NielsenIQ

NIQ Retail Pulse

Example from our comprehensive off-the-shelf report



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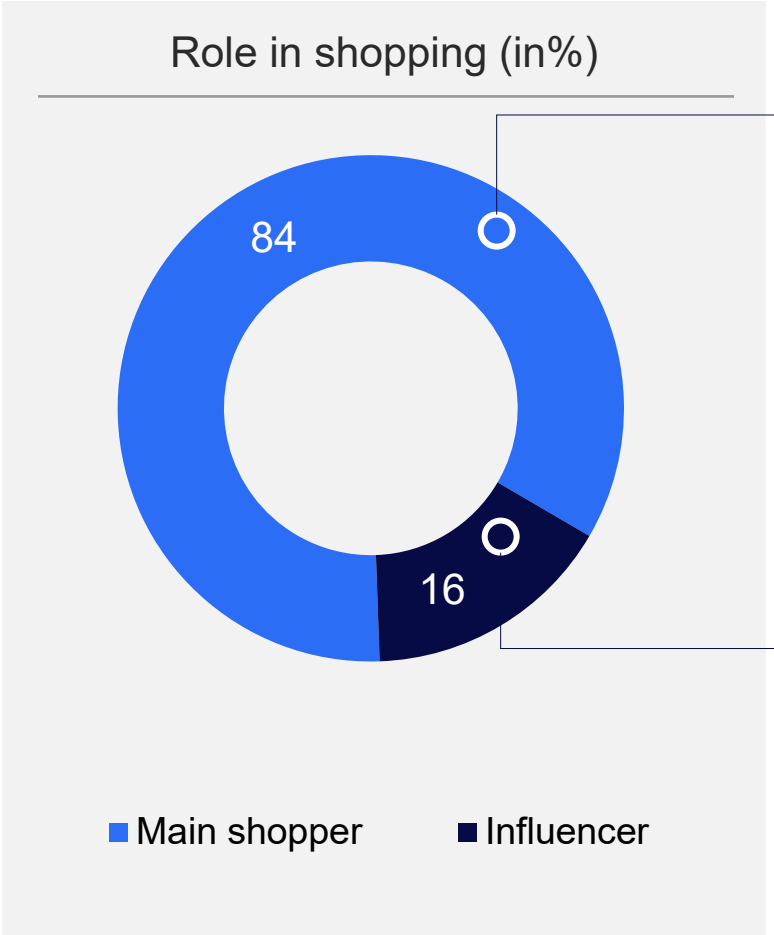
Confidential and proprietary

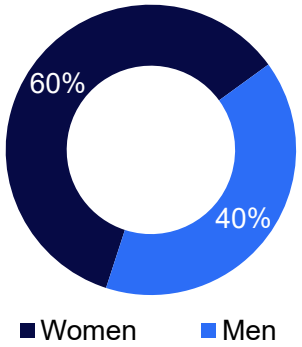
Supermarket/Hypermarket Shopper Profile

Understand what is the profile of the main shopper in the market

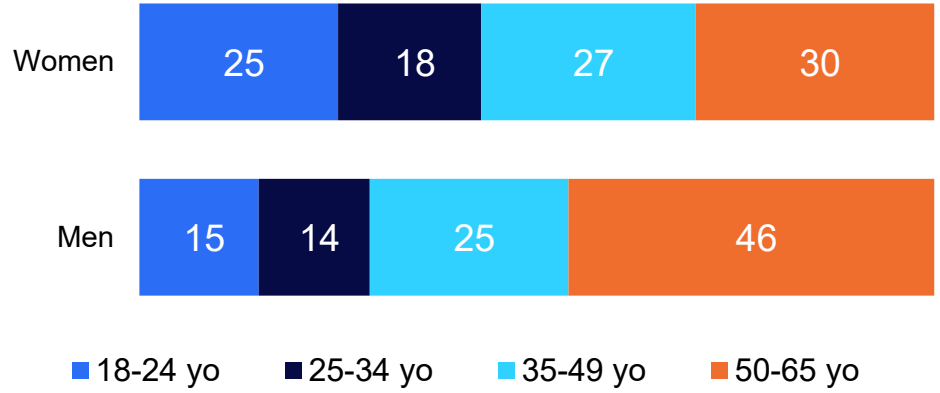


Main shopper

Gender

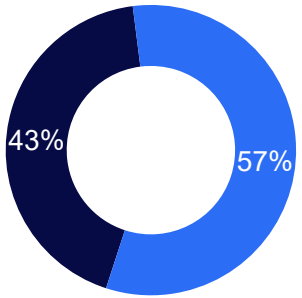


Age by Gender

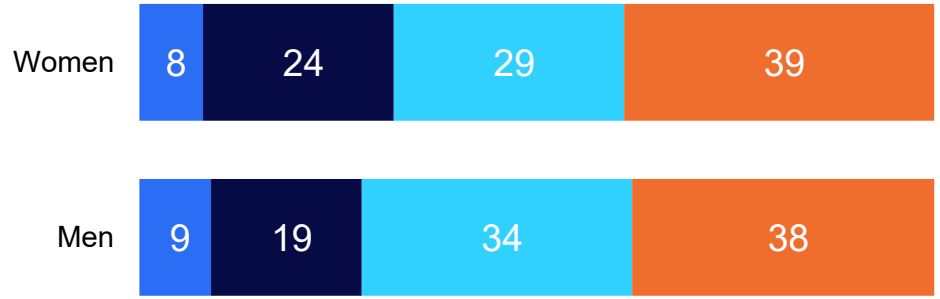


Influencer

Gender



Age by Gender



Base: All S/H Respondents (n=000)
Ref: Q4.Please record your gender
Q5.Which age group from the list below do you belong to?
Q6.Thinking about household shopping which of these statements applies to you?

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Profile of main shopper – by retailer

Learn what is the profile of the shoppers by different retailers

In %	Total	Retailer A	Retailer B	Retailer C	Retailer D	Retailer E
Gender						
Men	**49%**	50	45	50	50	51
Women	**51%**	50	55	50	50	49
Age						
18-24 y.o.	**20%**	19	27	26	14	24
25-34 y.o.	**25%**	25	30	22	24	38
35-49 y.o.	**34%**	39	31	33	33	24
50-65 y.o.	**21%**	18	12	19	29	14
Marital Status						
Single	**34%**	37	37	35	31	31
Married	**54%**	52	54	53	56	58
Divorced/ Separated	**9%**	8	7	10	12	9
Widowed/ Widower	**1%**	1	1	2	1	1
Refused	**1%**	2	1	0	0	2
Household Members						
1	**28%**	30	27	25	26	24
2	**35%**	36	40	35	29	35
3	**20%**	17	16	22	23	24
4	**13%**	13	11	13	18	11
5 or more	**5%**	4	6	5	4	5

Base: All HM/SM shoppers who visit store most often. 2025 Retailer 1 (n=000), Retailer 2 (n=310), Retailer 3 (n=259), Retailer4 (n=240), Retailer 5 (n=000)
Ref: Q4 Please record your gender ; Q5 Which age group from the list below do you belong to?
Q69 Marital status. Q75 How many people are there in your household including yourself?

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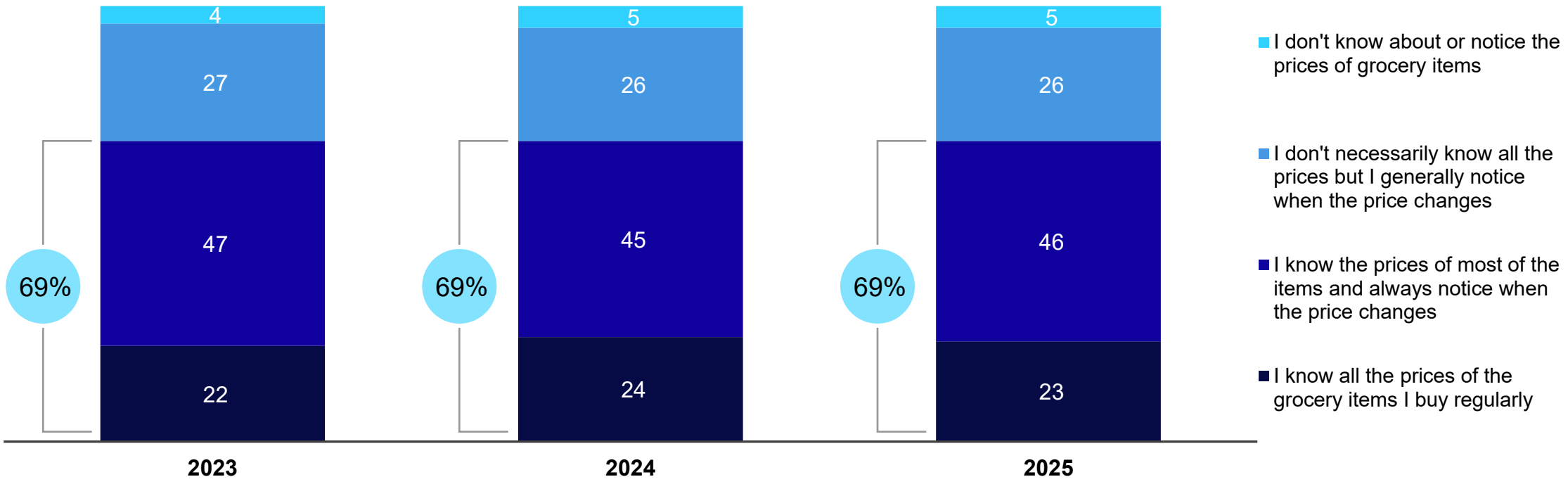
Shopper Price Awareness

Learn how aware shoppers are of the prices today and how this is changing over the years

Price awareness of groceries bought regularly (in%)



Ref: Q24 Which of the following best describes how well you know the prices of the grocery items you buy regularly?
Base: All HM/SM shoppers, 2023 (n=1500), 2024 (n=1501), 2025 (n=1500)

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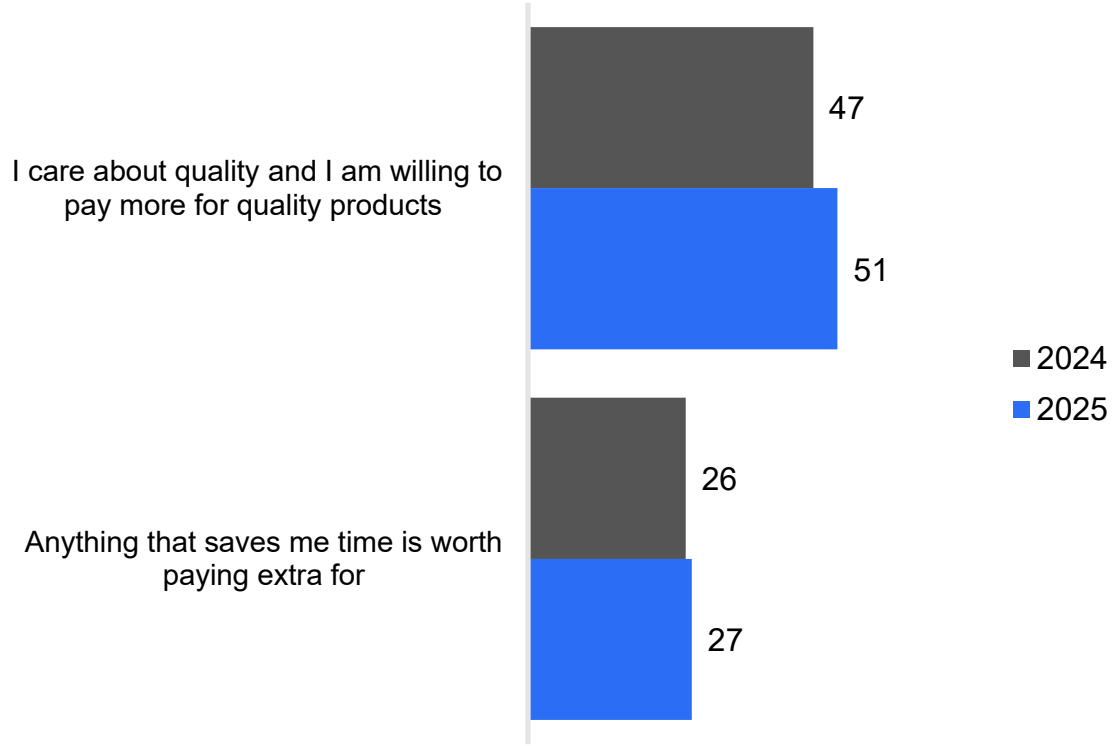
Shopper Price Sensitivity

Understand whether shoppers willing to pay a premium for Quality and Convenience

Paying a premium: Quality vs Convenience (in %)

(strongly agree / agree)





Base: All HM/SM shoppers, 2024 (n=000), 2025 (n=000)
Ref. Q132 We have a few questions about your attitudes towards grocery shopping. In general when shopping, to what extent do you agree or disagree with the following statements?

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Channel Dynamics

Learn which channels are shoppers shopping at more frequently

Channel relationship tiers (in %)

	Supermarkets		Hypermarkets	
	2024	2025	2024	2025
Spend most in	45	52	35	36
Visited within P7D	83	90	67	72
Visited within P4W	91	97	80	83
Visit occasionally	94	98	85	88
Frequency of visiting *(times a month)*	**9.0**	**8.1**	**8.5**	**7.6**

	Personal Care		Online Shopping	
	2024	2025	2024	2025
Spend most in	[illegible]	[illegible]	[illegible]	[illegible]
Visited within P7D	52	62	47	57
Visited within P4W	72	78	62	70
Visit occasionally	81	86	74	81
Frequency of visiting *(times a month)*	**4.4**	**3.5**	**7.8**	**6.7**

Base: All shoppers 2024 (n=000), 2025 (n=000)

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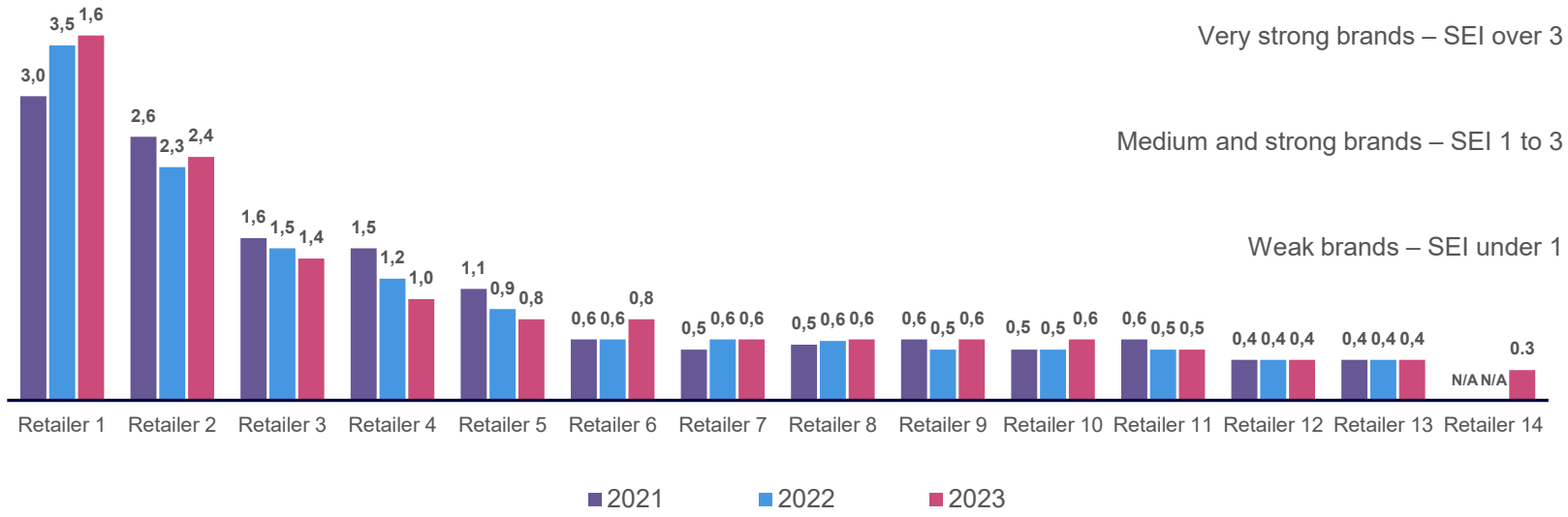
Retailer Performance

Learn which retailer has the strongest store equity

Competitor Benchmarking

Provides a unique measure of **Store Equity** based on NIQ's proprietary solution Winning Brands™. The index measure enables your business to understand the strength of your retailer brand against competing banners and track performance over time. Retailers that grow their Store Equity increase their chances to win the battle for loyal shoppers, vital in today's retail landscape online and in-store.

Store equity index (SEI)



Store Equity Index is calculated from preferred recommendation, willingness to pay price premium, willingness to travel

Based All HM/SM shoppers 2022 (n=1468), 2023 (n=1466)

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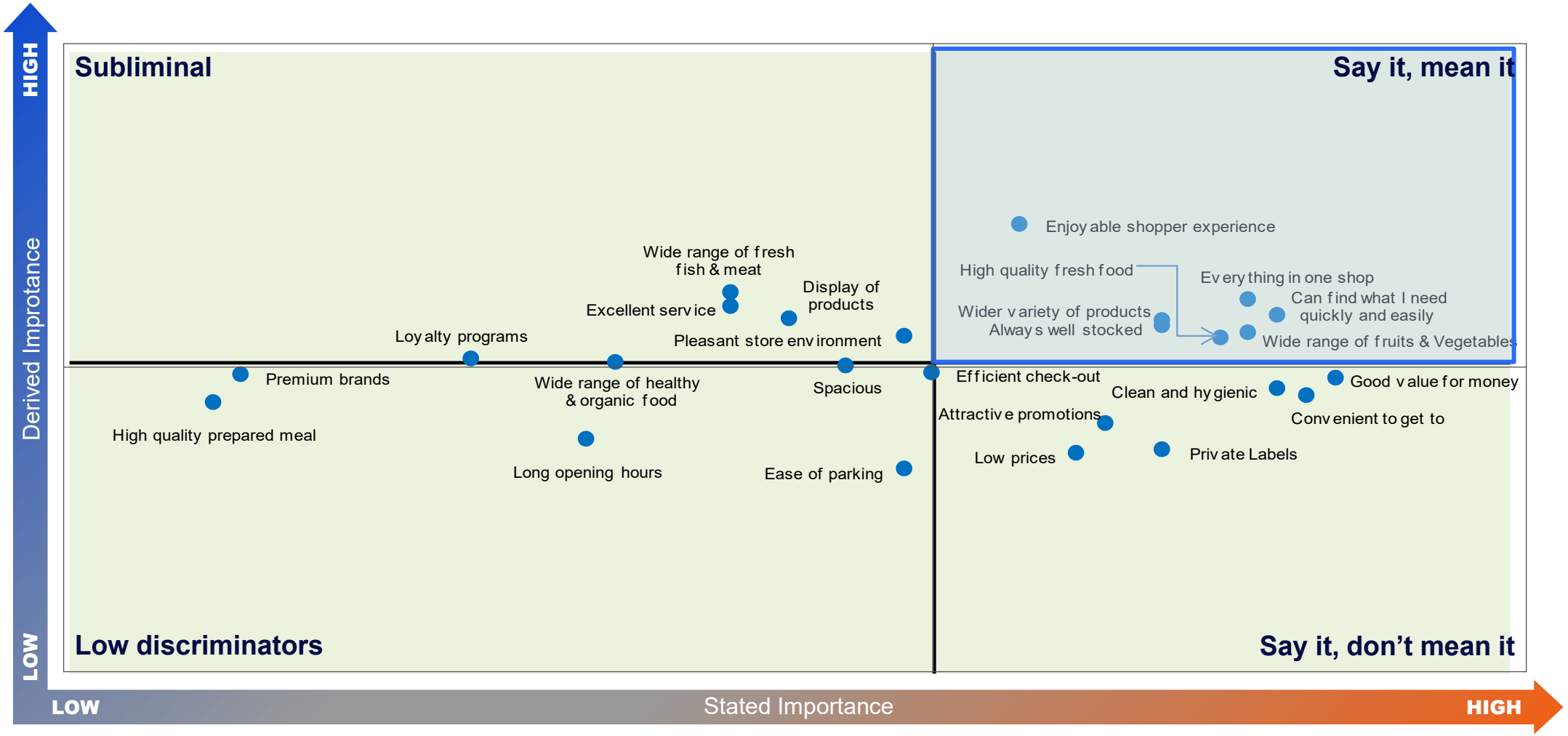
Importance of attributes



Base: All HM/SM shoppers 2025 (n=000)
Ref: Q16 (Stated importance) / Q11a/Q11b/Q11c,Q12a, Q16, Q18 (Derived importance)

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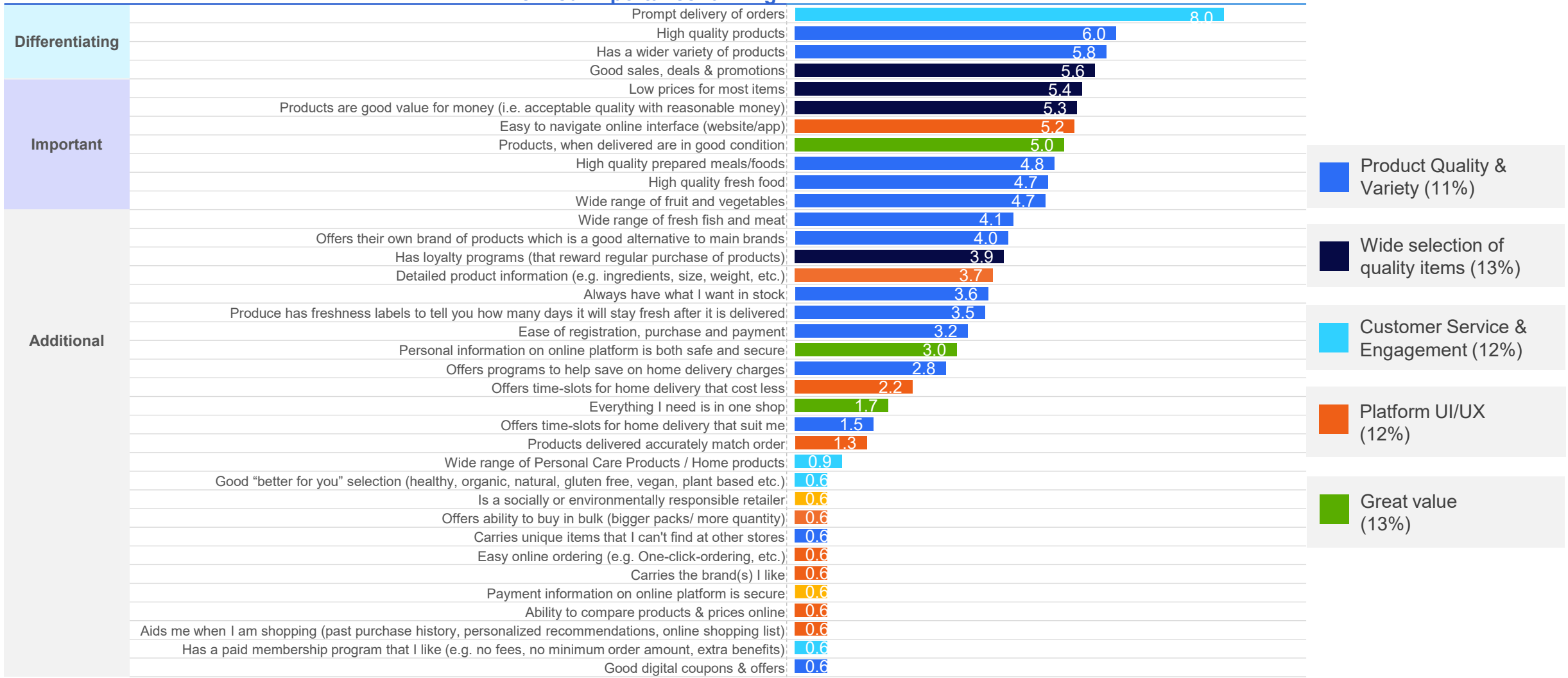
Attitudes towards grocery shopping

What matters most to shoppers?

Derived importance ranking



Base: Base: All online grocery shoppers 2025 (n=000)
Ref: QQ145/QQ146/QQ147/QQ150/QQ173

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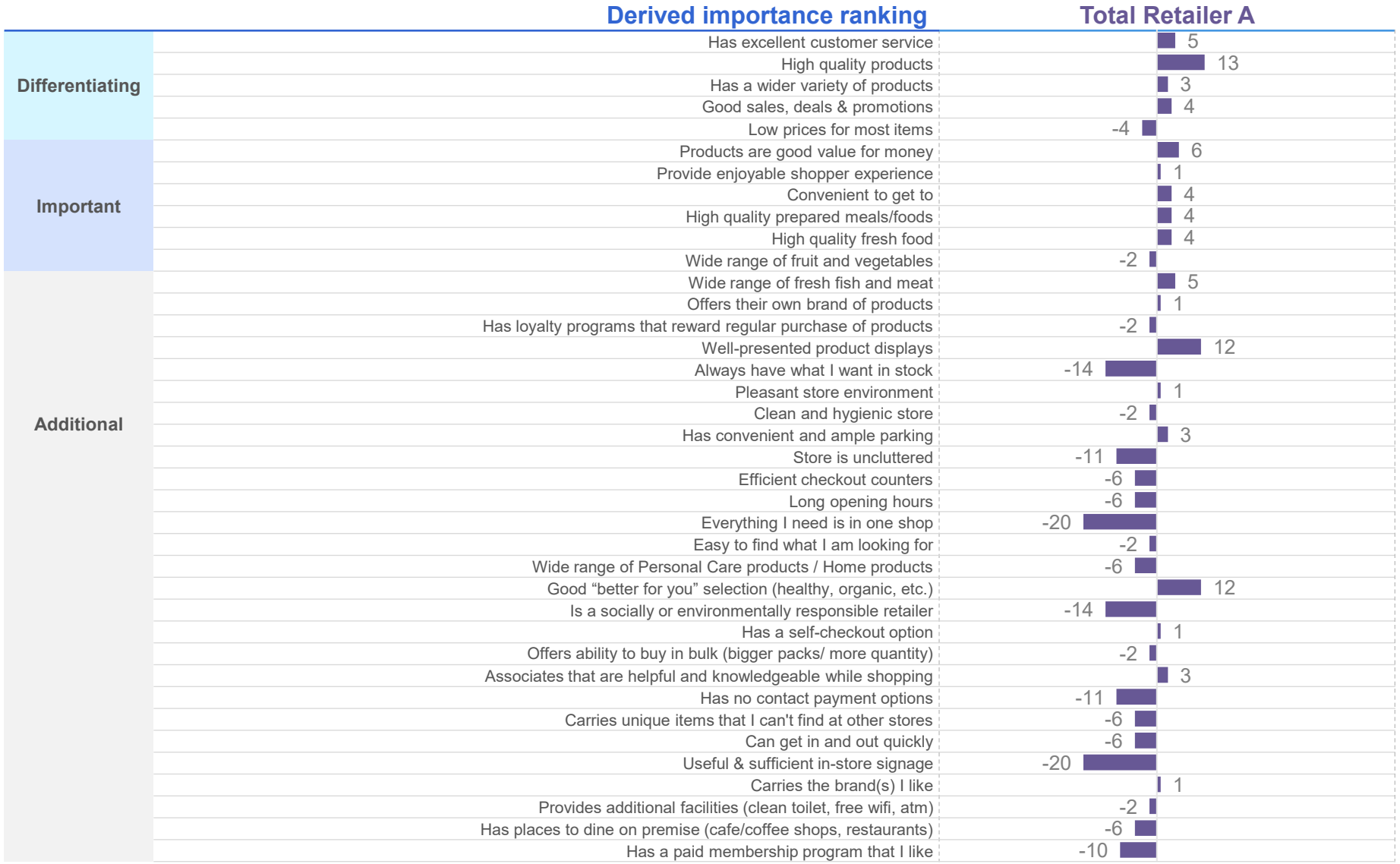
Strengths and weaknesses (uniqueness)

Learn what are the key strengths and weaknesses for the different retailers



Retailer A

Key strengths

- High Quality Products
- Well-presented product displays
- Good “better for you” selection

Key weaknesses

- Useful & sufficient in-store signage
- Everything I need is in 1 shop
- Is a socially or environmentally responsible retailer
- Always have what I want in stock

“Data normalization – Statistical methos which allow to derive differences between market players and allow to identify key strengths and weaknesses among competitors. It doesn’t show performance – only differentiation/associations, bigger difference – stronger uniqueness from others.

*DATA NORMALIZATION – statistical method which allow to derive differences between market players and allow to identify key strengths and weaknesses among competitors. It doesn’t show performance – only differentiation / associations. Bigger difference – stronger uniqueness from others.

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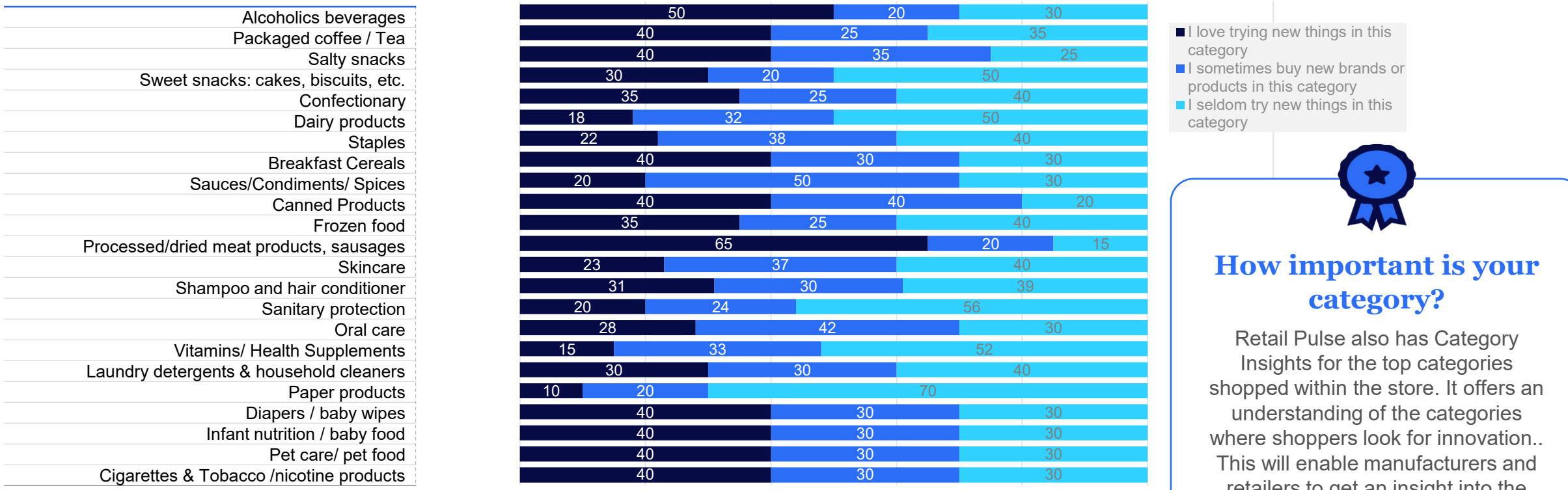
Category Innovation

Learn which are the key categories in which shoppers are looking for NPD's

Importance of category innovation (in %)



How important is your category?

Retail Pulse also has Category Insights for the top categories shopped within the store. It offers an understanding of the categories where shoppers look for innovation.. This will enable manufacturers and retailers to get an insight into the categories where they should be having NPD to meet the shopper needs.

Ref QQ169 Some categories always seem to have new things happening to keep the selection and choices appealing. Others don't seem to change much. How important is the introduction of new and different brands/products/varieties to you for each of the following categories?
Base: All HM/SM shoppers, 2025 (n=000)

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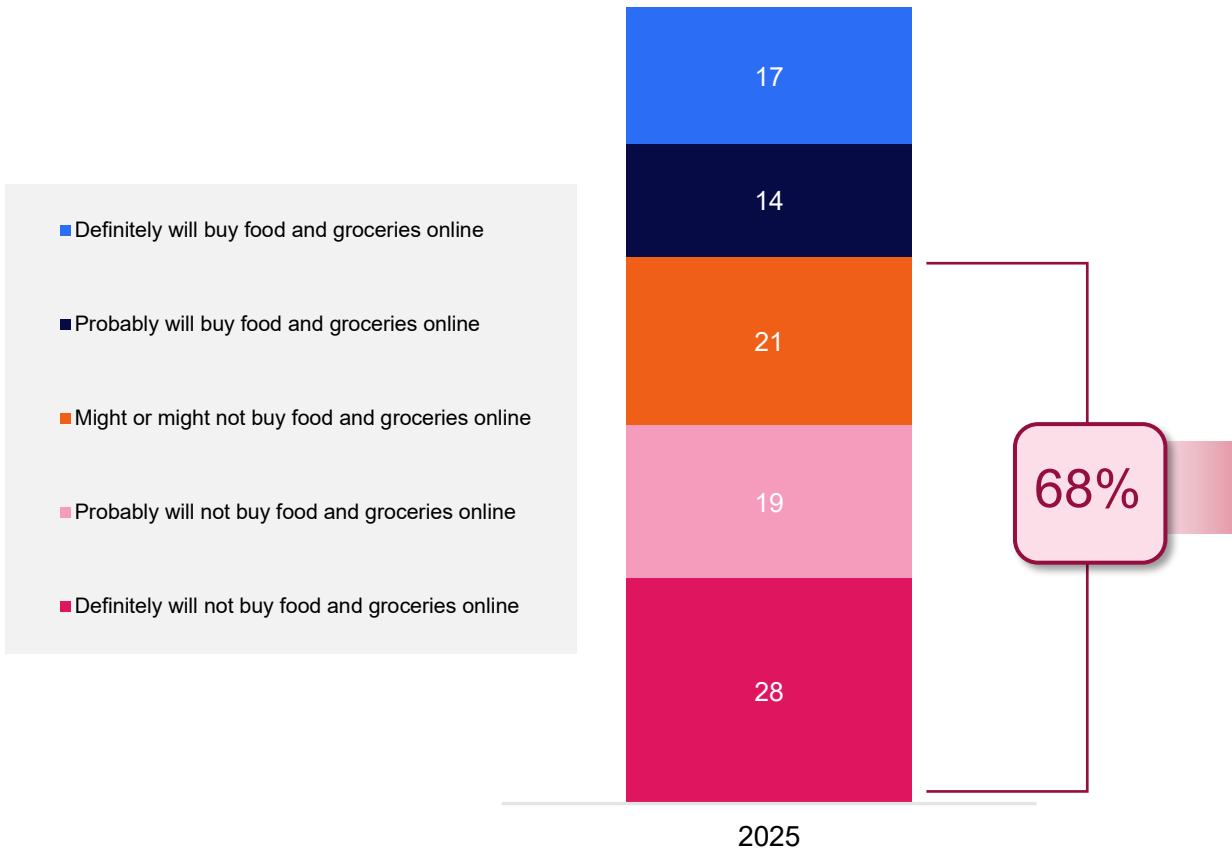
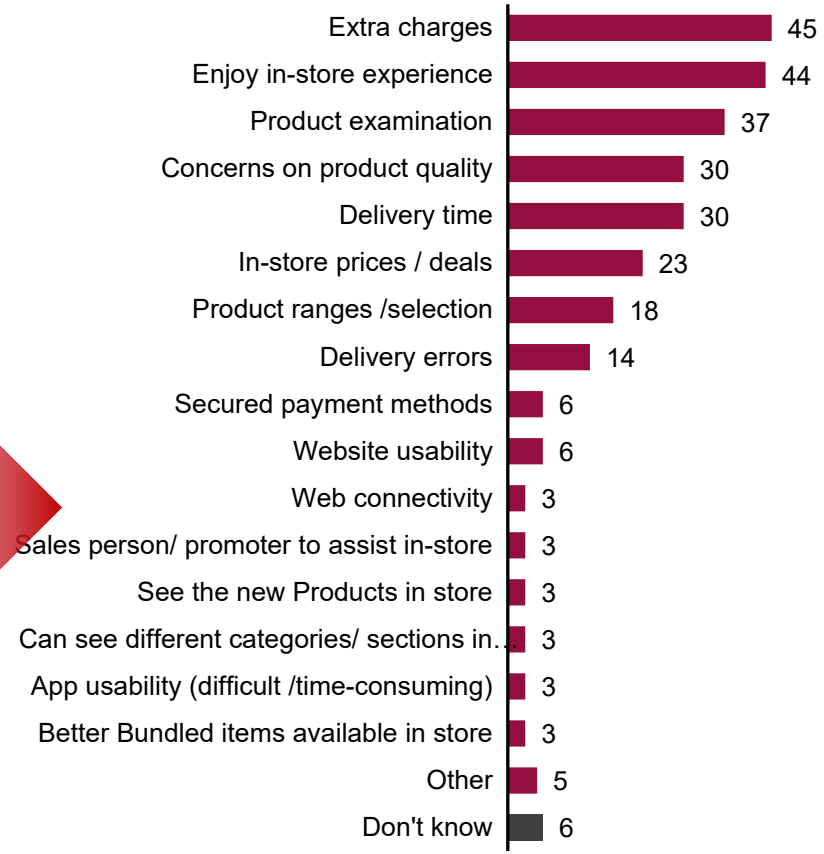
Omni-Channel behavior:

Understand the barriers that need to be overcome to grow online shopping

Intention to buy grocery online in the next 6 months (in %)



Barriers to buying groceries online (in %)



Base: All SM/HM shoppers, 2025 (n=000)
Ref: QQ165 Considering the next 6 months, how likely are you to buy food and groceries online?

Base : SM/HM shoppers not intending to buy groceries online in next 6 months 2025 (n=000)
Ref: Q136 Which of the following factors prevents you from buying groceries online?

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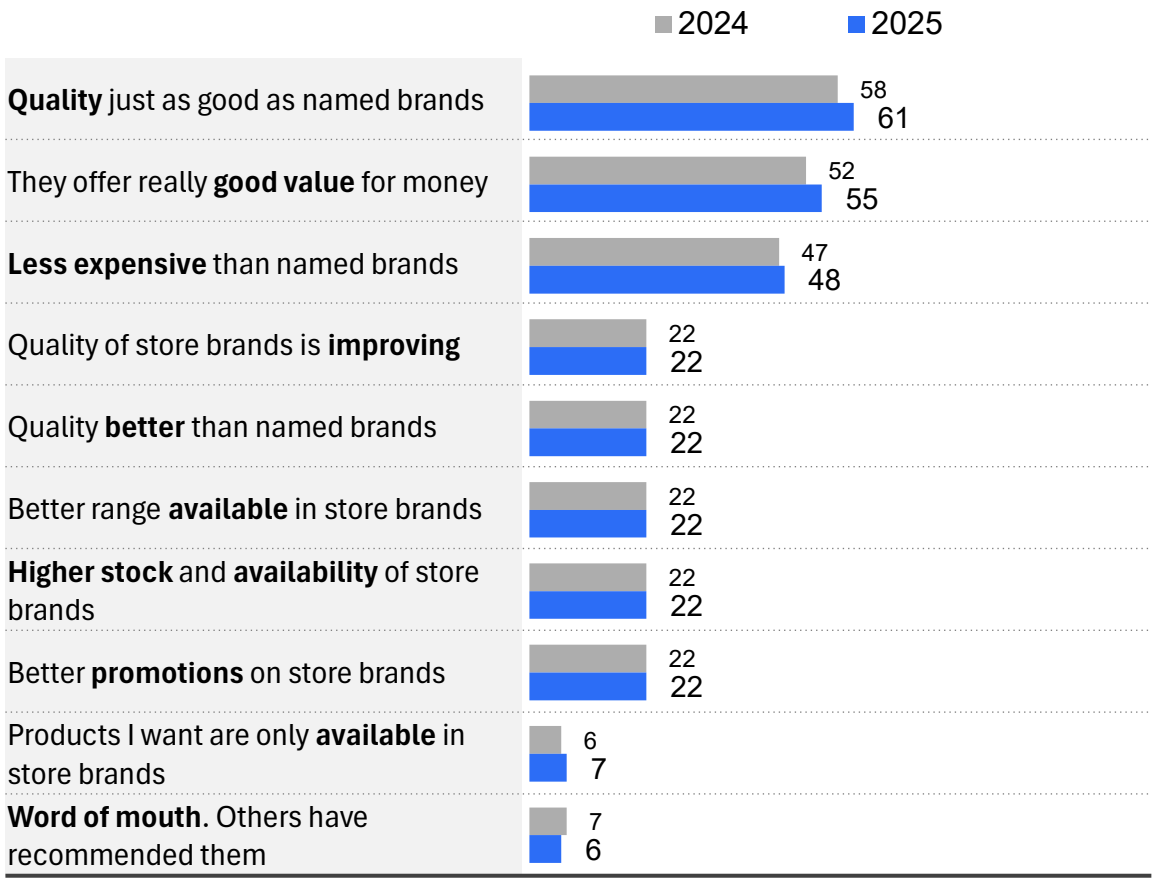
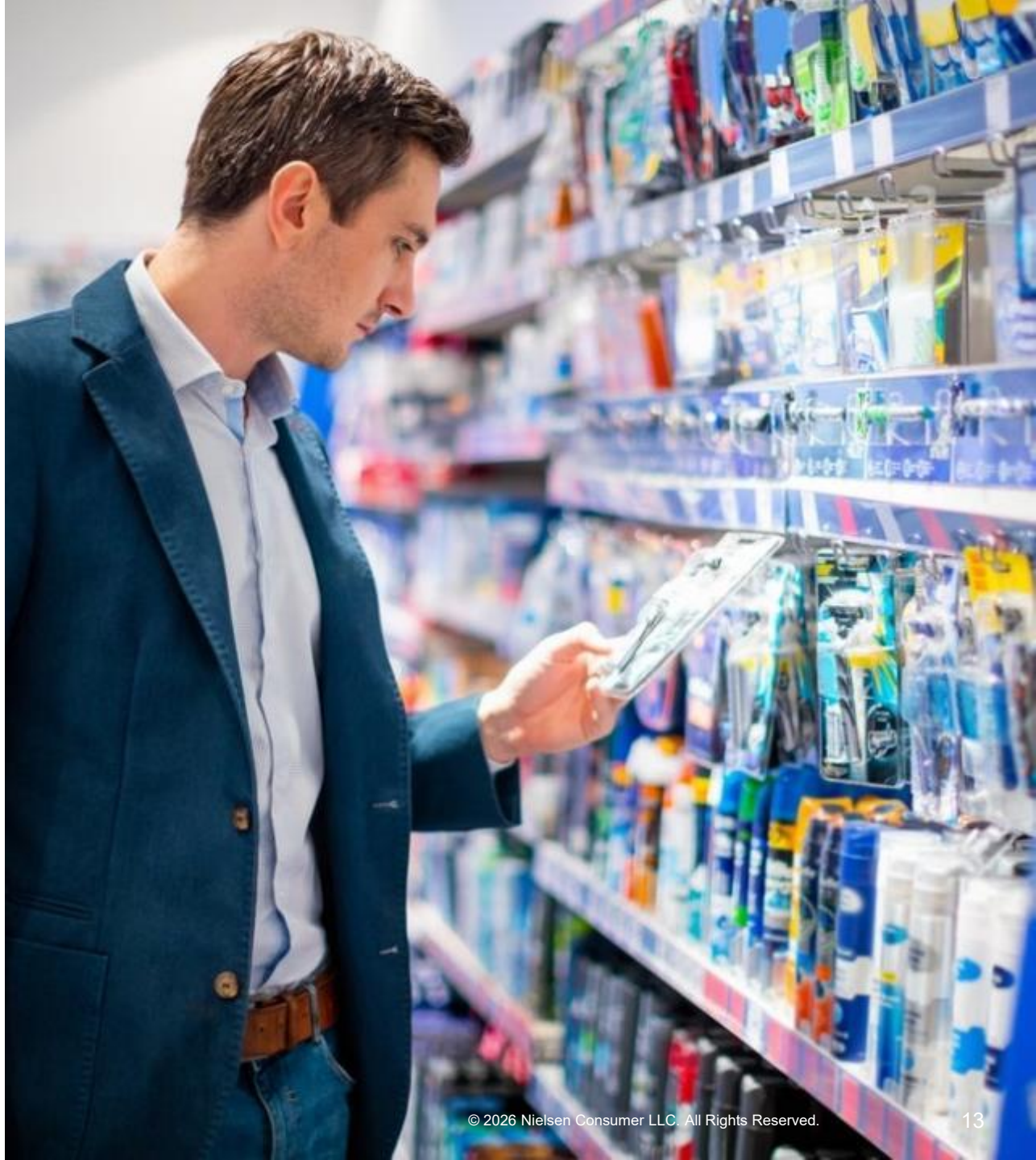
Drivers behind Private labels

Learn what is driving Shoppers to purchase Private labels

Drivers behind buying Private Label (in %)



Base: All aware of Private Label. 2024 (n=000), 2025 (n=000)
Q115 Why do you buy store brands?



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