

Insight Summit 2026

Benelux



High Tech Campus
Eindhoven

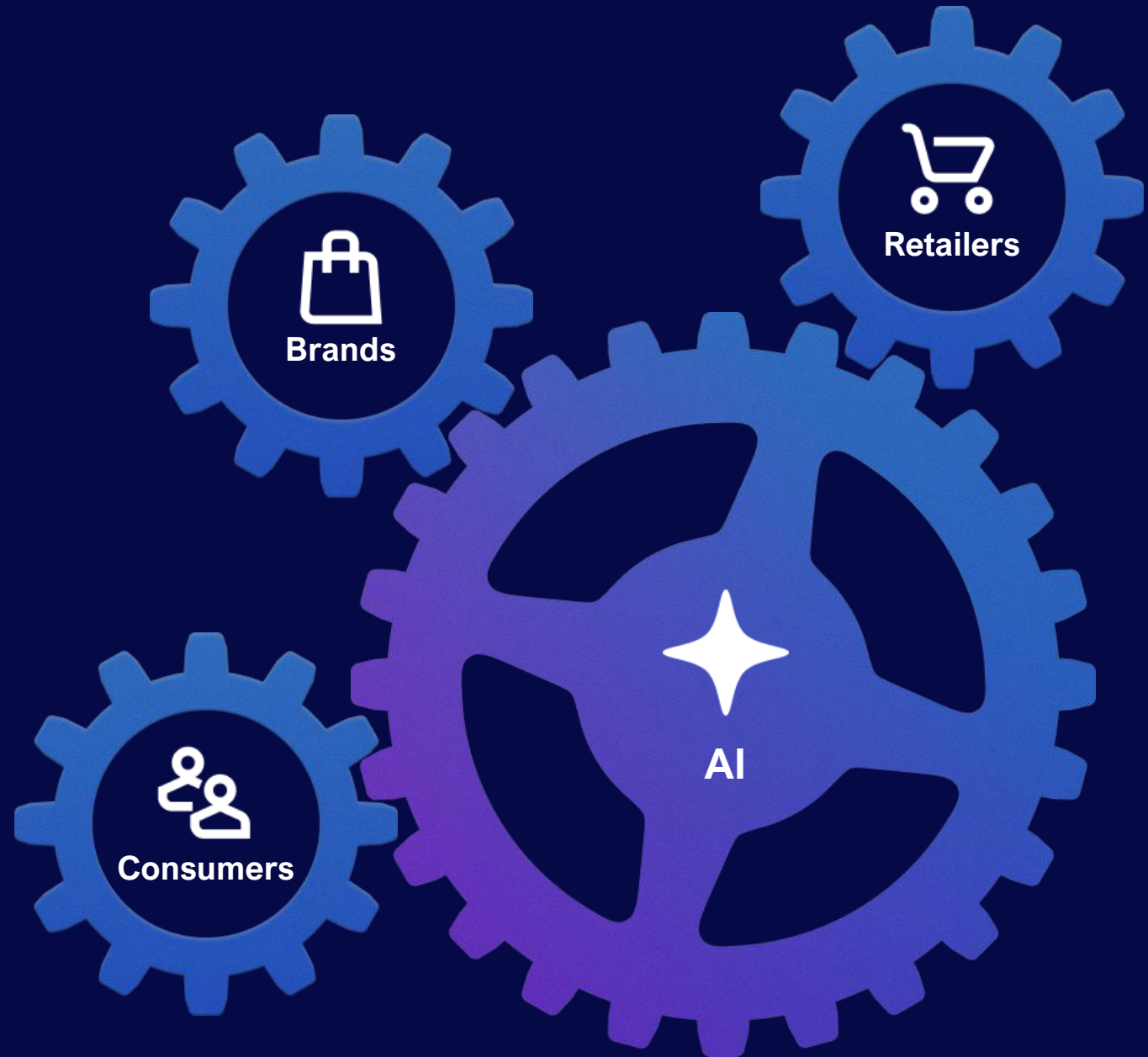
October 6
2026

NIQ

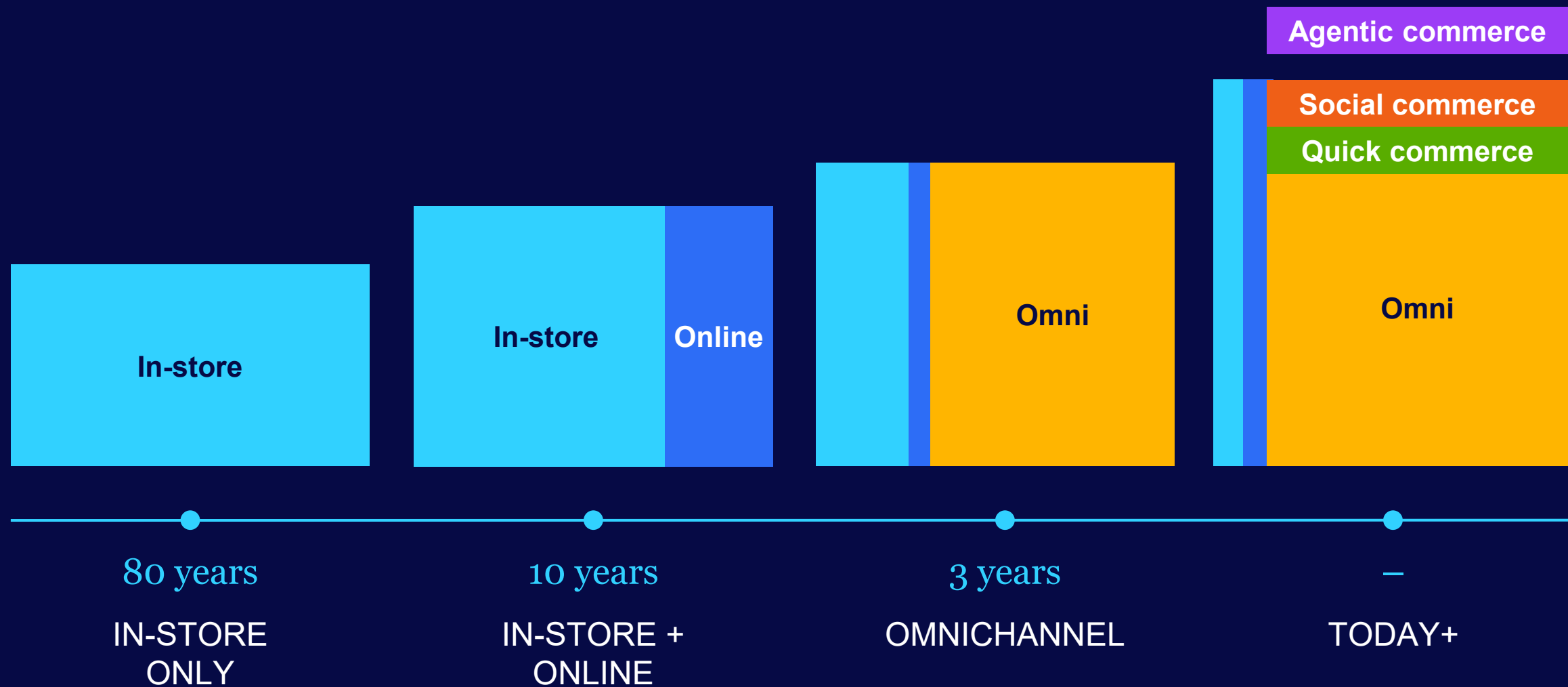


AI is disrupting
your world.

Soon, it will
*underpin every
decision in
commerce.*



The pace of change *is accelerating rapidly*



Intelligence you can trust, delivered where you need it most

NIQ

Applications

Delivering leading edge and purpose-built applications to enable your teams

Ecosystem

Integrations

Integrating with industry leading platforms and foundational models you're already using

Client

Workflows

Building within your environment to accelerate AI value creation across use cases

Intelligence that Fuels Decisions

Building an unrivaled foundation of content and measurement assets required to power your most critical workflows

NIQ's AI Vision

The most robust data on earth, delivered LLM-ready, through an open and interoperable architecture



I AI Applications for Smarter Outcomes

End-to-end AI solutions that unlock value across priority business use cases

Optiq Chat

Concept Screener

Price, Promo, & Media Apps

ConnectAI

II IP That Fuels AI

Access to NIQ's data and tooling so clients can build AI on a trusted foundation

Open content

Platform Services

Interpretation layers

NIQ Commerce Lab

III Commerce Intelligence

NIQ embedded in the fabric of commerce to fuel AI-driven shopping

Open Content

Sales Measurement

Path to Purchase Intelligence

Delivering Trusted AI

Helping you build however you already work

1

Discover

- ✓ Existing Data Subscription
- ✓ Discover
- ◇ Extracts and Excel Add-In

YOU ARE HERE WITH NIQ

2

AI Enable

Everything in Discover and:

- ✓ Trusted answers with NIQ stamp of approval
- ✓ AI Usage Rights
- ✓ Optiq Chat, Mobile, Bridge
- ✓ Client-preferred LLM
- ✓ Natural language queryable enabled data

3

Transform

Everything in AI Enable and:

- Forward deployed engineering
- ✓ Harmonization
- ✓ Enrichment
- ✓ Semantic Layer
- ✓ Incremental Use Case Data Assets: Connected Insights, RGM, Innovation, etc.
- ◇ Clean Room

Start where you are. Grow as you invest — better terms and deeper capability unlock as you scale with NIQ.

Frictionless access to NIQ data

Optiq enables faster decisions, more efficient data access, and greater flexibility to build with NIQ data

Chat + Mobile

Answers inside the NIQ experience

Ask questions, explore insights, and act on trusted NIQ intelligence in Discover and on the go

Broader access to NIQ intelligence across commercial, insights, and leadership teams

Bridge

Live NIQ data in your preferred LLM

Connect NIQ data with AI tools, 3rd parties, and into environments your teams already use

Continuously current data, faster workflows, and governed access without replacing existing channels

AI usage rights

Freedom to build and experiment

Use licensed NIQ data in AI-enabled workflows, analytics, automation, and internal applications

More clarity, more flexibility, and fewer gray areas around AI usage

AI Capabilities within Discover

Powered by NIQ Optiq

Currently AI-Driven capabilities include our Optiq Help chat window, AI-enhanced templates, AI signals & other AI-driven NIQ solutions.

Template Suggestions

Optiq

what does the competition driver in the business drivers indicate?

The *competition driver* in the *business drivers* framework shows how an item is impacted by actions taken by other UPCs within the same category. These impacts are aggregated into three main groups: Rest of Brand (ROB), Rest of Manufacturer (ROM), and Rest of Category (ROC).

Key points about the competition driver:

- It reflects the "steal" or "gain" from other brands, manufacturers, or the overall category, but does not specify which exact brand or item caused the shift.
- For deeper insights, you should drill down to a more granular level to better understand the story behind the shifts.
- Competition can be driven by factors such as Distribution, Discount, Price, or Quality Merchandising. Identifying which of these is at play can help explain the

Ask a question...

AI generated content can be wrong. [Learn more](#)

Methodology Questions

Optiq

Ask a question to get started. Optiq is rapidly improving, so your feedback will help.

what are the best templates to research new items?

You can analyze this by using the given templates: **New product tracker**, **Item price comparison**, **Item ranking**. You can find this in the **Choose a Template** section.

[Discover New product tracker report template guide](#)
[Discover Item price comparison report template guide](#)
[Discover Item Ranking Template Guide](#)

Explore the below templates:

[New product tracker](#)

Ask a question...

AI generated content can be wrong. [Learn more](#)

AI Enhanced Templates

NIQ Discover

Monitor my business Analyze my data Find my stuff Discover more tools

Templates For you Report library

Search a template, multi-page report or topic

Filters (1) Sort by Popular Grid size Small

Report library

Retail Measureme...

AI-enhanced Sales drivers

AI-enhanced Performance snapshot

AI-enhanced Sales contribution change

AI-enhanced Item ranking

AI-enhanced Trended sales

AI-enhanced Share of product

AI-enhanced Sales and share trends

AI-enhanced Volume decomposition

AI-enhanced Year over year hurdle

AI-enhanced Price tiers

AI-enhanced Business drivers due to

AI-enhanced Sales drivers over time

AI-enhanced Growth opportunities

AI-enhanced Market performance

AI-enhanced Sales overview

AI Signals

2 Facts of ADVANCED HYDRATION in Supermarket during Latest 52 Wks - w/e 23/08/26

Slide 1

Signals BETA

ADVANCED HYDRATION in Supermarket achieved €45.73M sales value and 17.07M sales liters in the latest 52 wks - w/e 23/08/26.

'ADVANCED HYDRATION' achieved €45.73M in sales value and 17.07 million sales liters in 'Supermarket' during the latest 52 wks - w/e 23/08/26.

AI generated content can be wrong. [Learn more](#)

Slide 1

Add a description for this viewport

Table-1

Markets	Periods	CATEGORY	Sales Liters	Sales Value
Supermarket	Latest 52 Wks - w/e 23/08...	ADVANCED HYDRATION	17,072,935	€ 45,731,244

Live NIQ data in your AI tools

NIQ as an official connector to the four most-used frontier platforms.

NIQ → connected to → Claude · ChatGPT · Gemini · Copilot

RIGHT DATA

Quality NIQ data through a single connection.

RIGHT TIME

Live connection with automatic updates and restatement handling.

GREATER EFFICIENCY

Replace manual pulls and engineering with governed, AI-powered workflows.

WORK WHERE YOU ARE

Trusted NIQ intelligence inside the tools your teams use daily.

OPTIQ BRIDGE DOESN'T REMOVE EXISTING WAYS TO ACCESS NIQ DATA — IT ADDS A NEW ONE.

Only NIQ delivers the
IP and infrastructure
to fuel your AI journey.

