

The background features a dark blue field with several concentric circles in varying shades of blue and purple. On the right side, there is a stylized, light blue graphic of a tower or skyscraper with a grid-like pattern.

NielsenIQ *Insider*

Unlocking Consumption

*An exclusive look at how consumption will
change the future of FMCG*

NIQ Insider 2024

Exclusive survey across the FMCG category

261 senior c-suite leaders across 79 countries

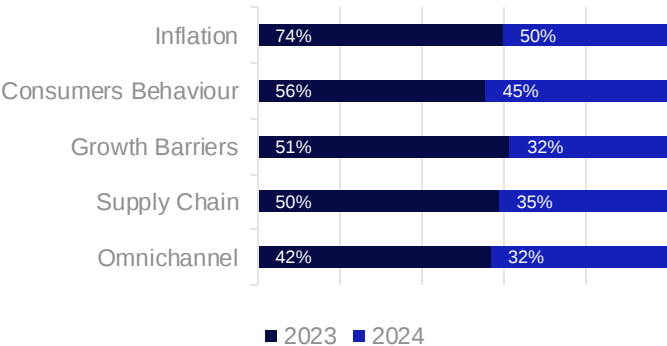
ranging from CEOs CMO, Management. Chairman, VP, Board Members representing global manufacturers and retailers

NIQ Insider delves into the issues facing consumer good brands with actionable insight to help achieve the full view of growth to help understand how to unlock consumption

The Future of Growth

Inflation continues to be the hottest topic in FMCG boardrooms across manufacturers and retailers, coupled with understanding how consumers are changing the category.

Challenges for FMCG 2023 vs 2024



The Future of Price as a Growth Lever



76% of respondents stated that price is the most important lever to pull to generate value with consumers while only 45% stated quality is key to increasing value



Marketing in FMCG is key to unlocking net new growth

51% of FMCG leaders need marketing teams to show the value of their brand to consumers – to unlock net new growth.

How to drive real volume and consumption growth is the most difficult challenge right now for manufacturers and retailers



Source: NIQ Insider 2024

The picture for tomorrow

Shows green shoots of recovery

Top expected trend from FMCG leaders in the retail landscape for 2025

Consumption continues to decline and market growth due to inflation only
(26% of respondents)

NIQ Insider survey 2024

Climate is changing, and the landscape is looking more promising

59% of global markets are already demonstrating annualised weighted volume growth across FMCG

NIQ RMS QBN MAT Q1 2024

Spending is being directed to where it matters most in the great shift from cautious to intentional consumption

41% of consumers will plan ahead before shopping to manage spending

NIQ 2024 Mid-Year Consumer Outlook, Global

Key forces shaping the demand horizon

Putting the consumer central to planning

Generations

Penetration is key Brands growing beyond inflation unlocked growth in 16+ demographics

Technology

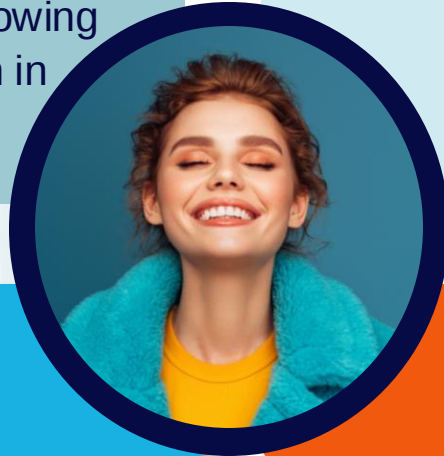
1 in 3 are likely to purchase via social media

Consumer habits

40% would switch to buy a private label product they enjoy, even if it cost more

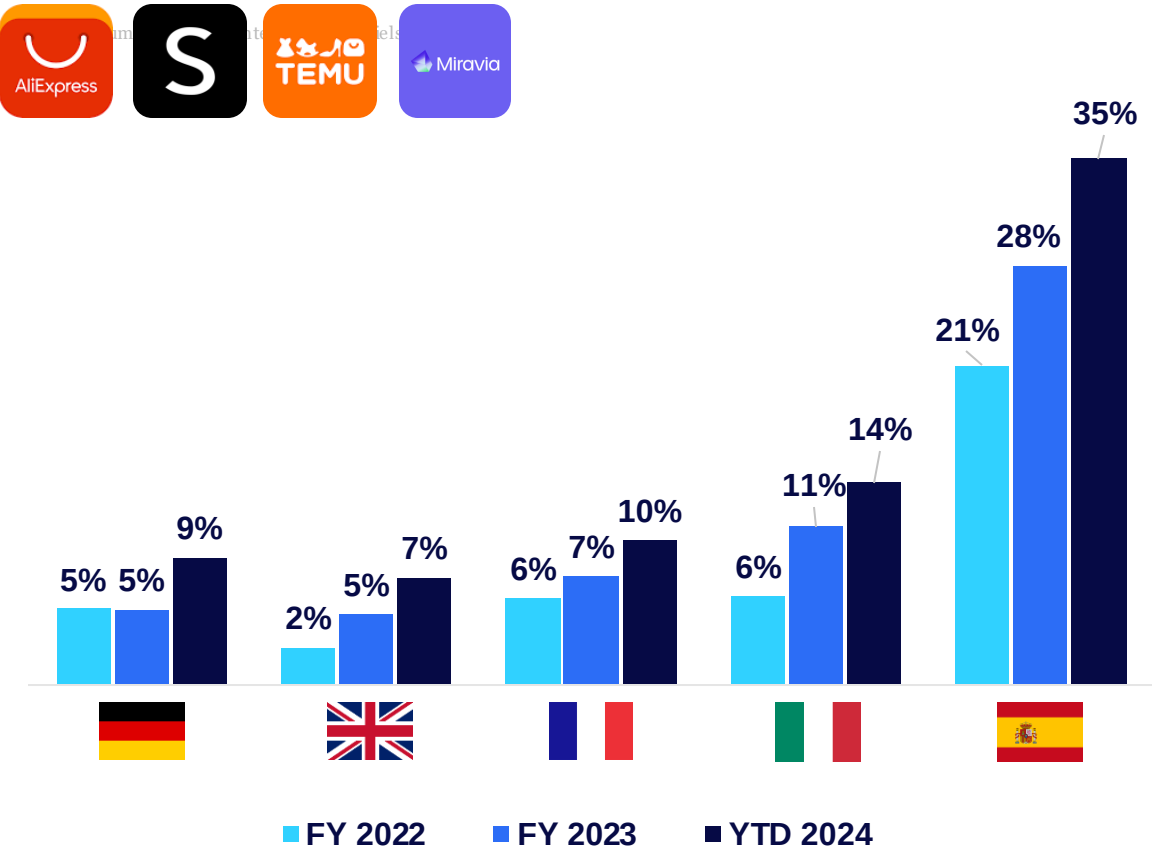
Retail landscape

12.1% eCommerce is the #1 growing global channel
#2 On-Premise #3 Traditional Trade #4 Discounters

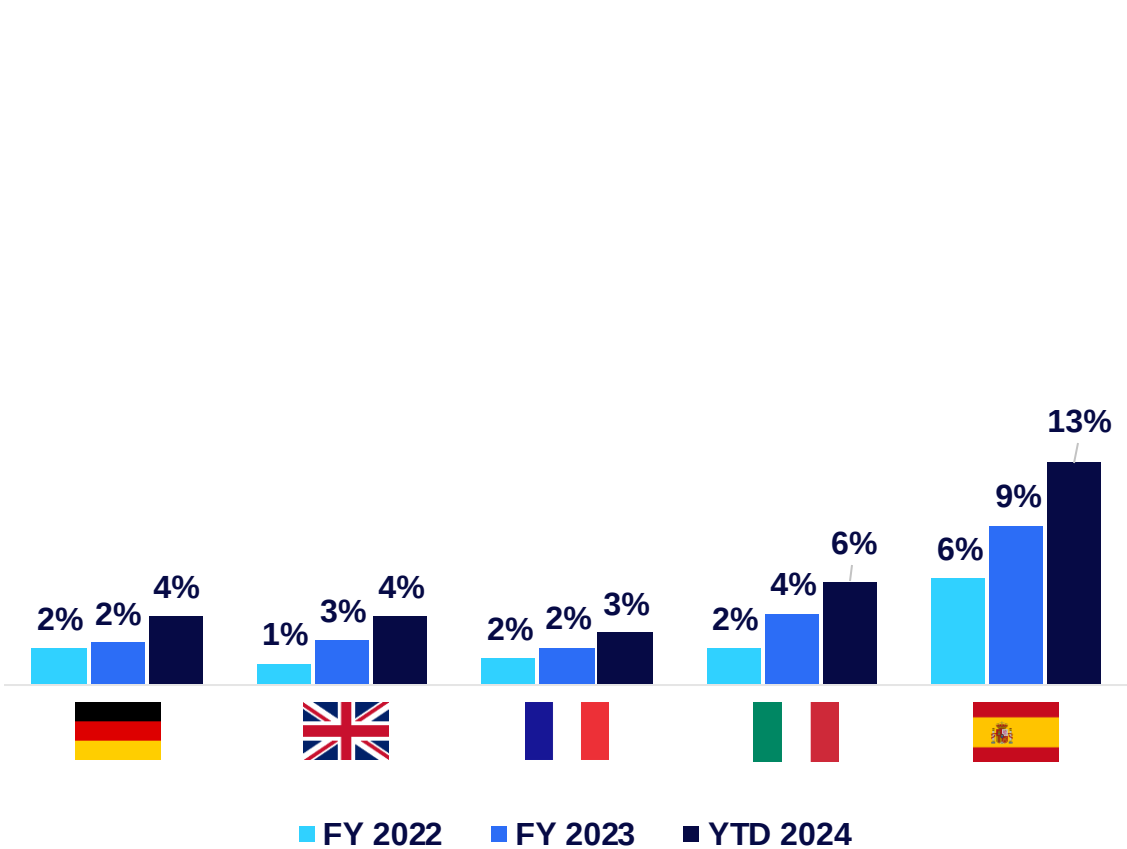


Chinese platforms are taking Europe by storm

Aliexpress, Miravia, Temu, Shein market share in volume of orders
Total e-commerce of goods

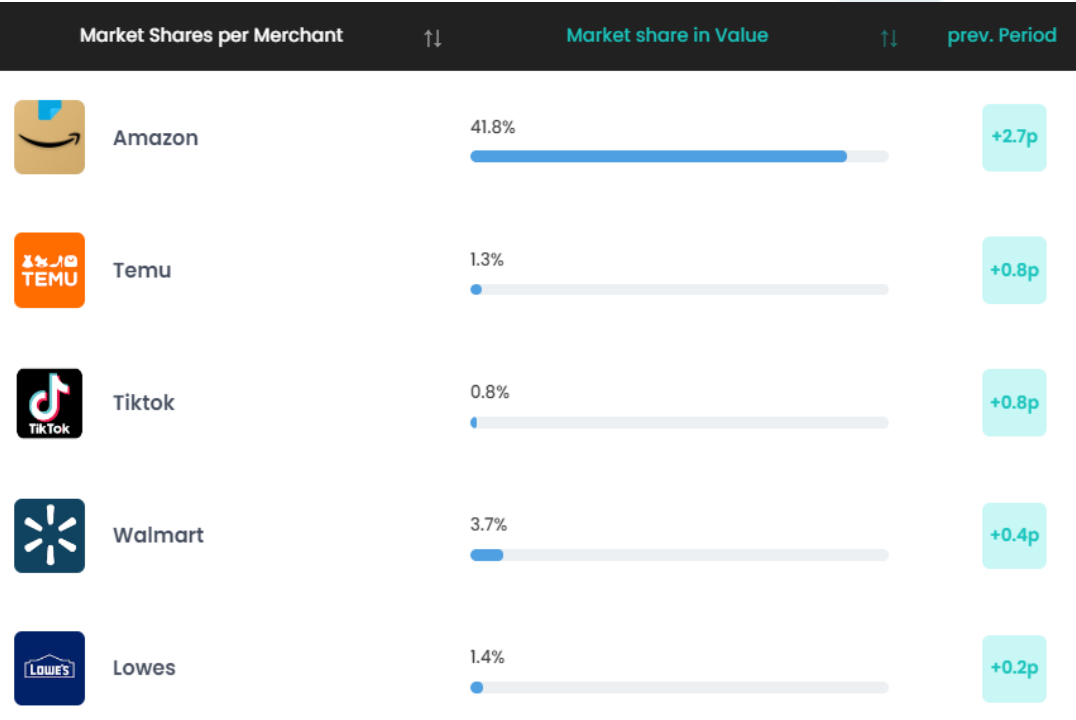


Aliexpress, Miravia, Temu, Shein market share in value
Total e-commerce of goods



And it is already in the US which consumers are loving

5 fastest growing online retailers in the US over the last 12 months YoY (all categories of products)

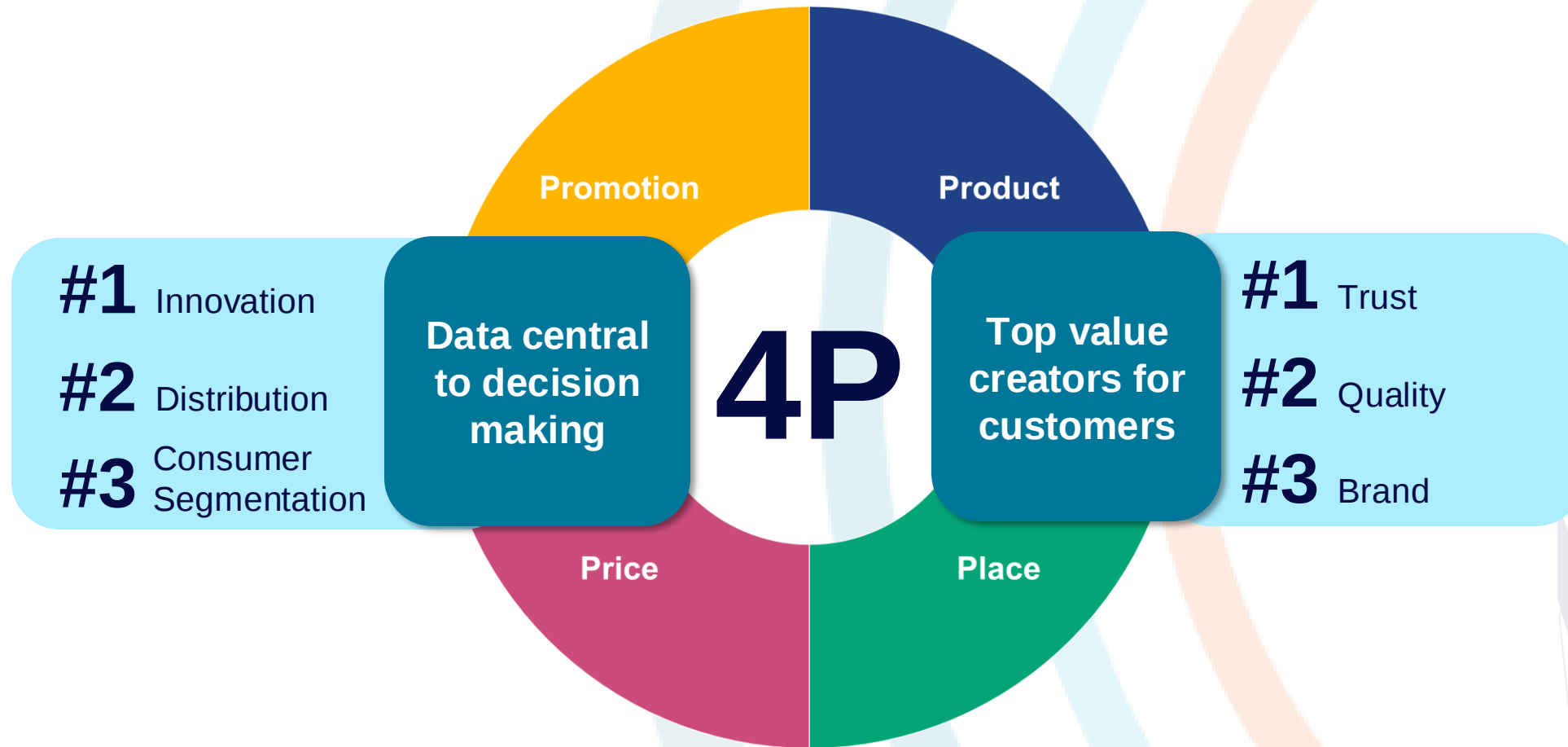


Merchant	Penetration	Average Order Value	Purchase frequency
Amazon	55%	US\$39.56	72.9
Walmart	35.5%	US\$41.98	10.8
Tiktok	21.5%	US\$24.07	6.9
Temu	20.2%	US\$37.77	7.7

1 in 5 American online shoppers bought on the TikTok Shop over the last 12 months, and spend online **10%** more than the average American Online Buyer (\$4812 vs \$4394) on all categories of products combined

Unlocking consumption

There are multiple levers to unlock growth



Being prepared for what tomorrow brings

Know your DNA to navigate a multi-trend environment successfully

Your 2025 Strategy Roadmap

**A slow decline will
yield a slower climb**

Don't overestimate the
**speed of consumer
recovery**

**The widest net will
reel in 2025 growth**

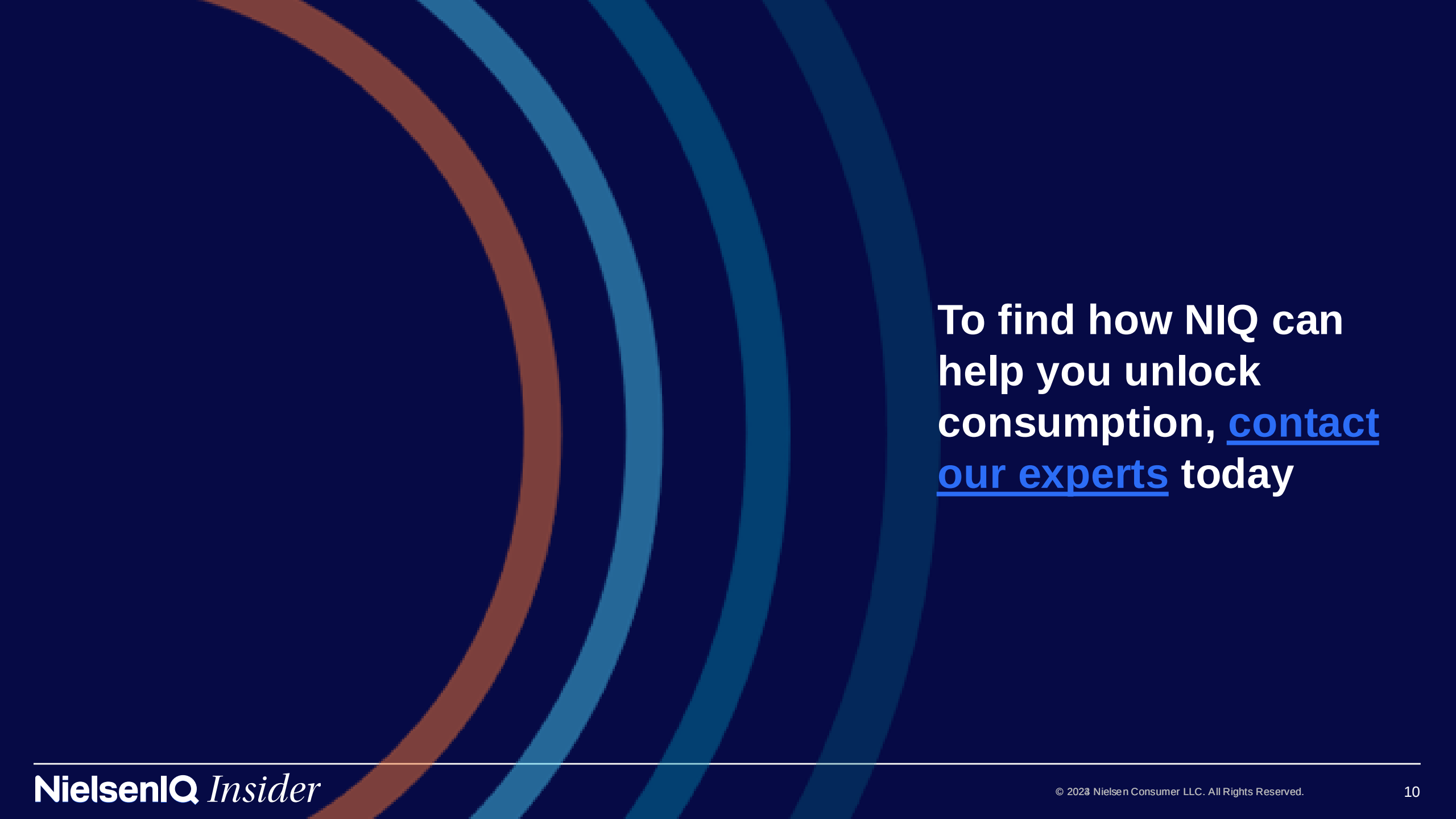
Maximising penetration is
essential in this era of
disloyal buyers

**Provide the best value
in multiple worlds of
worth**

The most valued products
deliver value in **multiple
ways**

**Act before they ask,
but not before they're
ready**

From AI to omni, **change
needs a hint of familiarity
to balance the allure of
innovation**



To find how NIQ can
help you unlock
consumption, [contact
our experts](#) today