

Market Structure

Understanding consumer purchase behavior

What criteria drives consumers to make purchase decisions and how important are these criteria? Market Structure analysis unravels the competitive dynamics of a category by identifying the product attributes that drive consumer purchases. Nielsen Analytic Consulting can enhance your understanding of the product attributes consumers value most and the competitive products in their shopping baskets.

This knowledge is critical for the manufacturer to determine their category management strategies and tactics, helping them develop shelf recommendations and promotion tactics that are based on the consumer's behavior and choices across the category. Our Market Structure consulting solution utilizes the industry leading Homescan Panel to address these business issues. The panel uses the actual behavior of consumers to define the category and understand preferences within, instead of consumer recall or intended purchase data.

Key questions addressed:

- Which product attributes do consumers value most and how important is one attribute relative to another?
- With which brands do I most closely compete?
- Are there new product or line extension opportunities in the category?
- What is the appropriate shelf alignment for this category given consumer preferences?

Features:

- Asymmetric Category Tree (Hierarchical Structure) that provides insights on the consumer decision process when making a category purchase
- Attribute Ranking, which measures the importance of each attribute to the consumer relative to other attributes within the category
- Mapping Analysis, which depicts the competitive landscape by illustrating broad groupings of products across a two-dimensional map

Benefits

- Grow your brand by developing and executing effective strategies based on a complete understanding of the competitive marketplace
- Drive new product development and launch success by uncovering innovation opportunities within the category
- Enable informed marketing strategies by assessing the impact of a change in product characteristics on consumer behavior
- Gain retail acceptance by providing consumer insights that result in category growth

