

Accelerating Sustainable Packaging with Consumer Insights

NielsenIQ

For more information, please contact:
Daniel.Becerra@nielseniq.com
Stuart.James@nielseniq.com



Uncover opportunities for growth and innovation in Packaging from the world's leading Consumer Intelligence company

Introducing NielsenIQ Packaging Growth Solutions

What is it

NielsenIQ has brought together the most granular, comprehensive data to create a solution targeted to mutually benefit both packaging companies and CPG manufacturers

Track online and in-store sales and share, consumer behavior, search trends, and more for a complete view of consumer spend, purchase practices, and changing trends. All accessible in one, easy to use, global platform.

How it works

Understand the performance of specific categories, departments, brands, and manufacturers across the globe.

NIQ packaging attribution data provide insights for accurate and efficient decision making. Proactively plan around market trends, make better supply chain decisions, and influence account growth.

Key benefits



Track sustainable claims and materials across FMCG categories



Material & Supply planning identifying market shifts with proactive precision



Track new and emerging markets with accurate data you can trust



Identify upsell opportunities with existing clients or identifying new client targets

59 Package materials (Plastic, Cardboard, etc.)

27 Package types (Jar, Molded tray, bag, etc.)

90+ Sustainability attributes

Interested in packaging data?

Let's discuss!

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Packaging Material Quick Snapshot on Dips and Sauces:

TRACK SALES BY SUB CATEGORY									
DIPS AND SAUCES									
		Germany	Germany	Germany	Germany	Germany	Germany	Germany	Germany
		M 2024 04	M 2024 04	M 2024 05	M 2024 05	M 2024 06	M 2024 06	M 2024 07	M 2024 07
	CATEGORY	Value % Chg YA	Units % Chg YA	Value % Chg YA	Units % Chg YA	Value % Chg YA	Units % Chg YA	Value % Chg YA	Units % Chg YA
	MUSTARD	(3.3)%	0.7%	(1.8)%	(0.6)%	(4.0)%	(3.6)%	0.3%	2.0%
	MAYONNAISE	(4.6)%	3.6%	4.0%	9.2%	4.5%	12.9%	(5.6)%	(4.7)%
	KETCHUP	1.9%	0.5%	1.7%	2.7%	9.2%	9.4%	(5.0)%	(6.4)%
		Germany	Germany	Germany	Germany	Germany	Germany	Germany	Germany
		M 2024 04	M 2024 04	M 2024 05	M 2024 05	M 2024 06	M 2024 06	M 2024 07	M 2024 07
	CATEGORY	Value % Chg YA	Units % Chg YA	Value % Chg YA	Units % Chg YA	Value % Chg YA	Units % Chg YA	Value % Chg YA	Units % Chg YA
	MUSTARD	144.8%	148.1%	18.0%	12.2%	27.9%	17.4%	(6.0)%	(0.9)%
	MUSTARD	CERAMIC	(12.3)%	(14.4)%	6.8%	1.5%	(49.7)%	(50.8)%	(15.9)%
	MUSTARD	GLASS	(6.0)%	(7.9)%	4.8%	(2.9)%	(2.0)%	(6.2)%	(0.3)%
	MUSTARD	METAL	(0.2)%	13.4%	(5.1)%	0.8%	(11.1)%	(10.0)%	4.2%
	MUSTARD	PLASTIC	(2.6)%	(1.1)%	(5.6)%	0.1%	(0.2)%	3.4%	(2.1)%
	MAYONNAISE	GLASS	(4.6)%	(0.4)%	(3.7)%	(3.2)%	(15.3)%	(12.4)%	(5.5)%
	MAYONNAISE	METAL	(8.5)%	(8.6)%	8.0%	13.3%	8.2%	11.0%	(15.1)%
	MAYONNAISE	PLASTIC	(4.3)%	6.2%	5.6%	13.1%	9.2%	22.2%	(5.1)%
	KETCHUP	CARDBOARD	39.3%	16.0%	24.8%	17.3%	18.2%	9.9%	32.7%
	KETCHUP	GLASS	(7.0)%	(6.2)%	(10.3)%	(7.1)%	(8.6)%	(8.0)%	(12.5)%
	KETCHUP	PLASTIC	3.5%	1.9%	4.0%	4.8%	12.5%	13.2%	(3.7)%

TRACK SALES BY MATERIAL						
DIPS AND SAUCES						
			Germany	Germany	Germany	Germany
			M 2024 07	M 2024 06	M 2024 05	M 2024 04
Currency	CATEGORY	PACK MATERIAL	Units	Units	Units	Units
EUR	MUSTARD	CARDBOARD	1,028	1,127	1,285	1,434
EUR	MUSTARD	GLASS	4,401,357	4,235,842	4,853,053	4,575,634
EUR	MUSTARD	METAL	4,874,027	4,380,220	4,579,214	4,849,559
EUR	MUSTARD	PLASTIC	5,856,034	6,343,684	6,835,324	6,424,585
TOTAL			15,132,445	14,960,873	16,268,876	15,851,211
EUR	MAYONNAISE	GLASS	2,356,779	2,266,112	2,612,140	2,466,714
EUR	MAYONNAISE	METAL	770,173	936,622	1,076,196	900,308
EUR	MAYONNAISE	PLASTIC	7,126,915	8,566,565	7,823,794	7,549,514
TOTAL			10,375,887	11,794,606	11,536,440	10,947,379
EUR	KETCHUP	CARDBOARD	16,687	14,596	16,078	12,999
EUR	KETCHUP	GLASS	2,755,020	2,896,906	3,035,476	3,020,793
EUR	KETCHUP	PLASTIC	13,827,711	16,145,731	15,588,957	14,835,183
TOTAL			16,599,418	19,057,233	18,640,511	17,868,975

Innovate your packaging decisions with data-driven precision. Our global insights empower you to meet consumer demands and lead the sustainable packaging revolution.

