

NIQ Retail Pulse

Decode evolving shopper behavior and store performance to forge retention and conversion

An **annual syndicated survey-based solution** that leverages over a decade of trended data to deliver in-depth insights into the evolving retail landscape, store equity and shopper trends.



Extensive global coverage across 50+ markets

See change

Keep pace with changing **shopper and channel dynamics**.

Understand

Understand the retail and **channel ecosystem** across markets, regions

Measure

Measure **store performance** from a shopper perspective, uncovering **motivations** behind store choices.

Reset

Prepare to tackle competition and take advantage of shifting shopper expectations by **knowing what drives their store choices**

Off-the-shelf on-demand comprehensive reports

Enhanced accuracy and insight via NIQ shopper currency data

Single currency retail equity score for universal comparison across markets

10 year look back window of trended data , revealing gradual shifts for big opportunities

More insight for less budget via syndication