

Success Story dm

Discover how dm leveraged insights and collaboration



The Situation

dm, market leader in Austrian drug channel, known for its strong focus on consumer needs and innovation in retail, aims to maintain a competitive edge by staying closely informed about market developments and optimizing its product assortment, pricing and promotional strategies.



NIQ has maintained a long-standing, collaborative, and trusted partnership with dm, supporting them throughout their journey to market leadership in the drugstore (DFH) segment. This close relationship is built on continuous dialogue and mutual strategic alignment. The collaboration involves regular exchange with the dm SMART Team (responsible for assortment and market analysis) and semi-annual management-level presentations.

The Outcome

Unlock the power of data-driven retail success

dm needed to gain deeper and faster insights into market dynamics and shopper behavior to strengthen its position in an increasingly competitive FMCG landscape. Key challenges included the need for comprehensive, timely data covering all relevant FMCG channels (including drugstore, grocery, and discount), as well as clear guidance for assortment optimization and promotional effectiveness. The company required a reliable partner to support its assortment management with advanced analytics, industry benchmarks and shopper-centric insights.



With NIQ's support, dm achieved greater data transparency and strategic clarity across its operations. Since 2025, NIQ has delivered weekly updates on market development, offering the most comprehensive FMCG coverage in Austria. In-depth category presentations and tailored recommendations have helped dm fine-tune its assortment, pricing and promotional strategies. The semi-annual executive briefings provide leadership with a clear view of market trends and dm's performance potential. Additionally, tools like Retail Pulse have equipped dm with critical insights into consumer behavior, loyalty and competitive positioning. NIQ also provides ongoing training in analytics and software, enabling dm teams to maximize the value of the data in day-to-day decision-making.

Final Quotes

“I wanted to take the opportunity to personally thank you for the excellent support! This truly is service excellence that you provide, and it’s not something to be taken for granted. Every request is handled promptly, and you even make short-notice appointments possible. Working together like this is genuinely enjoyable!”

“It’s professional and collaborative. The content is competently and clearly structured. It’s state of the art and intuitive to use.”

“The professionalism, quality, and flexibility of our contacts at NIQ have once again provided us with excellent service and great moments of collaboration this year.”

“Very customer-friendly and reliable contacts who have supported us competently at all times with questions and concerns.”

Digital Purchases

Understanding E-Commerce in Real Time

What is Digital Purchases?

A platform for continuous analysis of the entire E-Commerce market, based on real transactions from over 2 million online shoppers across Europe. It delivers cross-channel insights into sales, consumer behaviour and competitive dynamics in FMCG and T&D.



Key Benefits

- Competitive Analysis: Compare retailers, marketplaces & D2C
- Shopper Insights: Purchase behaviour, loyalty, switching
- Audience Segmentation: Demographics, interests, behaviour
- Trend Radar: Early identification of growth opportunities



Relevance for Alpine (CH & AT)

- Coverage of key platforms: e.g. Galaxus, Brack, DM, Coop, BIPA
- Growing demand for E-Commerce insights
- Detailed market, channel & shopper analysis at country level



Highlights

- > 1,100 retailers covered (e.g. Amazon, Zalando, Temu, Galaxus)
- GDPR-compliant & NIQ-calibrated
- Weekly data updates, 3 years of backdata
- Data Collection: Automated via E-receipts, anonymised & GDPR-compliant



Pricing

- Subscription-based (per category & market)
- Ad-hoc snapshots available



The Benefits in a Nutshell

With Digital Purchases, you don't just see what is sold online but also by whom, to whom, where and how often. You identify concrete growth levers across audiences, marketplaces and categories enabling data-driven decisions that fuel growth.

The Full View™

Omnisales at a Glance

What is Omnisales?

Omnisales is the cross-channel extension of RMS, enabling the first truly holistic market analysis across both offline and online sales channels.



Key Benefits

- Full View: Insights into market share, market size, and growth - Offline & Online
- Comparability: Calibrated data from POS sources and the world's largest online shopper panel
- Competitive Analysis: Combine Offline & Online views to identify existing and new opportunities



Relevance for Alpine Region (CH & AT)

- Coverage of new platforms & retailers not included in traditional panels
- > 130,000 online shoppers in the Alpine panel
- E-commerce is gaining significant momentum



Highlights

- E-Merchant Split: Revenue analysis at retailer level (e.g. Amazon, Migros, BIPA)
- Access: Via Discover, updated monthly
- History: Up to 3 years of rolling backdata



Pricing

- Subscription-based (per category & market)
- Ad-hoc snapshots available
- E-Merchant Split & add-ons bookable separately
- Custom reporting (Discover set-up) available for a set-up fee



FAQ

- What is Omnisales? → A multi-source solution for tracking offline and online sales
- Which retailers are included? → Currently 53 in CH, 46 in AT – full list on request
- How is the data collected? → Combination of POS data and digital panel

Omnisales forms the foundation for complete market understanding, helping to identify whitespots and unlock growth potential.

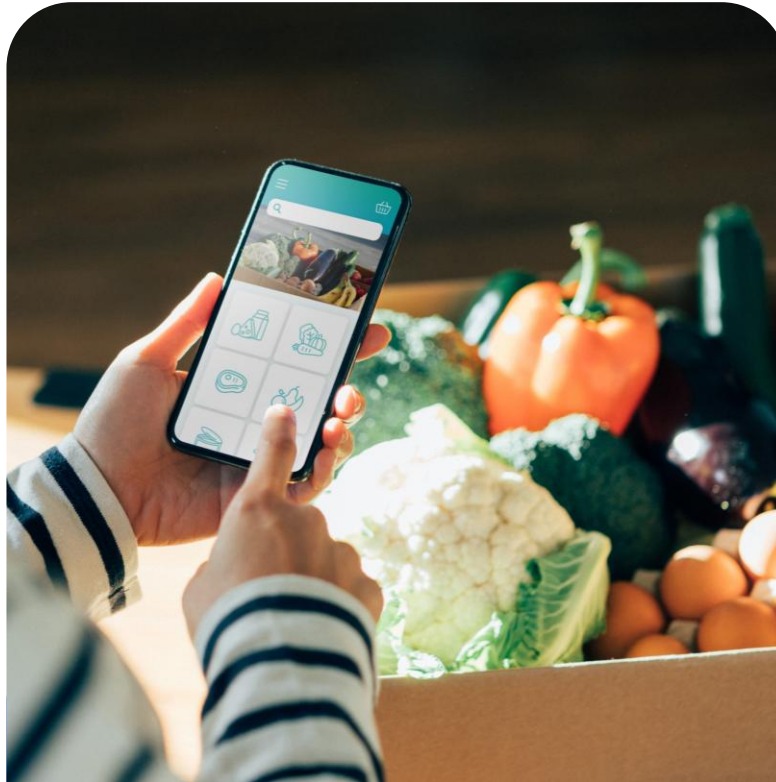


Why It Matters

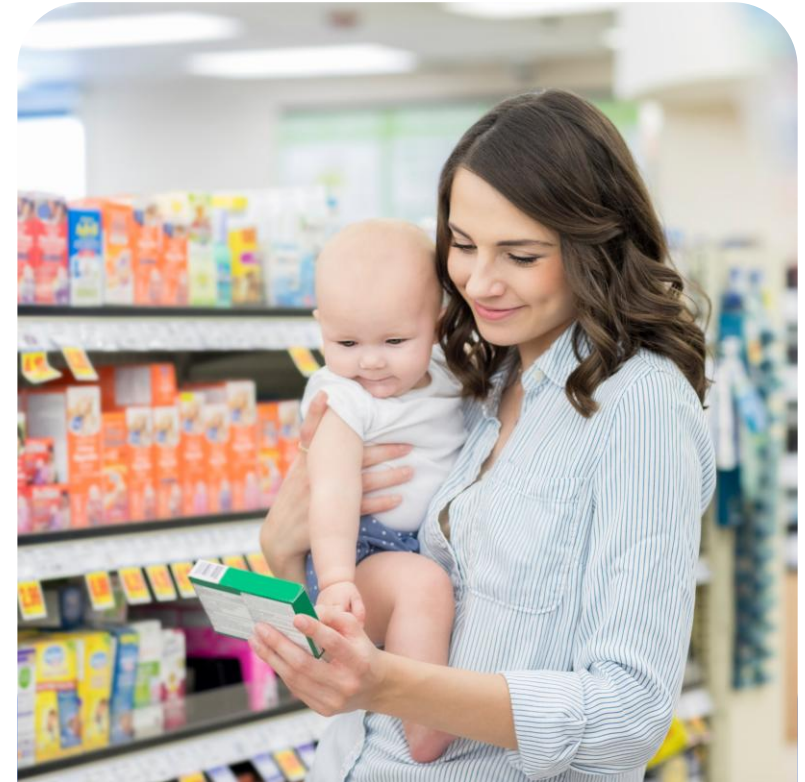
- **Market:** How do you measure your performance in a dynamic E-commerce landscape?
- **Customers:** Who are your most valuable online customers - and how loyal are they?
- **Retailers:** Are you already leveraging the full potential of your retail partners?



More Success Stories



FreshDirect Grows Faster with
NielsenIQ & Collaboration



Sigma Healthcare Optimizes
Space with NIQ Spaceman