KANTAR WORLDPANEL High definition inspiration

Find growth levers throughout the marketing cycle with Kantar Worldpanel's complete suite of solutions.

MAKE DECISIONS BASED ON REAL FACTS

- Full details of every purchase are recorded as part of the shopping activity instead of relying on memory.
- Any change in behaviour from one period to the next is picked up and explained.
- A wide range of information from media consumption to attitudes is collected to build a complete picture of your consumer and shopper.
- Our experts tap into this unparalleled wealth of insight to inform your decision making.

WE ADAPT TO YOUR NEEDS

Off-the-shelf or tailor-made, we provide you with the best solutions for your brand:

MEASURE	Real consumer behaviour monitored on a continuous basis.
EXPLAIN	Advanced analysis to provide you with meaningful insights.
ADVISE	A leading edge expert solutions portfolio to support your most strategic decisions.

WorldpanelOnline is your online data and analysis tool. Global access to insights anytime, anywhere.

GLOBAL CONSUMER BEHAVIOUR EXPERTS

In-depth knowledge of consumers' behaviour in your sector.

... and many others.

Service in more than **60 countries**.

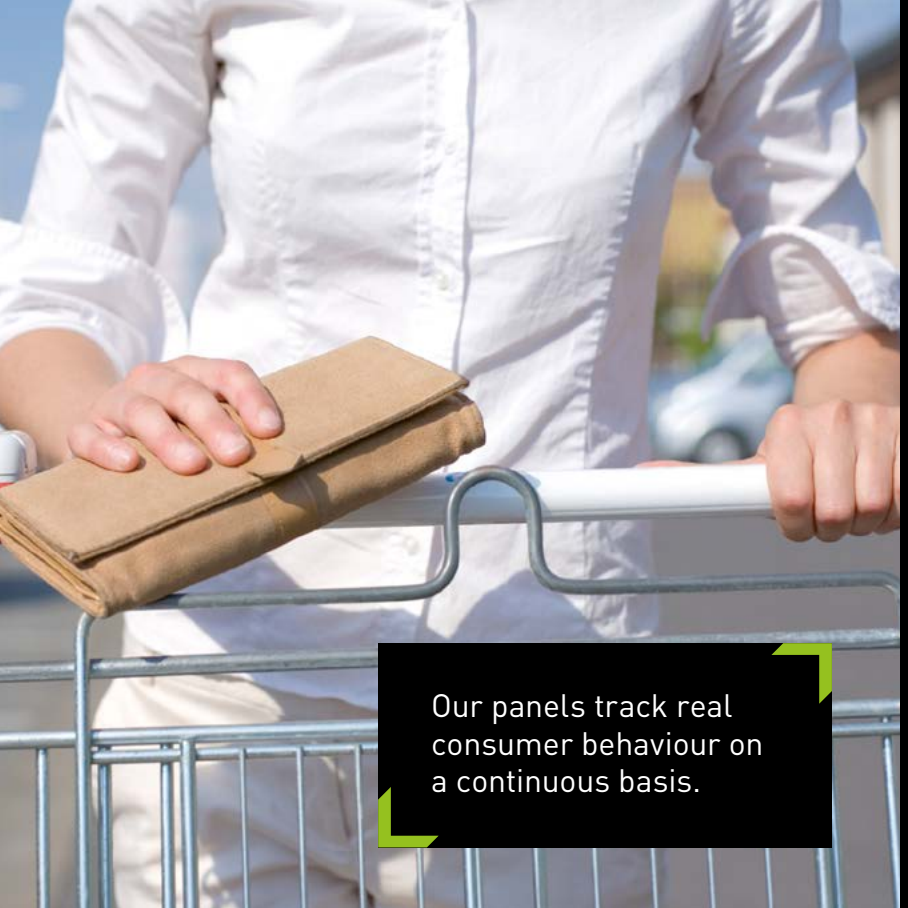
450,000 households monitored globally on a continuous basis.

60 years experience.

3,500 consumer experts.

Part of **Kantar** and the **WPP Group**.

OUR CAPABILITIES



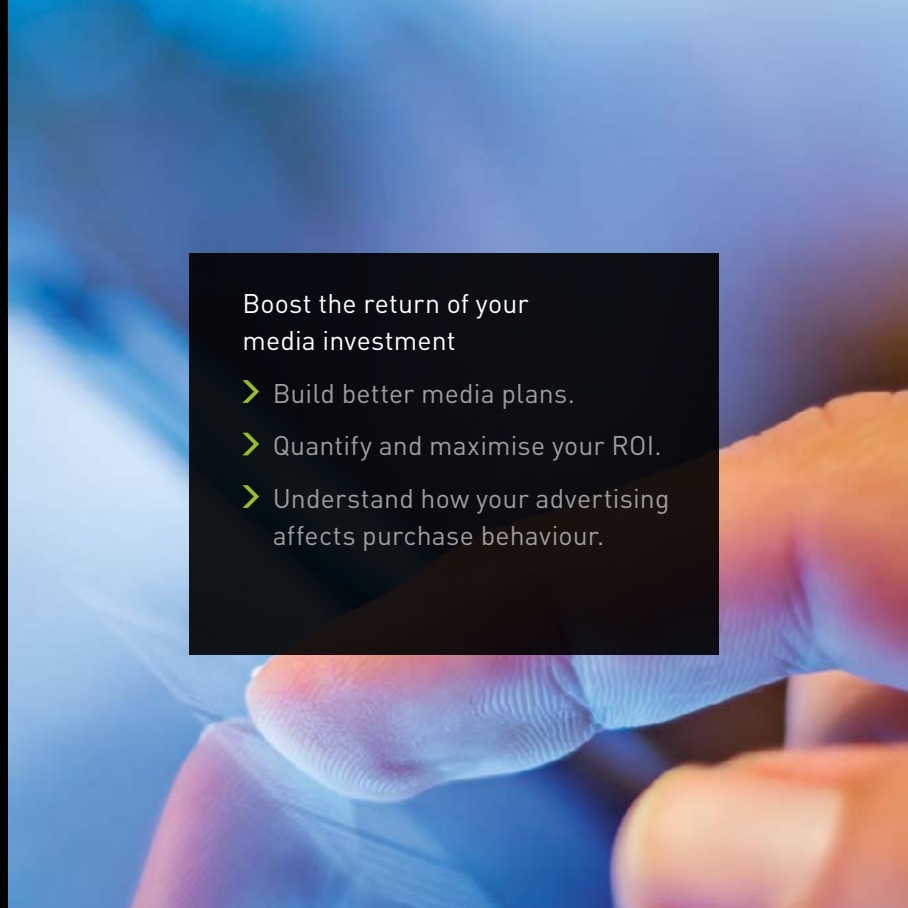
Our panels track real consumer behaviour on a continuous basis.

MARKET DYNAMICS

Understand consumer and shopper behaviour in your market

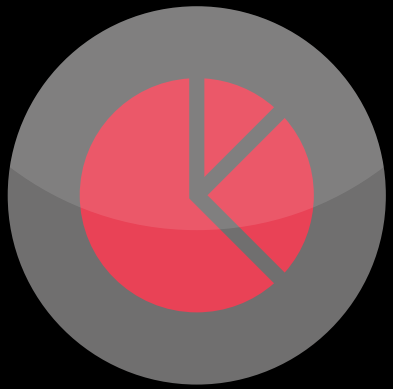
- Track what consumers and shoppers really do.
- What they buy, use and how much.
- Where, how often and who they are.

MEDIA

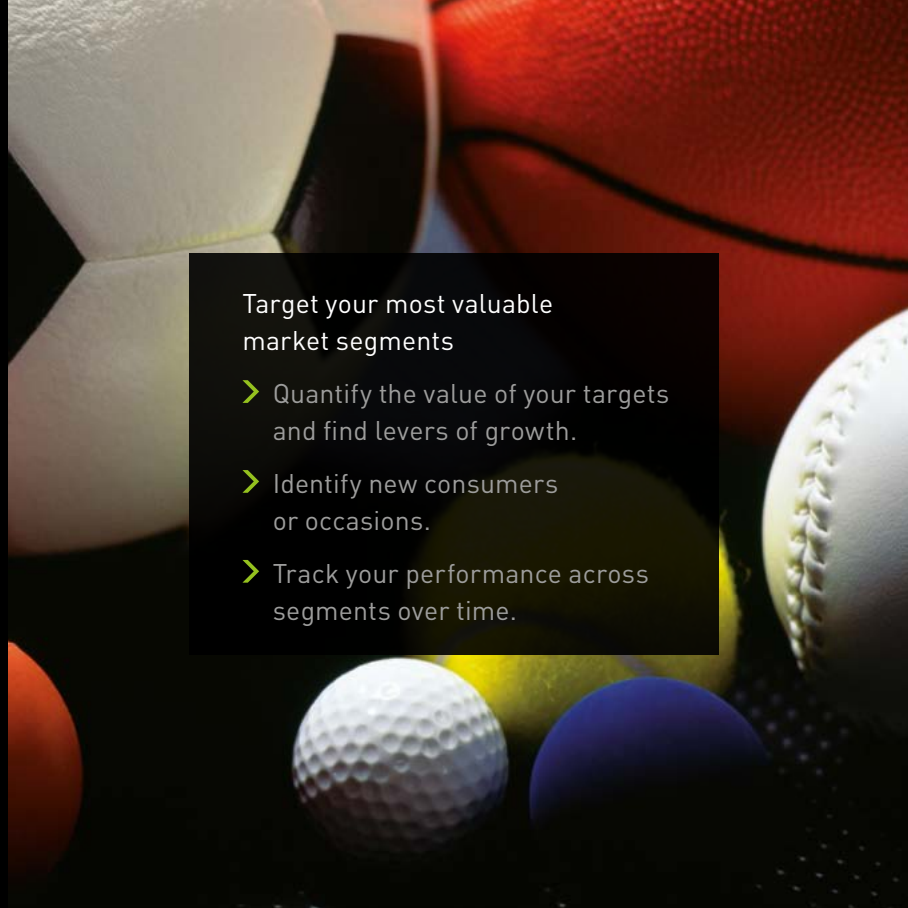


Boost the return of your media investment

- Build better media plans.
- Quantify and maximise your ROI.
- Understand how your advertising affects purchase behaviour.



SEGMENTATION



Target your most valuable market segments

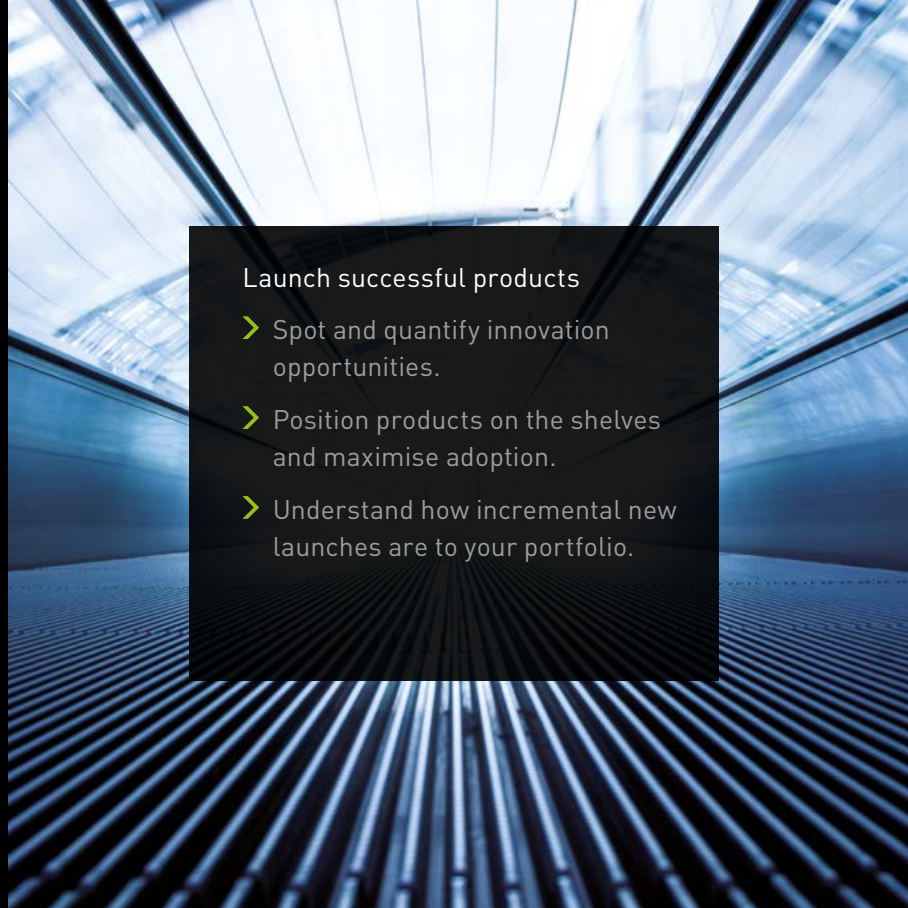
- Quantify the value of your targets and find levers of growth.
- Identify new consumers or occasions.
- Track your performance across segments over time.

PRICING & PROMOTIONS

Define the right level for pricing and promotions

- Benchmark price and promotions.
- Choose the right promotional activity for your brand.
- Maximise promotional sales.

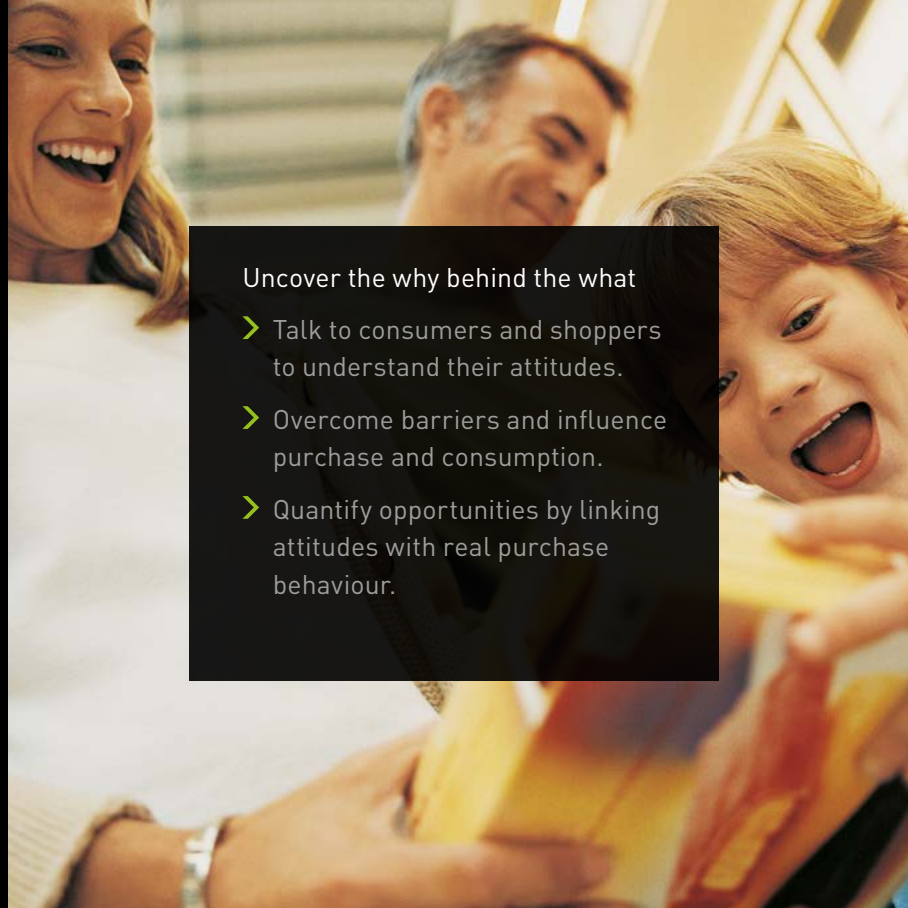
INNOVATION



Launch successful products

- Spot and quantify innovation opportunities.
- Position products on the shelves and maximise adoption.
- Understand how incremental new launches are to your portfolio.

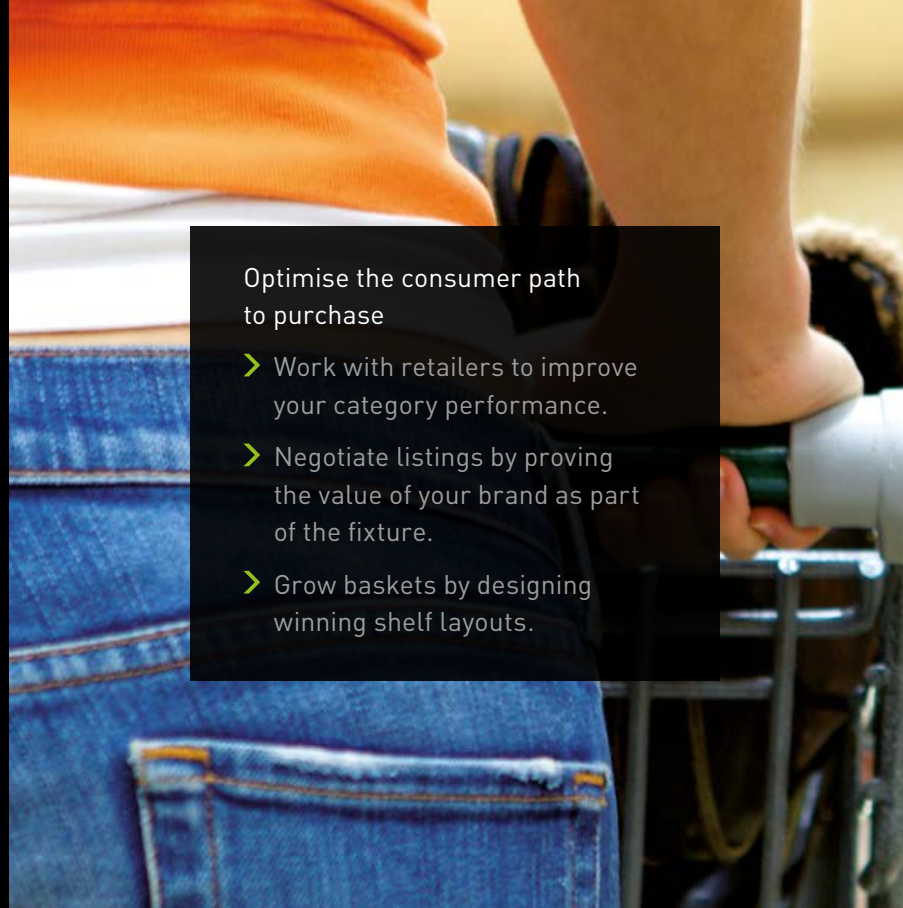
CONSUMER & SHOPPER ATTITUDES



Uncover the why behind the what

- Talk to consumers and shoppers to understand their attitudes.
- Overcome barriers and influence purchase and consumption.
- Quantify opportunities by linking attitudes with real purchase behaviour.

SHOPPER & RETAIL



Optimise the consumer path to purchase

- Work with retailers to improve your category performance.
- Negotiate listings by proving the value of your brand as part of the fixture.
- Grow baskets by designing winning shelf layouts.

Please contact
our experts to find
growth opportunities
for your brand

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