

ACNielsen Market Statistics/Canada

FILE DESCRIPTION

ACNielsen Market Statistics/Canada provides statistical data on consumer product sales gathered throughout Canada. Data is gathered from supermarkets and other grocery retail outlets. Electronic scanners are used at the point of sale to gather this data. This data will help market analysts and product managers to manage their business plans, plan promotions, and track sales.

This file includes a Canada-wide view on an annual basis by product, company, and brand for a selection of categories. Sales data for the two years preceding the date of the data is presented in each record. Additional details, channel reports, weekly data, regional data and customized views of the information are available by contacting Jim Ransom at 905-475-1131 x 2313.

SUBJECT COVERAGE

Many grocery categories are covered, including:

- Household Cleaning Products
- Paper Products
- Wrapping Aids
- Pet Food
- Snack Items
- Frozen Food
- Packaged Meat
- Dry Grocery Products
- Canned and Bottled Grocery Products
- Dessert Mixes and Baking Products
- Dairy Case Products
- Paper Products
- Condiments and Sauces

In addition, six other health and beauty aids categories are monitored, including: Confectionery Products

- Hygiene Products
- Grooming Aids & Skin Care
- Infant Care Products
- OTC Patent Medicines
- Medical Products
- Miscellaneous

TIPS

USE FILE 503

to gather data on point of sale consumer product purchases.

USE FS=

to restrict the search to PRODUCT, COMPANY, or BRAND records.

USE /CO OR CO=

to search for product information on certain companies.

USE PREFORMATTED REPORTS

to receive data from many records in tabular format.

Predefined reports include:

PRODUCTSALES
 PRODUCTSHARE
 COMPANYPRODUCT
 COMPANYSHARE
 TOPCOMPANY
 BRANDSHARE
 TOPBRAND

DIALOG FILE DATA

Inclusive Dates: 1997 data

Update Frequency: Closed

File Size: 3,124 records

CONTACT

ACNielsen Market Statistics Canada is provided by A.C. Nielsen. Questions concerning file content should be directed to:

ACNielsen
 Jim Ransom
 160 McNabb Street
 Markham, Ontario L3R 4B8
 Canada
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 Fax: 905-475-8357

SAMPLE PRODUCT RECORD

DIALOG(R)File 503:Nielsen Mkt Statistics/Canada
(c) 1997 A.C. Nielsen Co. All rts. reserv.

00040819

FS=

File Segment: PRODUCT

/GR, GR=

Product Group: DESSERT MIXES

/PN, PN=

Product Name: VANILLA EXTRACTS

Canadian \$ in (000)s

Current Year's Sales: 8,531

Prior Year's Sales: 8,232

SP=

Share Percentage: 2.7%

CH=

Share Change: 0.0%

Data Based on Two Years Ending December 7, 1996

SAMPLE COMPANY RECORD

DIALOG(R)File 503:Nielsen Mkt Statistics/Canada
(c) 1997 A.C. Nielsen Co. All rts. reserv.

00040856

FS=

File Segment: COMPANY

/GR, GR=

Product Group: DESSERT MIXES

/PN, PN=

Product Name: VANILLA EXTRACTS

/CO, CO=

Company: W H SCHWARTZ

SP=

Share Percentage: 2.4%

CH=

Share Change: -3.3%

Data Based on Two Years Ending December 7, 1996

SAMPLE BRAND RECORD

DIALOG(R)File 503:Nielsen Mkt Statistics/Canada
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00040858

FS= File Segment: BRAND

/GR, GR= Product Group: DESSERT MIXES
/PN, PN= Product Name: VANILLA EXTRACTS
/TN, TN= Brand: MAYFLOWER
/CO, CO= Company: W H SCHWARTZ

SP= Share Percentage: 1.7%
CH= Share Change: 0.1%

Data Based on Two Years Ending December 7, 1996

PREFORMATTED REPORTS

There are several types of preformatted reports available in File 503--

Product reports, including: PRODUCTS SALES and PRODUCT SHARE

Company reports, including: COMPANY PRODUCT, COMPANY SHARE, and TOP COMPANY

Brand reports, including: BRAND SHARE and TOP BRAND

For a preformatted report, create a set of records following the examples below, then enter REPORT S1/TOP BRAND

REPORT TYPE	REQUIRED SELECT	SELECT EXAMPLE	REPORT CONTENTS
Product Sales	Create a set using Product Group Name	S GR=FROZEN FOODS	Product Group and Name Total Sales, Previous Year Sales, % Share of Market in the Product Group, and % Change from Previous Year
Product Share	Create a set using Product Group Name	S GR=FROZEN FOODS	Product Group, Product Name %Share of Market in Product Group, and % Change from Previous Year
Company Product	Create a set using Company Name	S CO=TELCO FOODS	Company, Product Group, Product Name, % Market Share, and % Change from Previous Year
Company Share	Create a set using Company Name, Product Group or Product Name	S GR=FROZEN FOODS S PN=FROZEN FRUIT	Product Group, Product Name, Company, %Market Share in Product, % Change from Previous Year
Top Company	Create a set using Product Name or Product Group	S PN=FROZEN FRUIT S GR=FROZEN FOODS	Product Group, Product Name Top 10 companies within Product Name and % Market Share within the Product
Brand	Create a	S GR=FROZEN	Product Group, Product Name,

PREFORMATTED REPORTS (cont'd)

Share set using FOODS Brands, Company Names, %
 Product S PN=FROZEN Market Share of Product, and
 Group Name FRUIT % Change from Previous Year
 or Product Name
 Top Create a S GR=FROZEN Product Group, Product Name,
 Brand set using FOODS Top 10 brands within each
 Product S PN=FROZEN Product Name, Company Name
 Group Name FRUIT and % Market Share within
 or Product the Product
 Name

SAMPLE PREFORMATTED REPORT

```
?SELECT GR=FROZEN FOODS
      S2      223 GR=FROZEN FOODS
?REPORT S2/PRODUCTSALES
      262 S2
      291 FS=PRODUCT
      S3      15 S2 AND FS=PRODUCT
      S4      15 Sort S3 / ALL /GR,SL,D,PN
Enter number of rows to display in each Product Group
or 9999 for all rows available.
?9999
```

Align paper; press ENTER
 ?

NIELSEN MKT STATISTICS/CANADA 12/96
 (c) 1997 All rts. reserv.
 PRODUCT SALES REPORT
 Canadian \$ in (000s)

Product Group: FROZEN FOODS

PRODUCT NAME	TOTAL SALES	PRIOR SALES	SHARE	CHANGE
FROZEN DINNERS & ENTREES	532,778	461,611	26.1%	1.8%
ICE CREAM AND RELATED PROD	334,064	321,104	14.4%	-0.6%
FROZEN FRUIT BEVERAGES INCL	310,171	287,419	15.2%	-0.1%
FROZEN SEAFOOD	200,401	187,912	9.8%	-0.1%
(...)				
FISH & CHIPS	7,998	9,467	0.4%	-0.1%
	2,038,122	1,895,430		

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	—	All Basic Index Fields	Word	S VANILLA(W)EXTRACTS
—	—	—	Basic Document	Word	
/CO	CO	CO (32)	Company Name ¹	Word	S W(W)H(W)SCHWARTZ/CO
/DE	—	—	Descriptor ^{2,3}	Word	S VANILLA(W)EXTRACTS/DE
/GR	GR	GR (32)	Product Group Name ^{1,3}	Word	S DESSERT(W)MIXES/GR
/PN	PN	PN (32)	Product Name ³	Word	S VANILLA(W)EXTRACTS/PN
/TN	TN	TN (32)	Brand Name ³	Word	S MAYFLOWER/TN

¹ Searchable in the Basic Index and in the Additional Indexes.

³ Also searchable using /DE.

² Includes Product Names, Brand Names, and Product Group names.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AN	—	DIALOG Accession Number		
CH=	CH	CH (14)	Share Change Percent ⁴	Numeric	S CH=-3.3%
CO=	CO	CO (32)	Company Name	Phrase	S CO=W H SCHWARTZ
FS=	FS	—	Subfile/Record Type ⁵	Phrase	S FS=BRAND
GR=	GR	GR (32)	Product Group Name ³	Phrase	S GR=DESSERT MIXES?
LA=	LA	—	Language	Phrase	S LA=ENGLISH
—	PD	—	Publication Date		
PN=	PN	PN (32)	Product Name ³	Phrase	S PN=VANILLA EXTRACTS
—	PY	—	Publication Year ⁶		
SL=	SL	SL (14)	Sales (Canadian in 000s)	Numeric	S SL=600K:800K
SP=	SP	SP (14)	Share Percent ⁴	Numeric	S SP=.03
TN=	TN	TN (32)	Brand Name ³	Phrase	S TN=MAYFLOWER
UD=	—	—	Update	Phrase	S UD=9999

⁴ Percentages may be searched with or without the decimal; for example, 25.9% can be searched CH=0.259 or CH=25.9%.

⁶ Dates on data represent the year and date for the current year end, and are the same for all records.

⁵ Record types include: FS=PRODUCT, FS=COMPANY, and FS=BRAND.

SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK online.

LIMIT	/YYYY -- Publication Year	S S2/1996
SORT	CH, CO, FS, GR, PN, SL, SP, TN	SORT S2/ALL/PN PRINT S2/9/ALL/SL
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK AU S2

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	All applicable Names (Company Name, Product Name, Brand Name) (no sales data)
3	Medium	All applicable Names (no sales data)
4	--	All applicable Names, Share Percentage, and Share Change
5	Long	All applicable Names, Share Percentage, and Share Change
6	Free	Product Name, Brand Name
7	--	Full Record, including sales (for Product records)
8	Short	Product Name, Brand Name
9	Full	Full Record, including sales (for Product records)
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

USER DEFINED FORMATS	User-defined formats may be specified using the display codes indicated in the Search Options tables.	TYPE S3/CO,SL/ALL
TAG	TAG may be used for tagged fields.	TYPE S3/CO,SL/ALL TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 00113458/9 DISPLAY 00002668/5 PRINT 00002356/3

FOR ONLINE HELP:

See HELP FIELDS 503 for searchable fields; HELP FORMAT 503 for output formats; HELP LIMIT 503 for limits; HELP RATES 503 for cost information; HELP SORT 503 for sorts.