



**Your tool for tracking up-to-date
consumer spend and market share**



CACI

do amazing
things with data

Introducing Brand Dimensions

Brand Dimensions takes **300 of the UK's** most popular and emerging brands and reveals the total monthly spend and average shopper transaction on a monthly basis - providing you with game-changing insights.

It's like no other product on the market, tracking **nearly £4bn in monthly transactional sales**, across **40 regions** and broken down by **22 Acorn demographic** groups.

How does Brand Dimensions work?

Through Brand Dimensions, you can uncover the **competitive landscape** by seeing which brands are taking the largest share of customer spend.

Brand Dimensions is built using **transactional spend data**, revealing consumer spending over time at brand level to help businesses understand the **consumer behaviour** landscape and prepare for any **future changes**, and details transactions mapped against **CACI's Acorn Consumer Classification**. The platform is updated monthly and is accessible to brands via an easy-to-use, **interactive dashboard**.



Who does Brand Dimensions benefit?

Consumer brands

Brand Dimensions enables consumer brands to understand their market share at a regional level across both online and offline channels and gain unparalleled insight into who their customer is and how their competitors are performing.

Landlords

Through Brand Dimensions, landlords can benchmark occupier performance, support leasing strategies and assess opportunities in the market.

Measure your category performance against the market to support strategic business decisions



Retail

Department Stores • Fashion • Footwear & Accessories • Jewellery & Watches • Sportswear & Equipment • Stationery and Gifting



Health & Wellness

Beauty & Toiletries • Opticians • Salons and Spas



Leisure

Gyms and Fitness • Music & Video • Participation Leisure



Grocery

Alcohol • Convenience • Discount • Supermarkets



Kids

Baby and Childrenswear • Toys and Gaming



F&B

Cafes • Food Delivery Services • Pubs and Bars • QSR • Restaurants



Transport

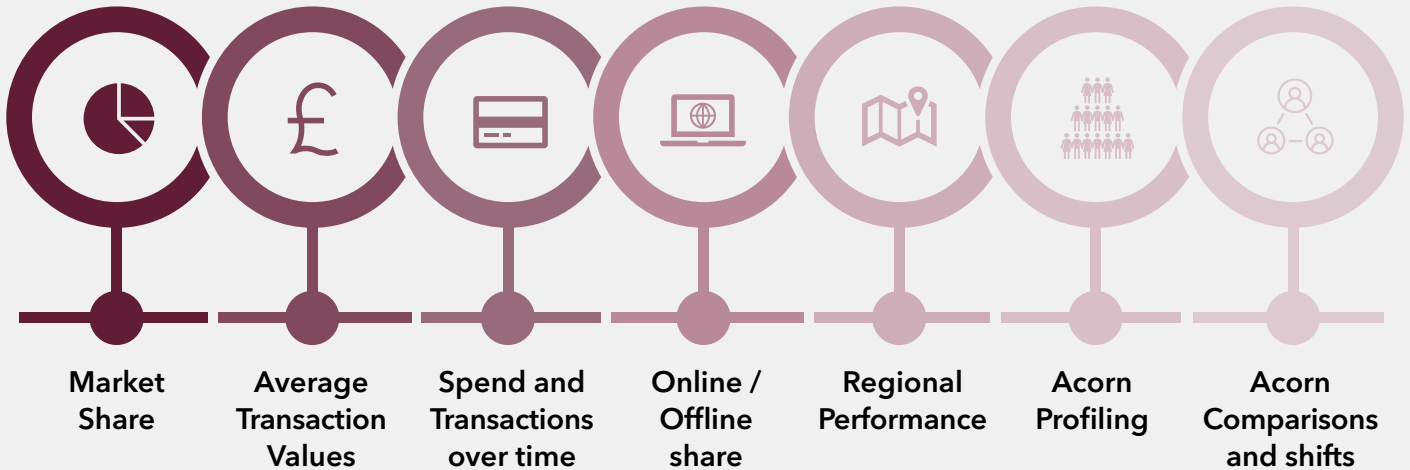
Energy • Taxi • Vehicle Maintenance



Household

DIY and Garden • Electronics and Appliances • Furniture • Household Products • Pets

What does Brand Dimensions track?



Start using Brand Dimensions

Book a demo



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Call: 020 7602 6000 | **Email:** info@caci.co.uk | **Web:** caci.co.uk/branddimensions

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