

ACNielsen | Market Information Digest Convenience

NEW Market Information Digest (MID) provides valuable insights into the convenience channel



Are you getting your share of one of the fastest growing retail channels in Australia?

The convenience channel offers significant growth opportunities for manufacturers with higher than average profitability. If your company distributes products through the convenience channel then measuring this business is imperative.

Similarly, if you are considering entering into this channel or expanding your current range, it is critical that you have the means to gauge the level of opportunity that exists.

MID Convenience identifies opportunities for growth with access to a multi-category read of the convenience channel

MID Convenience provides manufacturers with access to valuable information on the convenience channel at national, state and account level, and offers the ability to analyse sales data by all available departments, categories and manufacturers.

MID Convenience provides insight on:

- More than 30 categories across six key product departments
- Sales, growth and share information
- National, state and account level data
- Quarterly updates

	MID Convenience	MID Convenience Plus
Market coverage:	National, state and account level	National, state and account level
Product coverage:	Department and category level information	Department, category, sub-category and manufacturer level information
Facts:	Sales value and volume (including share and growth)	Sales value and volume (including share and growth)
Period:	Two MATs and four quarters	Three MATs and eight quarters
Data delivery format:	ACNielsen Advisor wsv file	ACNielsen Advisor database
Delivery frequency:	Quarterly	Quarterly
Price:	\$4,500 + GST for annual subscription	\$9,500 + GST for annual subscription

* MID Convenience Plus only available to current ACNielsen | C*Track subscribers

To find out more about ACNielsen | Market Information Digest Convenience, please contact your ACNielsen Account Manager or phone Baxter Tan on (02) 8873 7362 or email baxter.tan@acnielsen.com.au

Coverage



ACNielsen | Market Information Digest *Convenience*: Your multi-category read of the convenience channel, with access to information on six product departments and 32 categories

Department	Category
Groceries	Baking additives
	Biscuits
	Cereal
	Cones/wafers
	Fresh bread
	Indian foods
	Proprietary fresh bread
	Milks (long life) and creams
Dairy and frozen food	Fresh white milk
	Ice cream
	Frozen yoghurt
	Garlic bread
Beverages	Fresh flavoured milk
	Cordial
	Fruit/tea/coffee drinks
	Juice/drinks chilled
	Juice/drinks long life
	Mineral/still/spring water
	Soft drinks/mixers
	Sports/energy drinks
News/communications	Magazines/newspapers
	Telecommunications
Snacks and convenience foods	Chocolate confectionery
	Gum
	Nutritious snacks
	Snack foods
	Sugar confectionery
	Throat soothers
Tobacco products	Cigarettes
	Cigarette papers and filters
	Cigars
	Tobacco