

MarketTrack

Nielsen's MarketTrack remains the industry standard for measuring and understanding the performance and dynamics of consumer package goods sales in Canada.

MarketTrack is a scanning based market information tracking and analysis tool that reports market share and volume compiled with causal data to understand trends and identify market opportunities.

Provides Insight Into:

- Where is my growth or my competitors growth coming from?
- What segments of the market offer the greatest/least opportunity?
- What is the distribution of my products?
- How has my average price compared to my competitors over the last 12 or 52 weeks?
- Which retailer promotions are driving my volume?
- What is my average number of SKU's

Business Overview Topline Overview Dollars

	Brand A	Brand B
Share	51.2	48.8
Share Pt Chg	-4.9	4.9
Volume	5,028	4,800
Volume % Chg	-11%	8%
Avg Retail Price	\$2.10	\$3.48
Pt Chg	\$-0.10	\$0.23
Avg Regular Price	\$2.15	\$3.47
Pt Chg	\$-0.02	\$0.24
Avg TPR	\$1.93	\$3.25
Pt Chg	\$-0.44	\$0.23
% Sold on TPR	22%	25%
Pt Chg	6	1
Avg AC Dist'n	99	100
Pt Chg	-0	-0
WTD Co-op	77	163
Pt Chg	-21	39
Wtd Display	164	156
Pt Chg	-40	15

Key Business Benefits

- Comprehensive coverage allows you to evaluate the total market down to one item in one region.
- Gain understanding and knowledge of seasonal timeframes and promotional trends through optional weekly reporting .
- Price, promotion and distribution facts allow for added cause and effect analysis.
- Census integration for selected Grocery Supermarket Banners provide micromarketing capabilities.

For more information contact your Nielsen representative
or visit www.ca.nielsen.com

160 McNabb Street
Markham, ON L3R 4B8
(905) 475-3344
www.acnielsen.ca

6011 Westminster Highway
Suite 211
Richmond, BC V7C 4V4
(604) 270-7444

Deerfoot Atrium South
6715 – 8th St. N.E., Suite 120
Calgary, AB T2E 7H7
(403) 516-3030

1111 Dr. Frederik Philips Blvd
Suite 505
St-Laurent, QC H4M 2X6
(514) 333-1416



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