



CHES
CHIEF HOUSEWARES
EXECUTIVE SUPERSESSION

IHA
THE HOME AUTHORITY

Problem:

Consumer spending shifts and unexpected retail headwinds are impacting the Home industry. The first two years of the pandemic were advantageous to home product sales, but as consumers started spending more time outside their homes, there was a diminishing need for them to buy home products.

Where is the growth opportunity across appliances and housewares?

How is price positioning shifting in the market?

Are we addressing key consumer needs and demands?

Who is winning in each category?

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Solution:

Our Product Portfolio

Powering data-driven growth

BEST-IN-CLASS DATA

Pinpoint growth opportunities and benchmark performance with our industry-leading point-of-sale (POS) and consumer data.



Retail Tracking
Checkout Omnichannel Tracking
Distributor Tracking
Consumer Tracking

PRESCRIPTIVE ANALYTICS

Quantify demand for new and existing products while zeroing in on the right customer segments and opportunities to target.



Checkout Buyer Analytics
Forecasting and Future of Series
Pricing Analytics
Analytic Reporting
Segmentation

INDUSTRY EXPERTISE

Leveraging our unmatched data assets and industry expertise, we deliver actionable insights to help companies boost their bottom line.



Our advisors and analysts offer strategic counsel to many of the world's largest brands and retailers. They provide fact-based narratives to help companies address their biggest challenges.

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About Us

EXPERTISE IN MORE THAN 20 INDUSTRIES

POINT-OF-SALE DATA FROM OVER
600,000 retail locations,
PLUS E-COMMERCE AND
MOBILE PLATFORMS

MORE THAN **2,000** OF THE
WORLD'S LEADING BRANDS AND
RETAILERS ARE NPD CLIENTS

Millions of receipts
FROM BRICK-AND-MORTAR
AND E-COMMERCE
(CHECKOUT)

MORE THAN **8 million**
CONSUMER SURVEYS
CONDUCTED ANNUALLY

SERVICES IN 19 COUNTRIES

IN THE AMERICAS, EUROPE, AND ASIA-PACIFIC



FOUNDED IN
1966

1600+ EMPLOYEES WORLDWIDE

We combine data, industry expertise, and prescriptive analytics
to help our clients grow their business in a changing world.



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