

OTM REPORT

2018

2019

2020

2021

2022

2023



Category

Overall

Panel

Quarter 1

Other
Brands

Quarter 2

Quarter 3

Quarter 4

Total of FMCG

730K

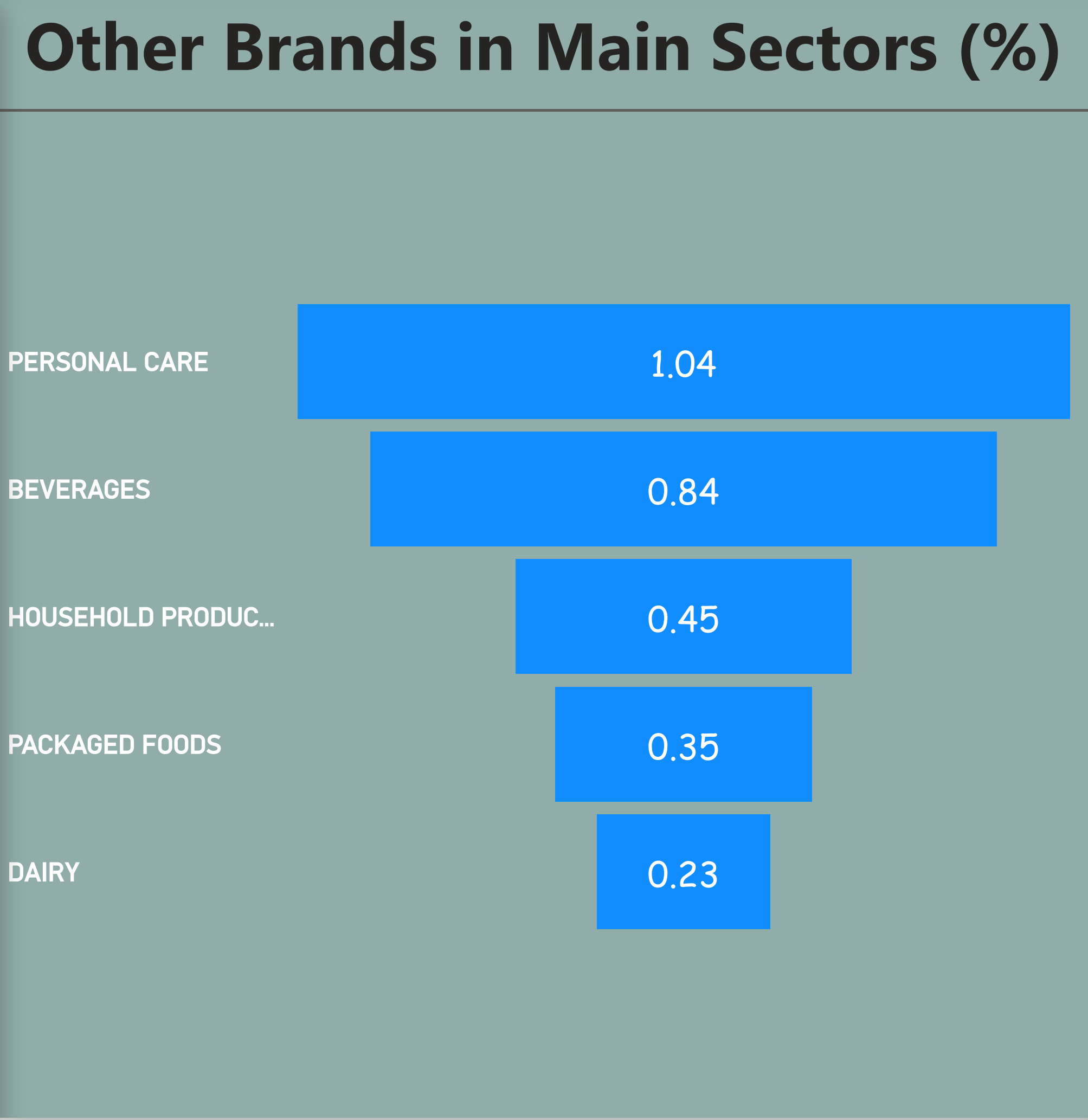
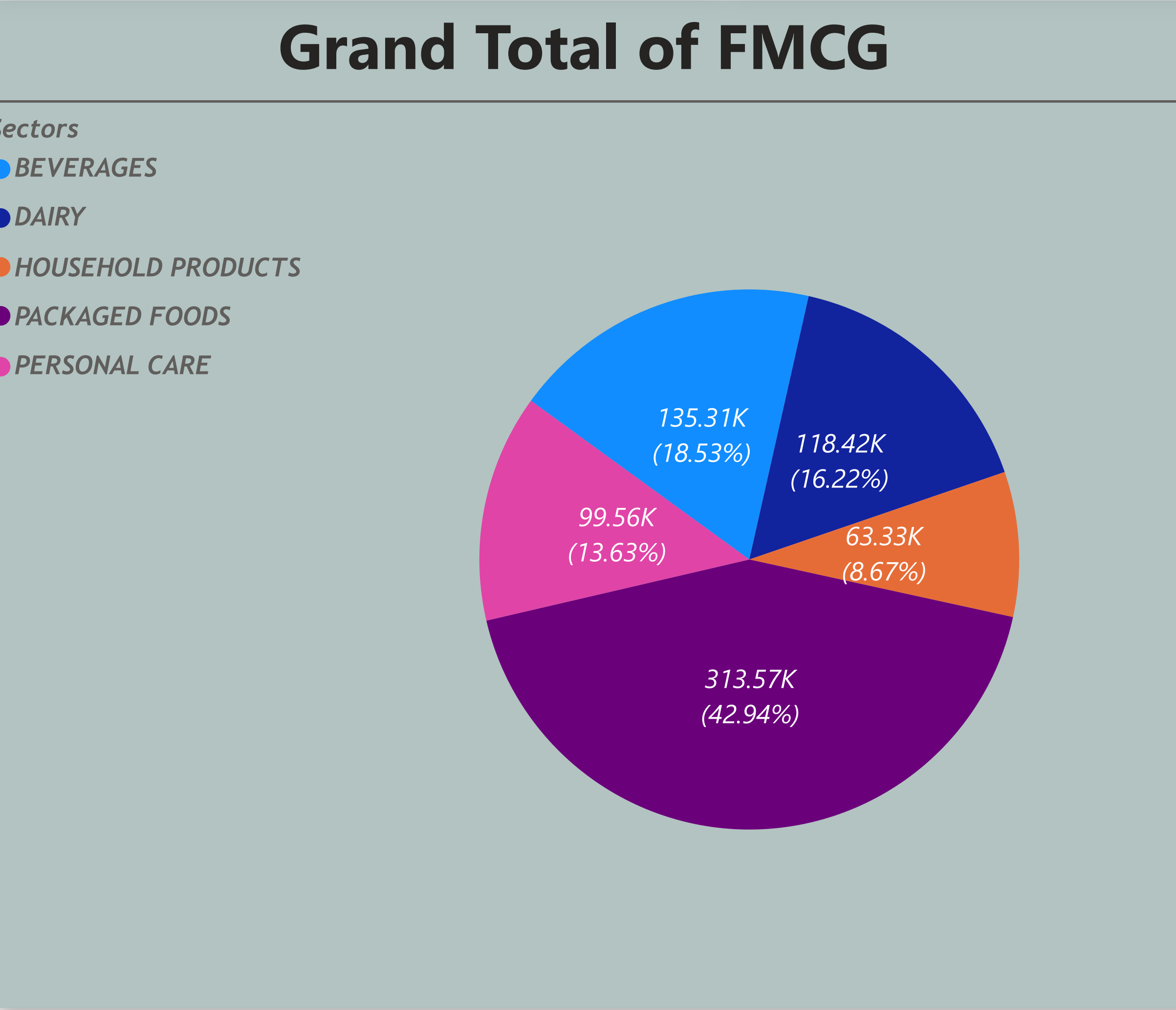
Total of Other Brands

3830

Percentage out of Total

0.52

%



Most appearances in Others

Drinking Water

362

Snack/Peanut

233

Biscuits

177

Ground Coffee

167

Pasta

137

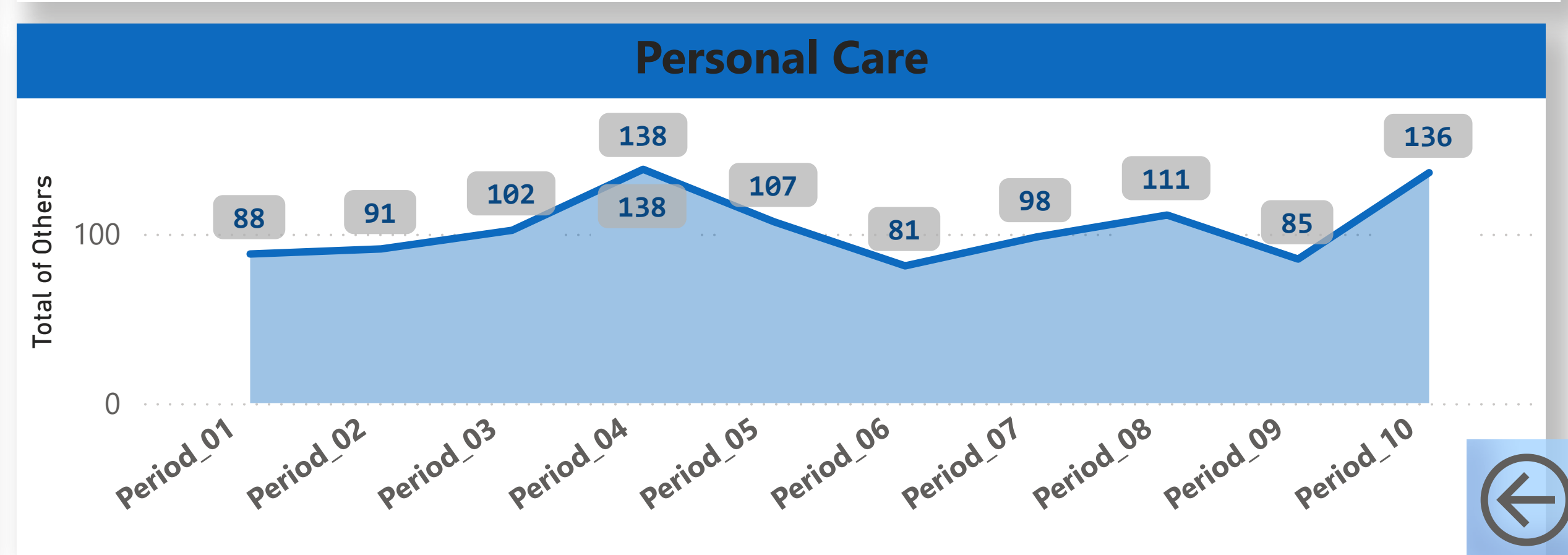
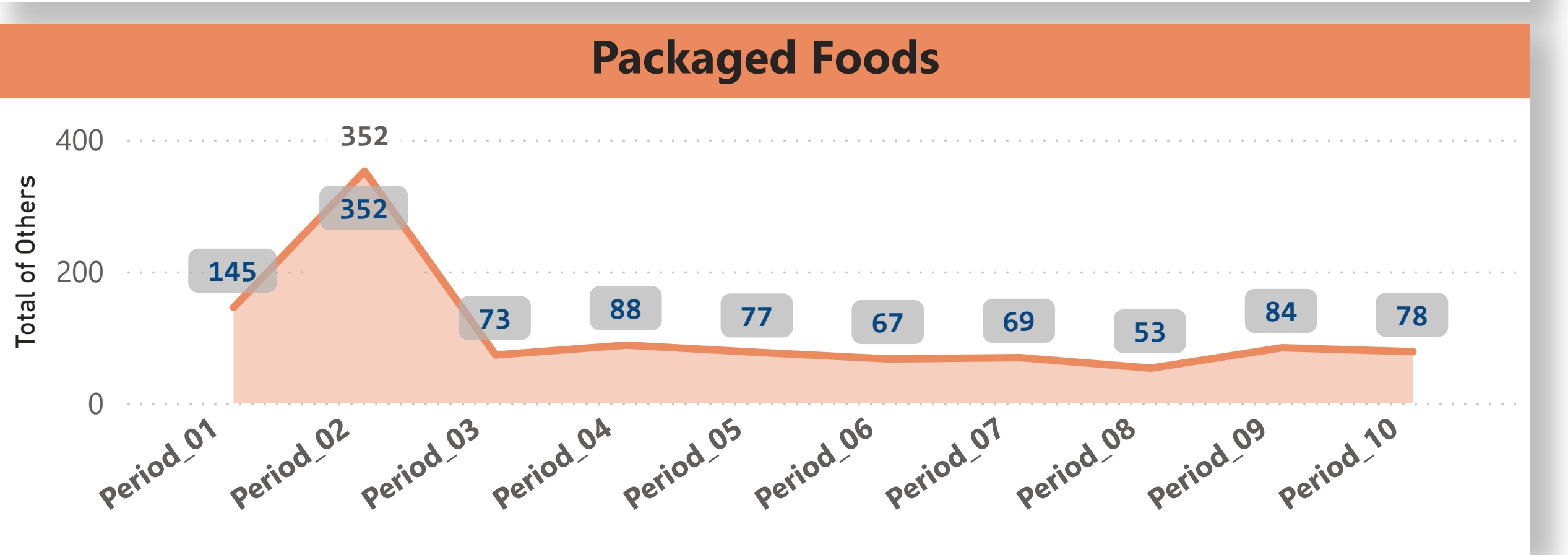
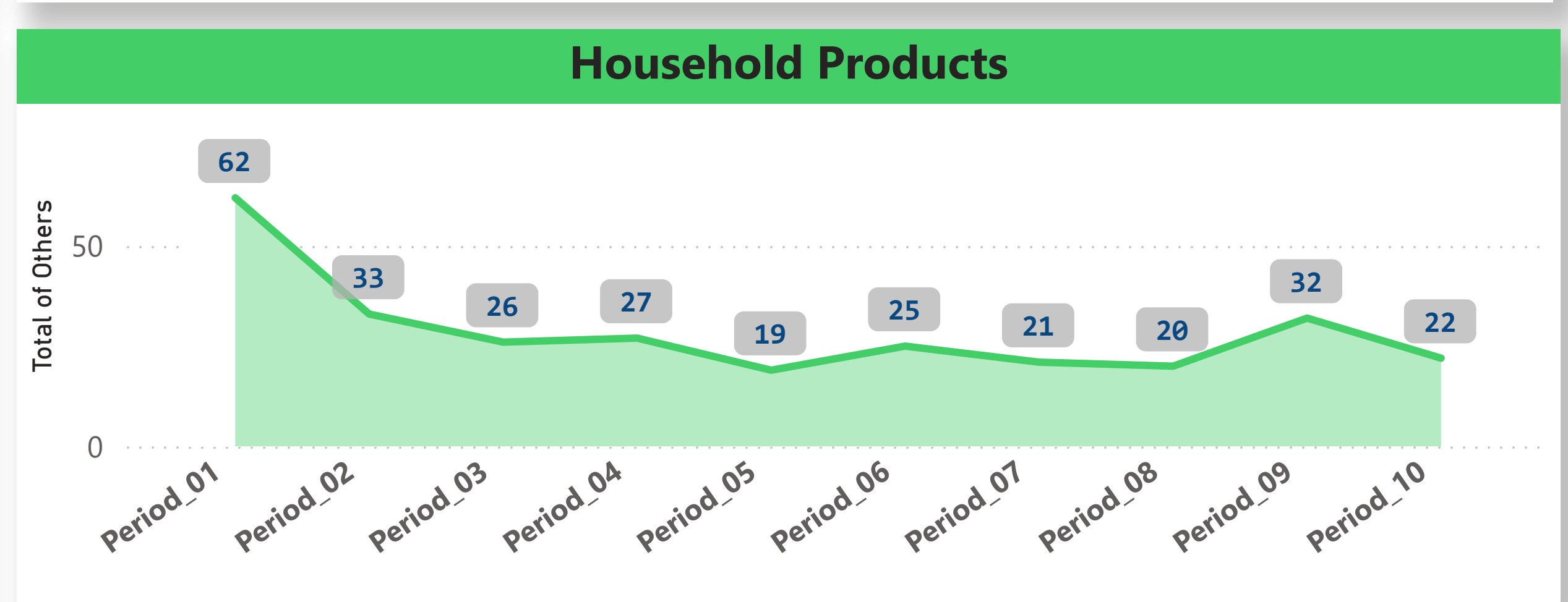
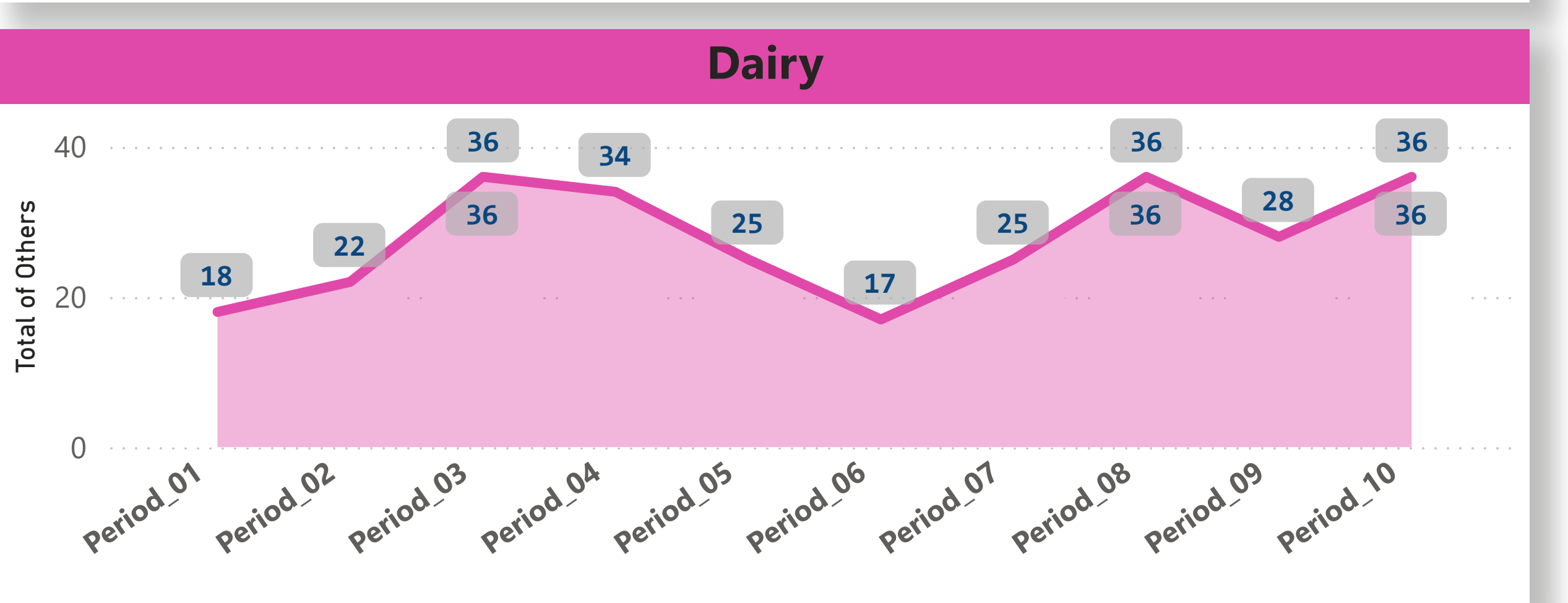
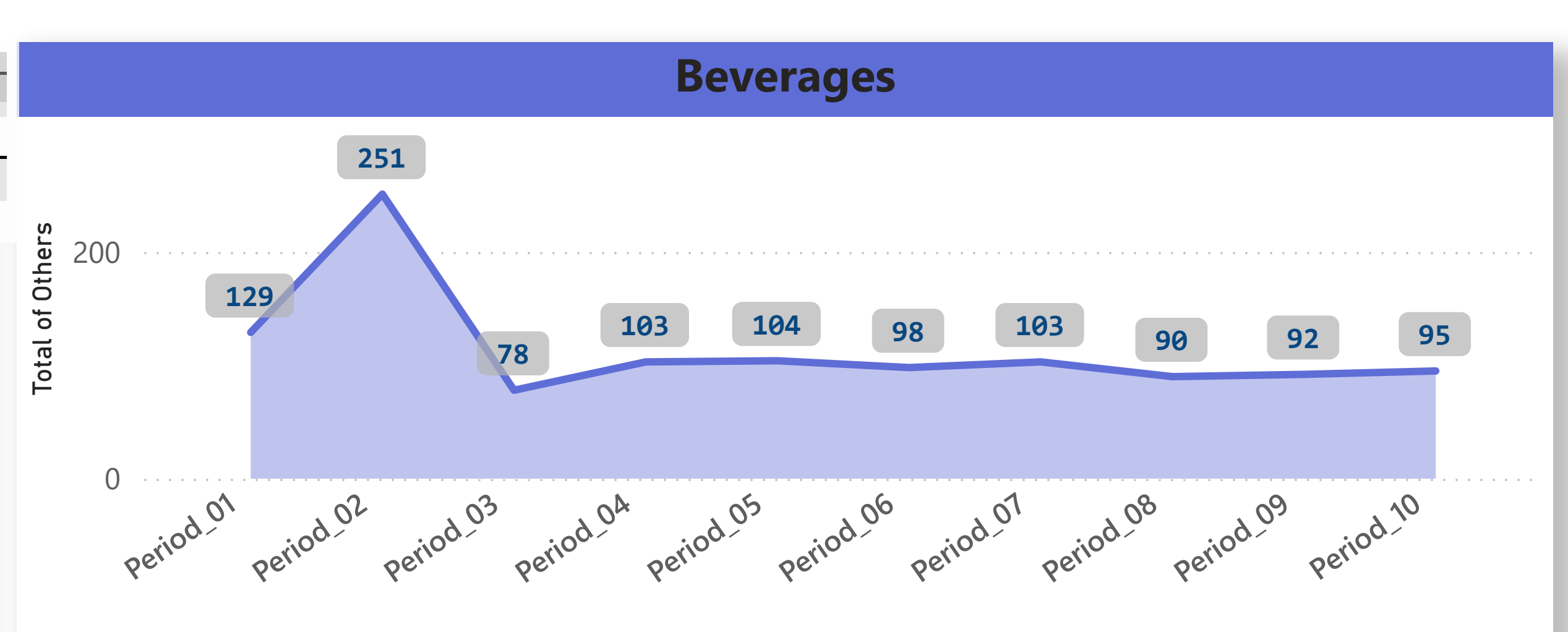
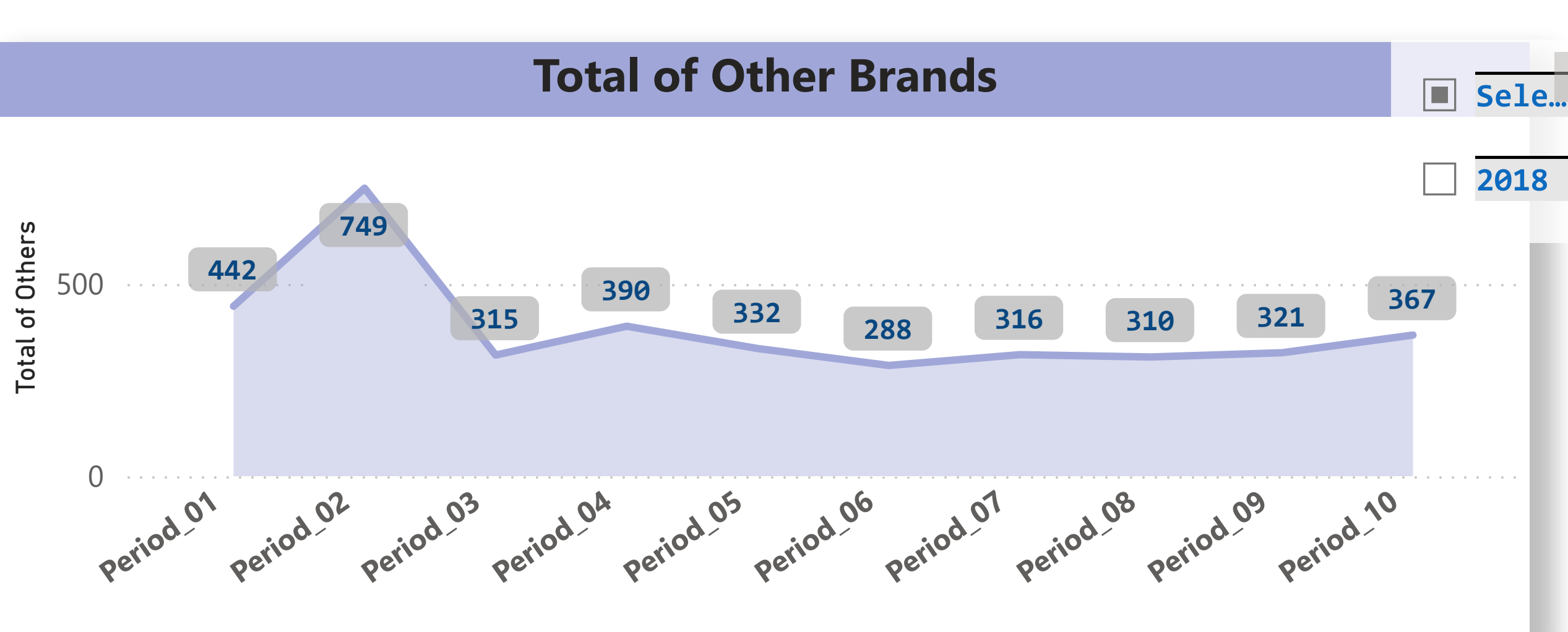
☐ Select all

☐ Baby

☐ Rural

☐ Urban







Select all

Period_01

Period_02

Period_03

Period_04

Period_05

Period_06

Period_07

Period_08

Period_09

Period_10

☐ Select all

☐ Baby

☐ Rural

☐ Urban

2018

2019

2020

2021

2022

2023



OTM in Category

3830

Quantity

0.52

% Others

- ^ ☐ BEVERAGES
- ☐ Beer
 - ☐ Bird Nest
 - ☐ Cider/ Another Alcoholic Drink
 - ☐ Csd Carbonated Soft Drink
 - ☐ Drinking Water
 - ☐ Energy Drink
 - ☐ Fruit Juice
 - ☐ Ground Coffee
 - ☐ Instant Coffee
 - ☐ Instant Powder Juice Drink
 - ☐ Instant Tea
 - ☐ Liquor
 - ☐ Loose Leaves
 - ☐ Mineral Water
 - ☐ Ready To Drink Coffee
 - ☐ Ready To Drink Tea
 - ☐ Soya Milk
 - ☐ Tea Bag

- ^ ☐ DAIRY
- ☐ Butter
 - ☐ Coffee Creamer
 - ☐ Condensed/Evaporated Milk
 - ☐ Cream Desserts/Pudding
 - ☐ Cup Yogurt
 - ☐ Drinkingyoghurt
 - ☐ Fruit Milk
 - ☐ Margarine
 - ☐ Milk Powder
 - ☐ Milk Powder For Infant
 - ☐ Milk Powder For Kid
 - ☐ Non-Dairy Milk & Cereal Beverage
 - ☐ Others Liquid Milk
 - ☐ Pasteurized Milk
 - ☐ Proceed Chesse
 - ☐ Sterilized Milk
 - ☐ Uht Milk

- ^ ☐ HOUSEHOLD PRODUCTS
- ☐ Air Freshener
 - ☐ Bathroom Cleaner
 - ☐ Bleach
 - ☐ Collar Cleaner
 - ☐ Dish Washing Detergents
 - ☐ Fabric Softener
 - ☐ Facial Tissue
 - ☐ Floor Cleaner
 - ☐ Glass Cleaner
 - ☐ Hand Towel
 - ☐ Insecticide
 - ☐ Liquid Paste Detergent
 - ☐ Multi Purpose Cleaner
 - ☐ Pocket Tissue
 - ☐ Powder Detergent
 - ☐ Table Napkins
 - ☐ Toilet Tissue

- ^ ☐ PACKAGED FOODS
- ☐ Baby Instant Cereal
 - ☐ Biscuits
 - ☐ Bouillon / Meal Maker
 - ☐ Candy
 - ☐ Canned Fish
 - ☐ Canned Ham
 - ☐ Canned Meat
 - ☐ Canned Pate
 - ☐ Chilli
 - ☐ Chocolate
 - ☐ Cooking Oil
 - ☐ Fish Sauce
 - ☐ Frozen Food
 - ☐ Ice Cream
 - ☐ Instant Noodle
 - ☐ Ketchup/Tomato Sauce
 - ☐ Mayonnaise
 - ☐ Msg

- ^ ☐ PERSONAL CARE
- ☐ Adult Diaper
 - ☐ After Shave
 - ☐ Baby Bath
 - ☐ Baby Cologne
 - ☐ Baby Cotton
 - ☐ Baby Diaper
 - ☐ Baby Oil
 - ☐ Baby Shampoo
 - ☐ Baby Talcum
 - ☐ Baby Wipe
 - ☐ Bar Soap
 - ☐ Blade
 - ☐ Blusher
 - ☐ Body Care
 - ☐ Concealer
 - ☐ Deodorant
 - ☐ Disposable
 - ☐ Dusting Power

OTM in Panel

3830

Quantity

0.52

% Others

| |
|--------------------------------|
| Urban |
| BEVERAGES |
| Beer |
| Bird Nest |
| Cider/ Another Alcoholic Drink |
| Csd Carbonated Soft Drink |
| Drinking Water |
| Energy Drink |
| Fruit Juice |
| Ground Coffee |
| Instant Coffee |
| Instant Powder Juice Drink |
| Instant Tea |
| Liquor |
| Total |

| |
|--------------------------------|
| Rural |
| BEVERAGES |
| Beer |
| Bird Nest |
| Cider/ Another Alcoholic Drink |
| Csd Carbonated Soft Drink |
| Drinking Water |
| Energy Drink |
| Fruit Juice |
| Ground Coffee |
| Instant Coffee |
| Instant Powder Juice Drink |
| Instant Tea |
| Liquor |
| Total |

| |
|---------------------|
| Baby |
| DAIRY |
| Milk Powder For |
| Milk Powder For Kid |
| Others Liquid Milk |
| PACKAGED FOODS |
| Baby Instant Cereal |
| PERSONAL CARE |
| Baby Bath |
| Baby Cologne |
| Baby Diaper |
| Baby Oil |
| Baby Shampoo |
| Baby Talcum |
| Baby Wine |
| Total |

Other Brands in Quarter 1

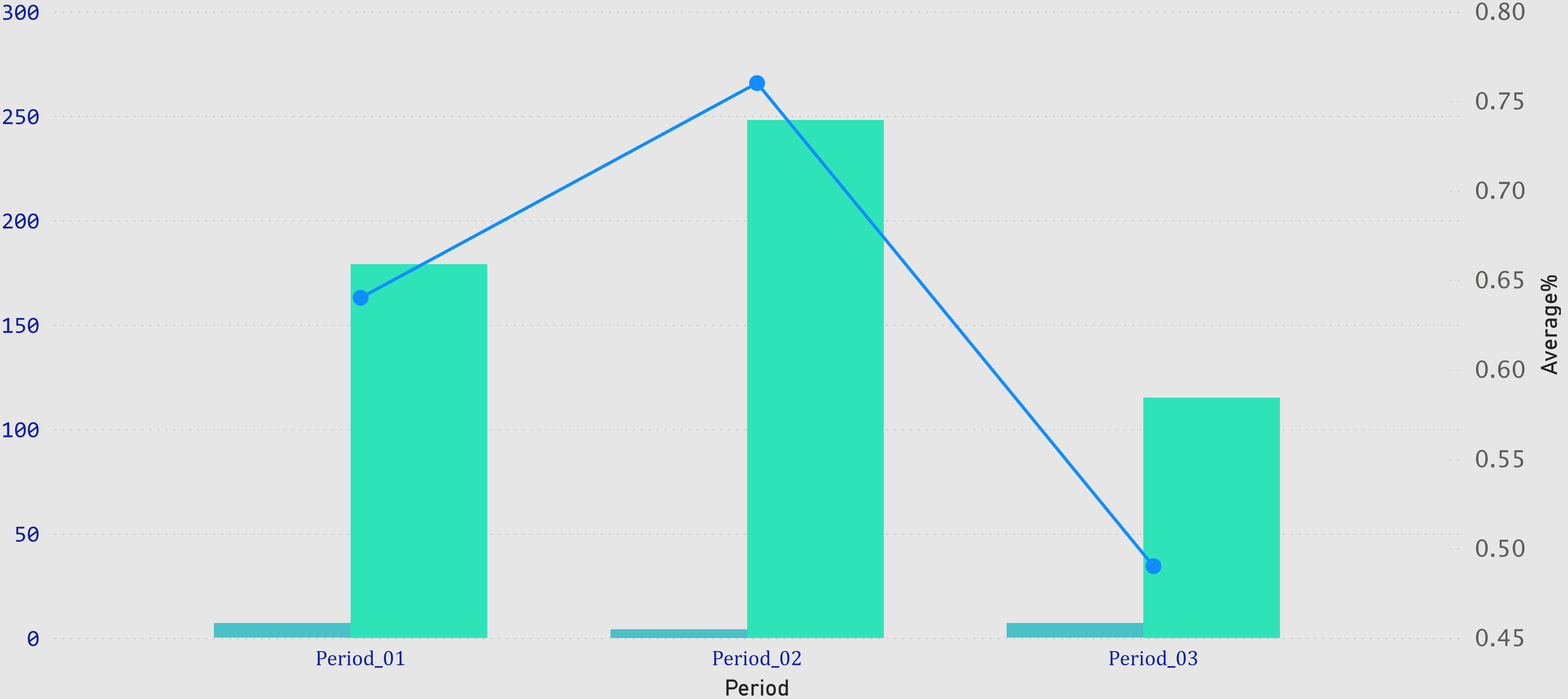
2018

2019

2020



Panel ● Baby ● Rural ● Average%

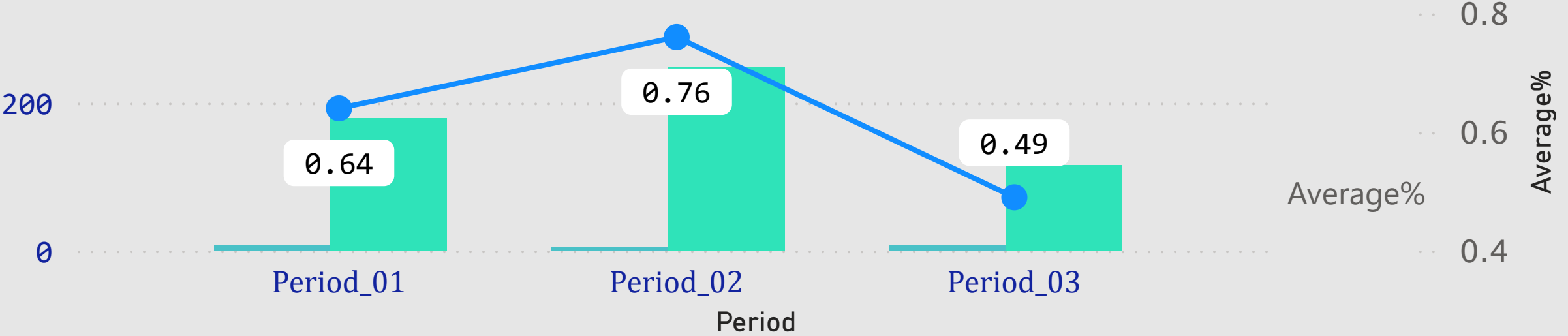


Others of the Quarter 1

0.65
%

Average of Others in Quarter 1

Panel ● Baby ● Rural ● Average%



Urban

144842
Brands

946
Others

Rural

77867
Brands

542
Others

Baby

8722
Brands

18
Others

v

☐ **BEVERAGES**

☐ **DAIRY**

☐ **HOUSEHOLD PRO...**

☐ **PACKAGED FOODS**

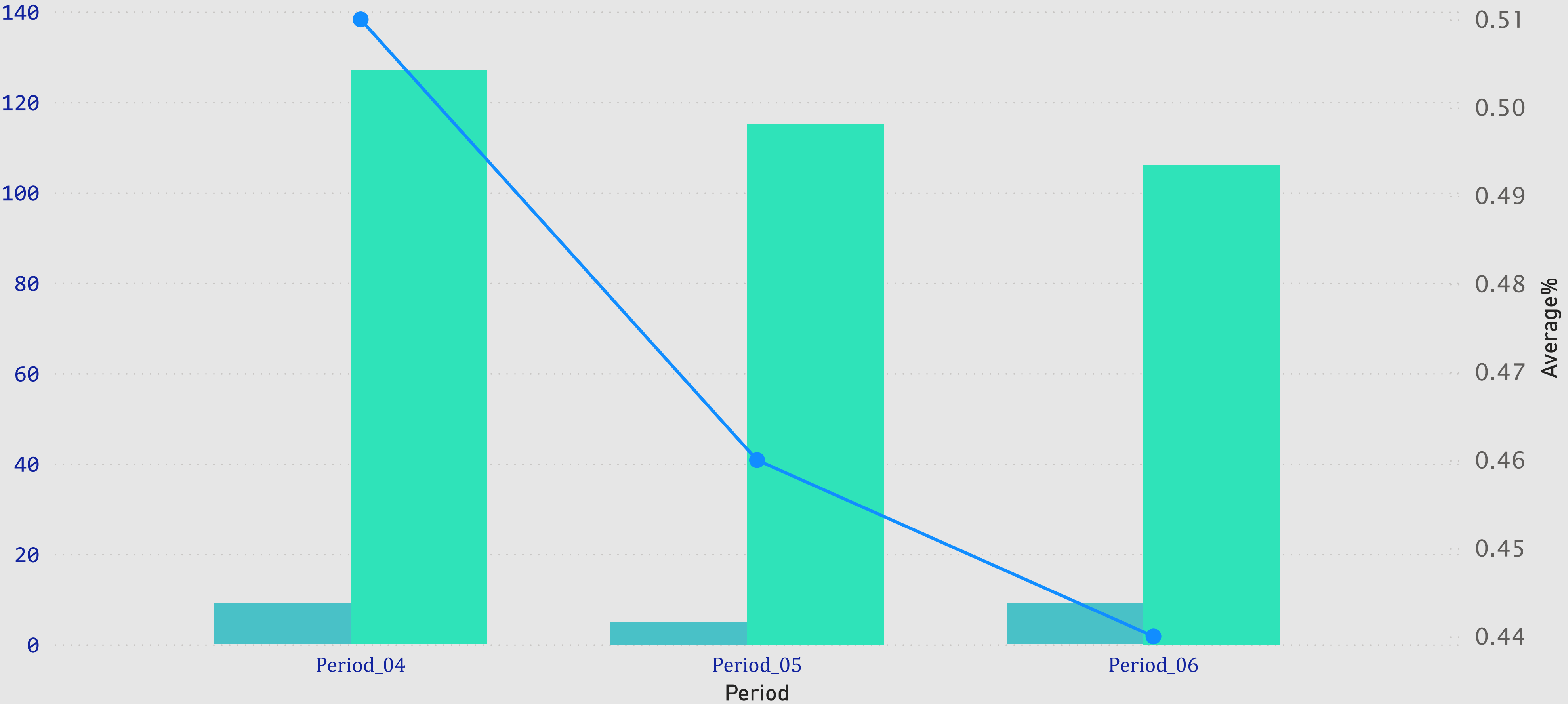
☐ **PERSONAL CARE**



Other Brands in Quarter 2

201820192020>

PanelBabyRuralAverage%

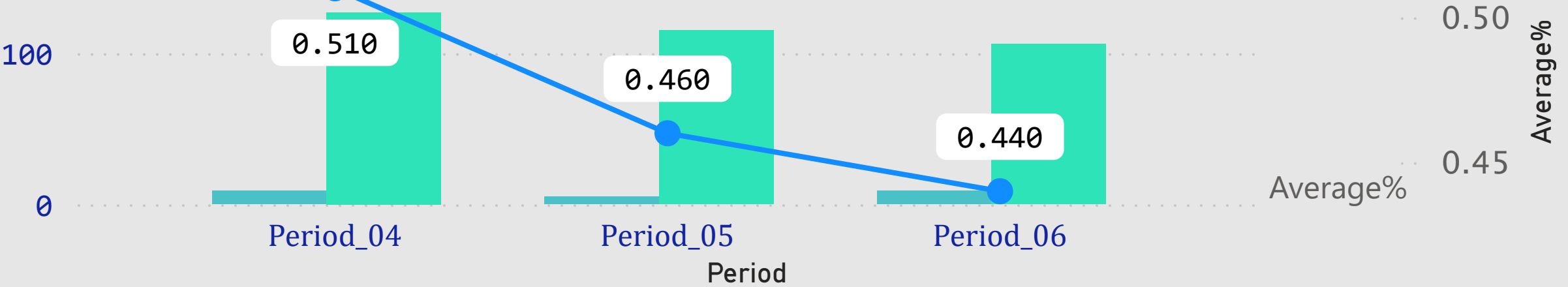


Others of the Quarter 2

0.48
%

Average of Others in Quarter 2

PanelBabyRuralAverage%



| | |
|------------------|---------------|
| Urban | |
| 132427 Brands | 639 Others |

| | |
|-----------------|---------------|
| Rural | |
| 70500 Brands | 348 Others |

| | |
|----------------|--------------|
| Baby | |
| 8194 Brands | 23 Others |

- ☐ **BEVERAGES**
- ☐ **DAIRY**
- ☐ **HOUSEHOLD PRO...**
- ☐ **PACKAGED FOODS**
- ☐ **PERSONAL CARE**



Other Brands in Quarter 3

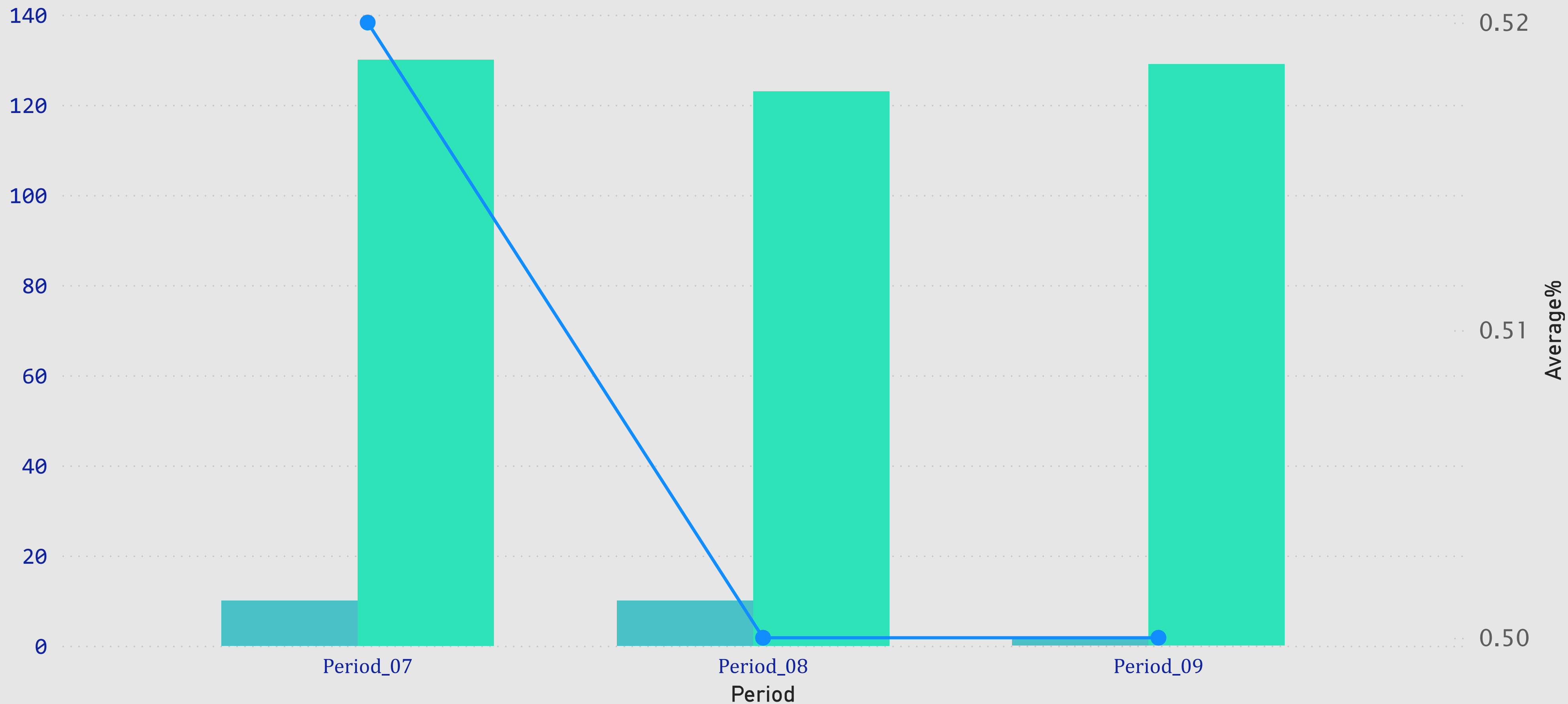
2018

2019

2020



Panel ● Baby ● Rural ● Average%



| | |
|------------------|---------------|
| Urban | |
| 135636 Brands | 543 Others |

| | |
|-----------------|---------------|
| Rural | |
| 71564 Brands | 382 Others |

| | |
|----------------|--------------|
| Baby | |
| 8013 Brands | 22 Others |

▼

☐ **BEVERAGES**

☐ **DAIRY**

☐ **HOUSEHOLD PRO...**

☐ **PACKAGED FOODS**

☐ **PERSONAL CARE**



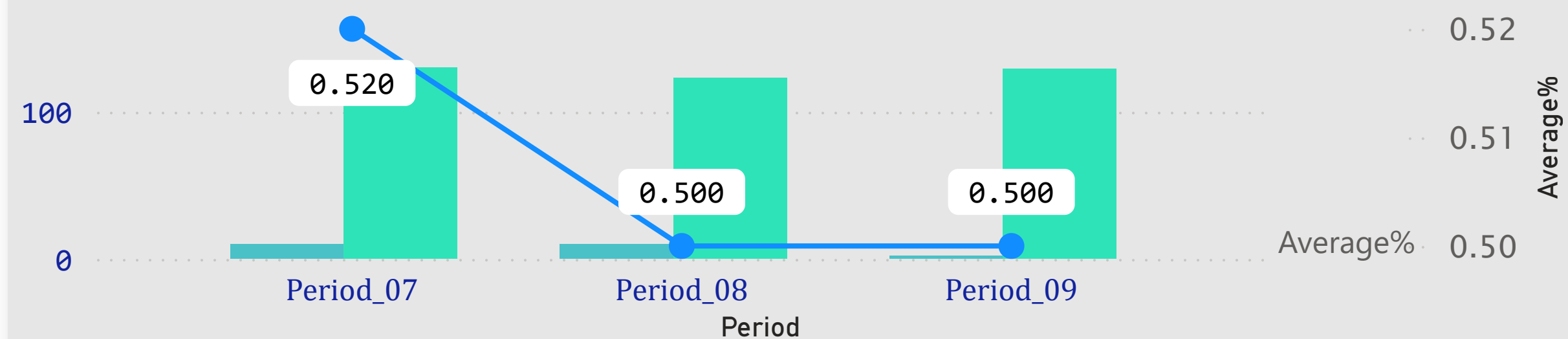
Others of the Quarter 3

0.44

%

Average of Others in Quarter 3

Panel ● Baby ● Rural ● Average%



Other Brands in Quarter 4

2018

2019

2020



Panel ● Baby ● Rural ● Average%

150

0.8

100

0.6

Average%

50

0.4

0

Period_10
Period

Others of the Quarter 4

0.53

%

Average of Others in Quarter 4

Panel ● Baby ● Rural ● Average%

100

0.8

Average%

Average%

0

0.4

Period_10
Period

Urban

43195
Brands

212
Others

Rural

22638
Brands

143
Others

Baby

2766
Brands

12
Others

v



BEVERAGES



DAIRY



HOUSEHOLD PRO...



PACKAGED FOODS



PERSONAL CARE



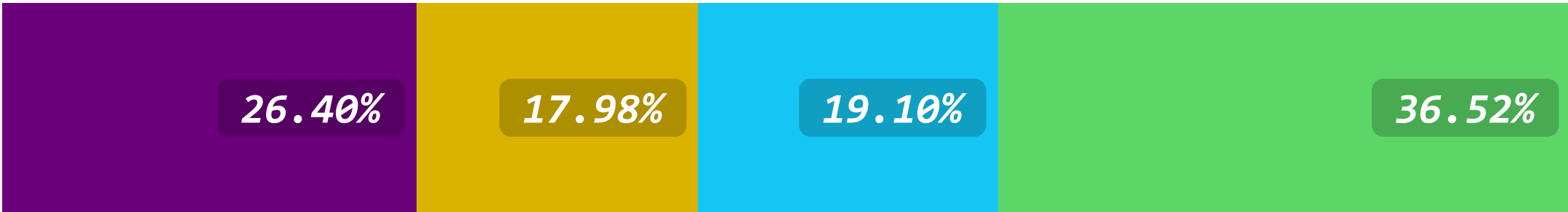
PurchaseDate

1/1/2024

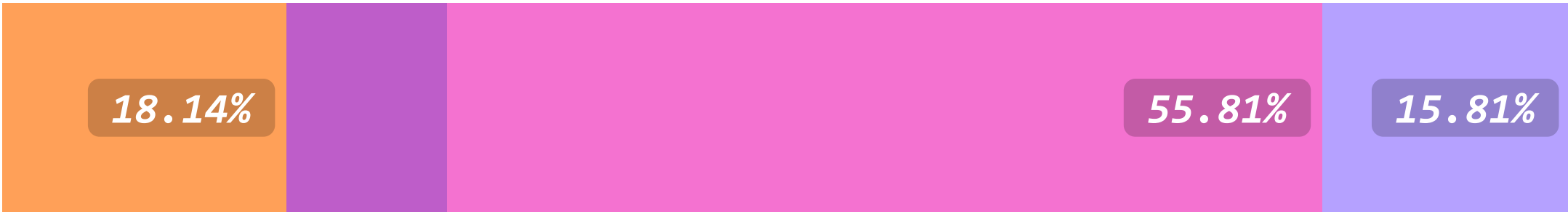
10/6/2024

Others Outcome from January-01-2024 to October-06-2024

HOUSEHOLD PRODUCTS



DAIRY



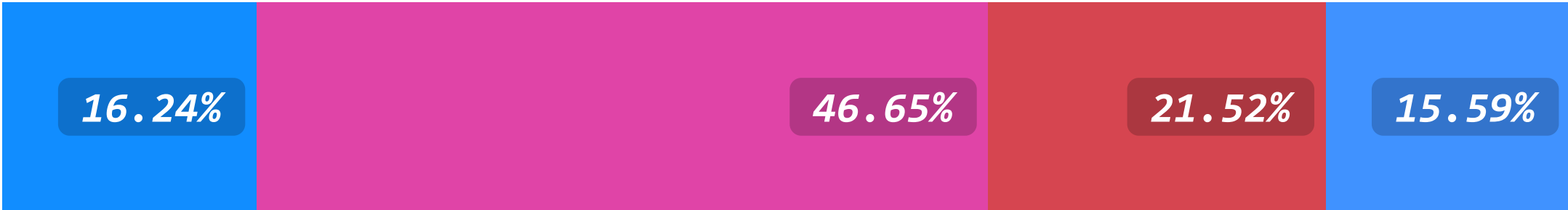
PERSONAL CARE



PACKAGED FOODS



BEVERAGES



- Category
- Bird Nest
 - Biscuits
 - Candy
 - Dish Washing Detergents
 - Drinking Water
 - Facial Care
 - Floor Cleaner
 - Ground Coffee
 - Hair Conditioner
 - Liquid Bath
 - Liquid Paste Detergent
 - Loose Leaves
 - Milk Powder
 - Milk Powder For Kid
 - Non-Dairy Milk & Cereal Beverage
 - Others Liquid Milk
 - Pasta
 - Shampoo
 - Snack/Peanut
 - Toilet Tissue

