

# A new era of market intelligence

Taking your market intelligence to the next level with NIQ's unparalleled, always-on, AI-enabled online data platform

**NielsenIQ**



© 2026 Nielsen Consumer LLC. All Rights Reserved.

Confidential and proprietary



## Data-centricity is the key to shaping the future

### Know:

**+30%**

data-driven businesses are growing at an average of more than 30% annually

Source: Forrester

### React:

**47%**

outperformers reprioritize 47% more frequently

Source: McKinsey

### Predict:

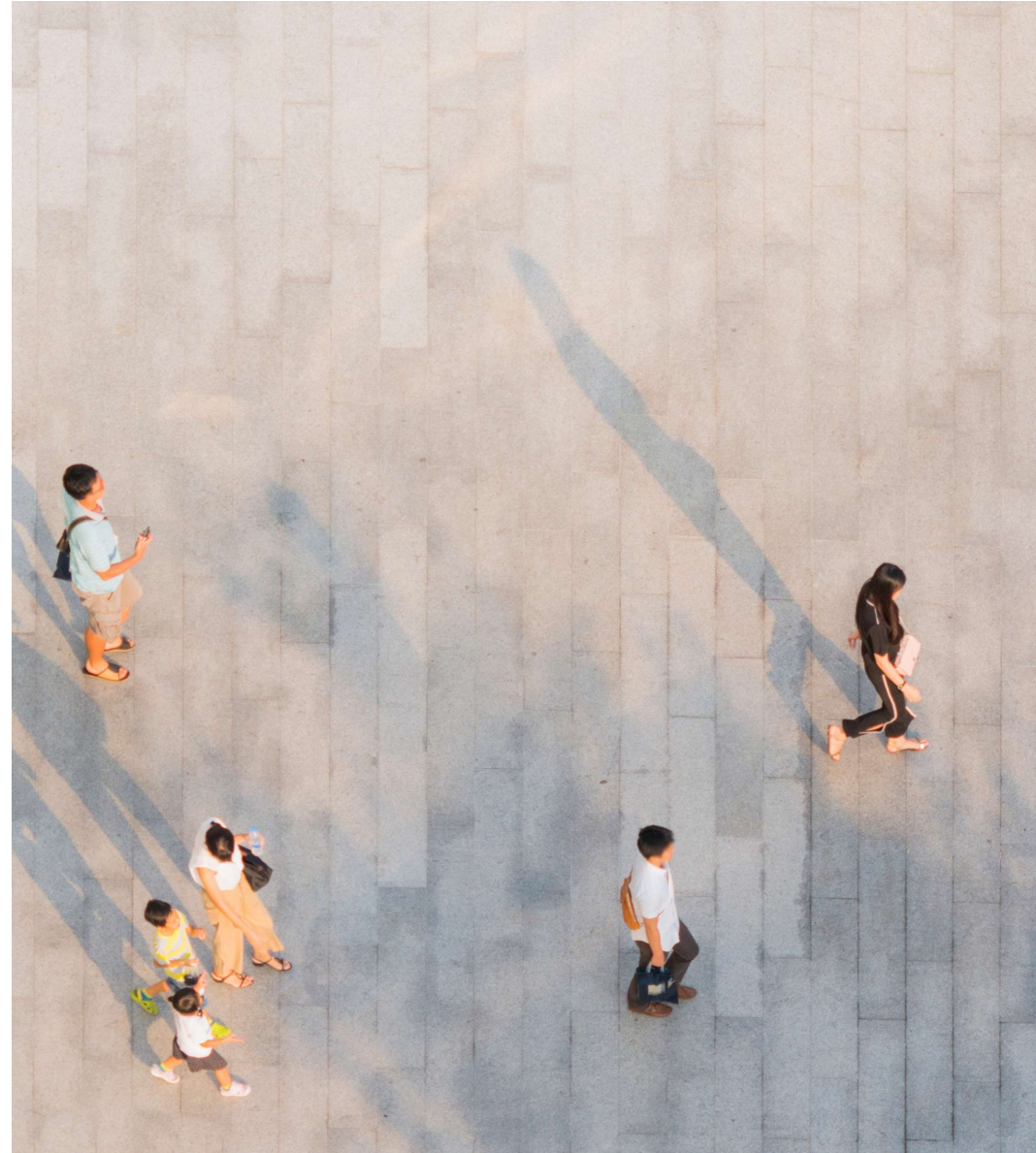
**20x**

more likely to acquire new customers if you're a data-driven businesses

Source: McKinsey

**gfknewron** is the unparalleled, always-on platform that radically transforms data-centric decision making and enables teams to gain actionable and connected insights, collaborate effectively, and act at speed to ignite sustainable growth.

It is a single access point that combines market, consumer and brand intelligence supercharged with AI-powered predictions and recommendations, to show what and where, who and why, and most importantly, how to [shape what happens next](#).



# gfknewron – our AI-enabled unique data platform for comprehensive market insights

## Your Key Benefits



### Outperform with data at your fingertips

One source of critical data across your key markets available to all decision-makers when they need it, so teams can work across departments to solve big problems.



### Act in seconds to control of your future

Focus on what matters the most with supercharged AI-powered predictions so that you can move confidently and at speed.



### Revolutionize the way you strategize and grow

Simulate future scenarios, identify what happens next and where you should dig deeper, all seamlessly integrated with your daily workflow.

# Powerful propositions all together on one single platform

Introducing **gfknewron**

## **gfknewron**

### **gfknewron Predict**

#### What's next?

*AI-powered recommendations*

*Promotion planning and forecasting*

*Revenue Premium guidance*

### **gfknewron Market**

#### What and where at PoS?

*Market size & share*

*Segment, brand, channel, and  
price performance*

*Top selling products*

### **gfknewron Supply Chain**

#### What and where in Distribution?

*Market size & share*

*Segment, brand, channel, and  
price performance*

*Top selling products*

### **gfknewron Consumer**

#### Who and why?

*Shopper profiles*

*Brand funnel & perceptions*

*Retailer traffic & perceptions*

## gfknewron – Act fast on decisions that matter

One platform, total clarity

With the world's most comprehensive distribution, point of sales data and consumer insights, enhanced with forecasting capabilities, industry and data expertise, **gfknewron** empowers tech and durables manufacturers and retailers to transform insights into profitable action.

NEW!

### gfknewron Market

#### Create the right opportunities

- Monitor your performance, act first on growth opportunities, and outperform the competition with always-on insights about which products sold, when, and on which channels. Cut through the noise with insights from the world's most comprehensive Tech & Durables point of sales data.

+ Retailer version available

### gfknewron Supply Chain

#### Find the right channel mix

- Optimize your go2markets and supply chains and fast track your performance in distribution. Steer your sales channel strategy with efficiency and understand what is being sold by distributors, when it's sold, to which sales channels, and at which price point. Benefit from unrivalled Distribution/ sell-through Intelligence for Tech & Durables.

+ Distributor version in future

### gfknewron Consumer

#### Reach the right audience

- Generate demand, reach your target audience, and position your brand and products ahead of the competition by understanding who your shoppers are and how and where they think, act, and buy. Maximize your ROI using the ultimate combination of knowledge – survey input calibrated against market data.

### gfknewron Predict

#### Build the right strategies

- Mitigate risks and maximize future growth with tools for scenario planning, revenue optimization, forecasting market potential, and validating tactics and strategies. Plan your future with advanced machine learning based on the world's most comprehensive point of sales data.

## Explore **gfknewron**

Addressing questions relevant to your brand

### Analyzing brand dynamics

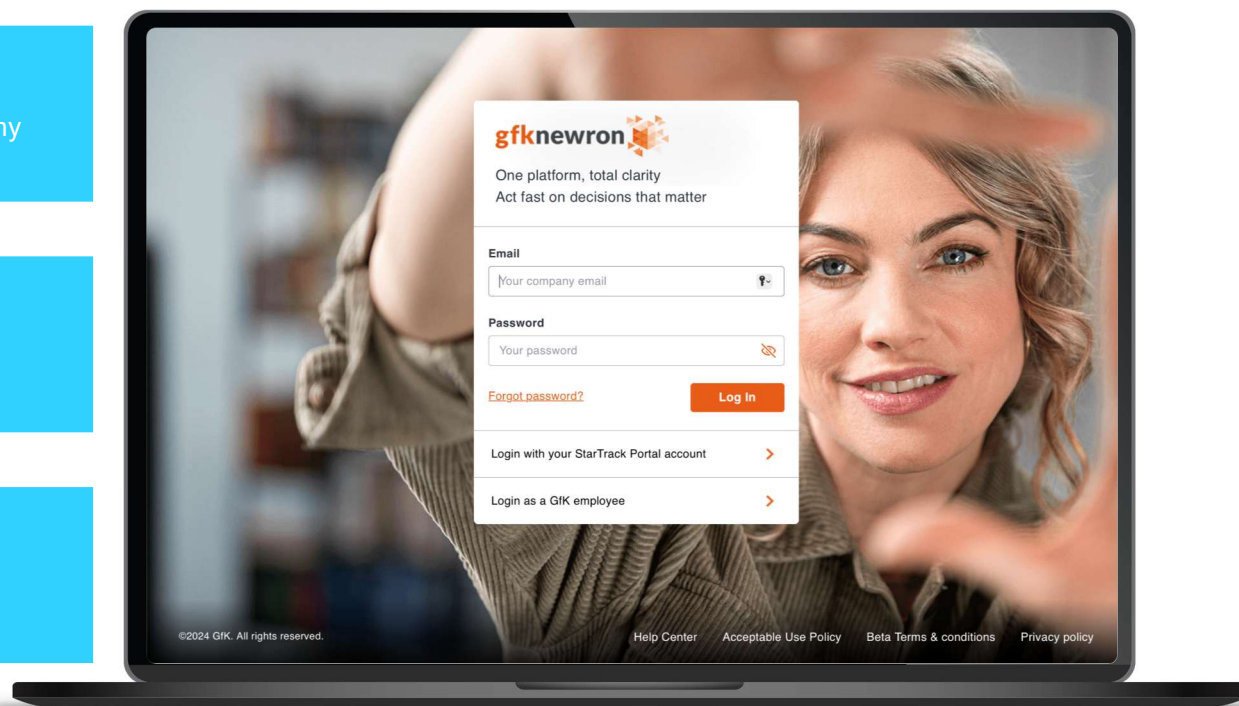
How are my competitors performing and how can I increase my competitiveness?

### Understand channel demand

Which distribution sales channels are currently ramping up in demand and create momentum?

### Understand market dynamics

What technical feature is driving market growth recently and where should I start to experience the momentum?



# gfknewron Market & Supply Chain: Set the focus for your analysis

Capture the essential insights

## Overview

Get a snapshot of essential insights from overall market dynamics to your brand, competitors, and individual products.

## Brands

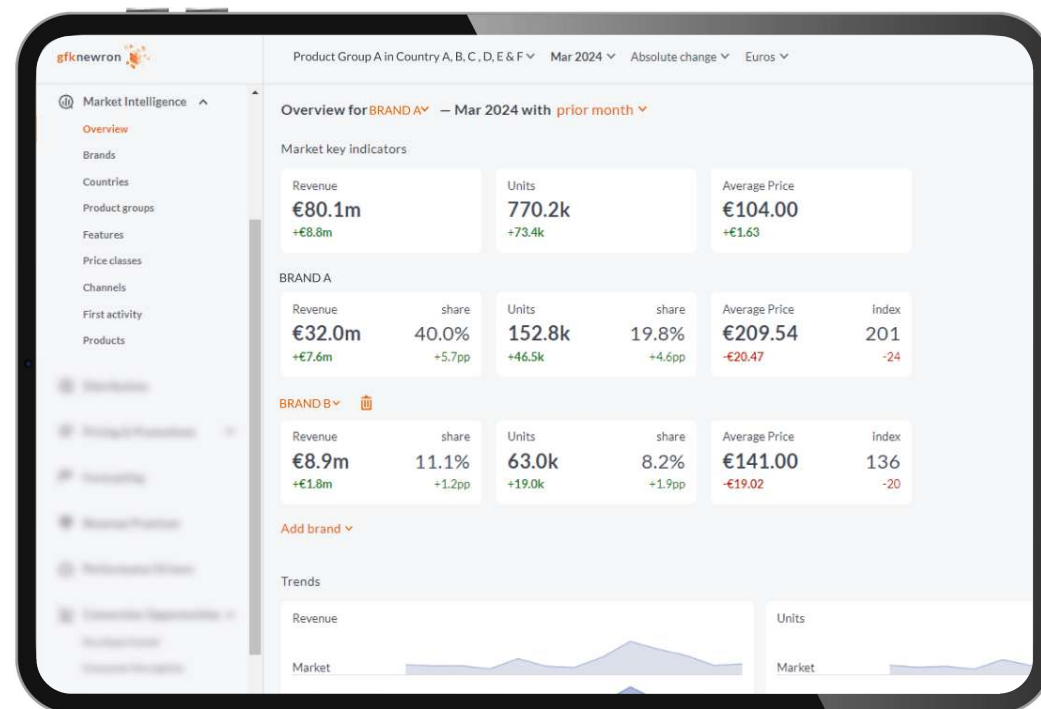
See how you or your competitors are performing across different segments within your selected timeframe. Analyze KPIs, trends, and segment data for comprehensive insights.

## Countries

Get an understanding of how different countries are performing in a single or across multiple product groups.

## Product groups

Analyze the performance of different product categories by tracking KPIs and trends. Identify high-performing segments and compare the evolution of various product groups over time to identify areas of improvement.



# gfknewron Market & Supply Chain: Refine your exploration

Deepen your understanding along

## Features

Analyze the latest feature trends in your product groups and identify new opportunities on a global level.

## Price classes

Track the development of different price classes. View how this differs across channels or other subsegments.

## Channels

Segment the market with online and offline, or various distribution channels in your country. Understand how the channel structure varies across segments or countries.

## First activity

Monitor the performance of this year's product line-up vs older line-ups and compare the age structure of your portfolio with competitors.

## Products

Deep dive into the market on the most granular level by analyzing single products across a wide range of KPIs. Compare a set of up to 15 products to visualize their sales performance and compare their features.



# gfknewron Market & Supply Chain: Select your preferred view

Explore and analyze data layers with precision

## Easily examine any data dimension

Enjoy straightforward, in-depth analysis tailored to your needs. Each data dimension — including Brands, Countries, Product groups, Features, Price classes, and First activity — has a consistent page structure with three different analysis types activated by interactive drop-downs.

### Scorecard

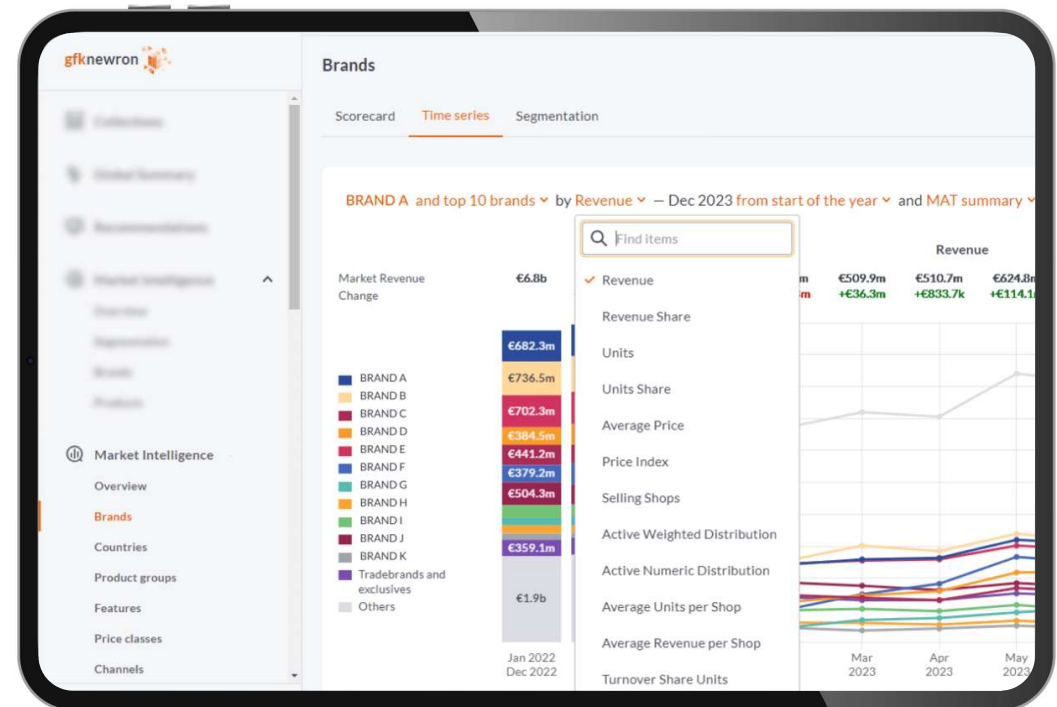
Get a quick summary of your KPIs and how they have changed over time. From basic metrics like Revenue or Units to advanced distribution KPIs, a customizable display lets you hone in on specific market and performance insights.

### Time series

Track the development of selected data dimensions over time. Customize it by defining the focus KPI and the periods you want to view.

### Segmentation

Analyze one dimension, like Price classes, Features, or Channels, against another, such as Brands, with customizable drop-downs for detailed insights.



## Gain topline insights at speed

Uncover key market trends and competitor moves

### Key insights into the market, your brand and competition

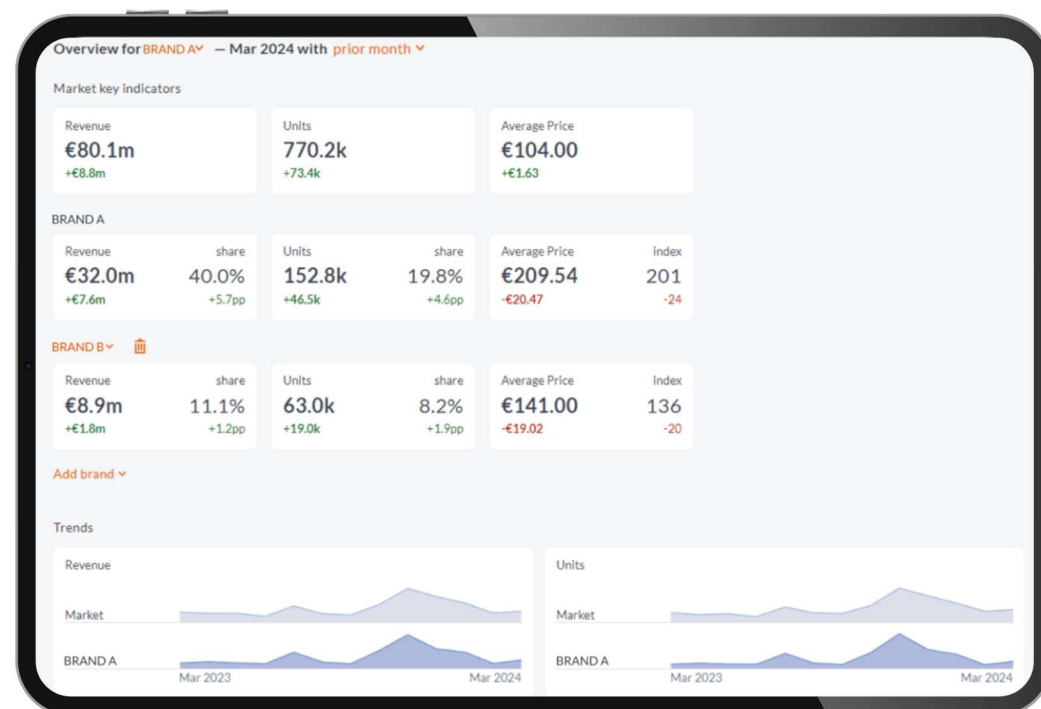
Quickly understand five different sections that help you identify key trends and notable changes: KPIs, Trends, Revenue, Heatmap, Revenue Decomposition, and Billboards.

### Heatmap

- Identify where specific market and brand developments are happening and pinpoint the root causes of changes in revenue, or other KPIs, with color-coded heatmaps.
- Switch between viewing market or brand-focused data, and select which KPI to display, choosing detailed breakdown dimensions such as specific features or channel types.

### Billboards

- Uncover the competition and key changes across brands and products to highlight top-performing or rapidly changing market elements.
- Display top brands by revenue, growth, or decline, and focus on top-selling, top-increasing, or newly-launched products with separate Brand and Product billboards.



## Enhance your strategic market overview

Multi-cell\* context with cumulated and side-by-side views

### View global portfolio trends

- See trends at a global scale with an aggregated analysis view of multiple countries and products in a single slide.
- Cumulate different product groups into sectors to analyze cross-category developments.

### Compare countries and product groups

- View your global cross-category market, split into countries or product groups to easily compare their performance.
- Benchmark your brand activities and performance with multiple KPIs across different countries and product groups.
- Enable targeted strategic responses by identifying which countries or categories are driving overall market growth.
- Customize your strategy by understanding different driving factors and products trend across countries.

### Leverage flexible data interaction

- Easily apply and analyze different combinations of countries and products.



\*Cell = any combination of country and product group

# Easily navigate and analyze across segments

## Fine-tune market analysis with Core Views

### Choose which lens to analyze your data through

Analyze KPIs, trends, and segment data through Core Views. These views offer a focused lens on specific aspects like brands, countries, features or channels to support your strategic and tactical analysis.

### Deep dive with easy navigation

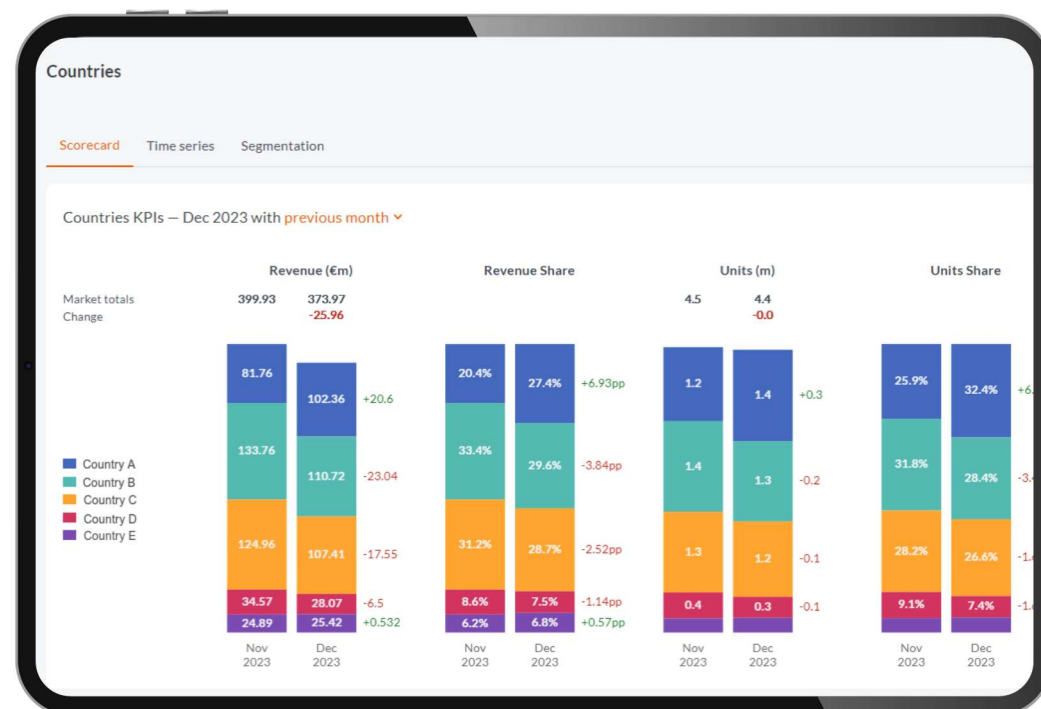
- Use the side menu to select specific dimensions such as brands, countries, product groups, features, price classes, channels or first activity.
- This sets the focus for presented data, making exploration intuitive and directly aligned with your strategic objectives.

### Get a quick view on performance in key segments

- For each of the dimensions, engage with data through interactive tabs such as Scorecard, Time series, and Segmentation to compare KPIs, view developments over time, and break down data by additional dimensions for a comprehensive understanding of market trends.

### Advanced analysis and focused market insights

- Filter to display only your brand's data or a specific segment's data to pinpoint areas of potential or concern.



# Track performance of your products against the competition

Gain an edge with detailed product comparisons

## See the latest changes in overall market performance

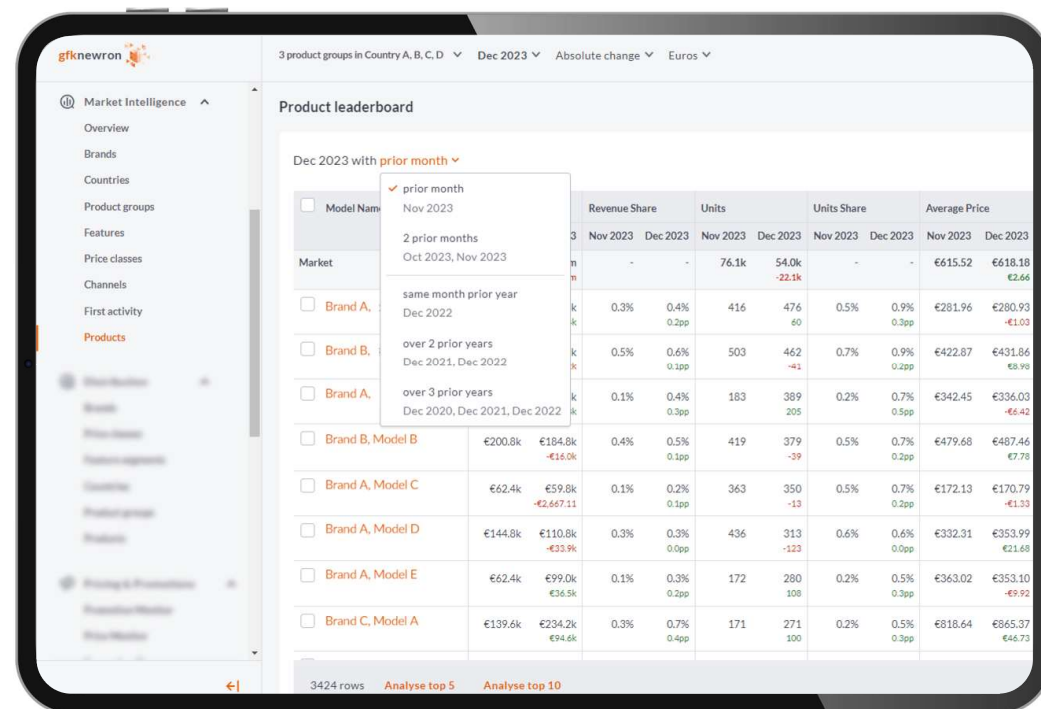
- Analyze in detail the performance of your products, or your competitors', across your most important KPIs and view their features.
- Learn what the bestselling models are in a certain channel or segment.

## Select and compare up to 15 models

- Compare models to quickly weigh up features and sales performance.
- Visualize how models of interest develop across KPIs, over time or across countries and channels.

## Download the latest Sales Tracking data

- Download the most granular data for further analysis or calculations in Excel.
- Download the full product leaderboard (in .xls), or export as a PPT or XLS when in selected model development views.



## Customer Testimonial: Medion

Why customers love **gfknewron Market**



***gfknewron Market** has given everyone at Medion access to the same high-quality intelligence, which has not only increased and broadened our use of the Sales Tracking data but enabled us to work more efficiently and accelerate the speed at which we respond to market changes.”*

**Enrico Franke**

Director Computing  
Medion

# gfknewon-NIQ Live Demo & Trial

## How to access the gfknewron platform

**Sample Dataset**  
DIS Panel- Headsets Austria

Scan me!



**Link to the Platform**  
<https://platform.gfk.com/dpo>

**User ID**  
[channel\\_summit\\_2026\\_demo@gfk.com](mailto:channel_summit_2026_demo@gfk.com)

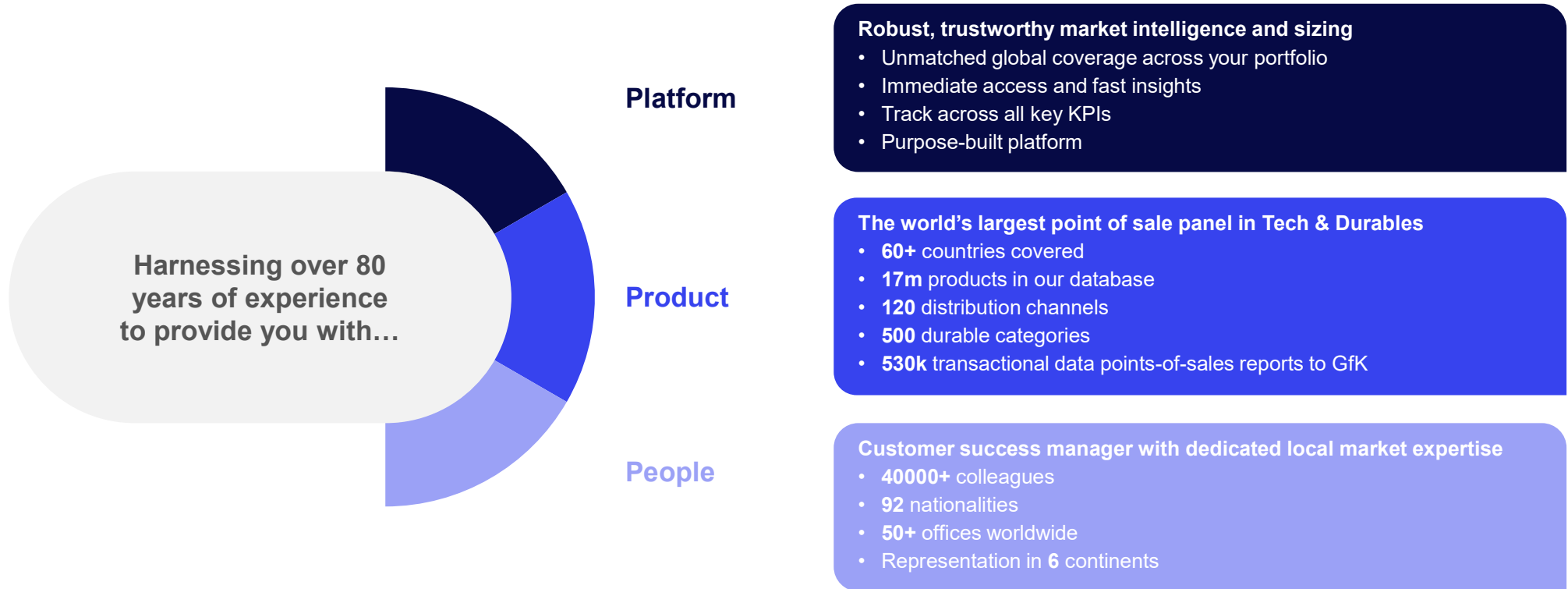
**Password**  
[Channel\\_Summit\\_2026](#)

### How to Access

1. **Open the platform on your mobile or laptop:**
  - <https://platform.gfk.com/dpo>
2. **Enter the credentials:**
  - User ID: [channel\\_summit\\_2026\\_demo@gfk.com](mailto:channel_summit_2026_demo@gfk.com)
  - Password: [Channel\\_Summit\\_2026](#)
3. **Sample Dataset:**
  - Distribution Panel – Headsets Austria
4. **Explore the demo:**
  - Overview → KPIs
  - Compare → Market Trends
  - Deep Dive → Product Insights

## Why NIQ?

Delivering proprietary sales data through a purpose-built platform with market expertise



# Want to get a more detailed demo?

## Contact us!

✉ [tatjana.wismeth@nielseniq.com](mailto:tatjana.wismeth@nielseniq.com)

✉ [Dominik.friedel@nielseniq.com](mailto:Dominik.friedel@nielseniq.com)

**One platform, total clarity**  
Act fast on decisions that matter

**NielsenIQ**

