

NIQ Global Snapshot

Granular insights. Bigger picture.

Equip your business with timely global market intelligence to grow your business beyond borders

What is it

NIQ Global Snapshot is a fully configurable, retail measurement report that enables you to create and customize your insights by using an array of market and category databases sourced from **over 80 countries**. Leverage our data to create a single, granular snapshot so you can easily assess and strategize new **international market performance and category opportunities**.

How it works

We jointly **define & scope** the data requirements to address your business need for expansion.

Our global delivery team creates a **configurable report** leveraging the NIQ databases.

You gain **valuable insights** on category, growth, competitive environment, distribution and more.

Key benefits

- **Accurate**
With extensive retailer cooperation and granular detail down to the item level, allowing you to validate your expansion strategy and identify potential risks and obstacles present in the market
- **Flexible**
With hundreds of categories at your disposal, you can leverage data to create new opportunities and quantify every conversation you have with investors, retailers, and partners.
- **Reliable**
Eliminate guesswork with the latest insights. Enter new markets with confidence by identifying high-potential locations and strategically deploying your resources for optimal results and conversions.

Consumers are more connected than ever before, and both local and global brands are eager to catch their attention. As new companies, products and retail channels emerge around the world, it is critical for fast-moving consumer goods (FMCG) companies to understand the evolving landscape and identify growth opportunities for their business. Within this dynamic environment, organizations need quick access to the latest information on markets, categories and companies to gain a competitive advantage.

