

CPG PANEL DATA



Track shopping cart information & understand trends in the CPG industry with our panel data

How are American consumers spending their well-earned dollars? Is inflation pushing them to buy cheaper food brands and cut back on clothing? Use our historic CPG Panel Data to understand how consumer purchasing habits are changing.

With over 3 million users in our CPG panel, we provide a balanced 1/10,000 representation of the US buying population, covering locations all over the U.S., all age ranges and other demographics. Lighthouse collects transactions at the SKU level, with over 500,000 data pairs and we manually map tickers. Currently, we collect transaction data on 10,000 brands and products and can provide 24+ months' worth of data by month. Categories we track include:

- Automotive Parts & Accessories
- Baby & Toddler
- Beauty & Care
- Cigarettes & Tobacco
- Clothing, Shoes, Fashion & Accessories
- Electronics & Appliances
- Floral
- Gifts
- Groceries & Essentials
- Health, Diet & Nutrition
- Hobbies & Toys
- Home & Garden
- Pets
- School & Office
- Sports & Outdoors

CPG GOLD PANEL

Looking for an even fuller picture of purchasing habits? Try our CPD Gold Panel Data. Our CPG Gold Panel is made up of consumers who have had transactions for 100 out of 120 weeks. Currently we have 21,000 users in the panel and this continues to grow as more consumers meet the 100/120 week threshold.

In addition, we have a Silver Panel with approximately 20,000 additional users, offering greater scale with less detail.

COMING SOON: CPG GOLD PANEL WITH PRICE POINT

Available from October 2023, our CPG Gold Panel Data with Price Point will have 12 months' coverage and will include details on:

- Price Point
- Quantity In Cart
- Size Of Can/Package
- Total Check-Out Receipt

For recommendations or custom queries, contact:

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