

Welcome to Mintel GNPD IRIS

GNPD IRIS is a web-based trend identification and innovation tool, which monitors new product launches and tracks its sales success using IRI EPOS data.

IRI sales data is available on products launched from January 2005. It spans the entire 251 sub-categories of Mintel GNPD and focuses on seven specific countries: France, Germany, Italy, Netherlands, Spain, UK and USA.

Sales data information for a product is recorded from launch date to 104 weeks, when launch date equals when a product achieves 1% distribution.

Performance Measures

Mintel GNPD IRIS provides sales information in both numerical and graphical forms.



Country/ies from which products* are sourced	Sales	Distribution	Performance (aka Sales Rate, Velocity)
US	\$	ACV Weighted Distribution	Dollars per \$m ACV
UK	£	ACV Weighted Distribution	Dollars per \$m ACV
Germany	€	Percentage of Stores Selling	Euros per Store
Netherlands	€	Percentage of Stores Selling	Euros per Store
France	€	ACV Weighted Distribution	Euros per \$m ACV
Italy	€	ACV Weighted Distribution	Euros per \$m ACV
Spain	€	ACV Weighted Distribution	Euros per \$m ACV

** Products refers to individual items or items that are part of benchmarks.

Other information provided includes:

Number of weeks the product has been on the shelf.

Number of units sold over the total time period.

Average weekly sales of the product.

Sales Data							Read the GNPD IRIS User Guide	
<input type="checkbox"/>	Product Variant	Size	Weeks on shelf	Date found on shelf	Cumulative sales	Average weekly sales	Still Selling	Product Comparisons
<input checked="" type="checkbox"/>	Honey & Nut	13.20 oz	59	30 Mar 2009	\$67,964	\$1,152	<input checked="" type="checkbox"/>	USE
<input checked="" type="checkbox"/>	Chocolate Crisp	13.20 oz	59	30 Mar 2009	\$118,411	\$2,007	<input checked="" type="checkbox"/>	USE
<input type="checkbox"/>	Overall		59		\$186,375	\$3,159	<input checked="" type="checkbox"/>	

GNPD IRIS product records also record pack size variants.

A tick or a cross indicates whether the product is still selling. If the product has a complete data set of two years, the number 104 will be shown, highlighting that it has been on the shelf for 104 weeks.

Mintel GNPD IRIS Graphs

Every IRIS product record has a yellow data barrel dividing two years into four separate time periods. Information can be viewed looking at Weeks 1-13, Weeks 1-24, Weeks 1-52 (the first year on the shelf), and Weeks 1-104 (two years on the shelf – the complete data set).

Select the barrel to display the graphs for that time period.

Weeks 1-13. The first 13 weeks worth of sales data is reported as a weekly measure. After that the data is reported in periods of 'quad weeks'. A Quad Week represents a four-week block of data.

The Performance graph will only ever show the last 26 weeks of information in single week format.

This provides a real-time snapshot of how this product is selling.

Use Unit Measures gives you the ability to switch between unit measures and value measures.

Data and graphs can be downloaded into Microsoft Excel or Word from the product record.

Product Variants

Product Variant	Size	Weeks on shelf	Date found on shelf	Cumulative sales	Average weekly sales	Still Selling	Product Comparisons
<input checked="" type="checkbox"/> Honey & Nut	13.20 oz	59	30 Mar 2009	\$67,964	\$1,152	<input checked="" type="checkbox"/>	USE
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<input type="checkbox"/> Overall		59		\$186,375	\$3,159	<input checked="" type="checkbox"/>	

Sales Data

Weeks: 1 13 24 52 104

Movement - Dollar Sales

Distribution - % ACV

Performance - Sales per \$MM ACV

USE UNIT MEASURES: Weetabix Minibix - Honey & Nut - 13.20 oz Weetabix Minibix - Chocolate Crisp - 13.20 oz

Download Sales Data

Download Sales Data for SKUs within this product for the selected time period by clicking on the buttons below.

Benchmarks and Product Comparisons

Fast Benchmarks

Compare the sales of this product to others like it.

USA

Subcategory

Cold Cereals

Claims

All Natural
 Low/No/Reduced Cholesterol
 Low/No/Reduced Fat
 Low/No/Reduced Transfat
 Wholegrain
 Functional - Cardiovascular
 Ethical - Environmentally Friendly Package

Flavours

Honey
 Nut
 Chocolate (unspecified)

Current Email Alerts

No email alerts are currently set for this item. Saleswatch email alerts allow you to closely monitor the performance of this product or its variants. You can choose to be alerted when a product breaks through a certain volume sales level or when it has been on the shelf for a certain number of weeks. Your alerts can be set on a one off or continuous basis. Continuous means it will continue to email you every time the volume sales or weeks on shelf breaks the level that you have set. To set alerts for this product or its variants, click on create alert below and follow the instructions.

Disclaimer

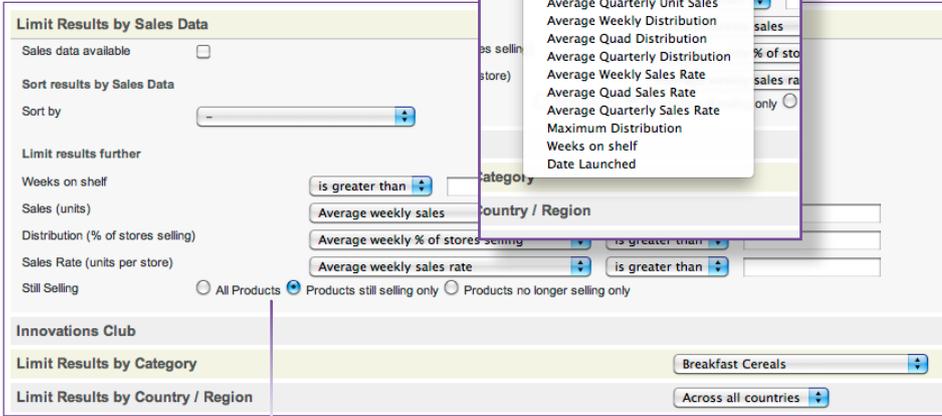
The scope of the data reported in IRIS is based on the availability and releasability of weekly POS data and the relevance of the channel for tracking new product launches. The data represents 'total country' performance within the specified channels. See the HELP section of GNPD for country-specific channel coverage.

GNPD Userguide

For further help, call one of our regional offices:

- Americas: +1 (312) 932 0600
- EMEA: +44 (0)20 7778 7143
- APAC: + 61 (0)2 8284 8100

Searching for Sales Data



Sorting options

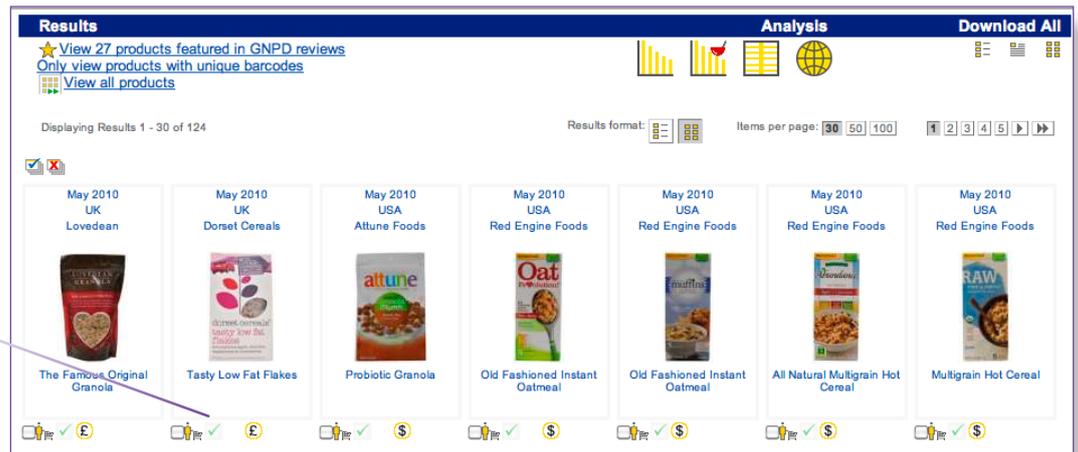
Within the **Search** tab on Mintel GNPd there is a structured field to search specifically for IRIS product records. Search results can be sorted by IRIS criteria such as, total sales or average weekly sales – results will be ordered from highest total sales to the lowest.

Searches can be made based on the number of weeks the products has been on the shelf or based on the level of sales, distribution or sales rate achieved by products.

Searches can be made for products that are no longer selling allowing the user to easily identify products no longer on the shelf.

A Mintel GNPd product record that has IRI sales data attached to it, is signified by a currency symbol:

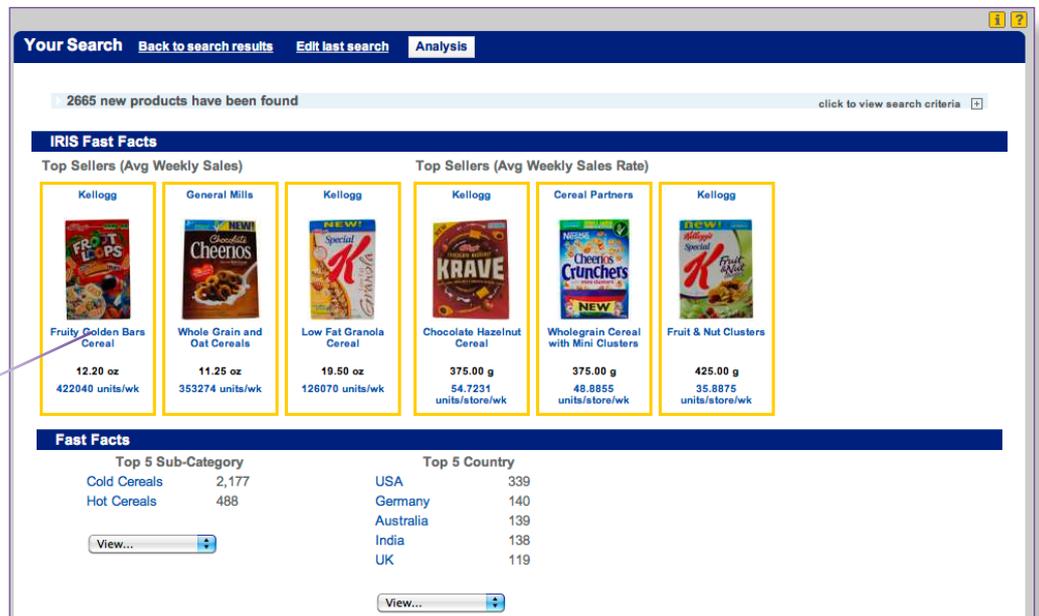
- \$ – USA products
- € – European products
- £ – UK products



Using the **Analysis** tab in Mintel GNPd IRIS, information on the top sellers in terms of average weekly sales and sales rate can be easily viewed.

The analysis will highlight the variant, pack size and average sales achieved (either weekly or per store).

Click on the product to proceed to the product record and view sales data.



Benchmarking

A **benchmark** is a user-defined group of products. This competitive set provides the user with an average of how these products perform. All members of a benchmark are time aligned from the product launch date.

A benchmark can be created in four ways:

- Through a GNPD IRIS search
- Fast Benchmark options within an individual product record
- Plan-it graphs
- Hopper Folders.

Benchmarking – GNPD IRIS Search

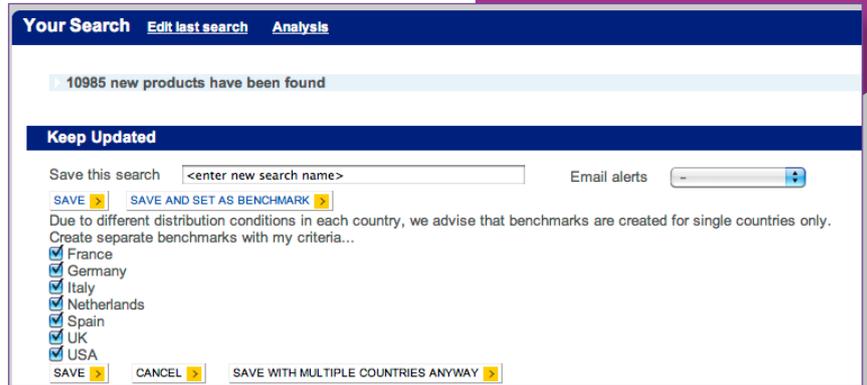
A GNPD IRIS benchmark can be created by selecting search criteria from the Search page, running that search and then setting it as a benchmark. For example a search on drinking yogurt in Spain can be run and then using the free text box at the top of the results page, it can be set as a benchmark.

If no country is specified in the search, GNPD IRIS will ask the user if they wish to create individual benchmarks for each country.

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My Benchmarks

Selecting one of your IRIS benchmark from the drop down menu below activates a range of functionality such as editing the benchmark, running it between two dates, renaming it and deleting it.

Your Benchmarks

Benchmark Name	Total SKUs	Average Weekly Movement		Average Weekly Distribution		Average Weekly Performance		Collaboration Options
		Value Sales	Unit Sales	% ACV Weighted	% Stores Selling	Sales per 'Best Available' Distribution	Units Per Store	
<input type="checkbox"/> Breakfast Cereals France	21	€11,737	3,641	25.0%	10.0%	€0.40 per EMM ACV	4.09	<input type="button" value="..."/> <input type="button" value="..."/>
<input type="checkbox"/> Breakfast Cereals Germany	42	€19,850	7,499	N/A	9.3%	€6.31 per store	2.09	<input type="button" value="..."/> <input type="button" value="..."/>
<input type="checkbox"/> Breakfast Cereals Italy	8	€17,360	7,863	19.6%	8.6%	€0.94 per EMM ACV	3.46	<input type="button" value="..."/> <input type="button" value="..."/>
<input type="checkbox"/> Breakfast Cereals Netherlands	16	€6,161	2,578	N/A	8.5%	€8.39 per store	3.83	<input type="button" value="..."/> <input type="button" value="..."/>
<input type="checkbox"/> Breakfast Cereals Spain	6	€9,890	3,481					<input type="button" value="..."/> <input type="button" value="..."/>
<input type="checkbox"/> Breakfast Cereals UK	29	€12,310	6,565					<input type="button" value="..."/> <input type="button" value="..."/>
<input type="checkbox"/> Breakfast Cereals USA	81	\$191,614	68,611					<input type="button" value="..."/> <input type="button" value="..."/>

Shared Benchmarks

Benchmark Name	Total SKUs	Average Weekly Movement		Average % ACV Weighted
		Value Sales	Unit Sales	
<test spain>	4185	€11,454	7,166	
Coke	14	\$144,944	47,553	
Oral Care - Teeth Sensitivity Germany	9	€20,183	6,420	
Oral Care - Teeth Sensitivity Italy	3	€18,760	5,763	
Oral Care - Teeth Sensitivity UK	11	€39,211	14,871	

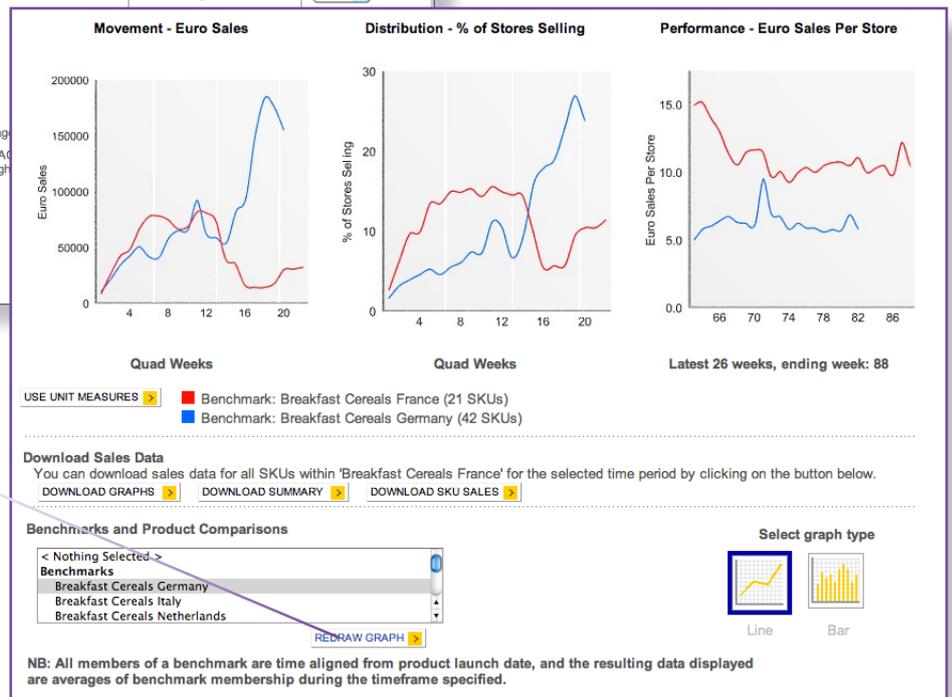
Once benchmarks are created they are kept under **My IRIS Benchmarks** in My GNPD on the left-hand menu.

Share benchmarks with colleagues.

Within Product Record

Choose the benchmark from the box and then click on **Redraw graph**.

GNPD IRIS saved benchmarks can then be overlaid into a graph from the product record or from a benchmark.



Benchmarking continued

Benchmarking – Fast Benchmarks

Fast Benchmarks appear under beneath the three graphs in a product record.

The fast benchmarks enable you to make benchmarks using criteria relevant to the product record you are viewing – including flavours, claims and subcategories – for quick comparison.

Fast Benchmarks

Compare the sales of this product to others like it.

USA

Subcategory

Cold Cereals

Claims

All Natural

Low/No/Reduced Cholesterol

Low/No/Reduced Fat

Low/No/Reduced Transfat

Wholegrain

Functional - Cardiovascular

Ethical - Environmentally Friendly Package

Flavours

Honey

Nut

Chocolate (unspecified)

COMPARE SALES >

Fast Benchmarks is an ideal way to benchmark as it has immediate results – click the box with the desired benchmark, then click on the compare sales button. The benchmark will then appear in the graph.

	Q3 - 2008	Q4 - 2008	Q1 - 2009	Q2 - 2009	Q3 - 2009	Q4 - 2009	Q1 - 2010	Q2 - 2010
Wholegrain	230	149	163	218	263	187	181	189
Ethical - Environmentally Friendly Package	59	69	87	126	182	130	183	190
Kosher	127	112	90	117	134	83	105	128
Vitamin/Mineral Fortified	121	117	97	148	142	102	90	74
No Additives/Preservatives	105	84	65	125	104	106	123	87
Organic	105	77	102	113	84	109	57	73
Low/No/Reduced Fat	107	92	82	98	106	91	83	51
Children (5-12)	92	65	81	113	107	73	81	77
Vegetarian	78	50	56	93	83	72	99	75
Low/No/Reduced Sugar	49	48	50	66	78	49	66	49

Benchmarking – Plan-IT

Benchmarks can be made from a Plan-IT graph. Once a graph or table is created, an option to make a fast benchmark will be available at the bottom of the screen.

Plan-IT is a quick way to make multiple benchmarks. Simply provide a name for the benchmark in the text box and click on the create benchmark button.

Cereals

Description:

Access: Me only

Folder: **SAVE** >

Date created: 1 June 2010

Owner: avince@mintel.com

Actions: [Share](#) [Rename](#) [Delete](#) [Benchmark](#)

Benchmarking – Hopper

Lastly, Benchmarks can be made from a Hopper folder. Once desired items are placed in a Hopper, there is the option to Save Benchmark from this Hopper. Here Mintel GNPD IRIS will collate all products in the hopper and produce the average level of sales, distribution and performance for those specific products.

Comparing Products and Benchmarks

Compare information in the following ways:

- Benchmark versus benchmark
- Benchmark versus product
- Product versus product.

In a product record, the option of **Product comparison** is available.

To compare one product to another click on the **USE** button – this will save the sales data.

You can overlay benchmarks on benchmarks from the **My IRIS Benchmarks** page.

Alternatively if you wish to compare a product record to a benchmark(s) OR to another product(s) then retrieve the record you'd like to compare, select the time period you'd like to graph, and then choose the benchmarks/comparisons you'd like to use. Holding down CTRL will mean you can multi-select benchmarks/comparisons.

Product Variant	Size	Weeks on shelf	Date found on shelf	Cumulative sales	Average weekly sales	Still Selling	Product Comparisons
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<input type="checkbox"/> Overall		59		\$186,375	\$3,159	<input checked="" type="checkbox"/>	

Benchmarks and Product Comparisons

Ready-made Meals
Ready-made Pasta

Product Comparisons

Jordans: Jordans - Berries - 500.00 g (France)

Jordans: Jordans - Tropical - 500.00 g (France)

REDRAW GRAPH >

NB: All members of a benchmark are time aligned from product launch date, and the resulting data displayed are a timeframe specified.