

# ShopperTrends

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- New store formats are increasing the choices available to shoppers, and changing the way they shop – but not always in the same way, in every country.
- In some chains, the top 30-40% of customers can account for up to 80% of volume. The challenge is to tap into these high spenders' loyalty.
- International retailers are entering new markets every year – some with significant success, others yet to find the right formula for their format.

Because your markets will be influenced by such trends, Nielsen has created a common approach to tracking shopper behaviour across the world to help better understand the dynamics involved.

## Introducing ShopperTrends, a service of The Nielsen Company

ShopperTrends offers in depth and complete analysis of the changing behaviour of shoppers in over 55 markets globally. It provides information on where, when and how often people visit different outlet types, how they perceive the key retailers, and provides insights into key aspects of shopping behaviour. Nielsen's 80+ years' experience and in-depth understanding of the dynamic retail sector.

Shopper Trends provides a comprehensive overview of the retail environment by answering the following questions:

- Which retailers have the strongest brand equity?
- Which retailers have the strongest relationship with shoppers?
- How do shoppers rate retailers on key drivers of satisfaction and loyalty?
- What are the key factors that differentiate one retailer from another?
- What areas should the retailers focus on to increase commitment levels among occasional shoppers and non-shoppers?
- How do various retail channels differ in terms of share, growth and shopper behaviour?



ShopperTrends is relevant to manufacturers – it's about their customers.

All senior retailer executives have their own copy of ShopperTrends.

Strategically, ShopperTrends can help senior management because it provides a top-level understanding of the challenges faced by retailers.

Tactically, ShopperTrends helps Sales Directors or Key Account Managers by:

- understanding who shops at their key customers' stores and why
- becoming the market expert and credible source of consumer insights to their retailer customers
- working together, helping their key customers improve shopper loyalty/store equity.

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# ShopperTrends order form

To order your copy of 2008 ShopperTrends contact your account manager or complete the attached order form and fax it to 09 970 4189.

## Pricing.

The fee for the Grocery section of this year's report is \$7,950 plus GST. This includes a presentation and a written report. Early bird and repeat purchase discounts also apply.

Name: \_\_\_\_\_

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### Report Fees (please tick)

#### Full Grocery Section:

Standard report fee	\$7,950 + GST	<input type="checkbox"/>
With early bird discount (10%)*	\$7,155 + GST	<input type="checkbox"/>
With repeat purchase discount (10%)	\$7,155 + GST	<input type="checkbox"/>
Both discounts (max 15%)	\$6,750 + GST	<input type="checkbox"/>

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\* Early bird discount is applicable to orders placed before 16th May 2008.

ShopperTrends is available in 50 countries globally.  
Prices for other countries are available on application.