



# ACNielsen Japan Market Information Digest

The Japan Market Information Digest is a top-line summary report providing an extremely broad understanding of Fast Moving Consumer Goods market trends in Japan. The Digest is based on ACNielsen ScanTrack<sup>®</sup> retail measurement information and TV advertising expenditure data from Video Research Ltd.

The Japan Market Information Digest is available in three sections, comprising major Food categories (including Beverages, Confectionery and Liquor), Toiletries (Household and Personal Care) and OTC Drugs. The Digest is useful for companies with an established presence in Japan and wishing to understand broader market trends, as well as for companies seeking to enter the Japan market organically or through an acquisition.

The Japan Market Information Digest includes the following contents:

## Summary Report:

- Market Size & Growth across All Categories
- New Product Performance across All Categories
- Top 50 Brands Ranking across All Categories
- Latest 4 Years Total Sales by Retail Channel

## Category level information:

### Retail Market Information

- Market Size & Growth (2002, 2003, 2004)
  - Sales Value/Volume, Package Sales, Average Selling Price, Average Price per standard Volume
- Major Category Segments (2002, 2003, 2004)
- Retail Channel Importance (2002,2003,2004)
- Major Manufacturers Value Share (2002, 2003, 2004)
- Top10 SKUs Item Ranking (2004)

### TV Advertising Information

- Gross Ratings Points (2003, 2004)
  - Kanto, Kansai, Nagoya TV areas
- TOP 5 Brands GRP Share of Voice (2004)
  - Kanto, Kansai, Nagoya TV areas



## Japan Market Information Digest Price & Contact Information

### Number of categories :

■ Food Section	102
■ Toiletry Section	80
■ OTC Section	36

### Price :

#### Option 1: All Categories per Section

■ Food Section	¥1,200,000
■ Toiletry Section	¥1,050,000
■ OTC Section	¥770,000

#### Option 2: Selected Categories per Section

Up to 10 categories	¥500,000
Up to 20 categories	¥640,000
Up to 30 categories	¥750,000
Up to 40 categories	¥820,000
Up to 50 categories	¥900,000
Up to 60 categories	¥960,000

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# Japan Market Information Digest

## Service Summary

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#### ACNielsen ScanTrack®

Japan's premier retail market tracking tool, providing marketers with valuable monthly and weekly feedback on their brands' performance across the Food, Drug and Home Center channels. ScanTrack® offers wide-ranging business intelligence for decision makers in category management, product development, sales, marketing and market research.

#### Video Research TV Advertising (Household GRP)

The definitive TV advertising measurement service in Japan. Category coverage is aligned with ACNielsen ScanTrack®.