

# NielsenIQ Switzerland





# What we do

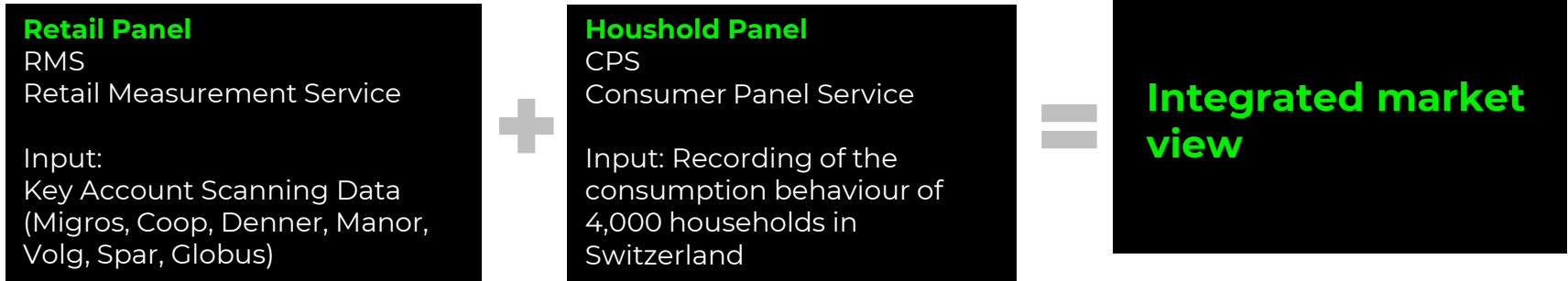




**We empower companies  
around the world to make  
bold decisions and transform  
their business with **trusted  
data, solutions, and insights.****



# Retailer- and Consumer Panel



**Output:**

- Sales
- Market shares
- Prices
- Distribution
- Promotion activities
- Assortment



**Output:**

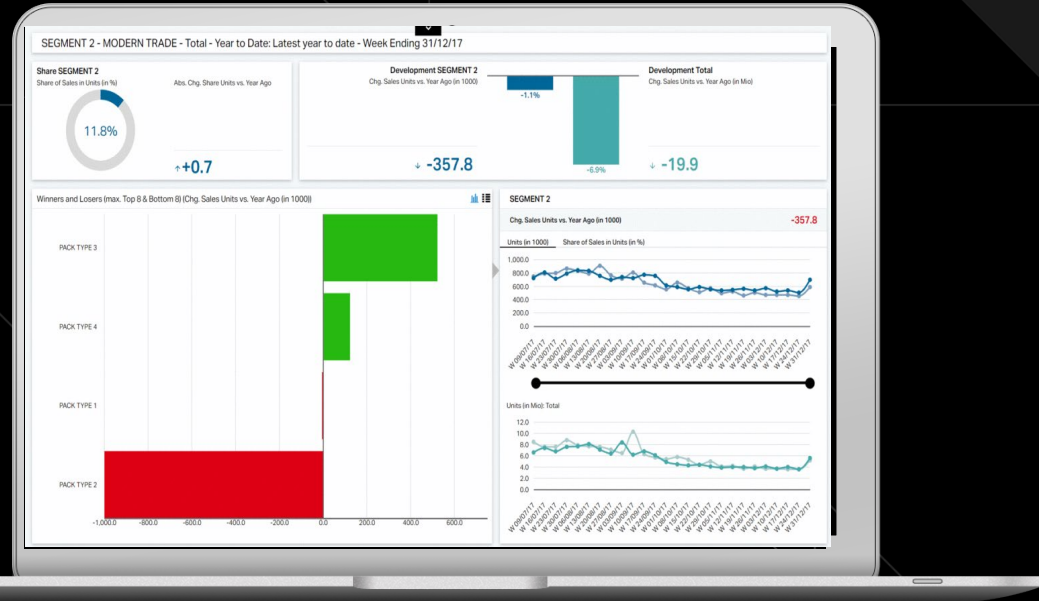
- Buyer reach/non-buyers
- Socio-demographic characteristics
- Quantity per household (purchase rate)
- Purchasing frequency
- Quantity per purchase
- Loyalty / demand coverage



# How does NielsenIQ help clients?

Answering key questions

- What are the **market trends**?
- What is my **performance / market share**?
- What is my **category performance**?
- Which products are contributing to my **category sales**?
- What is the **impact** of my pricing / promotional strategy?
- How are **retailers/ channels performing** for my category / brand/ products?
- Who are my **customers**?
- **How often** do they buy my products?
- How **loyal** are they to my brand?





**Thank you.**