

# Understand Category Dynamics

## Nielsen CategoryTracker

Nielsen CategoryTracker is a report that helps you understand – and keep an eye on – your reference markets and their dynamics. It allows insight into categories development, distribution, trends, price development, trade structure and the largest manufacturers for chosen categories.



### Customisable insights

CategoryTracker is a “pick’n’mix” report – you choose the categories you are interested in from more than 500 categories within Packed Food, Frozen Food, Chilled Food & Oils, Health & Beauty, Household & Washing Products, Beverages, Fresh Food and Confectionary.

Interested in how frozen pizza and frozen french-fries perform? Need insight into average prices of red wine, beer and cider for last year? Want to know which retailer sells the biggest amount of ketchup, mustard and mayonnaise? Not a problem!

CategoryTracker is based on Nielsen’s ScanTrack data, and will be updated and sent to you quarterly (in April, July, October and January) in an easy-to-read format.

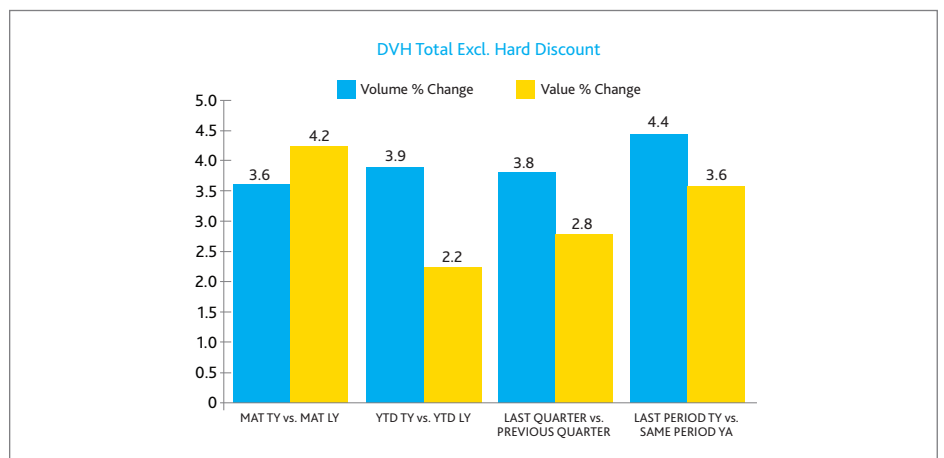
The report will include data for Danish Grocery Trade (including Hard Discounters) and retailers. Matas and Gas Stations can be added whenever it is relevant for categories ordered and possible.

### Pricing (prices in DKK)

Market/ No. of categories	Danish Grocery Trade incl. Hard Discounters	Gas Stations	Matas
1-3 categories	2200	880	270
4-5 categories	1950	780	240
6 or more categories	1700	680	210

Prices are given per category per month; minimum length of subscription is 1 year.

Additional set-up fee of 5000 DKK applies to all CategoryTracker reports. If you decide to order CategoryTracker together with MarketTrends set-up fee will not be charged.



For more information, please contact your local Nielsen client service representative or visit [www.nielsen.com](http://www.nielsen.com)