

# WEEKLY SALES INSIGHTS ACROSS THE TOTAL STORE



## HOW ARE SALES CHANGING WEEK OVER WEEK DURING THE PANDEMIC?



Consumers buying habits are changing frequently in response to the evolving impact of COVID-19. Your ability to make the right decisions for your brands depends on access to accurate, up to date information. To help you better and more quickly understand the impacts of COVID-19, Nielsen is **offering weekly insights into online and offline sales** across all categories and departments.

**UP TO DATE SALES COVERAGE** is critical. Because consumers are responding to daily lifestyle adjustments and global health updates, a lot can happen in just one month. Stay up to date on evolving purchase trends with weekly department and category sales totals.



### UNDERSTAND EMERGING TRENDS

- Identify share and growth changes by week
- Benchmark trends and review pre-pandemic sales with mid-pandemic sales week over week to assess the volume of change



### GET INSIGHTS FASTER

- Rely on weekly updates - not monthly, to stay up to date with rapidly evolving changes in demand and consumption
- Understand how category and department sales are shifting week over week across the entire store



### OPTION TO VIEW ONLINE AND OFFLINE CONSUMPTION

- Select the view most relevant to your business - online, offline, or both
- Regularly understand which channels are driving revenue
- Find out how and where consumers are choosing to shop every week

# \$5.2B

**SALES GROWTH SEEN IN ONE WEEK  
DURING PANDEMIC. 46% MORE  
GROWTH THAN THE PREVIOUS YEAR**

For more information, please contact your Nielsen account manager

# SPECIFICATIONS

<b>DELIVERABLE</b>	<ul style="list-style-type: none"> <li>Weekly E-Commerce + Offline sales tracker, delivered via excel every week (with the option to view offline sales only)</li> <li>Departments - Total department sales available for all departments, per week</li> <li>Categories - Total category sales available for all categories, per week</li> <li>Pre-COVID-19 time period benchmarks</li> </ul>
<b>DATA INPUTS</b>	<ul style="list-style-type: none"> <li>Nielsen U.S. E-Commerce sales data (Dollar Sales Index, \$ YA, % \$ Change, Units)</li> <li>Nielsen U.S. Offline xAOC sales data (Dollar Sales Index, \$ YA, % \$ Change, Units)</li> </ul>
<b>TIMELINE</b>	<p>Initial delivery starting week of 3/30/2020</p> <p>Delivered through Q2, with option to renew at that time</p>
<b>MARKET</b>	<p>Total U.S.</p> <p>xAOC sales data available down to state-level</p>
<b>INVESTMENT</b>	<p>Online + Offline Total Store, Weekly View - \$40,000</p> <ul style="list-style-type: none"> <li>Offline (xAOC Sales Data Only) Total Store View - \$25,000</li> </ul>



## FREQUENTLY ASKED QUESTIONS

- 1. Can I use my fund to pay for this deliverable?**  
Yes.
- 2. Can I view below the category level?**  
This solution provides a total store view at the department and category levels. Nielsen also offers a weekly view of E-Commerce sales data, per category, that includes merchant and brand level data. Please ask your Nielsen account manager for more information.
- 3. How long will Nielsen be delivering this weekly data?**  
This will be delivered through the end of Q2, 2020, with the option to renew at that time if the outbreak is still significantly impacting consumers.
- 4. Can I purchase a custom version of this report, customized to my business rules and category definitions?**  
At this time, only syndicated data is available for this report.

[For more information, please contact your Nielsen account manager](#)