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Market Measurement

- [QBN \(Quarter by Numbers\)](#)
- [India's Premium Landscape](#)
- [Skin Creams – Active ingredients](#)
- [Market Pulse](#)
- [Quarterly FMCG Snapshot](#)
- [Smart Snacking](#)
- [Beauty Trends in India](#)
- [MT Landscape](#)
- [Suncare Trends](#)
- [Local Beverages fizzing up](#)
- [Challenger Playbook](#)

Analytics

- [Urban Hitlist](#)
- [Village Hitlist](#)
- [Market Mix Modelling \(MMM\)](#)
- [NIQ Retail Pulse – Shopper Trends](#)
- [NIQ Consumer Life](#)
- [Gen Z & Male Grooming](#)

Tech & Durables

- [gfknewron Consumer](#)

Business Intelligence

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- [Price Tier Report](#)
- [NPD Report](#)
- [MID](#)

E-commerce

- [Emerging Trend in Online Festive Category](#)
- [Online Luxury Beauty Trends in India](#)

For more information, click on the report title.

CONTEXT

QBN report showcases NIQ's global footprint and highlights trends from around the world.

Published every quarter, this report shines a light on the big picture for businesses, scans the markets across regions, and report on latest consumer insights.

QBN report

NIQ

Quarter By
Numbers

Asia Pacific

NIQ Customer Success
Thought Leadership

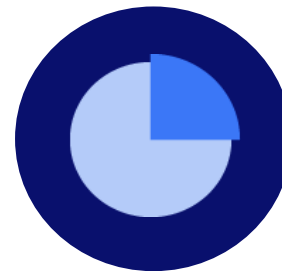


Quarter by Numbers (QBN Report)

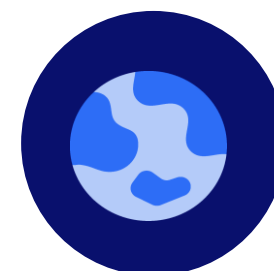
FMCG



QBN Regional FMCG & Manufacturer Reports



QBN Global Private Label Report



QBN Global Industry Report



QBN Global Channel Report

Covers 69 markets, across 5 regions

- Asia Pacific
- Africa Middle East
- North America
- Latin America
- East and West Europe

Time Period: Every Quarter

Cost : APAC FMCG Report – \$12000 USD ; Varied pricing for different regions & reports





India's Premium Leap & Rise of Luxury

NIQ unveils how high consumer focus takes Premium to a new high in FMCG and Tech & Consumer Durables

Highlighting key themes & insights driving premiumization trends in India

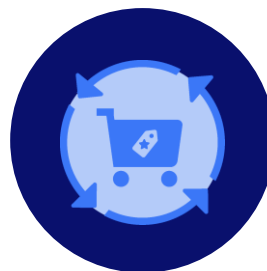


India's Premium Landscape

Content line up



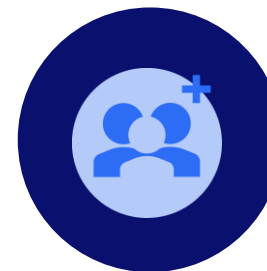
**OVERALL FMCG
& T&D**



BASKET MIX
Contribution & Gr%



REGIONAL MIX
Contribution & Gr%



POP STRATA
Contribution & Gr%



CHANNEL MIX
Contribution & Gr%

Themes

- ❑ **Drivers** for Premiumization In India
- ❑ **E-commerce** Premiumization Snapshot (Metro & 32 Categories)
- ❑ **Manufacture** Snapshot (Large Medium Small)
- ❑ **Emerging themes** in Premium & Luxury
- ❑ **New Launch** – Proportion of Premium new launches by Channels and Consumer Baskets

FMCG Baskets : Staples, Processed food, Home care & Personal care

T&D Baskets : TV, Smartphone, Laptops, Washing Machines, Refrigerator, Air conditioners

Time Period : MAT Apr'24 (2-year CAGR)

Cost : INR 10 lakhs





Ingredient-led Beauty

The rising popularity of **products with active ingredients** is reshaping the skincare category in India. Consumers are increasingly prioritizing **efficacy** and **transparency**, driving demand for ingredient-led skincare solutions. NIQ unveils key themes and insights shaping this trend

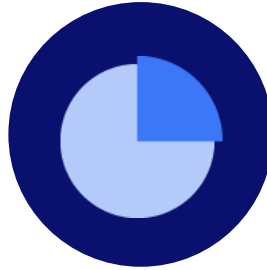


India's Active Ingredients Story

Within Skin Cream



Content line up



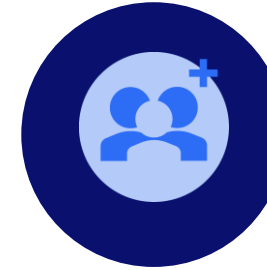
SEGMENT MIX
Contribution & Gr%



REGIONAL MIX
Contribution & Gr%



CHANNEL MIX
Contribution & Gr%



POP STRATA
Contribution & Gr%



TOP BRANDS
Contribution & Gr%

Themes

- ☐ **Gen Z** Shaping The Skincare Category
- ☐ **Categorization** of ingredients
- ☐ **Growth Pockets** Snapshot (Zones, Channel, Pop Strata)
- ☐ **Brands** leading the trend

Zones: North, East, West & South

Channels: Grocers, Chemists, Cosmetic, MT

Pop Strata: Metro, TC1 & TC2, ROU, Rural

Time Period: MAT July'24 (2-year CAGR)

Cost : INR 4 lakhs



REPORTS:

Harness the full potential of India's FMCG arena

Available from September 2023

Industry overviews of latest trends, dynamics and examples of winning categories over **MAT and AMJ'23**

MARKET PULSE – Unveiling opportunities in your category



Cost :

Gold Tier : INR 10 lakhs*

Platinum : INR 15 lakhs**

What it includes?

- Super Category & category performance on All India
- Super Category & category performance at urban/rural
- Super category & category performance on channels

Facts: Volume, value, Unit and price growth *

Super category - (PC,HC,Impulse,Habit Forming,Staples)

- **Dealer growth available at category level for all markets except MT

Inclusions:

*Gold Tier : as above

**Platinum : as above + Category vol, val, unit, price and dealer growth at zonal level



CONTEXT

PowerPoint presentation covers quarterly FMCG performance in India, touch base with performance of various FMCG baskets at channel & Po strata. Deep dives & summarizes key themes from that quarter.

Release data will be around 6th or 7th of the quarter. Immediately after the press release.

FMCG SNAPSHOT *Snapshot*

INDIA FMCG
Quarterly Snapshot

Oct-Nov-Dec 2024

NIQ

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India's FMCG Quarterly Snapshot

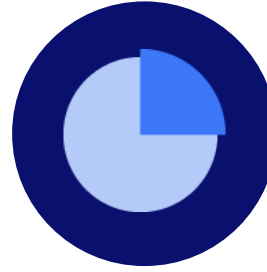
FMCG & BEVERAGES



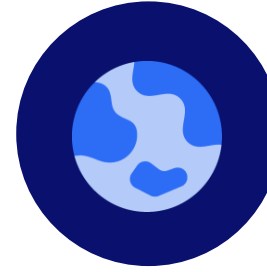
Overall FMCG Growth



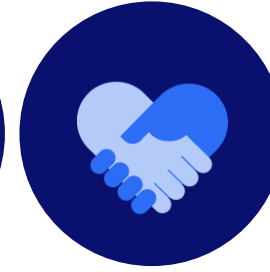
Channel Growth Trends



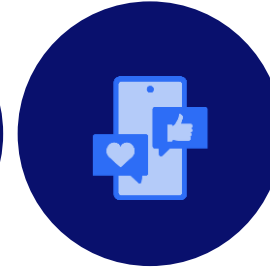
FMCG Baskets Performance



Pop Strata Performance



Mnfr cohorts Performance



Ecom Snapshot (8 Metro)

Zones: North, East, West & South

Channels: Grocers, Chemists, Cosmetic, MT & Ecom*

Pop Strata: Metro, TC1 & TC2, ROU, Rural

Time Period: Every Quarter

Products : FMCG 87 Ctgs, SD+PW

Cost : INR 4 lakhs



CONTEXT

PowerPoint presentation covers quarterly FMCG performance in India, touch base with performance of various FMCG baskets at channel & Po strata. Deep dives & summarizes key themes from that quarter.

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HEALTHY SNACKING

Snacking habits -
From mindless to
mindful?



December 2024

NIQ BASES

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NIQ

Snacking habits - From mindless to mindful?

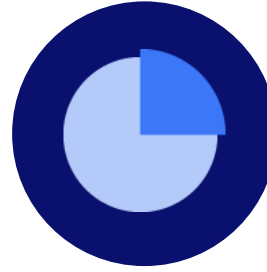
The "health conscious" Indian consumer of today



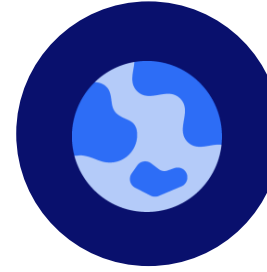
India Health
Report



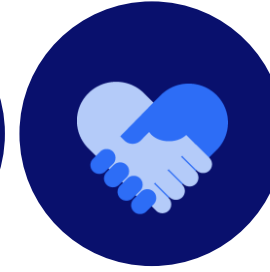
Key concerns
in snacking



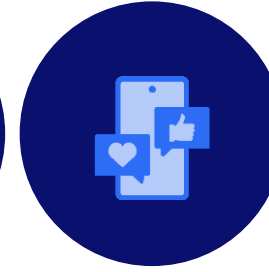
Snacking Universe
"Smart Snacking"



Top players
Pack mix
Price mix



Innovations in
Smart Snacking



Top Claims with
Case Studies

THEMES

- ❑ The "health conscious" Indian consumer of today
- ❑ The Snacking Universe & Smart Snacking
- ❑ Consumer trends in "Smart Snacking"
- ❑ Implications of 'Smart Snacking' for marketers

Zones: North, East, West & South

Time Period: MAT Dec'24

Cost : INR 8 lakhs



Beauty Trends in India

FEB'2025

Beauty : Skin, Hair & Makeup

Channel : Offline & Online

Global Beauty Insights

Bases : New innovations

Price tiers performance

Cost = Rs. 7,00,000/-

What?

- Rise of Premium & Luxury brands
- Ingredients led formulations attracting consumers
- **Skinification:** Beauty-wellness blend
- **Innovations:** New age brands vs Legacy

Where?

- **Offline growth drivers:**
Chemist & Cosmetics
- **E-commerce:**
Specialty Beauty Platforms preferred for makeup
Launch Pad for new age brands

Future?

- **Artificial Intelligence** being adopted
- Celebrity backed brands
- Social Media & **Influencer** Marketing

Five Must Do's to ride Modern Trade Momentum

Growth Driver
Is price the
determinant?

Pricing Game
Is mass pricing
catching up?

Big Days
Are Big Days Big
enough?

Competition
Who is eating the pie?

Pack Play
Is Large pack still
relevant?

Connect with your Nielsen Representative to get the Full View

Time Period : MAT MAR'25
Cost : INR 4 lakhs

Emerging Sun Care Trends and Opportunities In India Market

Time Period: MAT Dec'24;

Source: NielsenIQ RMS, E-comm, BASES

Content



**Global Sun Care
Trends**

**Regional differences
in Suncare**

Demographic Drivers

Impact of Seasonality



**India Sun Care
Landscape**

**Growth &
Seasonality**

Key Players

Formats

Promotions



E-comm in India

E-Comm landscape

**Focus: new Age
Players**



**Innovations and
Future**

**Drivers of performance
for global brands**

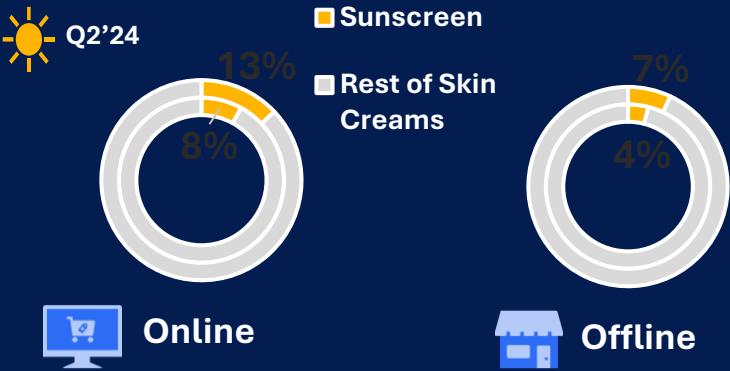
**Celebrity founded
brands**

COST : 7.5 Lakh INR

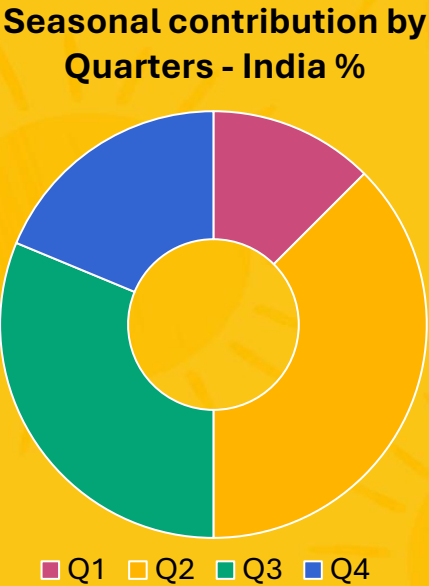
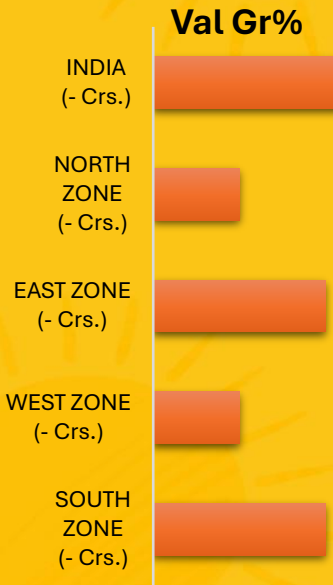
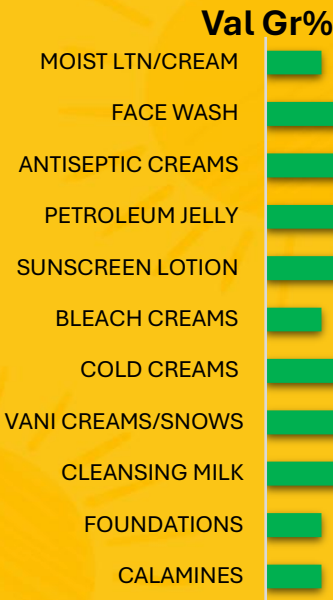
Timeline : 1 week after PO

Please contact your NIQ contact for further information

Insights into India's sunscreen evolution



Highest growth momentum for Sunscreen among Skin Care



Indian Sun Care Rides on the Multi-Benefit Trend Wave

Innovative formats, formulations and shades drive Indian skincare demand



India Non-Alcoholic Beverages (NARTD)



Locals – *fizzing up*



Positioning of
Locals vs Other Players
across
India NARTD & its segments

Locals vs Other players
Positioning in NARTD & its segments

Local NARTD Drivers ► *which*

- State?
- Pop-Strata?
- Price Point?
- Segment?

Growth Drivers for Locals...

Which?
Local Brand(s)
drive each segment

How?

The various Local brand playbooks

Time Period: *MAT March'25
Source: [Nielseniq RMS](#)

PRICE: ₹12 LACS

What we cover?

1

India Beverages

Where we stand today?
How is it shaping up?
Playground for Locals..

2

How Locals play?

1. Key packs? Ideal for impulse buys?
2. Price play vs big players
3. State focus
4. Pop-Strata penetration Strategies?



5

Is there any scope of
Cross-Category
portfolio expansion?

4

How to diversify offerings
to meet
various consumer needs?

3

Which segment to play in now?

Cola

Lime

Coconut

Energy
Drinks

The Challenger Playbook

What Big Brands can learn from Challenger Brands in India

01

Broad Overview of Business Climate

- Slowing Inflation and Improving confidence index
- Growth at extreme ends of the spectrum

Details : data of Full year 2024
Cost : 7.5 Lakh INR

02

Winning strategies of small Players

- 9 winning codes for Small Players

Timeline : Delivery in 1 week after PO
Online Presentation for Nominal Cost of 50K INR.

03

Small player view by category and zone

- 5X Faster growth of small players in Salty snacks and Noodles
- 4 X faster in Household care , 2X faster in Personal care

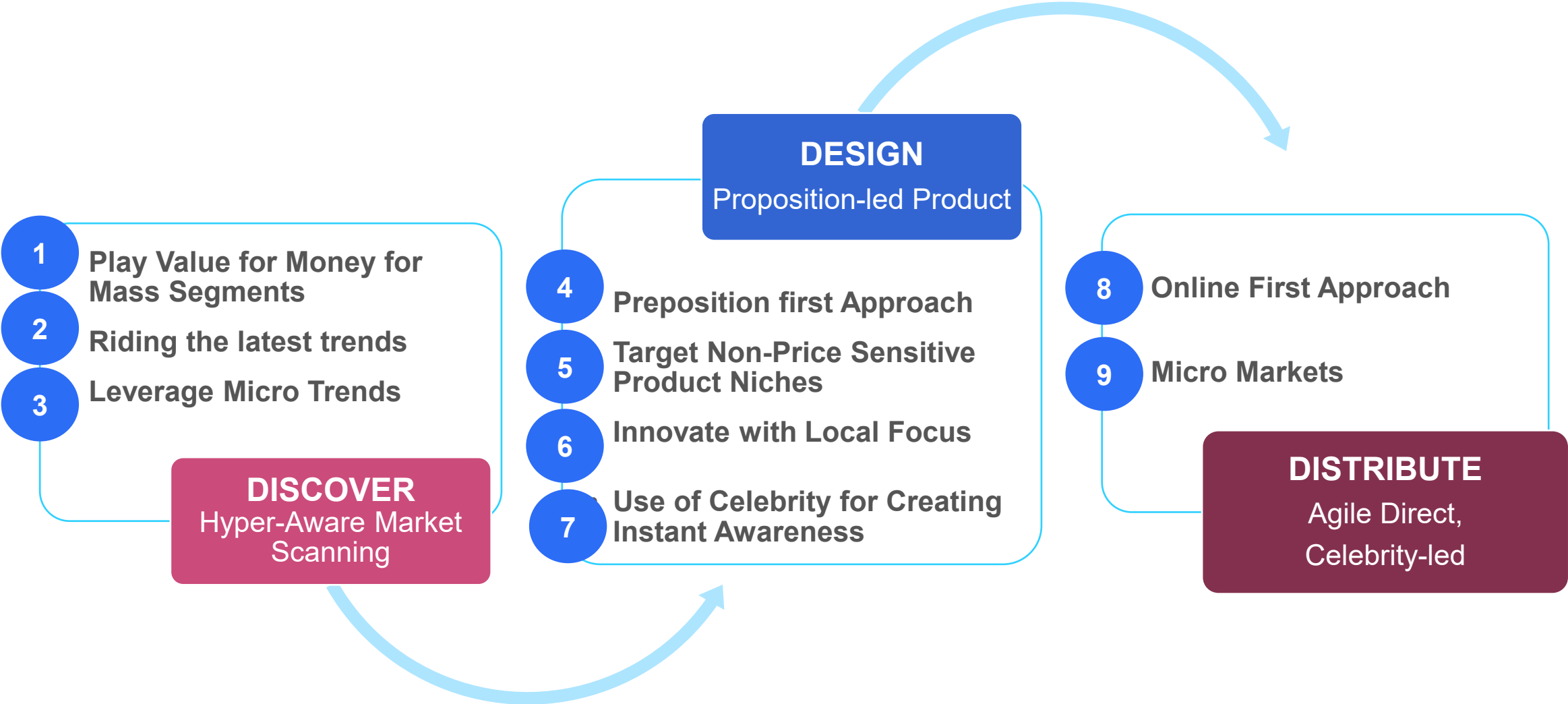
04

Future Outlook & Call to action

- Strategic Acquisitions season for Big players
- Call to Action for big players and small players

Contact your NIQ contact for further information

What are some things Small Players are doing differently





Urban Hitlist (UHL) Next Avenues of Urban Growth Centers

Top Towns Outside of Key Metros



7799 Urban Towns with
19,892 PIN Codes



Affluence, Expenditure Patterns,
Asset Penetration, Demographics
& POI data at town level to help
prioritize top towns.

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HOW WE DO IT? (Ranking of Towns)

CUSTOM INDEX CREATED BASIS RELEVANT VARIABLES



Sales Potential



Affluence Index

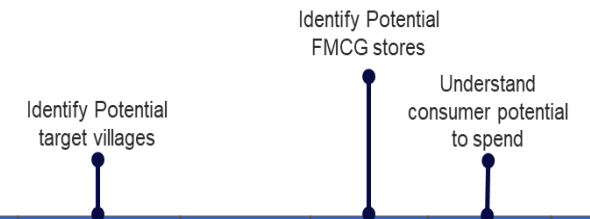


Accessibility Index

SOLUTION HIGHLIGHTS & DELIVERABLES

- ❖ Rank order all urban towns in respective states
- ❖ No of Households and Population with FMCG Sales and Stores at each individual town level

Country	State	District	Town	Town_code	Town Class	FMCG Retail Sales Basket (All India)	FMCG Retail Sales (INR Lacs)	FMCG Retail Stores	Prosperity Index Tier	Accessibility Index Tier
India	Andhra Pradesh	Anantapur	Dharmavaram	IND028553803010	TC3	Top 50	>350	>1K	High	High
India	Andhra Pradesh	Anantapur	Guntakal	IND028553803007	TC3	Top 50	>350	500 to 1K	High	High
India	Andhra Pradesh	Chittoor	Tirupati	IND028554803014	TC3	Top 50	>350	>1K	High	High



Investment: INR 3,50,000 per state (Economies of Scale with multiple state buy-in)



Village Hitlist - VHL

Unlocking the Potential of Rural India

Rural is Big & Widespread



6 Lac Villages



Only 41% of the villages account for 80% of the FMCG sales



High throughput villages have ~2x avg. stores and avg. sales vs. other villages

NIQ

HOW WE DO IT?

CUSTOM INDEX CREATED BASIS RELEVANT VARIABLES



Sales Potential



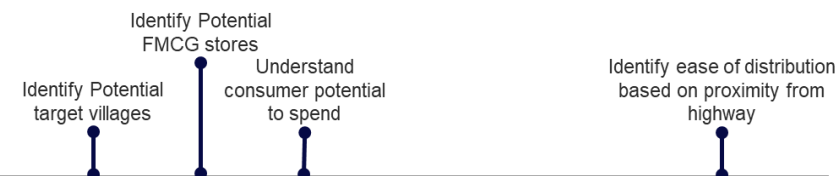
Affluence Index



Accessibility Index

SOLUTION HIGHLIGHTS & DELIVERABLES

- ❖ Rank order all village population in respective states based on their FMCG / Food / Non-Food sales
- ❖ Village population, Total FMCG sales, No. of Households, Retail Stores, District & Sub-District names
- ❖ Village Prosperity, Accessibility Index and Distance from district HQ & National Highway



District	Village	Village class	No. of Households	Population	FMCG Sales Rank	FMCG Sales (INR 000's)	FMCG Stores	Prosperity Tier	Accessibility Tier	Distance from district HQ (Kms)	Distance from Highway (Kms)
Jyotiba Phule Nagar	Aajampuri&li	A	2,288	11,685	Top 50%	1.5k - 5k	50 - 150	High	High	37	More than 10 Km.
Mahrajganj	Chhitauna	C	733	3,726	Top 50%	300 - 500	25 - 50	Mid	Mid	32	1 to 5 Km.
Lalitpur	Bairwara	D	420	2,127	Top 50%	300 - 500	25 - 50	Mid	High	23	More than 10 Km.
Sultanpur	Aalahaadadpur	D	321	1,529	Next 30%	200 - 300	< 25	Mid	High	9	1 to 5 Km.
Ambedkar Nagar	Aalapur	E	19	126	Bottom 20%	25 - 50	< 25	Low	Low	30	More than 10 Km.
Basti	Kate Khaira	E	61	481	Bottom 20%	100 - 200	< 25	Mid	Mid	47	5 to 10 Km.

Investment: INR 5,20,000 per state (Economies of Scale with multiple state buy-in)

What drives brand sales?

Quantify the impact marketing activities have on sales

What is the ROI of marketing activities ?

Understand media spend effectiveness and ROI

What to do about it?

Simulate scenarios to optimize future media spend

NIQ

Marketing Mix Modelling

Make your media investments count and ***increase ROI by up to 20%.***



Expertise and consultancy with coverage across 95 countries and experienced, local consultants who understand your business and your categories



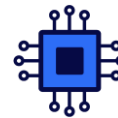
Optimization tool to test investment scenarios optimize plans, and predict results



Detailed insights powered by store-level POS and media data for precise and actionable models



Granular data algorithms designed to measure the sales impact and quantify the ROI of every channel



Seamless data integration via privacy-safe partnerships with leading publishers and direct data pipelines

For more information, please connect with your NIQ client partner

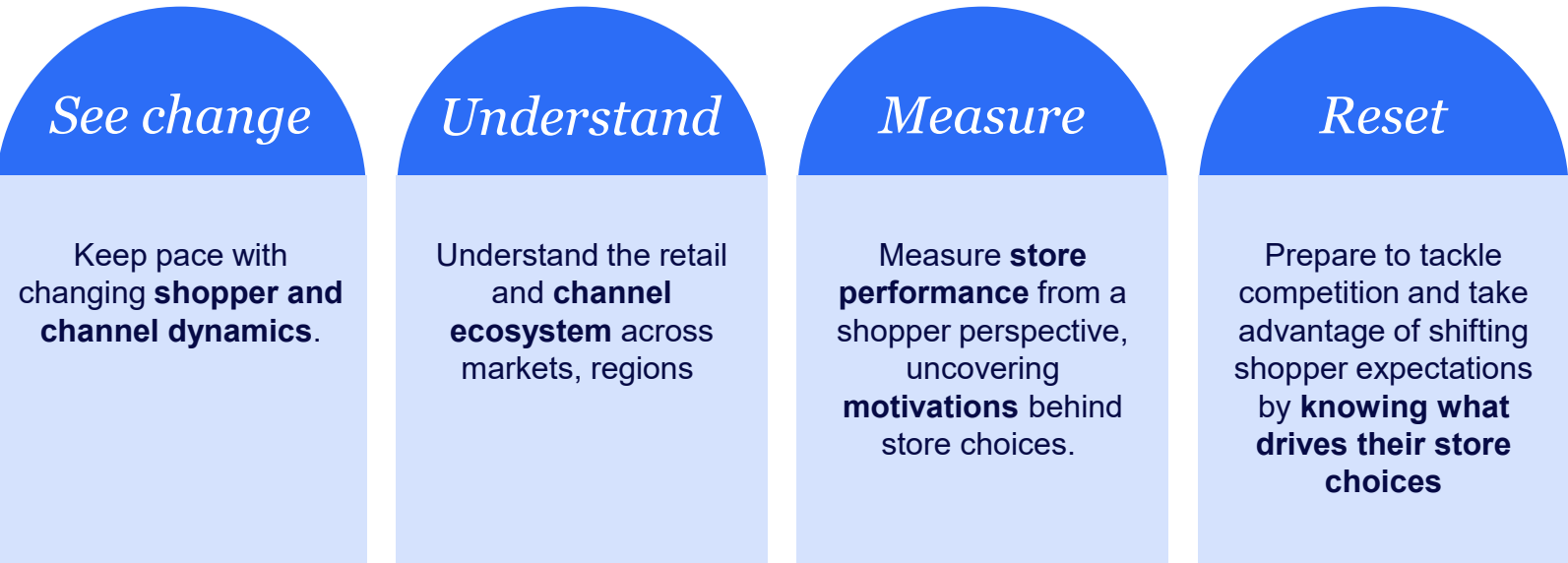
NIQ Retail Pulse

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



Off-the-shelf on-demand comprehensive reports



NIQ Consumer Life

Seize Tomorrow's Opportunities

Future-proof your business with long-term global insights on trends and values

Key Questions

How are consumers values and behaviours evolving, what will define our future consumers?

What are the leading trends and which innovations will lead our future market?

How can I understand different generational cohorts and their impact on my business?

How can I adjust my messaging to stay relevant to my target consumers values, attitudes and lifestyles? How do these cluster or compare across markets?

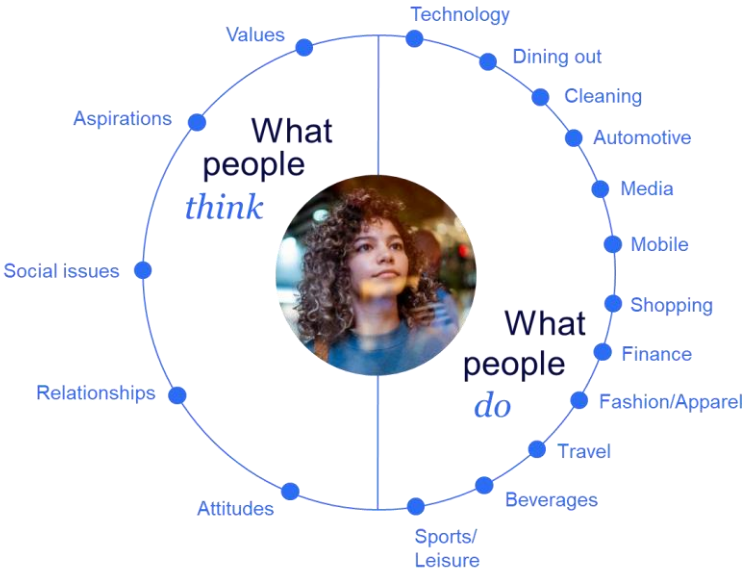


The Consumer Life Roper Reports Worldwide™ global annual survey is the longest-running study projecting how life evolves across 40 global markets

Shifts in consumers' *values* introduce *new expectations* for what brands need to do to stay *relevant* in people's lives

These shifts go on to become *forces in the marketplace* driving demand for innovation in products and marketing

Five decades of experience helping leading companies uncover opportunities through a holistic understanding of the consumer



For more information, please connect with your NIQ client partner

Benefits

Quantifiable Trends insights	Global Footprint	A 360° Consumer Understanding	Category Coverage	Bespoke Consultation
Nearly 50 years of tracking American consumers and 28 years of tracking consumers in up to 40 markets across the globe	Apples-to-apples comparisons across all markets, enabled by the longest-running global syndicated consumer research study	Robust coverage of all aspects of peoples' lives for a comprehensive, 360-degree understanding of the consumer	Coverage across a range of category attitudes and behaviors including tech, auto, and pre-packaged foods.	Expert consultancy and customized analyses, synthesizing quantitative consumers' voice, market examples, and industry news for actionable insights

GenZ & Male grooming

The Rise of GenZ Male Beauty!

Emerging themes you cannot miss

GenZ- A generation which is fluid, dynamic, not boxed-in... looking for personalization, new avenues of self-expression and are not fearful to challenge the status-quo-

They are elusive and not enough is known about them...

What does it mean for beauty & grooming?

How are they different from Millennials?

What are their latent needs?

What are their rituals?

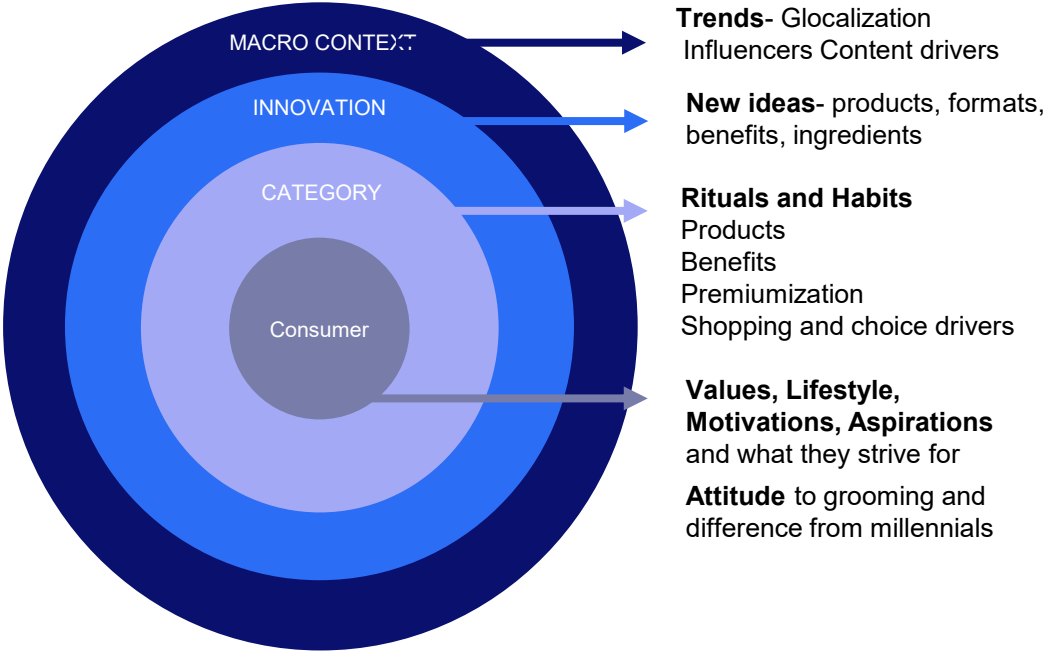
What innovations would they adopt? What would make them upgrade?



And more...



Our Framework



NIQ's USP – A True Holistic View

Amalgamation of Qualitative & Quantitative Methodologies





Reach the Right Audience

NIQ unveils how brands can delve into the buying behaviour of their target audience to generate demand and maximize ROI.

gfknewron Consumer answers :

 **WHO** | Understand **consumer profiles** and identify **right targets**

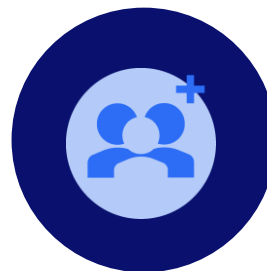
 **WHY** | Leverage **purchase drivers** and influence **purchase decisions**

gfknewron Consumer

Content line up



T&D



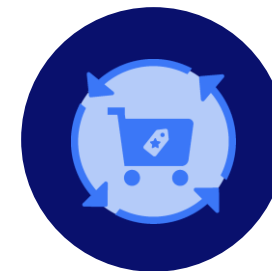
SHOPPERS

Audience Profiler
Purchase triggers
Lost Shoppers



RETAILER

Retailer Brand/Price Mix
Distribution



BRAND

Conversion, Migration,
Imagery

Themes

- ☐ **Strategic messaging**, pricing and touchpoints to drive sales.
- ☐ **Retail insights** for better collaboration with retail partners.
- ☐ **Consumer perceptions** to steer brand performance.
- ☐ **Audience Profiler** to target the right cohort
- ☐ **Lost Shoppers** – Understand needs of lost shoppers to win them back

T&D Baskets : PTV, Laptops, Media Tablets, Washing Machines, Refrigerator

Time Period : 2024 (4 quarters data)

Format: PowerPoint Presentation

Cost : INR 7-9 lakhs



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24

SMB Report Suite

- Tabular reports in Discover Online or Discover Excel Add-In format to showcase to new SMB clients
- Standard pricing and guideline for AD team to use as reference starting at **5 Service units**. BI supports in report setup using NDD
- Target Implementation in Q4' 2024
- This initiative supports SMB clients who have limited budget



Standard Specs

Products: Category, By Manuf, By Brand, By SKU

Periods: FY, YTD, MAT, Trended

Facts: Absolute Sales, Shares, ND, WD, Price

Markets: Total Country, By Region, By Channel

Costing:

1. Discover online / Snapshot
 - 5 Service Units
2. Discover Add In
 - 9 Service Units at (one-off / bi-annual)
 - 10 Service Units at (Quarterly)
 - 11 Service Units at (Monthly)

Sample Report

Discover Add in format

Off Urban Sales Value (000)													
NIQ CLIENT Category Overview Top Manufacturers & Top Brands Performance, Off Urban, Sales Value (000), Period Ending: Jul 24 - w/e 23/07/24 Category: X-CATEGORY													
	Latest 12 Mths Yr - w/e 23/07/23	Latest 12 Mths - w/e 23/07/24	Jul 22 - w/e 23/07/22	Aug 22 - w/e 23/08/22	Sep 22 - w/e 22/09/22	Oct 22 - w/e 23/10/22	Nov 22 - w/e 22/11/22	Dec 22 - w/e 23/12/22	Jan 23 - w/e 23/01/23	Feb 23 - w/e 20/02/23	Mar 23 - w/e 23/03/23	Apr 23 - w/e 22/04/23	May 23 - w/e 23/05/23
X-CATEGORY	340,338,247	330,541,591	27,096,440	27,907,212	27,817,465	29,277,077	27,283,564	27,382,994	35,737,628	27,184,940	29,643,826	28,027,660	26,571,734
Top Manufacturers													
X-CATEGORY Manufacturer 1	9,251,194	5,772,133	683,078	811,355	829,824	852,712	744,008	836,764	1,126,258	612,900	653,256	662,132	695,185
X-CATEGORY Manufacturer 2	16,732,260	16,752,500	1,409,897	1,368,273	1,347,359	1,457,377	1,312,601	1,489,791	1,787,458	1,285,198	1,391,695	1,323,861	1,241,268
X-CATEGORY Manufacturer 3	70,616,870	71,493,904	5,788,161	5,673,591	5,698,402	6,013,428	5,615,805	5,796,497	7,188,309	5,403,582	6,170,963	6,040,099	5,752,000
X-CATEGORY Manufacturer 4	11,049,325	9,654,946	661,463	817,247	992,483	948,615	900,874	983,718	1,095,203	917,819	886,506	915,825	864,988
X-CATEGORY Manufacturer 5	6,465,038	5,727,103	566,445	697,861	547,723	500,159	632,194	683,790	575,267	539,620	439,437	504,992	494,471
X-CATEGORY Manufacturer 6	12,474,695	12,661,681	1,023,345	1,213,335	1,215,298	1,177,142	994,669	1,002,441	1,051,511	908,408	987,932	923,248	929,216
X-CATEGORY Manufacturer 7	4,765,968	5,158,229	362,884	369,185	359,070	358,523	370,069	389,093	555,723	429,824	395,129	390,659	392,168
X-CATEGORY Manufacturer 8	28,057,740	37,883,314	1,651,401	1,796,323	1,769,735	1,952,206	1,858,504	1,984,995	3,428,132	2,585,907	2,589,074	2,375,780	2,202,759
X-CATEGORY Manufacturer 9	19,449,489	18,249,247	1,507,910	1,686,485	1,641,841	1,731,040	1,522,984	1,477,997	1,641,191	1,522,768	1,600,280	1,555,742	1,724,081

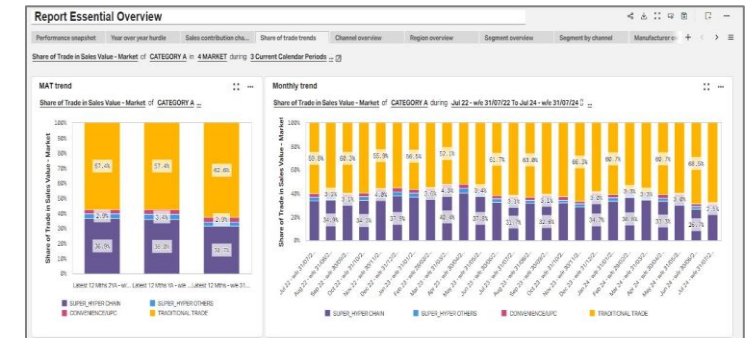
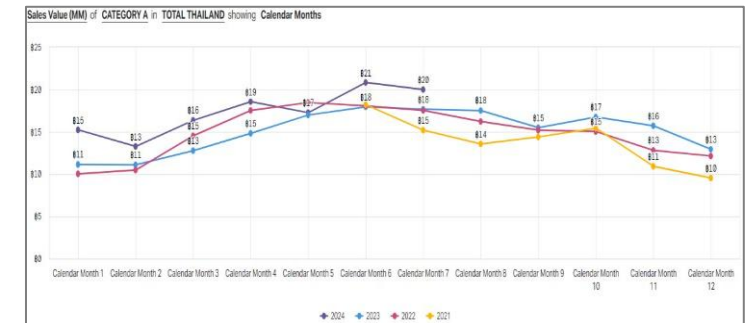
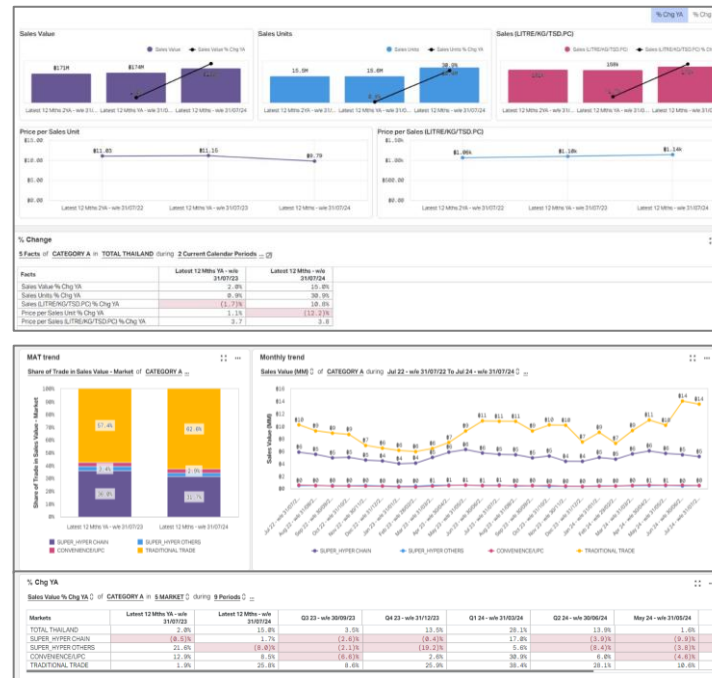
Report Essentials

- Quick win revenue starting at **5 Service units**. BI supports the report set-up using NDD
- Additional customization is available for reports using client-owned datasets. This requires **15 service units** due to the increased complexity

List of Report flow

#	Flow Name	#	Flow Name
01	Performance snapshot	11	Brand share - MAT
02	Year over year hurdle	12	KPI Summary
03	Sales contribution change	13	Brand sales vs price position
04	Share of trade trends	14	Top brands sales drivers
05	Channel overview	15	Gain-Loss by Channel
06	Region overview	16	Top brands performance
07	Segment overview	17	Top brands share by channel
08	Segment by channel	18	Top brands sales driver by channel
09	Manufacturer overview	19	New variant
10	Brand overview	20	New SKU

Sample Report



Price Tier Report

- Configured Discover Add In report wherein the Price tier condition can be tailor-made based on client's criteria (for initial report setup)
- The extracts may involve significant data volume and compute requirement. The analysis will also include XLA data tiering costs if the volume exceeds 10M Data points.

Standard Specs

Products: SKU/ Base-size or Variant level

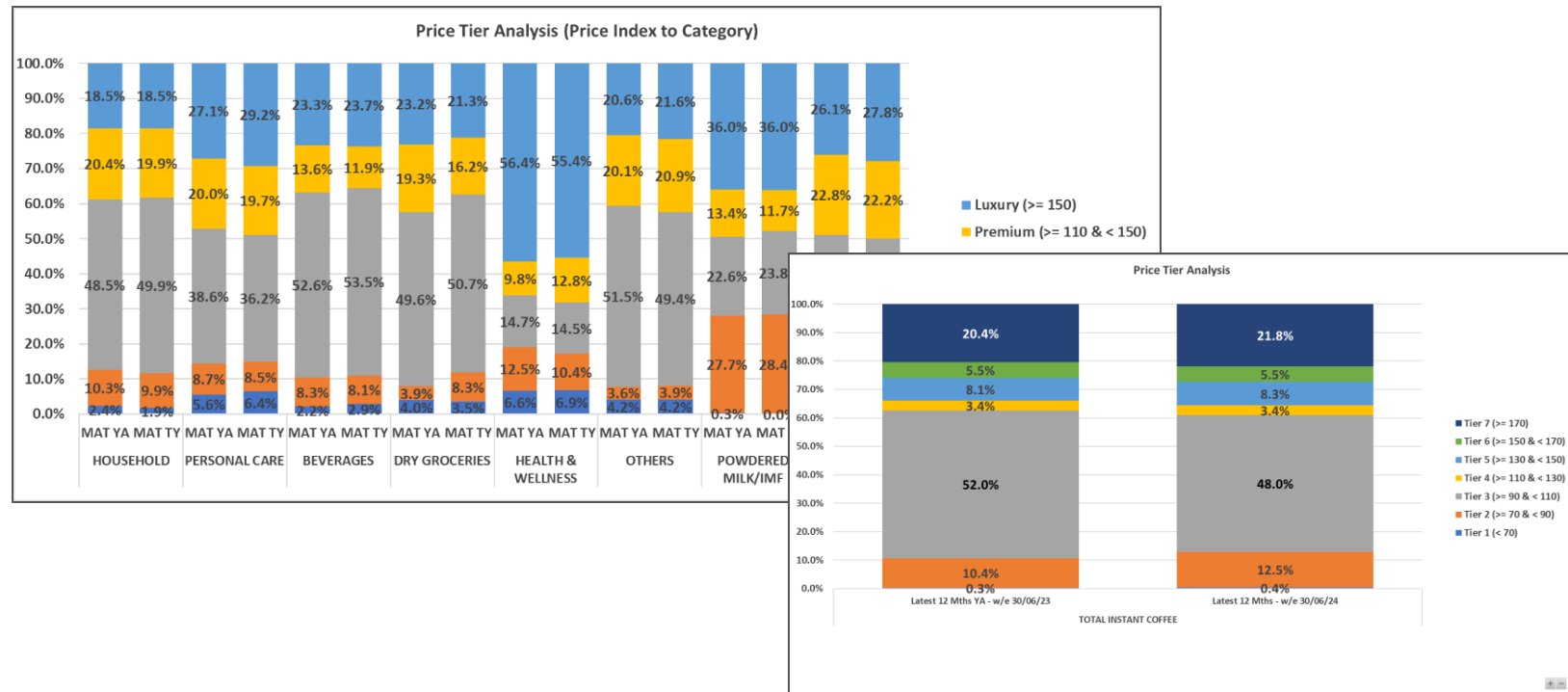
Periods: FY, YTD, MAT

Facts: Sales, Shares

Markets: Total Country or specific markets

Costing: 12 Service Units

Sample Report



NPD Report

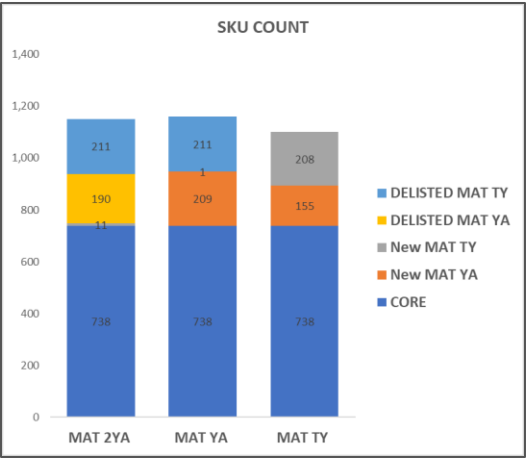
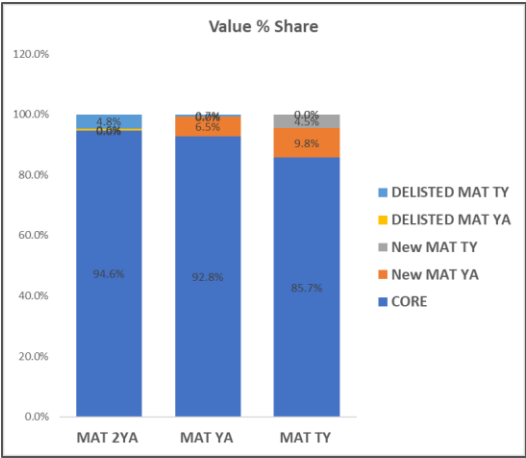
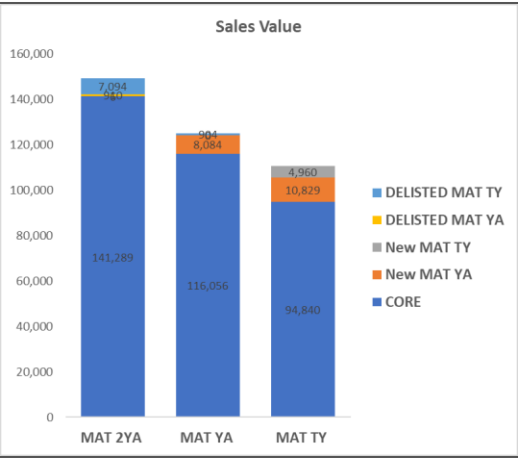
- Configured Discover Add In report wherein the NPD condition can be tailor-made based on client's criteria (for initial report setup)
- The extracts may involve significant data volume and compute requirement. The analysis will also include XLA data tiering costs if the volume exceeds 10M Data points.

Standard Specs

Products: SKU/ Basesize or Variant level
Periods: FY, YTD, MAT
Facts: Sales, Shares, No. Of SKU
Markets: Total Country or specific markets

Costing: 12 Service Units

Sample Report

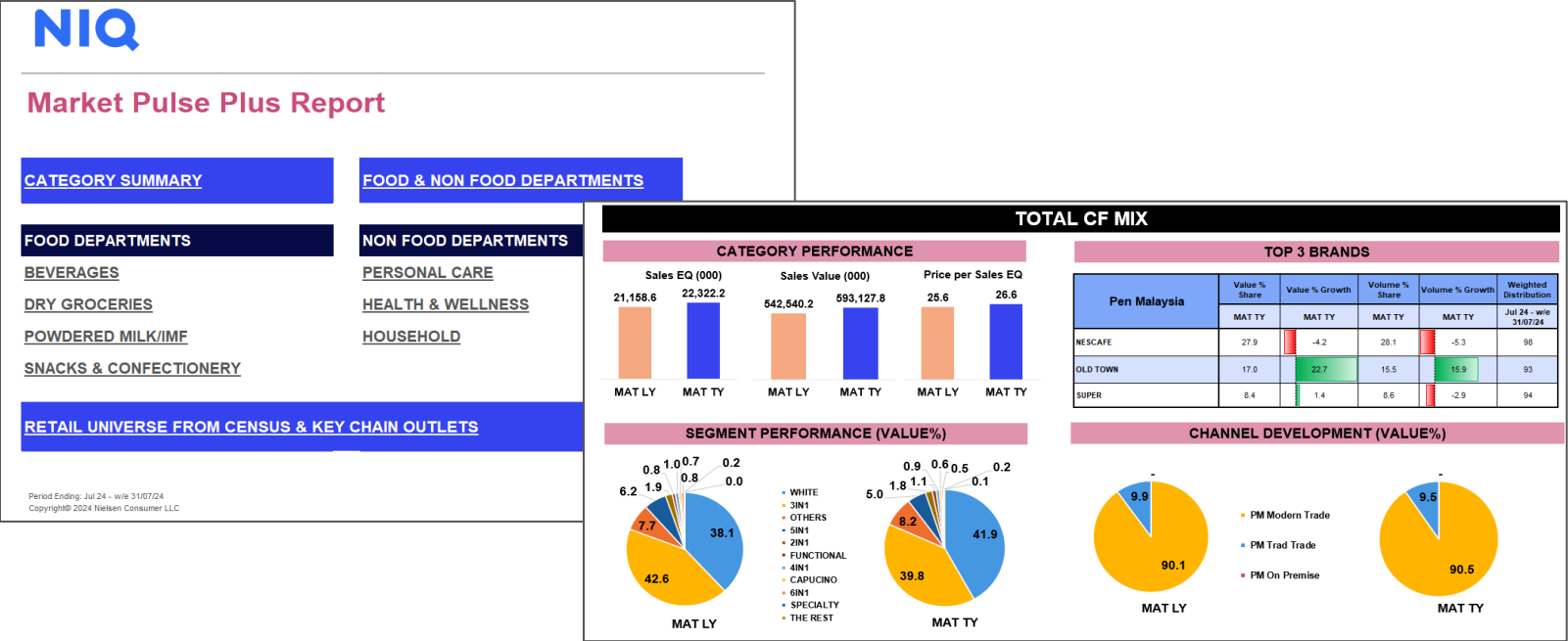


Values		Column Labels				
		CORE	New MAT YA	New MAT TY	DELISTED MAT YA	DELISTED MAT TY
MAT 2YA		94.6%	0.0%	0.0%	0.6%	4.8%
MAT YA		92.8%	6.5%	0.0%	0.0%	0.7%
MAT TY		85.7%	9.8%	4.5%	0.0%	0.0%
Growth		CORE	New MAT YA	New MAT TY	DELISTED MAT YA	DELISTED MAT TY
MAT YA		-1.8%	6.5%	0.0%	-0.6%	-4.0%
MAT TY		-7.1%	3.3%	4.5%	0.0%	-0.7%

Overview

- Ready-Built report which contains category performance, Top 3 Brand, Segment performance and Channel development; all by the category
- Scope and spec are different by country
- Report is built via Discover Add In
- **Costing:** 12 Service Units

Sample Report



Online trends in Festive Foods

NIQ unveils the growing salience of the Online channel during the festive season.

The TL highlights the key trends & insights driving Online channel growth across metros.

Emerging trends in Online Festive categories



NIQ

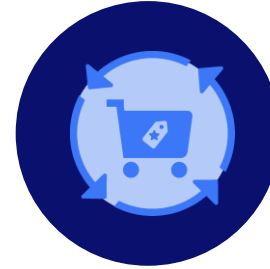
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India's Emerging trends in Online Festive categories

Content line up



OMNICHANNEL
DYNAMIX



ONLINE CHANNEL
PERFORMANCE



LEVERS FOR ONLINE
GROWTH

Themes

- ❑ Channel mix during Festive vs. Non festive periods in metros
- ❑ Key growth drivers fueling Online channel performance during festive
- ❑ Critical watch-outs for manufacturers to navigate evolving landscape effectively

Festive Foods: Biscuits + Salty Snacks + Chocolates + Indian Sweets + Confectioneries

Festive Time Period: Aug,Oct,Nov'24 (vs. YA)

Cost: INR 5 lakhs

e-Beauty trends in India

NIQ showcases the growing significance of India's online channel for beauty.

The TL highlights the evolution of Luxe beauty in the digital landscape.

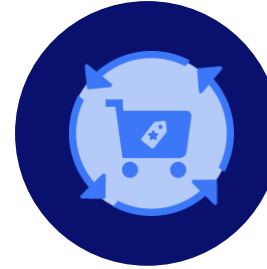


The Digital Makeover: Beauty Trends in India

Content line up



ONLINE BEAUTY
OVERVIEW



ONLINE CHANNEL
PERFORMANCE



LEVERS FOR ONLINE
GROWTH



SHOPPER
DEMOGRAPHICS

Themes

- ☐ E-commerce Global beauty Landscape
- ☐ Beauty trends in India
- ☐ Luxury Beauty and rise of Super Luxury in Online Beauty
- ☐ Key Retailer Performance in Online Luxury Beauty
- ☐ Understanding the Online Luxury Shopper Persona

Beauty Categories : Skin Creams + Fragrance's and perfumes+ Makeup + Shampoo and conditioner + Hair oil + Hair dyes

Time Period: 2024

Cost: INR 8 Lakhs

Coming *into view*

