

# Spectra Trade Areas

## Release Notes

### What is it?

Spectra Trade Areas is used to evaluate the impact of competition on your stores and can connect with any other data we offer to better understand your shoppers. This comprehensive store database which is created using Nielsen TDLinx®, covers more than 23,000 grocery, drug, mass merchandise, club, convenience and gas, and discount stores. Spectra Trade Areas is updated quarterly and includes modeled probabilistic geographic trade areas based on several attributes, including store sales and competition, as well as the distance between a store location and neighbouring dissemination areas.

### What's new?

As of the 2024Q2 update, Spectra Trade Areas now retain all open stores as a part of the locations list. The goal of this enhancement is to limit the quarter over quarter variability of locations with very small trade areas.

### Sample questions it can answer

- Which store faces the most competitive pressure?
- Which competitors are the largest threats that I should develop a competitive strategy for?
- Which of my stores are impacted by a specific competitor?
- Are my stores competing against each other for the same households?
- Who is most likely to shop at my store and where are they coming from?

### How is it used?



To determine the options available to shoppers in overlapping trade areas.



To discover the store-level details of your competition or focus on your competition at an account or banner level.



Use the Retail Interaction tool to rank competitive stores based on their relative threat.

### Data Vintage

2024

### Update Frequency

Quarterly

### Base Level Geography

Dissemination area

### Records

Over 23,000

\*Probabilistic trade areas are only made available in ENVISION