Bill Lucas
President of NPD Retail Business Group

“The NPD Group provides global sales and market data that help our clients, both retailers and vendors, make better, fact-based decisions. The reports provided by our system are derived from two databases – POS sales data and consumer panel data.”

The POS data are supplied by over 600 retail clients around the world, detailing sales in over 150,000 stores. The database provides sales for discreet products and their price across a broad cross-section of non-food retailers including department, discount, and specialty store industry segments.

The online consumer panel consists of 2.5 million people who have agreed to participate in surveys and provide information on their purchase behavior. In addition to sales by product and retailer, the database includes demographic and other information about the panel members including customer satisfaction evaluations following specific purchase occasions. This database allows sales tracking across all industry segments, by demographic segments. We use statistical techniques to insure that the consumer sample is representative of the population.

Our systems are designed to make it easy for retailers to get the data that help them analyze market performance and make fact-based decisions. A variety of reports are available drawing on both databases. For example, a specialty store buyer for athletic shoes can find out what his market share is for different athletic shoe sub-categories such as running, basketball, and cross-trainer shoes, as well as specific brands and items within each sub-category. With this data, he might undertake additional analyses to determine why his share is below average in some sub-categories. He might then look at his share by age or other segmentation variables. He can also find out the specialty store sales for different brands and SKUs and with this data discover brands and SKUs that are selling well at competing retailers and need to be added to his assortment plan.

Recently, an automotive parts retailer reviewed a fair share report that compared their market share in each merchandise category to their overall market share and discovered some areas in which they were not getting their fair share – they had a market share of 8% in the category compared to their overall market share of 11%. By drilling down into the data the buyer for the category adjusted her assortment plan, changing the emphasis placed on specific brands and SKUs. The result was an increase in annual sales of $3 million and a promotion.