SPECTRA TRADE AREAS
RELEASE NOTES

PRODUCT VINTAGE
2024

UPDATE FREQUENCY
Quarterly

BASE LEVEL GEOGRAPHY
Dissemination area

RECORDS
Over 21,000

*Probabilistic trade areas are only

WHAT IT IS

Spectra Trade Areas is used to evaluate the impact of your competition on your stores and can connect with any other data we offer to better understand your shoppers in a particular trade area. This comprehensive store database, which is created using Nielsen TDLinx®, covers more than 21,000 grocery, drug, mass merchandise, club, convenience and gas, and discount stores. Spectra Trade Areas is updated quarterly and includes modelled 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.

HOW IT'S USED

Determine the options available to the shoppers in overlapping trade areas.

Discover the store-level detail on your competition or focus on your competition at an account or banner level.

Use the retail interaction report to rank the competitive stores based on their relative threat.

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?