

# Market Structure

## Understanding consumer purchasing behaviour



### Key benefits

- Understand how consumers define categories
- Pinpoint the product attributes consumers value most
- Determine which competitive products consumers buy
- Identify sub-categories within the category
- Locate gaps in product offerings.

### What criteria drive 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. The ACNielsen Analytic Consulting team can enhance your understanding of the product attributes that consumers value most and the competitive products in their shopping baskets.

### Key questions addressed

Market Structure analysis can be used to address the following questions:

- 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 an appropriate shelf layout for this category given consumer preferences?

### Applications

Market Structure analysis can be applied across a number of business functions:

- Brand management - understand the competitive landscape and identify new product opportunities
- Category, sales and retail management – understand the hierarchy of product attribute importance for use in developing shelf layout, and key determinants of product assortment which appeal to consumers based on their shopping behaviour
- Research - understand how consumers perceive brands and make product choices, and how purchase behaviours align with attitudinal research.

### Project content

Data from ACNielsen's consumer panels is used to analyse the relative importance of products from a consumer perspective.

ACNielsen | Homescan is the world's most advanced consumer panel designed to monitor the purchasing habits of Australian consumers. Using this technique, ACNielsen collects information on over 900,000 shopping trips annually.

## Market Structure will:

- Identify and quantify the importance of product attributes to the category
- Evaluate consumers' entire purchasing portfolio, not just transaction-to-transaction switching patterns
- Define the attribute hierarchy that drives household purchases
- Pinpoint potential duplication and product gap issues by examining consumer purchasing and competitive offerings.

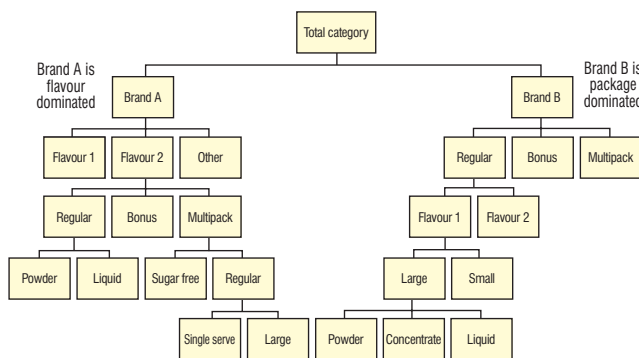
## Project output

Market Structure delivers an asymmetrical structural tree of the category including importance measures of all significant product attributes. All projects are accompanied by professional consultation.

The ACNielsen Analytic Consulting team provides actionable business recommendations founded upon well-supported advanced analytical techniques and modelling.

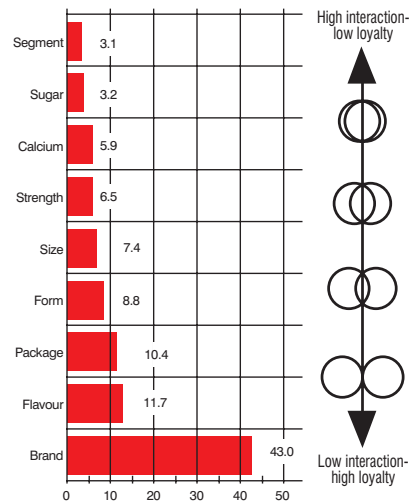
Market Structure is frequently accompanied by ACNielsen Preference Segmentation analysis in order to better understand the actual consumers and households that share similar purchase patterns.

### Market Structure



Determine the attribute hierarchy that defines the category's competitive landscape and helps to identify areas for new product development.

### Summary structure (attribute weights)



Quantify the importance of each product attribute to the consumer's purchase decision.

For more information, please contact your ACNielsen Account Manager, or visit our website [www.acnielsen.com.au/marketstructure](http://www.acnielsen.com.au/marketstructure)