

The NPD Group Signs Market Information Agreement with Nielsen, Broadening its Retail Tracking Coverage of the Automotive Aftermarket

NPD to deliver the industry's most complete view of the automotive aftermarket industry

Port Washington, NY ([PRWEB](#)) September 06, 2016 -- September 6, 2016 – Global information company [The NPD Group, Inc.](#) has signed a market information services agreement with Nielsen, a leading global provider of information and insights into what consumers watch and buy, for retail market data within the U.S. automotive aftermarket. The market information licensed from Nielsen, which includes sales data from the food, drug, and convenience store channels, will complement NPD's existing automotive business, which covers the mass and automotive specialty channels, allowing NPD to deliver the industry's most complete view of the automotive aftermarket industry.

“Throughout NPD's history of tracking automotive products and services, clients have expressed their desire for a more comprehensive view of product sales from additional channels. With this expansion, NPD will now offer two distinct services that will provide our clients with critical insight and information across the total industry,” said Dawn Zieren, President, Automotive, The NPD Group.

The new service, NPD's Retail Tracking Service – Expanded Channels, will be launched this fall. It will include sales from food, drug, and convenience store retailers provided by Nielsen, as well as sales from NPD's participating dollar store partners, tracking 16 categories of automotive products sold at retail locations in the U.S. NPD currently tracks 26,000 retail locations, ranging from small specialty auto parts stores to mass chains, in its existing Retail Tracking Service.

The NPD Group is the definitive source of information and insights for the U.S. automotive aftermarket industry, tracking sales in many channels and categories, while its auto analyst's insights put the data in context to reveal market opportunities. NPD's automotive information equips companies to uncover emerging trends, inform strategic planning, evaluate promotions, plan assortments, and refine distribution and marketing strategies.

About The NPD Group, Inc.

The NPD Group provides market information and business solutions that drive better decision-making and better results. The world's leading brands rely on us to help them get the right products in the right places for the right people. Practice areas include apparel, appliances, automotive, beauty, consumer electronics, diamonds, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, mobile, office supplies, retail, sports, technology, toys, video games, and watches / jewelry. For more information, visit [npd.com](#). Follow us on Twitter: [@npdgroup](#)



Contact Information

Marissa Cox

The NPD Group

<http://www.npd.com>

+1 (516) 625-2203

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