

# Market Benchmark

Discover the drivers behind your market position in today's competitive landscape by assessing online shopping behavior at the merchant, category, brand, and item level



## DETERMINE

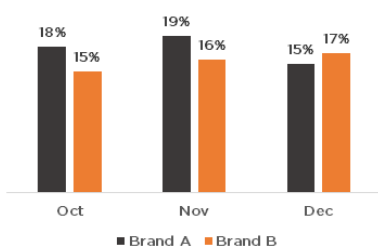
Market Position

How does my market share trend over time and where is my brand under-performing?

*Determine your market position across thousands of consumer goods and retailer categories*

Retailer.com Sales Share

*Dry Dog Food*



## ASSESS

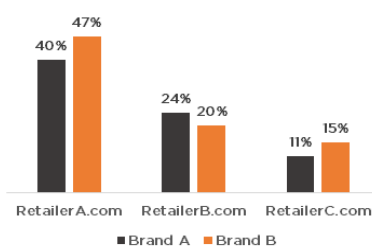
Competitive Growth

How does my brand rank within the category and what is my market share?

*Identify industry disruptors by tracking the growth of millions of brands, from household names to private label goods*

Brand Sales Distribution by Retailer

*Paper Towels*



## IDENTIFY

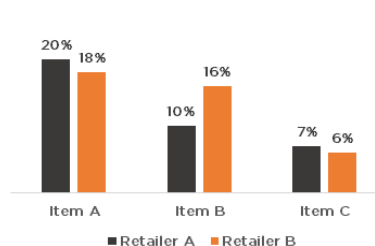
Assortment Opportunities

How does my brand perform by item within each retailer?

*Analyze the performance of tens of millions of products across leading mass-merchant and specialty online retail domains*

Brand Sales Distribution by Item

*Rival A*



**Metrics Tracked:** Dollar Sales; Average Product Price; Units Sold; Product Rank; Period over Period Growth

## HIGHLIGHTS

4<sup>+</sup>

YEARS OF DATA

MONTHLY

DATA UPDATES

2MM

PANELISTS TRACKED

## DATA STREAMS

### CATEGORIES

500+ categories created directly with input from top consumer goods manufacturers and hundreds of broad retailer-based categories.

### MERCHANTS

Over 30 mass merchant and specialty online retail domains monitored, including marketplace and subscriptions.

### BRANDS

Millions of brands, from household names to private-label goods.

### PRODUCTS

Tens of millions of products by style, color, flavor and pack size.

1010DATA

For more than 20 years, 1010data has helped financial, retail and consumer goods customers monitor shifts in consumer demand and market conditions and rapidly respond with highly-targeted strategies. The 1010data Insights Platform combines market intelligence, data management, granular enterprise analytics, and collaboration capabilities to empower better business outcomes. More than 900 of the world's foremost companies partner with 1010data to power smarter decisions. To learn more, visit [1010data.com](https://1010data.com).