



Market Information Digest 2008

A Panoramic View of the FMCG Market in New Zealand

Facts,
Market Insight,
Categories:
Get them all today!

Nielsen's 2008 Market Information Digest (MID) is a concise reference book of the Fast Moving Consumer Goods Sector in New Zealand, and your key to essential facts and insights of more than 400 FMCG scanned grocery categories.



For more information about the 2008 MID, please contact your Nielsen account manager or email dsshelphdesk.nz@nielsen.com

The Market Information Digest provides key information that will enable you to answer a number of questions:

- Which categories should I consider entering?
- Which categories are showing above average growth?
- Which segments and manufacturers are driving growth?
- How competitive is my competitor?
- What is my competitor's ability to invest in my categories?
- How depended are my competitors on other categories, and how are they performing?

What does it deliver?

Channel Overview

(available for Grocery and Organised Service Stations)

- Store Numbers
- Sales Trends
- Top and Bottom growth categories
- All Category Ranking Report
- Controlled Label Summary*
- Manufacturer Report
- Household Penetration
- Key Shopping days/times

Category Reports

(available for more than 375 Grocery categories)

- Category size and growth by value and volume
- Average Price
- Segmentation \$ share and % growth
- Seasonality (\$ sales)
- Market Location (\$ sales)
- Manufacturer, Brand and
- Controlled Label performance

**Not available for Service Stations*

Across Asia Pacific, Market Information Digest is used extensively by consumer goods marketers, whether veterans or amateurs, advertising/consulting or related services professionals for FMCG and venture capitalists, to assist them in their market planning. You too can use this comprehensive report to help you pursue your interest in the New Zealand retail market!

Market Information Digest New Zealand 2008

Order form

All Grocery Department/Category Reports:

		Grocery	SSO
Updated annually	\$3,990	<input type="checkbox"/>	<input type="checkbox"/>
Updated quarterly	\$9,995	<input type="checkbox"/>	<input type="checkbox"/>

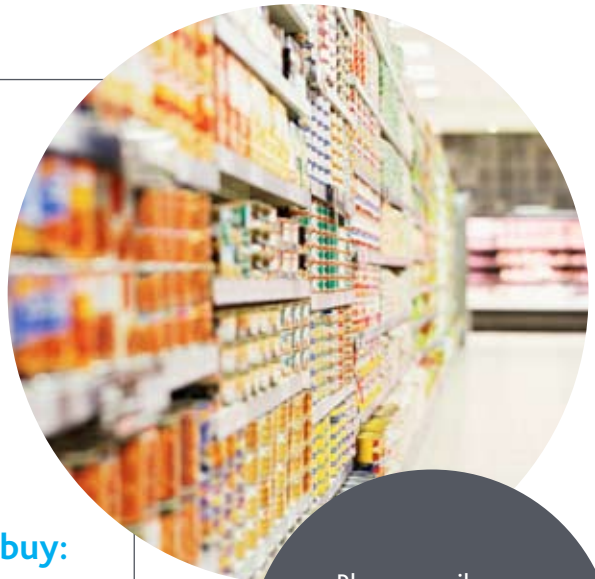
Per Single Department/Category Reports:

		Grocery	SSO
Updated annually	\$ 995	<input type="checkbox"/>	<input type="checkbox"/>
Updated quarterly	\$1,995	<input type="checkbox"/>	<input type="checkbox"/>

Check the Department/Category you want to buy:

Alcohol <input type="checkbox"/>	Baby Products <input type="checkbox"/>
Beverages <input type="checkbox"/>	Chilled Foods <input type="checkbox"/>
Frozen Foods <input type="checkbox"/>	Grocery <input type="checkbox"/>
Personal Care <input type="checkbox"/>	Pet Supplies <input type="checkbox"/>
Tobacco <input type="checkbox"/>	Snackfoods & Confectionery <input type="checkbox"/>
General Merchandise <input type="checkbox"/>	Household & Paper Supplies <input type="checkbox"/>

- Please note that all prices are excluding GST and delivered via CD-ROM or thru Nielsen Answers site for existing clients.
- Nielsen Scantrack clients will receive a 10% discount.



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