Preparing for a Brand Coverage analysis

A Brand Coverage Analysis compares NielsenIQ's reported sales to a manufacturer's shipments. The variance between your shipments and NielsenIQ's reported sales are a result of the combination of market dynamics, NielsenIQ Design Coverage and retail sales fluctuations. For more insights, Brand Coverage can be compared to the Industry Coverage Matrix (ICM) for your specific categories and markets.

What are the benefits?

Use a Brand Coverage analysis to unlock more transparency into coverage variance and pipeline lag to achieve these benefits:

Acknowledge relevance

Achieve common understanding as you reveal variances between your shipment or sales data and the NielsenIQ market read.

Gain insights

Uncover unexpected causal factors for gaps, like pipeline size, shipment delays or market size.

Benchmark performance

Compare and measure consistency of trends in overlap between shipments and sales.

Find opportunities

Identify potential areas in which it might be worthwhile to invest in increasing NielsenIQ data scope into new channels or geographies.

What components are involved?

Two components—Industry Coverage analysis and Brand Coverage analysis—make up your final coverage analysis:
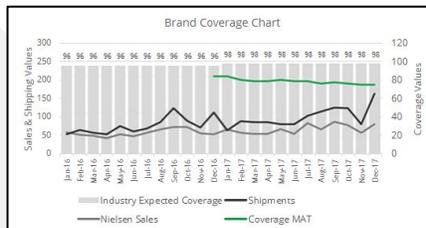
Industry Coverage Analysis

NielsenIQ Data Science teams apply statistical rigor to estimate the size and composition of the total retail trade in a given country. You can use this information for benchmarking coverage in your own covered channels.
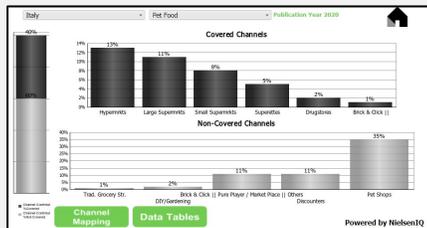
Brand Coverage Analysis

Brand Coverage Analysis enables manufacturers to understand the evolution of retail sales in comparison to your sales and shipping data. Once initial data is gathered and collated, your NielsenIQ team can help you analyze trends and notable variances.

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Brand Coverage analysis considerations

Brand Coverage is usually lower than 100%, due to the existence of non-covered channels. It varies significantly across countries, categories, brands and items according to the distribution patterns, seasonal and promotional events, shelf-life and other particular characteristics of each product. Brand Coverage can also vary across brands over time, but its variations give valuable insights about the movement of the product from a given manufacturer to consumers.

Overall, you might expect Brand Coverage to equal industry coverage, but:

- The phases of product lifecycle highly influence overall Brand Coverage due to product availability.

- When a brand has lower distribution, coverage variability is generally higher than other brands with higher distribution and much lower than Industry Design Coverage.

- When a manufacturer's products travel through complex distribution patterns or route-to-market structures, especially compared to other manufacturers in the category, coverage can vary.

For more information on what affects Brand Coverage, please watch these videos:

- **What influences NielsenIQ coverage?**

- **How does your business influence coverage?**

Five steps to help you prepare

Your preliminary data checks will ensure appropriate granularity in your Brand Coverage calculations. To begin the process, compile your shipping data according to our guidelines:

Units

Express units in volume quantity, not value

History

Provide at least three years of historical data

Periodicity

Report (track) weekly or monthly periodicity

Product

Provide item-level breakdown of Total Category and Brand data

Retail

Align channel and outlet definitions