

Consumer Panel Data

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The data consist of purchases of over 100 fast-moving goods product categories from around 2,500 Danish households that are representative of the Danish population. The data coverage starts from 2001 until 2020, with new data being added each year until 2023.

The dataset consists of three main filetypes that provide information on sales, products, and households, alongside supporting files with the questionnaires and shop codes. These are each described below:

File	Description
Sales	The data records individual household purchases of an SKU during a shopping trip. The file contains information, such as EAN number, date, shop, units bought, volume, value, and household id.
Product Categories	The file contains information associated with the SKUs, such as EAN number (key variable), product description, brand, manufacturer, brand type (private label vs. national brand), organic (vs. conventional).
Households	<p>The file contains information about the households. Each year GfK updates the panel and collects the relevant background data. This information includes, among others: household id (key variable), household size, members, shopping habits, technology usage, media consumption, food preferences, attitudes to current trends and many other topics (that are not constant each year).</p> <p>This file is associated with a questionnaire in PDF that households fill out.</p>
Shops	The file contains information about the shops on which each purchase is made.

The data are free to use, under certain conditions. If you want more information about the data and would like to use the data for a research project, teaching, or thesis project, please contact **Prof. Polymeros Chrysochou** (polyc@mgmt.au.dk).