

Market Data Availability Grid (Understanding and Using Data Online Course)

Legend		Supplier Shipment Data	3rd Party Market Data	3rd Party Retailer Data	Retailer Scanned POS	3rd Party Demographic Data	Consumer Panel Data	Retailer Loyalty Card Data	In-Store Observations	Other Considerations	Questions to Address
●	Not applicable									<p>* If a retailer doesn't have access to market data, they need to rely on suppliers to give them market, channel & regional insights. This will give the retailer benchmarks to work against that are outside his POS sales.</p> <p>* Suppliers can create a "market" for retailers, in the absence of market data.</p> <p>* Look for Internet releases and trade magazines that may capture market insights across categories.</p>	<p>Is the category growing or declining? In which geographies? Driven by what brands/segments?</p> <p>What are the key strengths & opportunities, and how do they align to my business issue?</p> <p>Is there seasonality in the category? At which times of year?</p> <p>How do regional results compare to a larger geography? One channel to "all channels"?</p>
Market:											
Category Size	●	●	●	●	●	●	●	●			
Channel Results (Food/Drug/Mass/etc)*	●	●	●	●	●	●	●	●			
Regional Results*	●	●	●	●	●	●	●	●			
Category Growth	●	●	●	●	●	●	●	●			
Comparative Category Sizes	●	●	●	●	●	●	●	●			
Brand & Segment Results	●	●	●	●	●	●	●	●			
Competitive Brand & Segment Results	●	●	●	●	●	●	●	●			
* Channel & regional breakouts depend on data being purchased & geography											
Retailer:									<p>* Ensure that you have both retailer & market data segmented based on the key category segments. As a supplier, include category & segment insights - not just brand insights.</p> <p>* Retailer interaction data is available across categories & retailers through some panel data -- captures what % of "lost dollars" are leaving the store & to which competitive retailers.</p>	<p>Is the category growing or declining? In which channels/regions? Driven by what brands & segments?</p> <p>What are the key strengths & opportunities in the category, and how do they align to my business issue?</p> <p>What is the retailer's share of market? What are their biggest opportunity gaps? Is the retailer benchmarking against the right "market"?</p>	
Category Size	●	●	●	●	●	●	●	●			
Category Growth	●	●	●	●	●	●	●	●			
Comparative Category Sizes	●	●	●	●	●	●	●	●			
Brand & Segment Results	●	●	●	●	●	●	●	●			
Supplier Competitive Brands & Segment Results	●	●	●	●	●	●	●	●			
Retailer's Competitors' Brand & Segment Results*	●	●	●	●	●	●	●	●			

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In this data availability grid, you can see the best (green dots) data sources based on different measures that you may be looking for to source market data. Green dots mean the best data sources, yellow are good, red are fair, and black are not applicable. In our full course, the grid includes breakouts for market, retailer and consumer, and the different information that is available within each of these breakouts. The "other considerations" column captures some other insights, and the "questions to address" outlines some questions that should be answered for each breakout.