

DISTRIBUTION BY THE NUMBERS

OVERVIEW

This job aid provides an overview of some distribution numbers and what they mean for your business. Use Distribution data to:

- Track how widely available your products are*
- Measure support for your brand in trade channels
- Compare your product to your competitors
- Find expansion opportunities into more stores, chains and markets

**The number of shelf facings is a factor in Distribution measurement.*

THE NUMBERS

What It's Called	What It Is	How It's Calculated
Numeric or Physical Distribution	The percentage of stores that a product has sold in	$(\# \text{ of stores a product is sold in} / \text{Total \# of stores}) \times 100$
All Commodity Value (ACV) Weighted Distribution*	The percentage of total store turnover a product is sold in	$(\text{Store turnover (where product sold)} / \text{Total store turnover}) \times 100$
*Depending on your product or category, you may see this as All Commodity Volume	A better measure of the total traffic that goes through the stores that sell your product	
Product Class Value (PCV) Weighted Distribution	The percentage of total store turnover a product is sold in	$(\text{Category turnover (where product sold)} / \text{Total category turnover}) \times 100$
	A better indicator of where customers look to buy a particular category of product	
Total Distribution Points (TDP)	Measures the breadth and depth of distribution of a product	Summing the Wtd Distribution for all items contained within a brand (or category) during a specified time period



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WHAT THEY MEAN FOR YOUR BUSINESS

Remember that every market, region, product and business is unique. These are general guidelines, not rules based on Nielsen data. If you have questions, please contact your Nielsen rep.

What You See	What It Could Mean	What You Can Do
Numeric Distribution is LOW	Your products aren't in a large number of stores	Conduct analysis to see which parts of the market are drivers of numeric distribution level in order to act accordingly
All Commodity Value (ACV) Weighted Distribution is LOW	Your product is not in the stores doing the most business in your area	Review growth trends in different market breakdowns and identify opportunities against existing distribution patterns; Note that it may not always be possible to get 100% ACV if you product class is not sold in all stores
Product Class Value (PCV) Weighted Distributions is LOW	Your product is not in the stores that matter most to your business	Look into competition behavior as well as more granular market analysis to specify areas/regions with improvement opportunities
Numeric Distribution is LOW and Weighted Distribution is HIGH	Your products are in fewer stores, but those stores have a bigger impact on your business	Consider whether the cost of increasing distribution is viable; You may need to reach a lot more outlets to reach the missing part of the market
Numeric Distribution is HIGH and Weighted Distribution is LOW	Your products are in a lot of stores, but not the ones that matter most to your business	With good breadth of distribution, need to identify contribution of different store types so you can distinguish between higher and lower performers