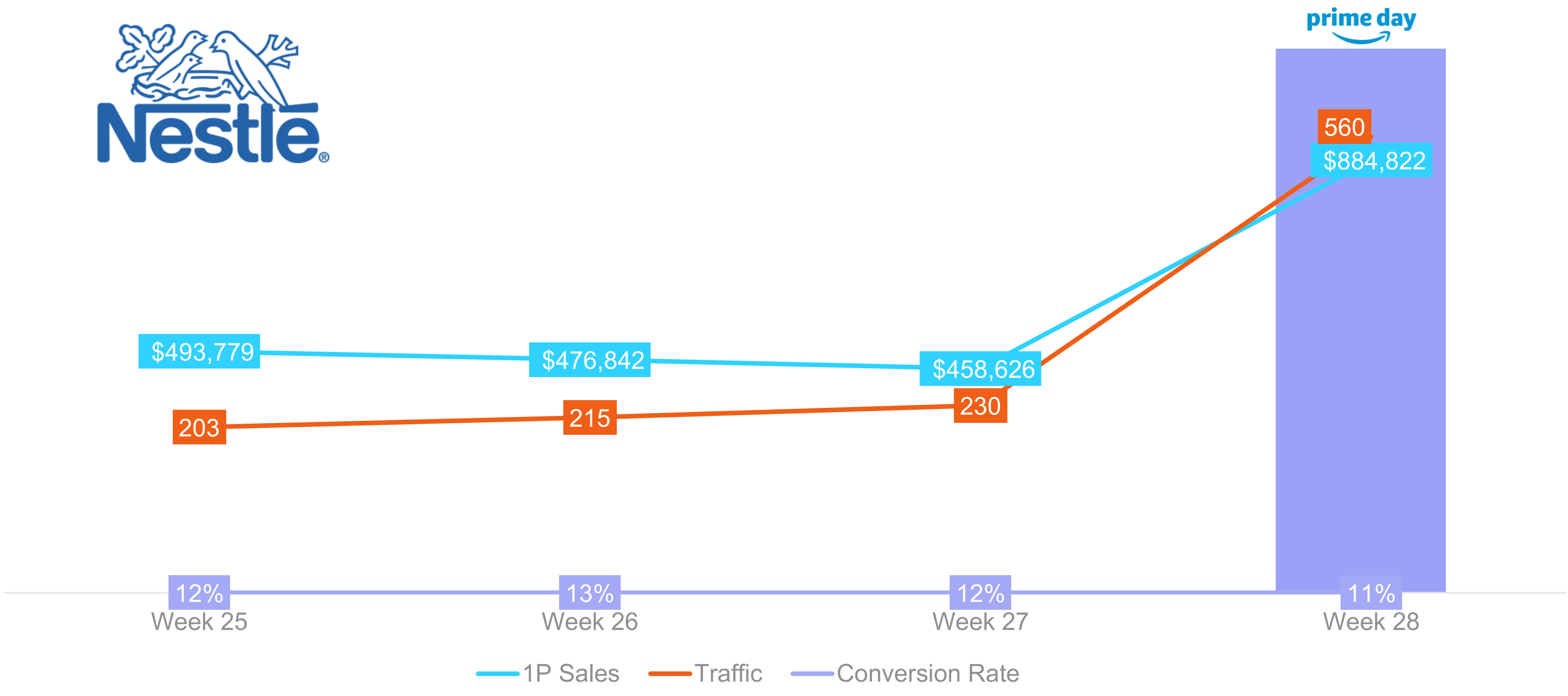
Amazon performance is complex & has multiple factors influencing sales & share



Traffic was a key driver impacting Nestlé's portfolio sales fluctuations and the peak during prime week within the coffee category at Amazon CA

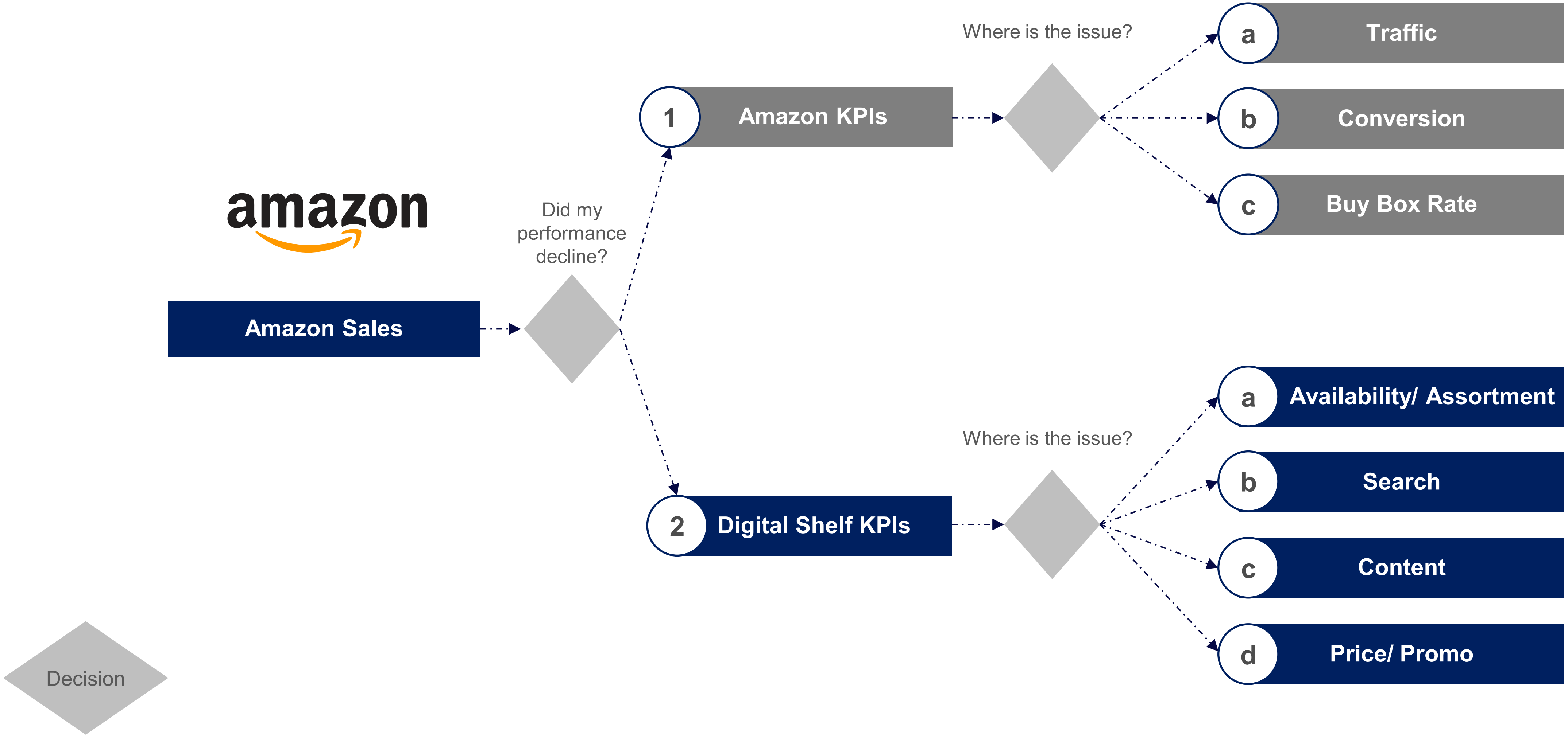
Nestlé 1P Sales, Traffic and Conversion Rate in the Coffee Category at Amazon CA

1P sales ($), Traffic, Conversion rate Week 25 – Week 28, 2025 US



Source: NIQ Amazon Sales & Share

Amazon performance is complex & has multiple factors influencing sales & share



The Digital Shelf Success

50% + 30% + 20% =

Be Available

Be Discoverable

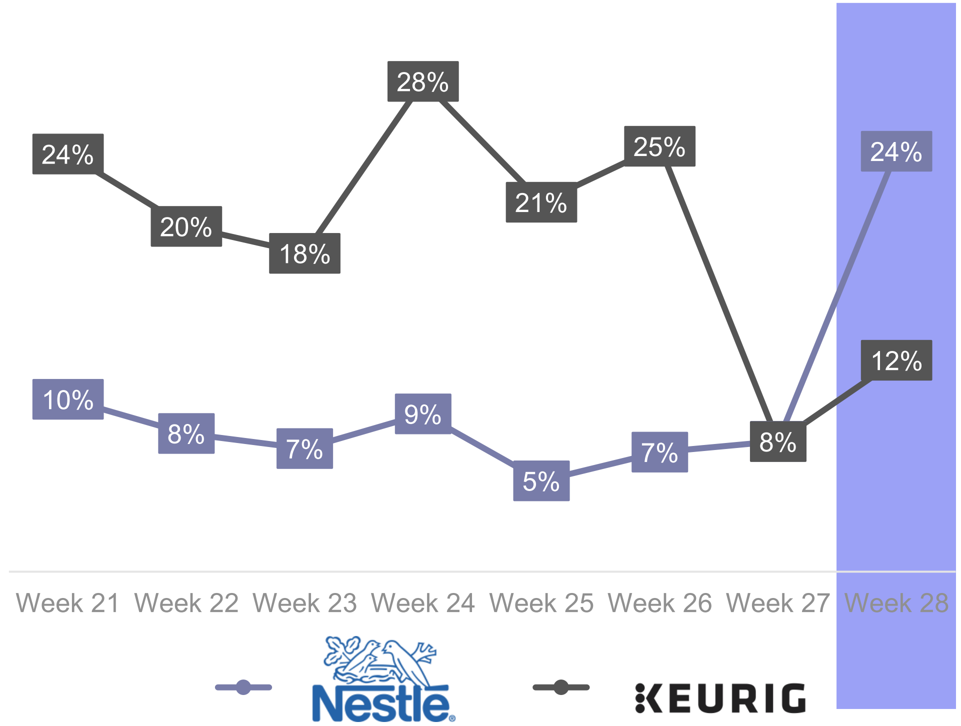
Be Attractive

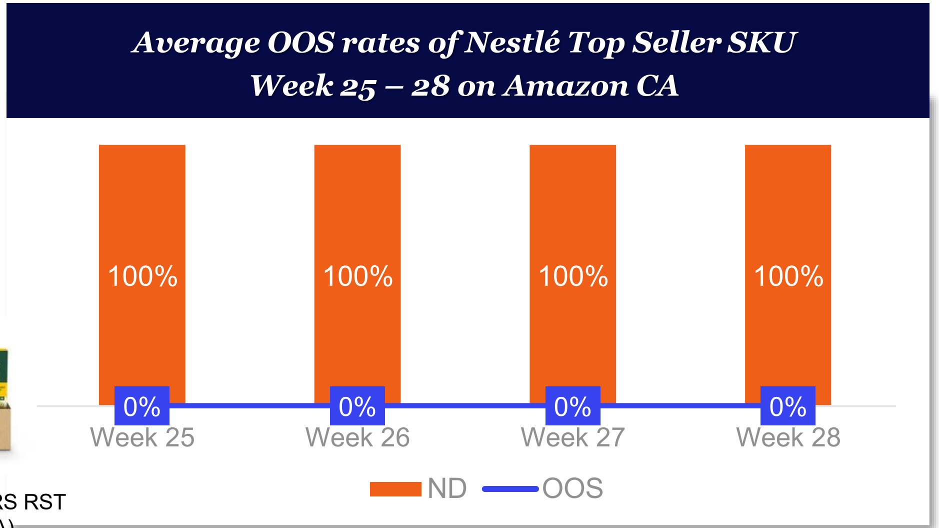
Digital Shelf Success

Nestlé's availability remained stable weeks before Prime Day, while Keurig had high OOS rate; Nestlé's Top 1 SKU remained fully available during the week of Prime Day, while Keurig's best-seller saw a 29% national OOS

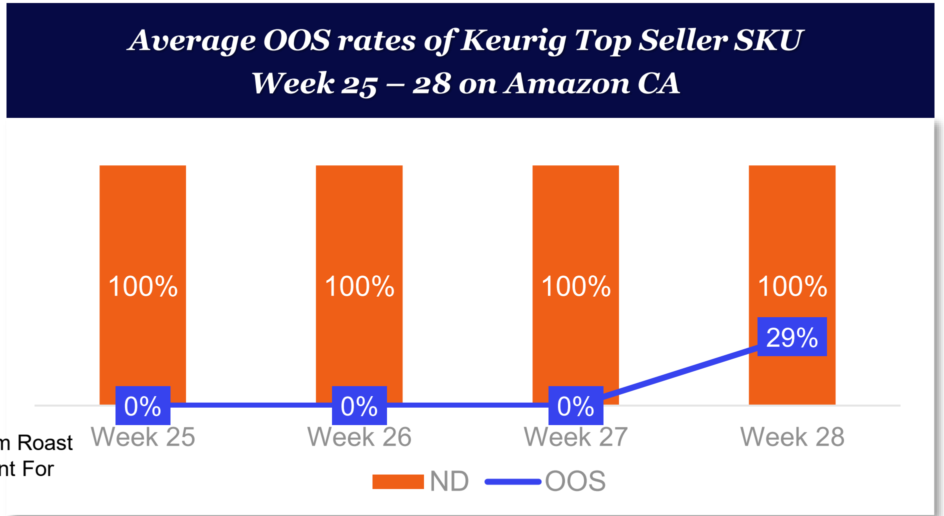
Average Out of Stock Rate of Nestlé vs Competitors in the Coffee Category

% Week 21 – Week 28, 2025, US





STARBUCKS BLNDE ESPRS RST Htg PCC 5x53g B6 (CA)



Van Houtte Colombian Medium Roast K-Cup Coffee Pods, 48 Count For Keurig Coffee Makers

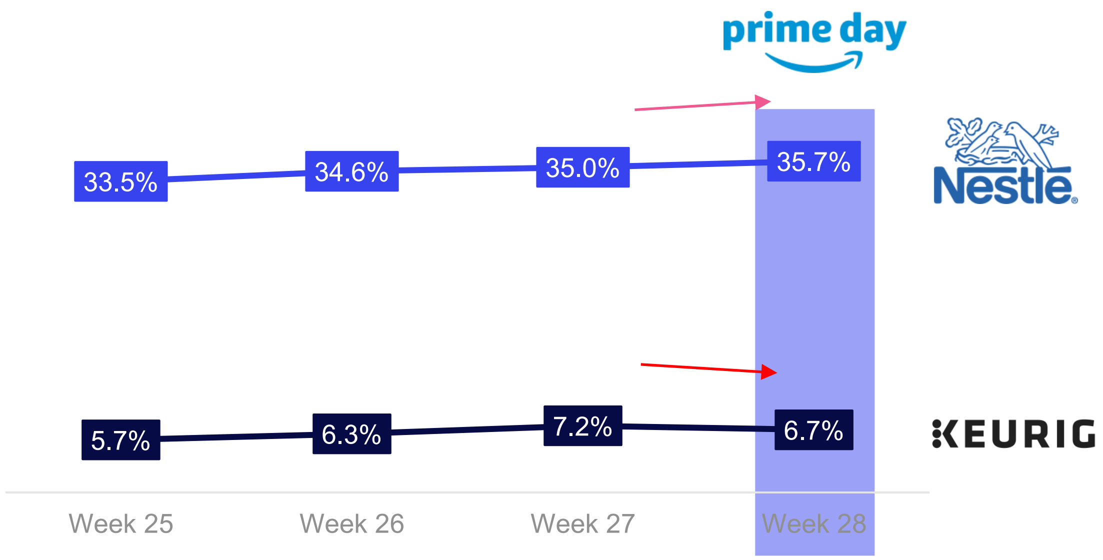
Source: NIQ Digital Shelf

Nestlé gained in visibility across organic & paid search and grabbed share from Keurig for key Coffee category keywords during Prime Days at Amazon CA

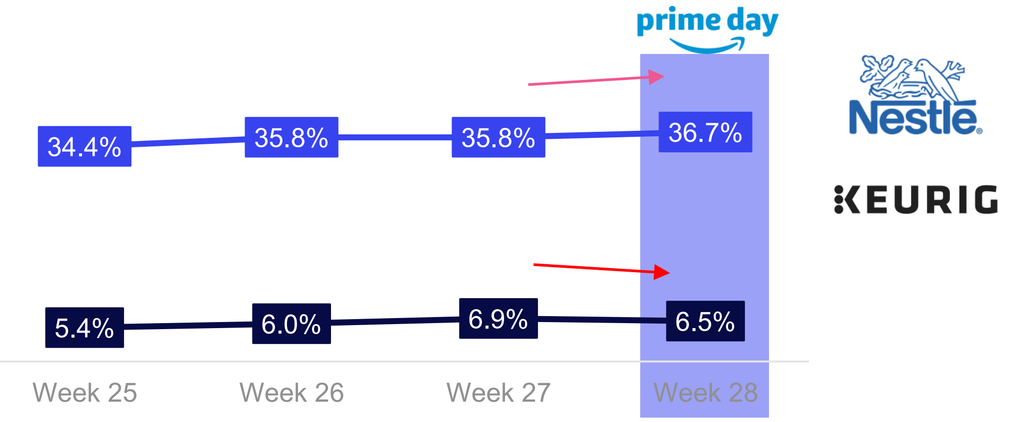
Top 20 Total Share of Search, Organic Search and Paid Search for Nestlé vs. Keurig across Select Coffee Keywords on Amazon CA

% Week 25 – Week 28, 2025, US

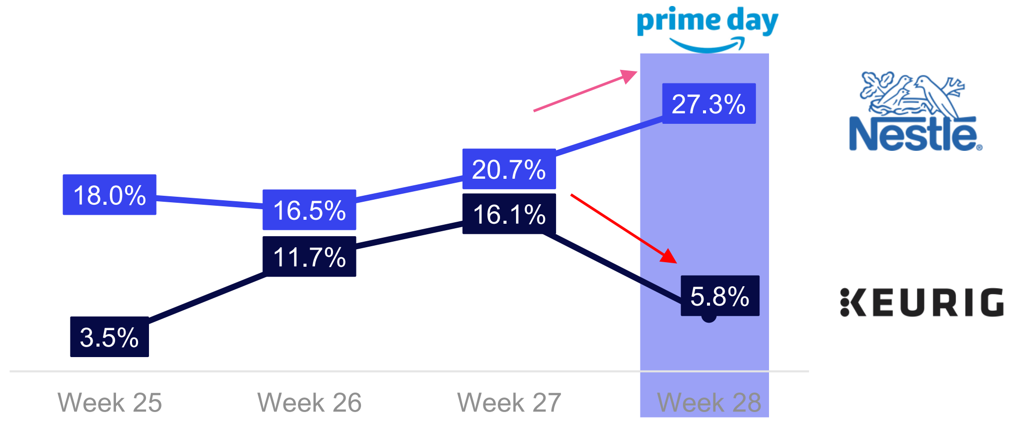
Top 20 All Search



Top 20 Organic Search



Top 20 Paid Search

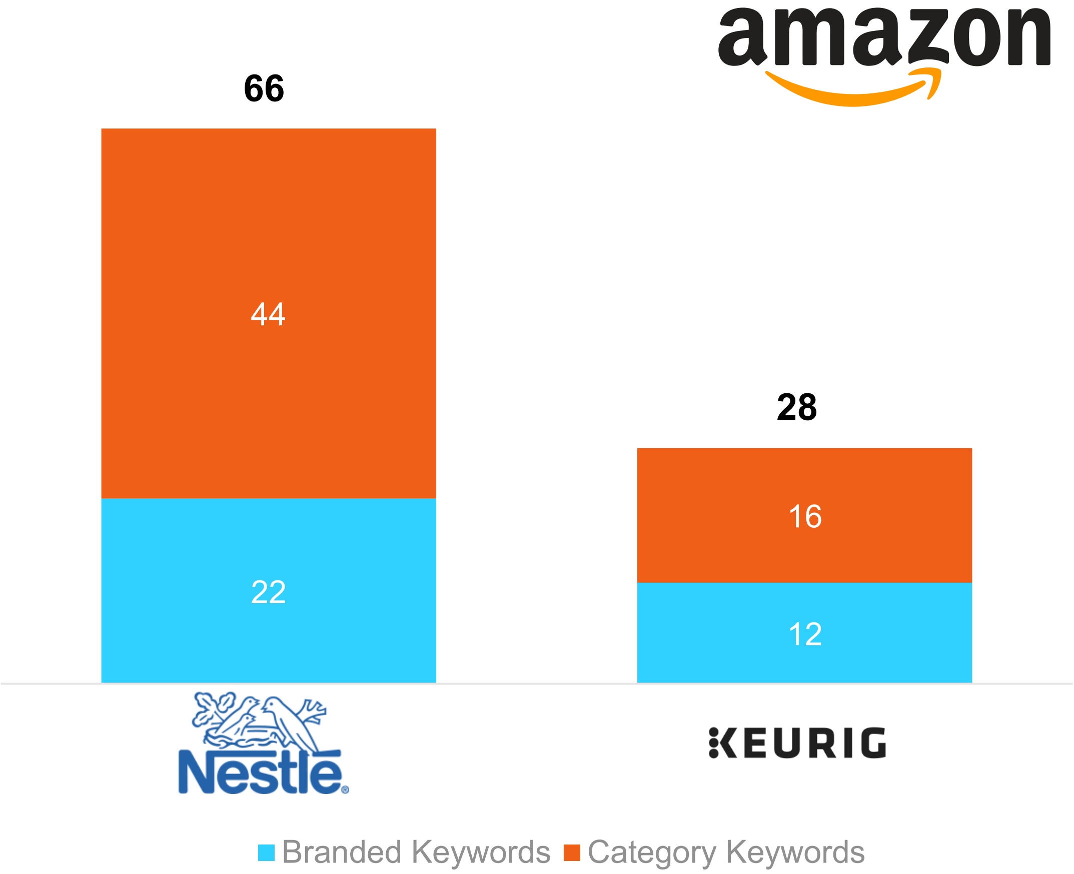


Source: NIQ Digital Shelf

Nestlé dominated sponsored keywords on Prime Day, investing in many more branded and category keywords than Keurig

# of Sponsored Coffee Keywords by Nestlé vs. Keurig on Amazon CA

Week 28, 2025, US



branded keywords

Nestlé's Unique Sponsored Keywords

- *coffee nescafe*
- *nescafe*
- *nespresso pods starbucks*
- *starbucks coffee beans*
- *starbucks nespresso*
- *starbucks nespresso pods*
- *capsule nespresso*
- *coffee beans*
- *iced coffee*
- *instant coffee*
- *nescafe gold*
- *nespresso capsules*
- *nespresso coffee pods*
- *nespresso original pods*
- *nespresso pods tim hortons*
- *nespresso pods vertuo*
- *nespresso starbuck*
- *nespresso tim hortons*
- *nespresso vertuo capsules*
- *tim hortons coffee*

Source: NIQ Digital Shelf

Nestlé invested in “coffee pods” keyword for its coffee capsule SKU, leading to a 2.5X sales uplift in value and 3X in volume

1P Sales Uplift of Nestlé Sponsored SKU on Amazon CA

Week 28, 2025, US

Sales value

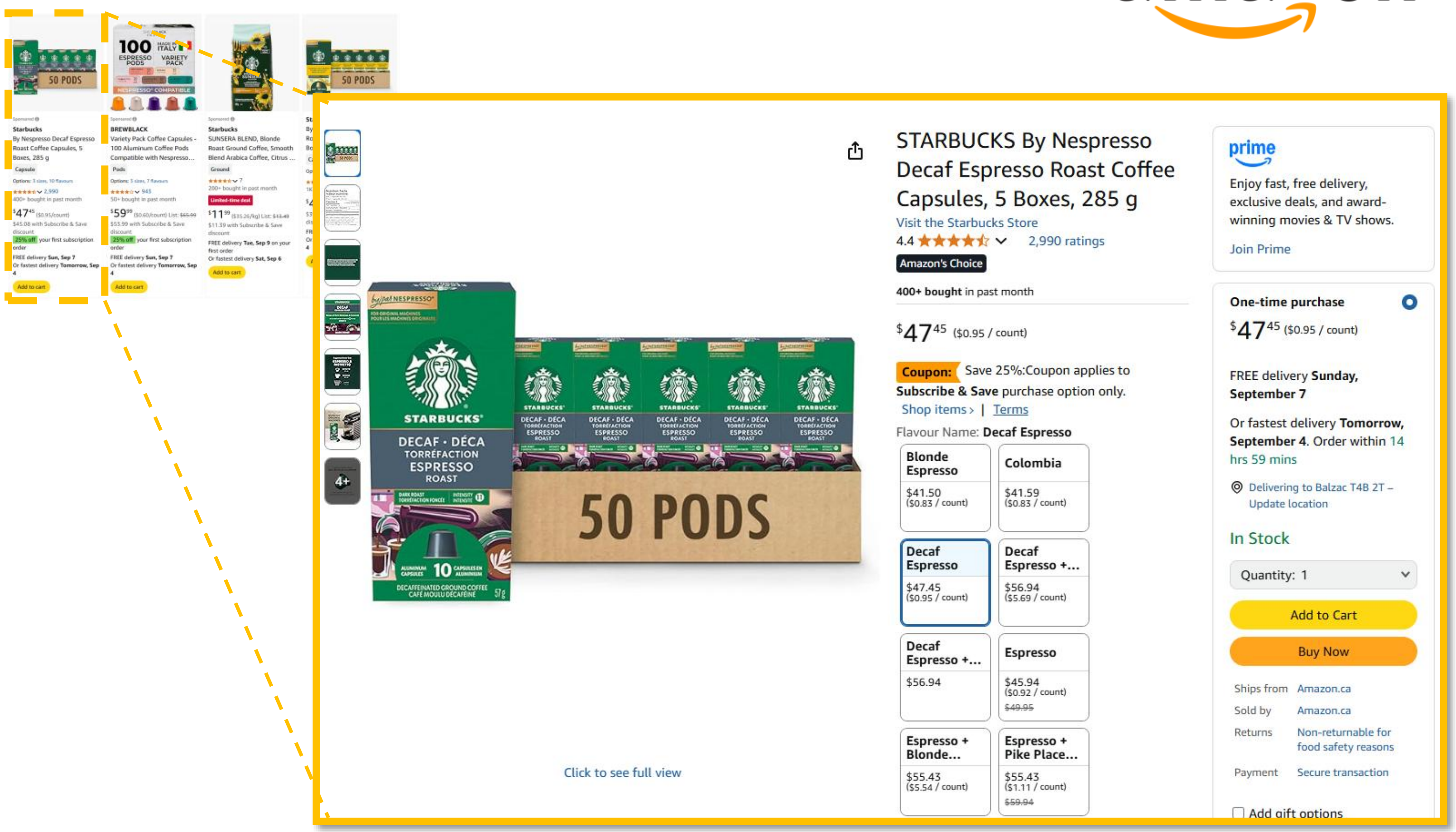
+ 251%

YoY

Sales volume

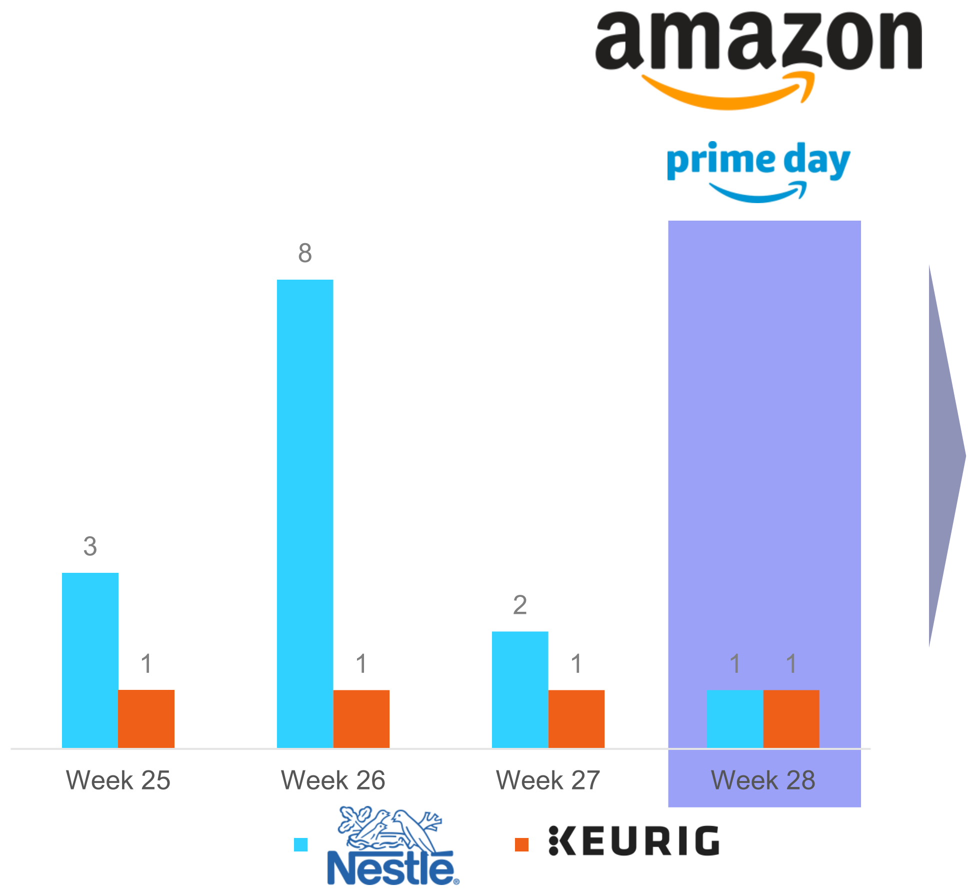
+305%

YoY



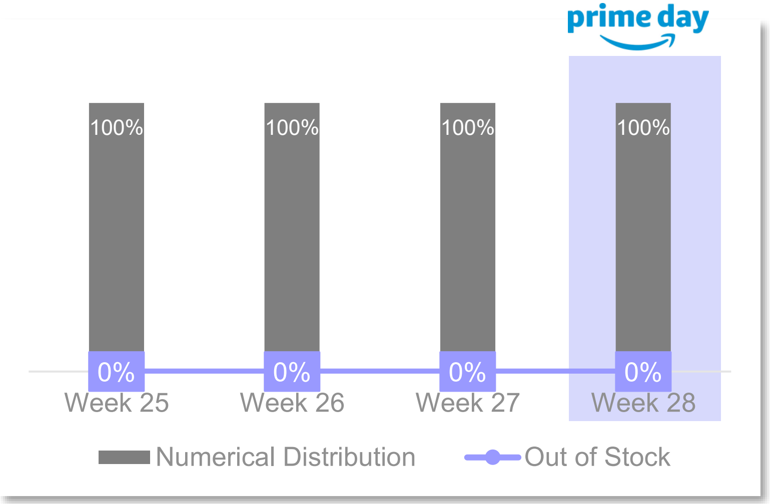
Source: NIQ Amazon Sales & Share & NIQ Digital Shelf

Nestlé invested heavily in media two weeks before Prime Day and ensured high effectiveness with low OOS of the sponsored SKU throughout the period

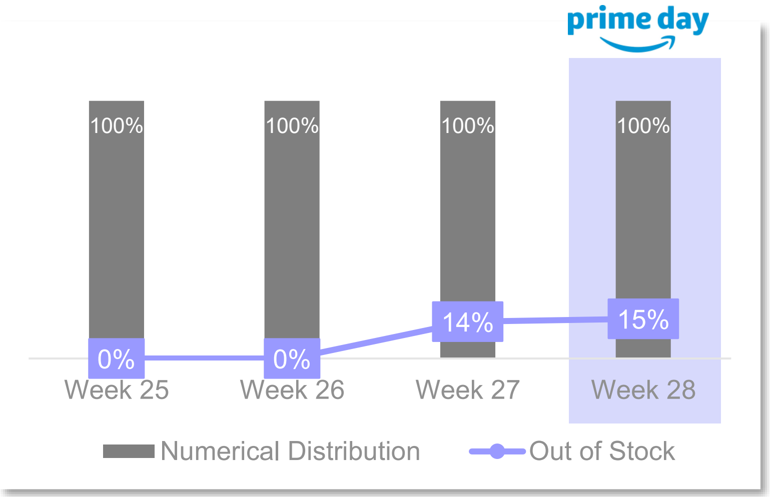


OOS and distribution of Promoted SKUs during the Campaign Period at Amazon CA

Starbucks French Roast Dark Roast Ground Coffee K-Cup Pods Box, 288g



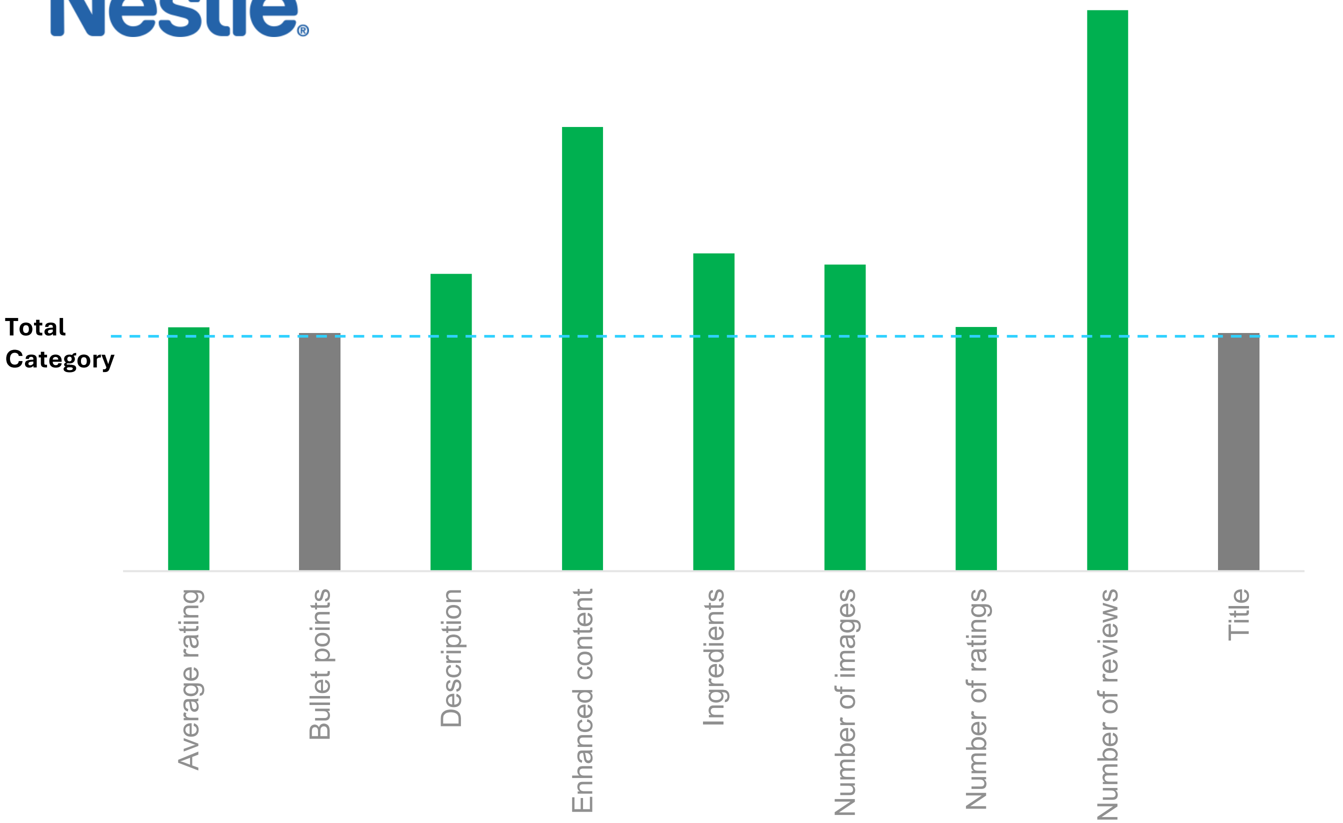
Tim Hortons Dark Roast Coffee, Single Serve Keurig K Cup Pods, 30 Count



Source: NIQ Digital Shelf

Nestlé over-indexed for most PDP indicators in the coffee category; outperforming on key content levers driving search for category keywords

PDP Indicators Benchmarking Nestlé vs. the Coffee Category at Amazon CA
Week 28 2025

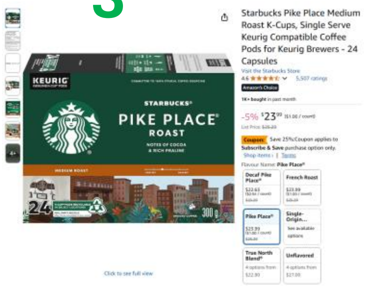


Source: NIQ Digital Shelf

Benchmarking Select PDP Elements of Nestlé vs Benchmark in the Coffee Category at Amazon CA
Week 28 2025

coffee pods

Rank
3rd

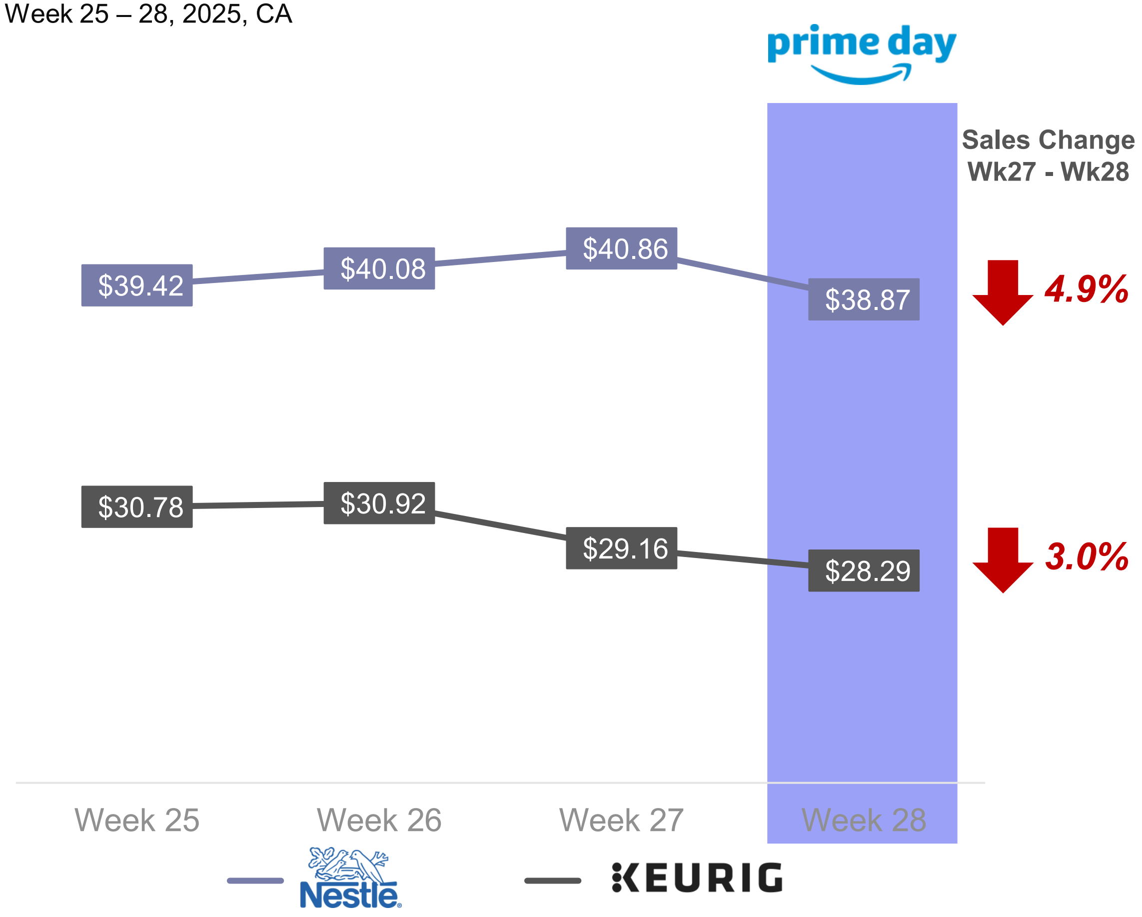


Rank
5th

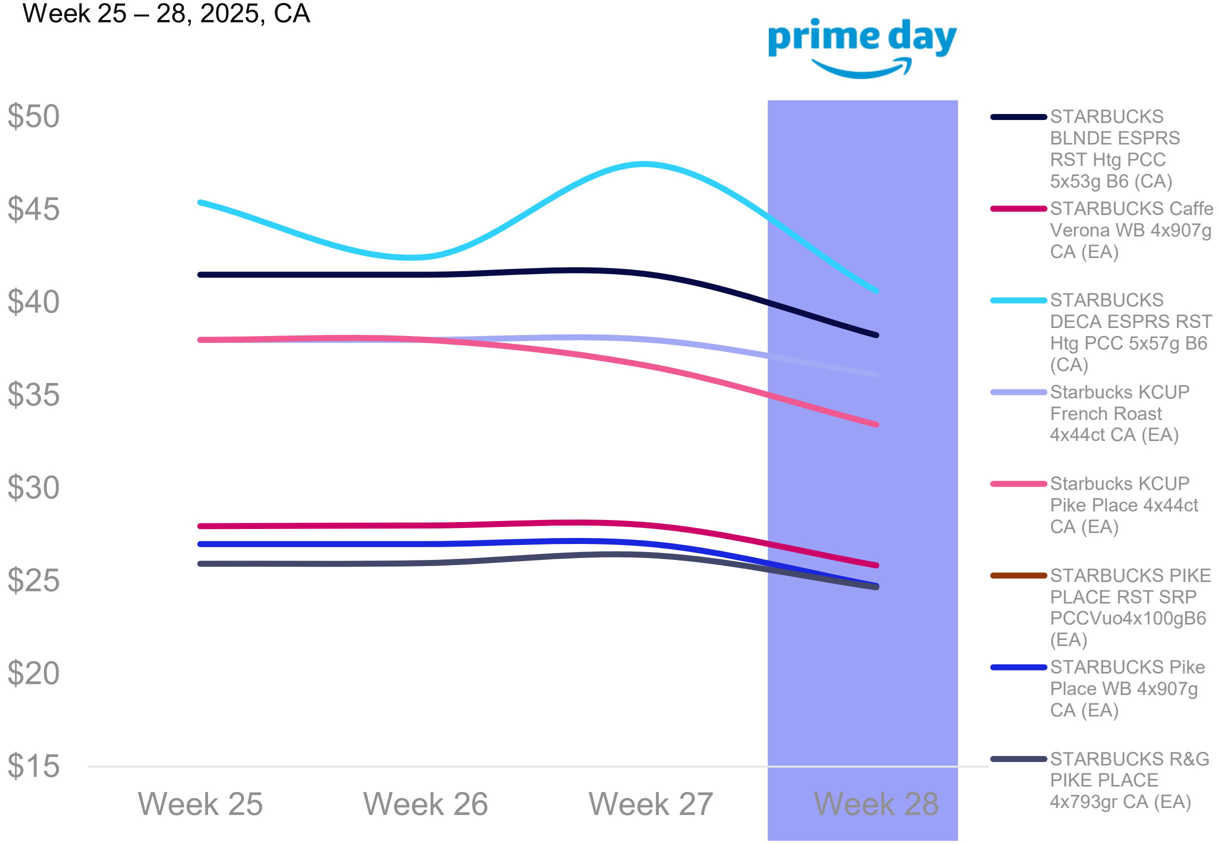
Top Nestlé SKU	Indicator	Top Keurig SKU
17	Title	13
85	Description	69
10	# of Images	8
4.6	Average Rating	4.6
5,507	# of Ratings	9,474
1,069	# of Reviews	2,111

Nestlé also offered a steeper price drop than Keurig during Prime Day to attract shoppers. This decline is also evident across Nestlé's top-selling coffee SKUs

Average 1P Price Nestlé vs. Keurig in the Coffee Category at Amazon CA
Week 25 – 28, 2025, CA

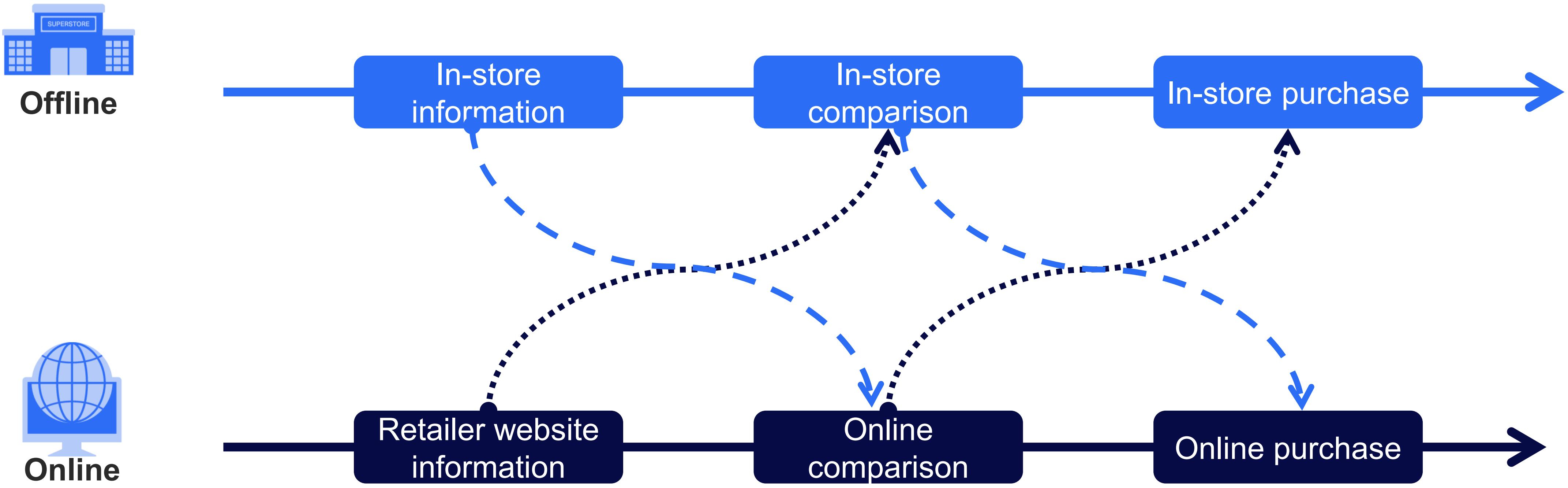


1P Price for Select Nestlé Best Selling Coffee SKUs at Amazon CA
Week 25 – 28, 2025, CA



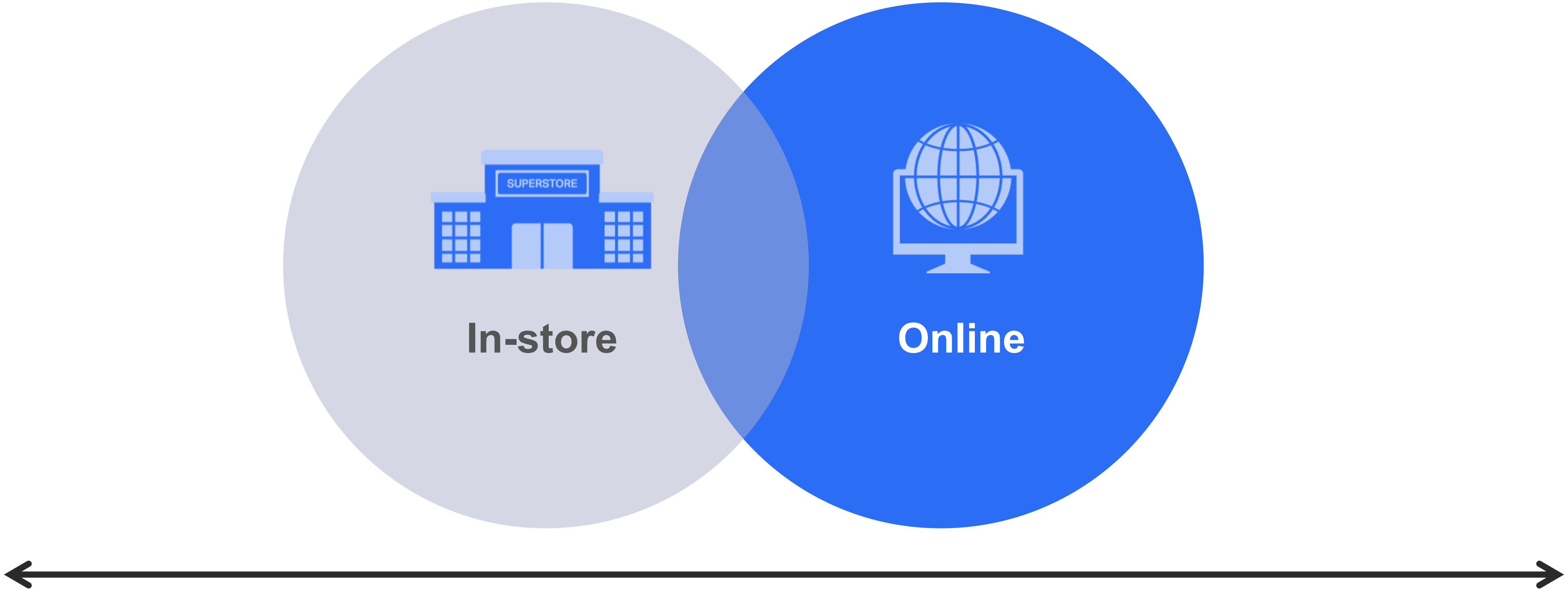
Source: NIQ Digital Shelf

Digital shelf is not just for eCommerce



It is key for driving *awareness* & *conversion*

In-store & Online responsibilities need to be *integrated across teams*

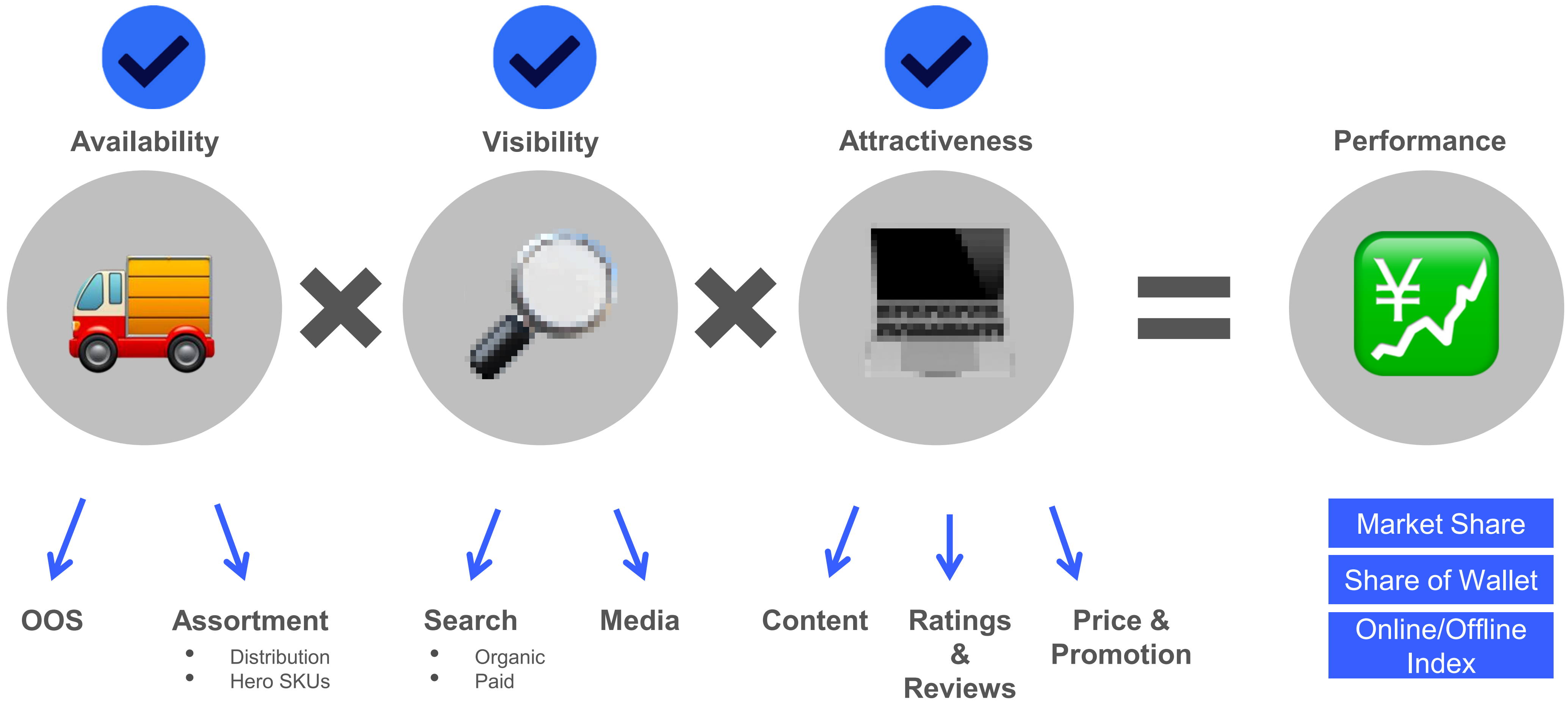


KPIs, strategies & implementation can no longer be silo'ed

How can brands *track & leverage* eCommerce *KPIs* in Canada?

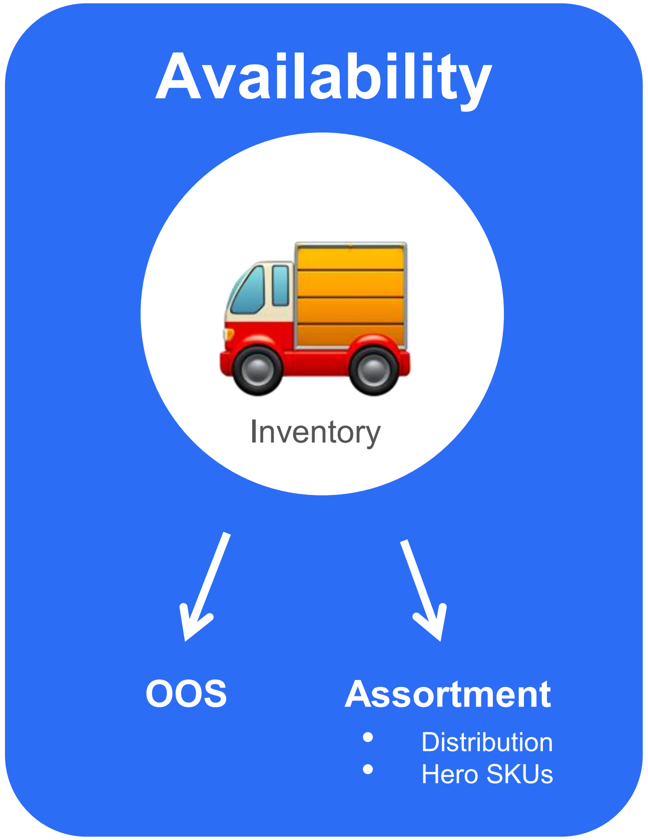
Lets recap…

eCommerce Performance Equation



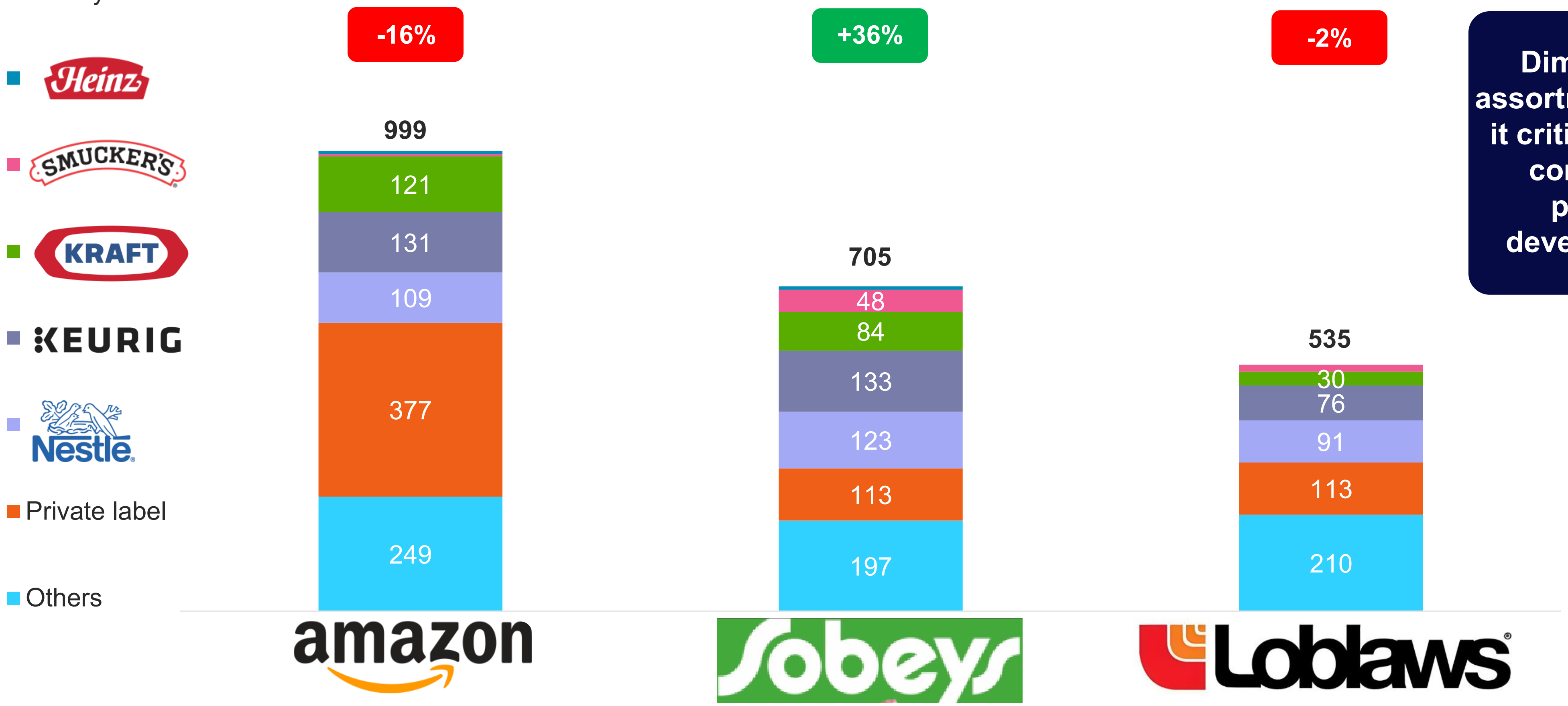
What products are listed online & are retailers *optimizing availability*?

Canada Use Cases



Category sizes vary across retailers & change daily – ensuring your hero products & NPDs are listed is key to the OmniShopper experience

Average # of Products by Manufacturer in Coffee Category across select Canadian Retailers
May 2025 vs May 2024

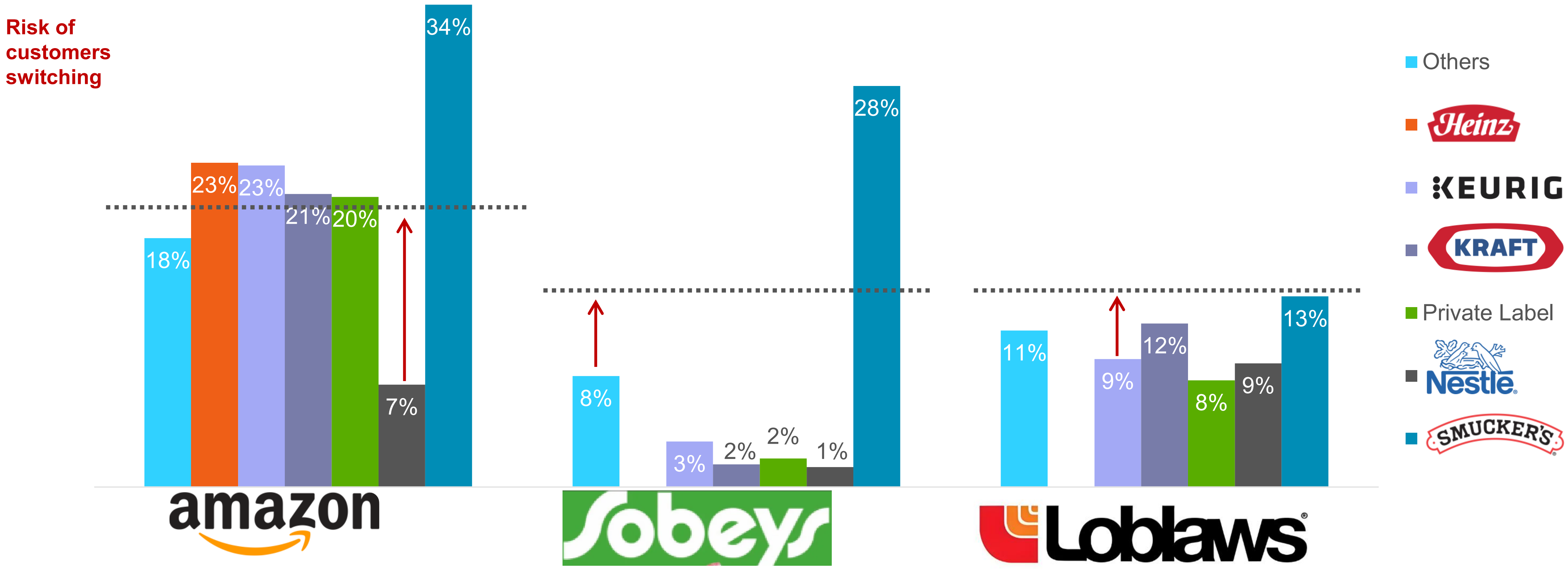


Diminishing assortment makes it critical to view competitor product developments

USE CASE

Brands need to ensure products are in-stock & available for purchase to reduce the risk of consumer switching

OOS Rate (%) for Top Manufacturers in the Coffee Category at select Canadian retailers
June 2025

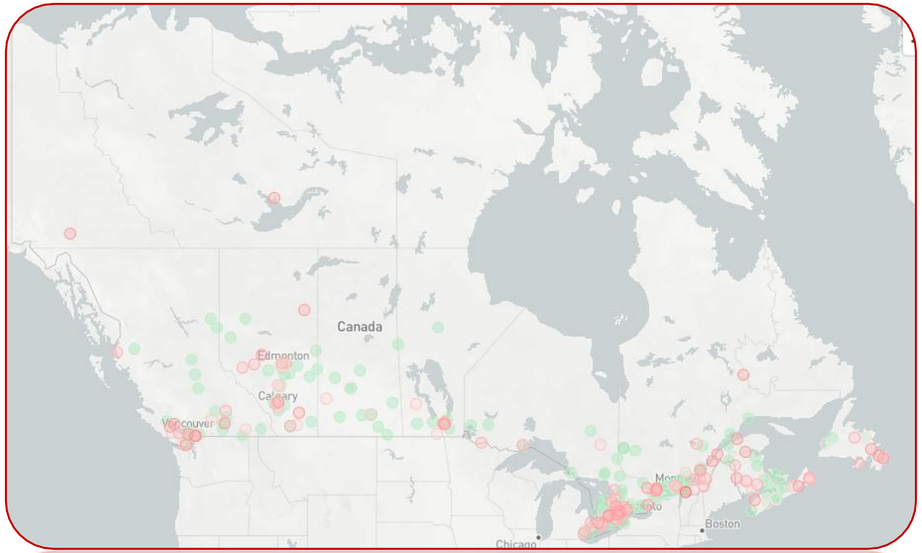


USE CASE

In order to achieve this, leveraging location-level data to collaborate with retailers

1. Target regular OOS offenders – products & locations
2. Ensure enough stock available & distributed when on promo (historical data to improve forecasts)
3. Ensure enough stock available & distributed when spending on media campaigns
4. Drive NPD success with distribution data to ensure products distributed across negotiated locations
5. Assist in JBPs to drive availability KPIs & assortment
6. Adjust stock thresholds to ensure continuous online availability

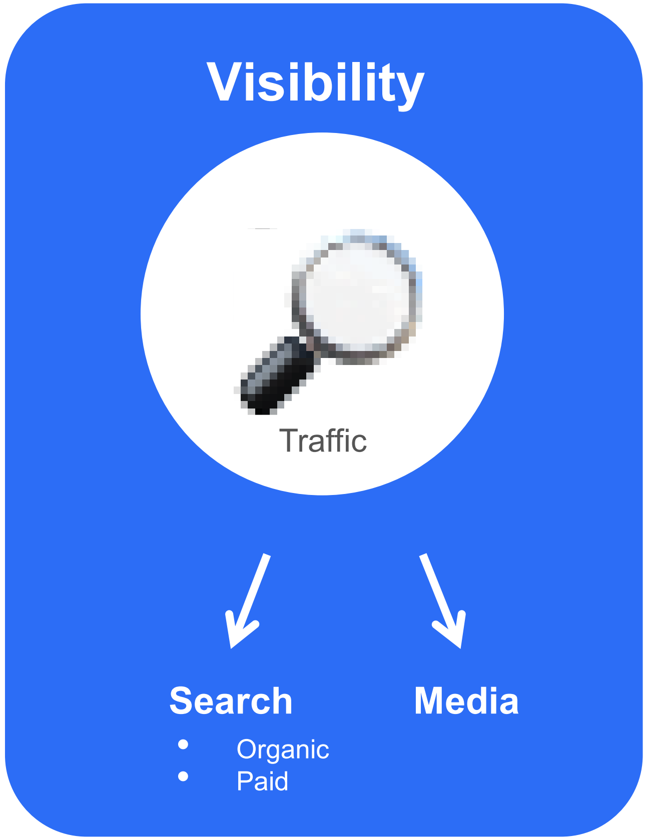
Location Level Data



Walmart Canada

How *discoverable* are my products across retailers' websites?

Canada Use Cases



USE CASE

Customers need to be able to find products easily that meets their needs – ensuring products are discoverable is key to driven awareness

Share of Search (%) in Top 20 Search Results for Top Coffee Manufacturer across coffee keywords at select Canadian Retailers
P6 2025

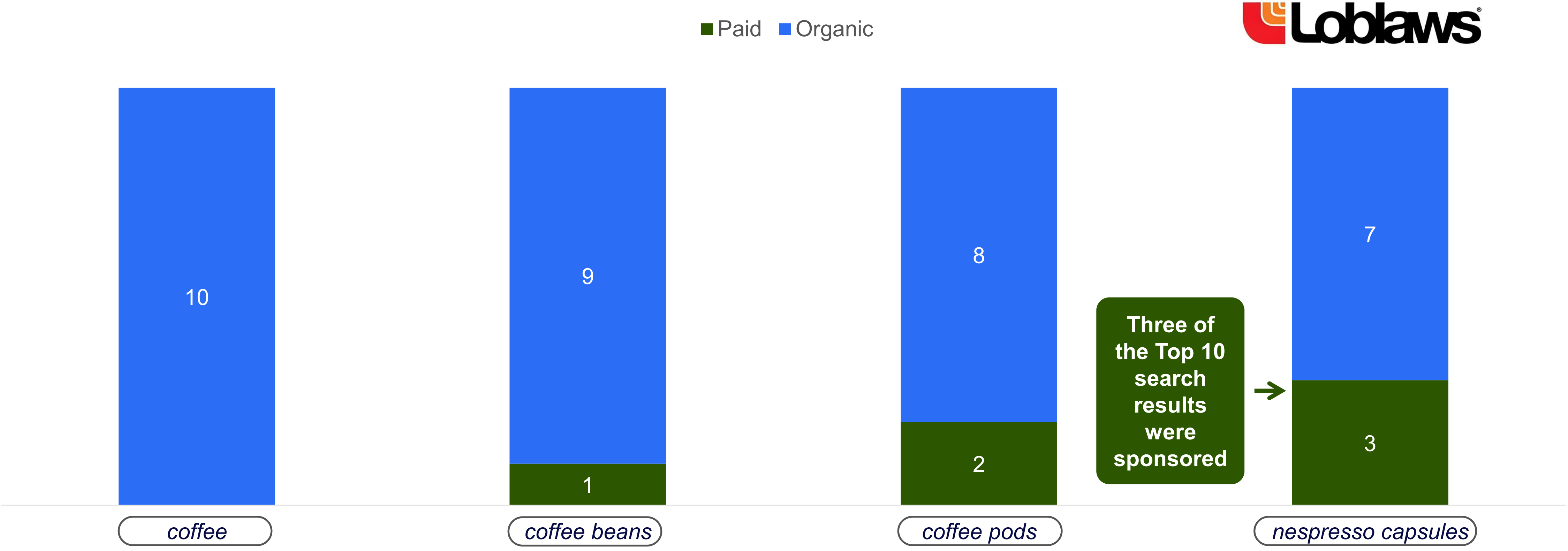
	coffee	coffee beans	coffee k cups	Coffee instant	coffee pods	Instant coffee	nespresso capcules	Total Search
Loblaws	6%	14%	30%	6%	23%	9%	33%	15%
Sobeys	2%	38%	86%	13%	7%	64%	75%	41%
amazon	5%	3%	49%	15%	8%	89%	46%	38%

Loblaws
Larger range = fighting for ***visibility***

USE CASE

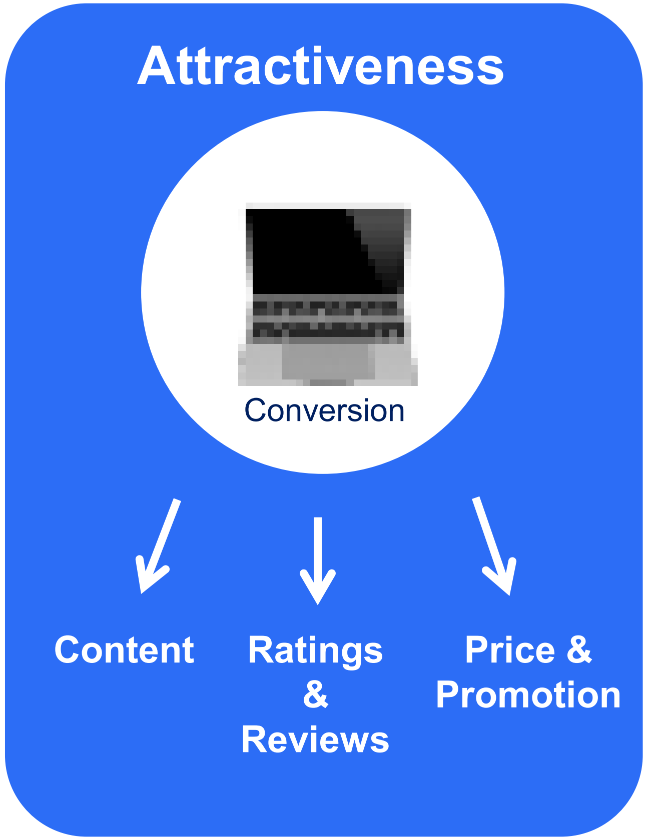
Visibility is key for success on pure players like Amazon, where eRetail Media investment is vital for visibility on important keywords

Top 10 Search Results split by # of products for Paid & Organic results for Top Manufacturers across Coffee keywords at Loblaws
P6 2025



Are my products *attractive* to the customer vs key competitors?

Canada Use Cases

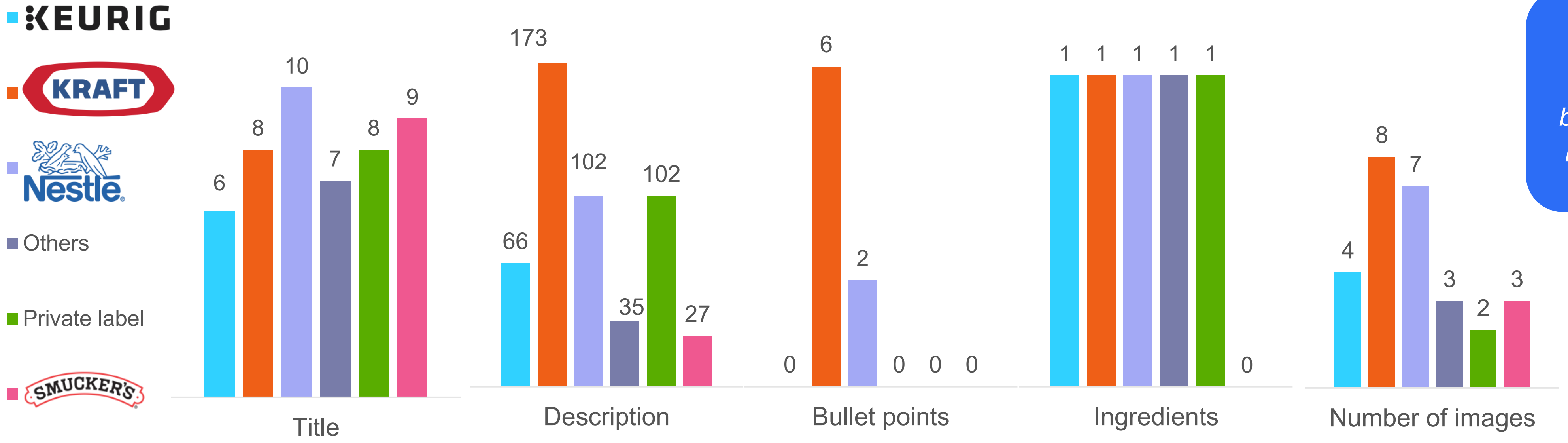


USE CASE

Content drives trust in the consumer– Images, product description, ratings & reviews

Especially for New Products that have just launched

Product Description Page Element Averages by Top Coffee Manufacturers at Loblaws
June 2025



Amongst 100s of products to choose from – customers use content to help guide their purchase decisions

Content also has an influence on visibility – utilize competitor benchmarking to ensure products have the right content

Assist the OmniShopper in *pre-purchase research, build trust & enhance the consumer shopping journey*

Pre-purchase research

Product information & availability

Build Trust

Customer ratings & reviews

Enhance shopper journey

Available & assist consumer across multiple touchpoints

Want to know more?

NIQ Digital

One platform to unlock data from the world's largest online consumer panel

- Understand market shares and trends
- Discover best-selling vendors or products
- Analyse marketplaces
- Optimize price, delivery and discount
- Understand share of wallet, loyalty, and churn
- Correlate consumer profiles with sales
- Access ad hoc market data
- Understand execution opportunities

NielsenIQ

Thank you!