



NielsenIQ E-commerce Accelerator

Unlock online growth opportunities

Measure sales performance and digital activation in Shopee and Lazada.

Online sales have grown in the past few years and have been accelerated further by the pandemic. Purchase frequency has increased, basket sizes have decreased, and shopper behavior is changing. Navigating these rapidly changing market dynamics requires fast, accurate, detailed and dependable insights.



Key benefits

- Capitalize on emerging trends with rapid insights
- Answer key questions to propel business decisions
- Understand buyer behavior across key competitors
- Optimize product, promotion, placement and pricing strategy

50%

of global E-commerce sales are in Asia.

This rising number of shoppers who are buying online presents an opportunity to leverage trends and uncover growth opportunities.



Stay ahead of the game with rapid insights

See the whole picture

In order to understand your total performance and respond to market changes you need a clear view of your online performance.

E-commerce Accelerator provides your business with precise insights, product-level analysis and an overview of 5 key attributes

- Sales and product performance
- Price trend (by product/market) and comparison
- Shelf share trends
- Review contributions
- KPI analysis

Answer key questions

What is my market share or share of shelf?

How is my category and brand performing vs. competition?

How effective is a product promotion?

How can I optimize digital shelf performance?

How can I see direct and indirect sales by specific retailer using the super apps?

For more information about NielsenIQ E-commerce Accelerator, contact your NielsenIQ representative.