UK CPG Retail Syndicated Data Sources

DEPTH OF INSIGHT

	Market Overviews	Retail Scanning / EPOS* data	Purchase Panels	Loyalty Card Data	Retailer & Category Shopper Studies
	Mintel **Euromonitor** **GlobalData** **Edge by Asential**	**Nielsen** **IRI**	**Kantar Worldpanel** **Nielsen Homescan** **Lumina** (UK, Convenience) **Mealtrak** (UK, Food to go)	**Dunnhumby** (Tesco), **Nectar 360** (Sainsbury's) **Boots Advantage Card** **IRI** (Boots Advantage Card, Waitrose, Morrisons, Co-op, M&S)	**Shopper Intelligence** (Global, Retailer and Category level, Supermarkets) **IGD Shopper Vista** (UK, retailer/channel level) **Lumina** (UK, Convenience trade)
MACRO / PEST ANALYSIS	✓				
CATEGORY & MARKET	✓	✓	✓		
RETAILER & BRAND		✓	✓	✓	
SHOPPER PURCHASE BEHAVIOUR - WHAT THEY DO			✓	✓	✓
SHOPPER MOTIVATIONS - WHY THEY DO IT					✓
WHAT IS IT:	Off the shelf 'standardised' reports on specific category or consumer. Sourced by supplier from industry data, manufacturer interviews and some one off bespoke research	Continuous market tracking service of every item sold in a particular retailer/market universe, via EPOS* data. Sku level data coded with a variety of attributes inc Brand, Flavour, Size, etc.	Continuous representative panel of households or individuals - recording all purchases regardless of store or channel	Total basket analysis recording purchases made by households or individuals in a single retailer over a period of time. Covers those shoppers using cards.	Syndicated survey driven data exploring usage, attitudes, opinions and needs of consumers and shoppers over time. Names retailer specifics visible.
WHEN TO USE:	Cost effective starting point to help orientate in a new market or category. Reports give a broad understanding of the underlying consumer and shopper trends that are impacting category and brands.	Understanding how categories/ brands/SKUs have performed, inc retail drivers such as distribution, rate of sale, price/promotion to inform thinking EPOS* data scale allows the most granular analysis to quantitatively measure performance & optimise go to market plans and early identification of trends Useful for regional analysis. Store clusters can be created based on store level attribution and supports individual store Test & Control analysis.	Gives consumer dynamics crucial to strategy: who bought what, where, how much, how often, what else they bought & what they bought previously (ie source of business). Coverage across retailers also allows powerful benchmarking and analysis of switching between retailers Also gives a good guide to category and brand performance, though less accurate than EPOS data.	Retailer's loyalty data provides more detailed insights than Panel about the retailer's own ""view"" of the world including their custom segmentations (shopper, basket, trip mission, regionality / store clusters / store level understanding etc). Scale of data extremely robust for individual retailers and hence smaller brands. Often expected for retailer & supplier collaboration. Key for range reviews and retailer specific strategies & stories as well as in depth promotional analysis.	Provide market and store context. Supports development of space, range & merchandising strategies as well as category vision and strategy. Path to purchase insights help prioritise best category and brand touchpoints in activation plans. Deeper insight & understanding about WHY Shoppers think or behave in a certain way allows a more forward looking analysis to develop strategies which better serve unmet or poorly served needs.
RISK OF NOT HAVING	Could miss key competitive aspects of the market/category.	Don't know fundamental market size, performance and product share information so overestimate opportunities or misunderstand dynamics.	Hard to discuss performance with individual retailers, if you don't understand your shopper profile accurately your initiatives may be poorly targeted	Could lack credibility and tools to fuel retailer collaboration. Risk overlooking specifics of this store's shopper in proposals. Promotional activity could be underoptimised. Danger of false assumptions of similar shopper behaviour across retailers.	Miss forward looking metrics about "causes", undermine strategic thinking about how to create growth. Direct view of the shopper helps engage buyers.

* EPOS = Electronic point of sale (till data)

OPTIMARETAIL