

OTM REPORT

2018

2019

2020

2021

2022

2023



Category

Overall

Panel

Quarter 1

Other
Brands

Quarter 2

Quarter 3

Quarter 4

Total of FMCG

518K

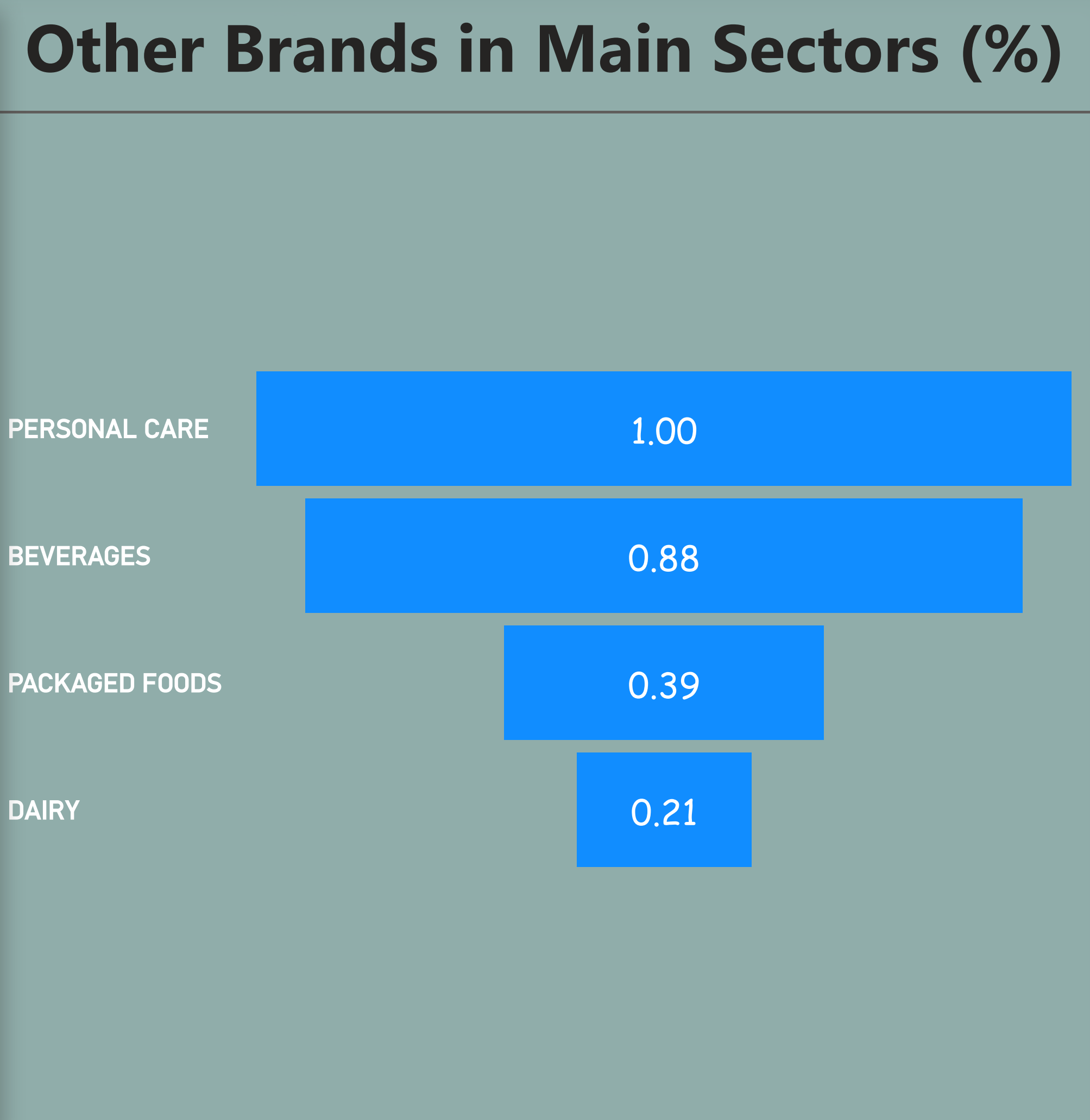
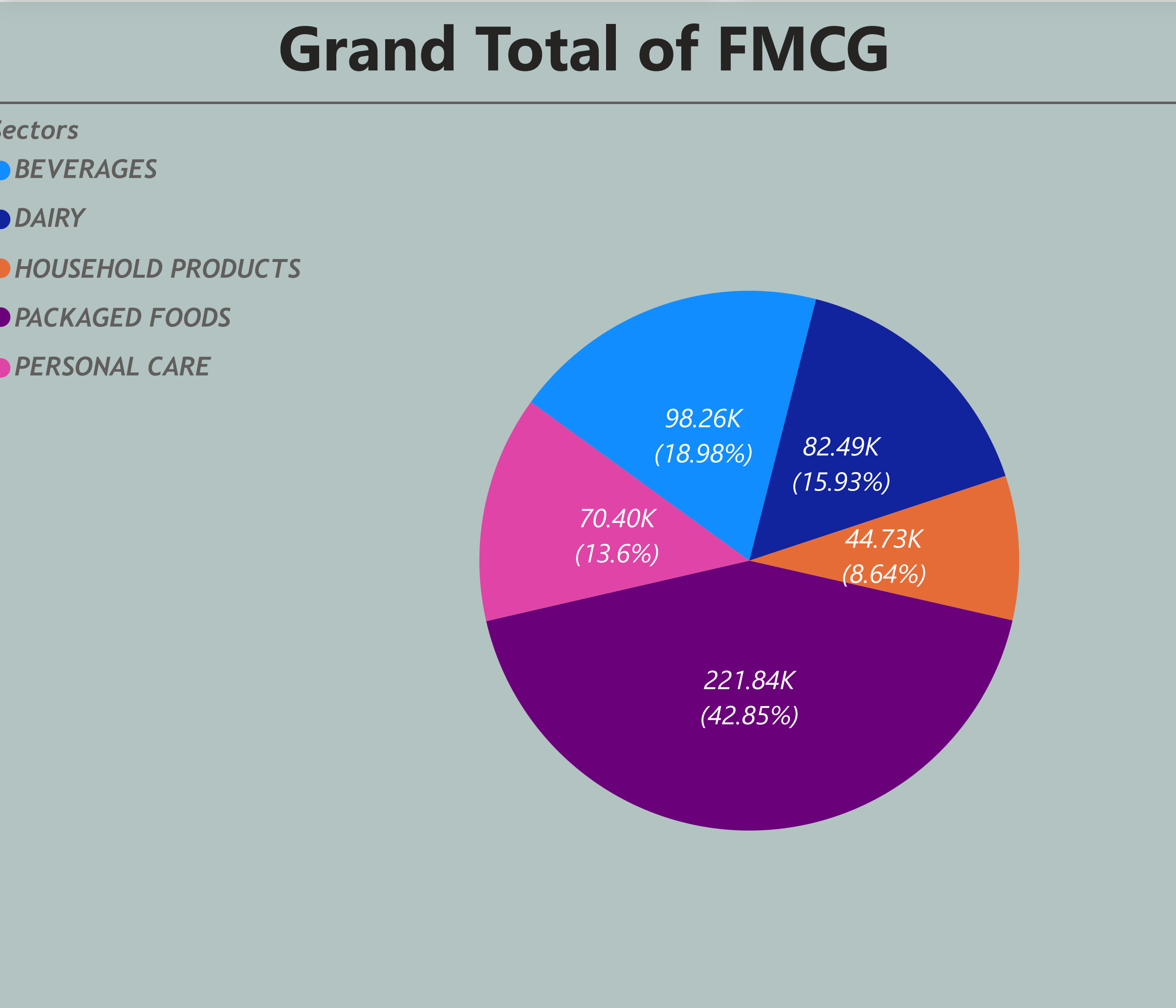
Total of Other Brands

2832

Percentage out of Total

0.55

%



Most appearances in Others

Drinking Water

258

Snack/Peanut

215

Biscuits

148

Ground Coffee

121

Loose Leaves

103

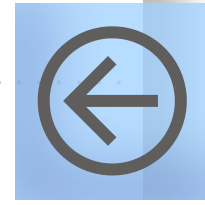
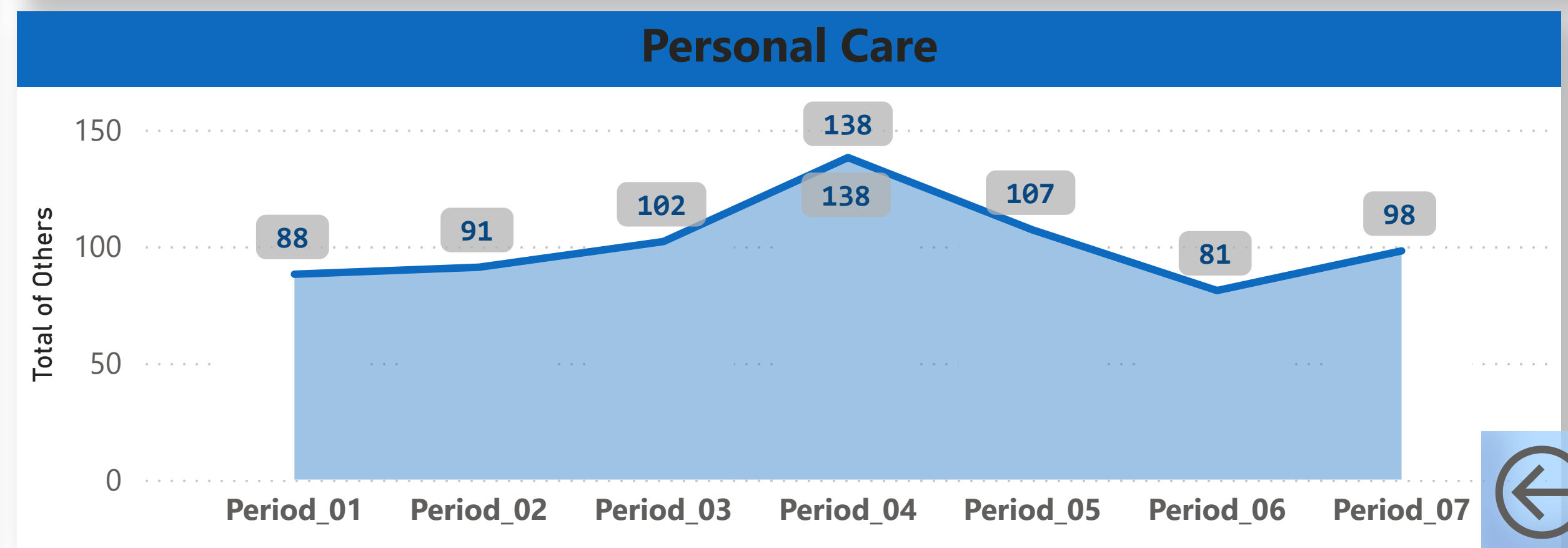
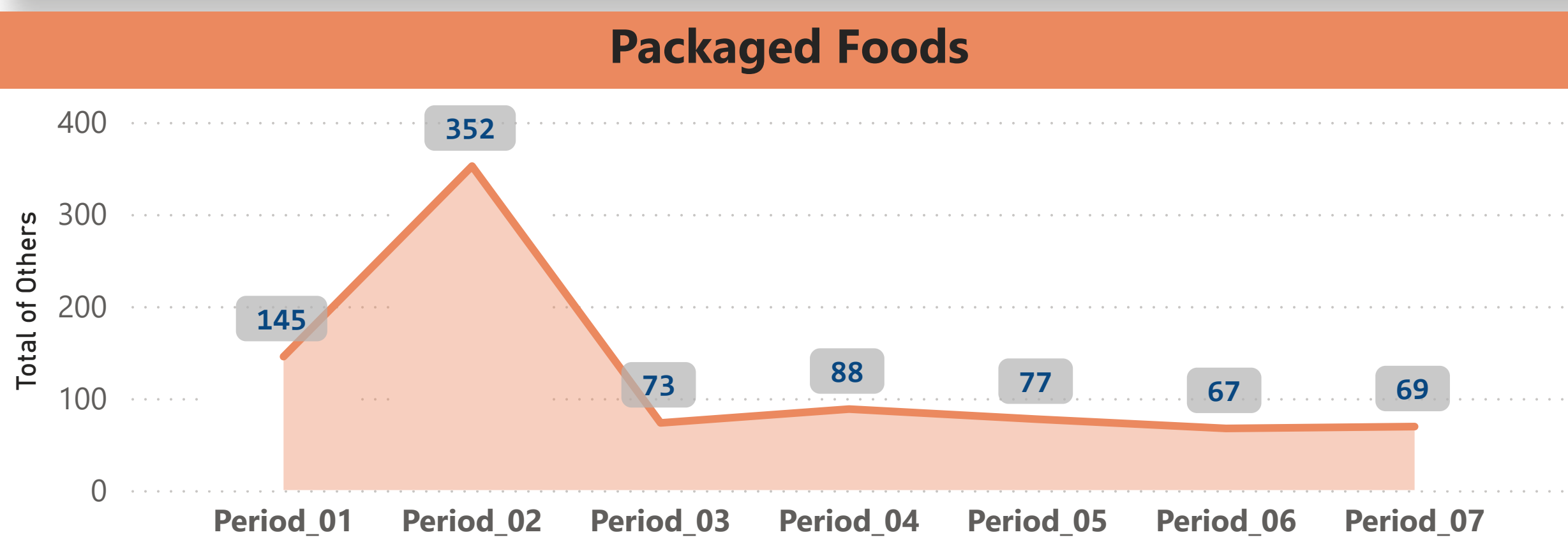
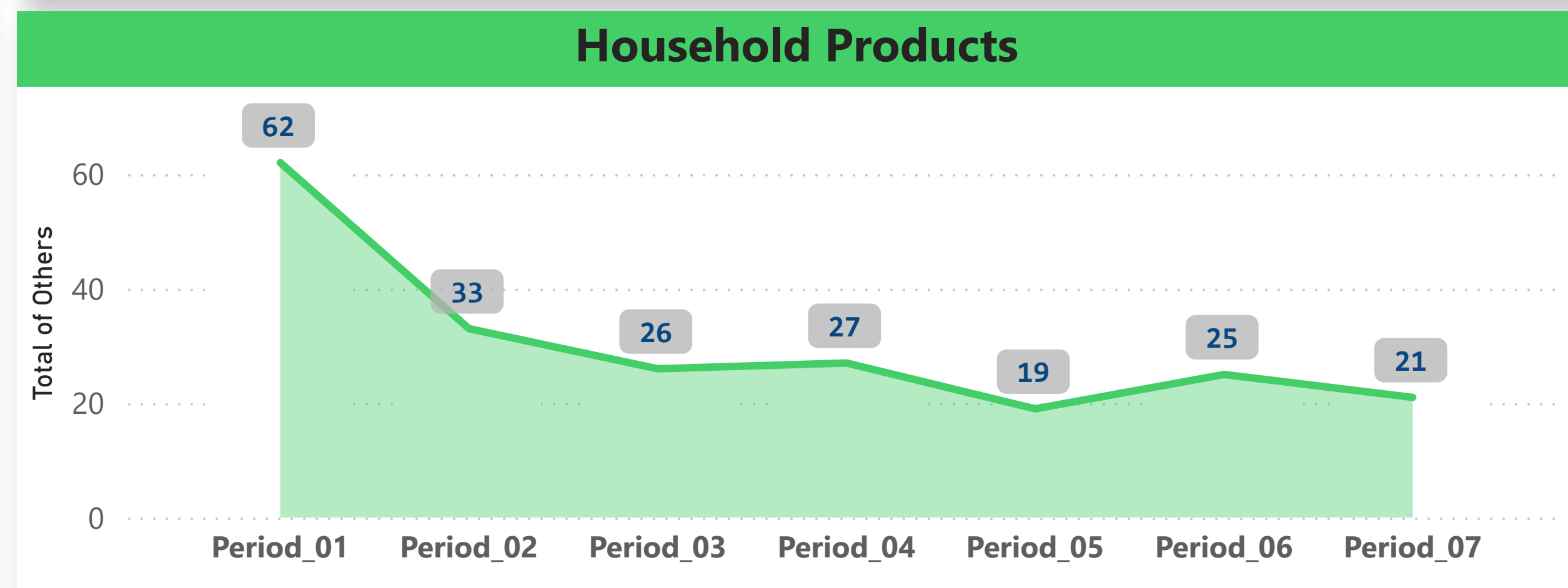
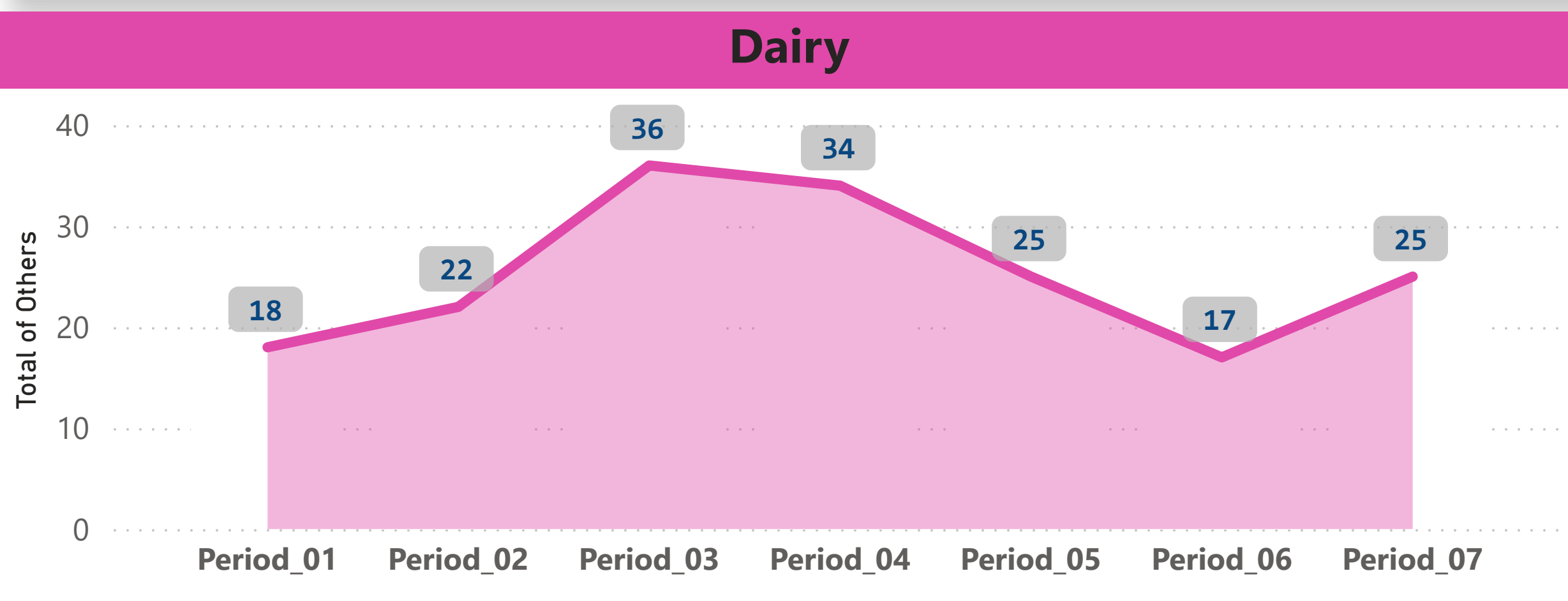
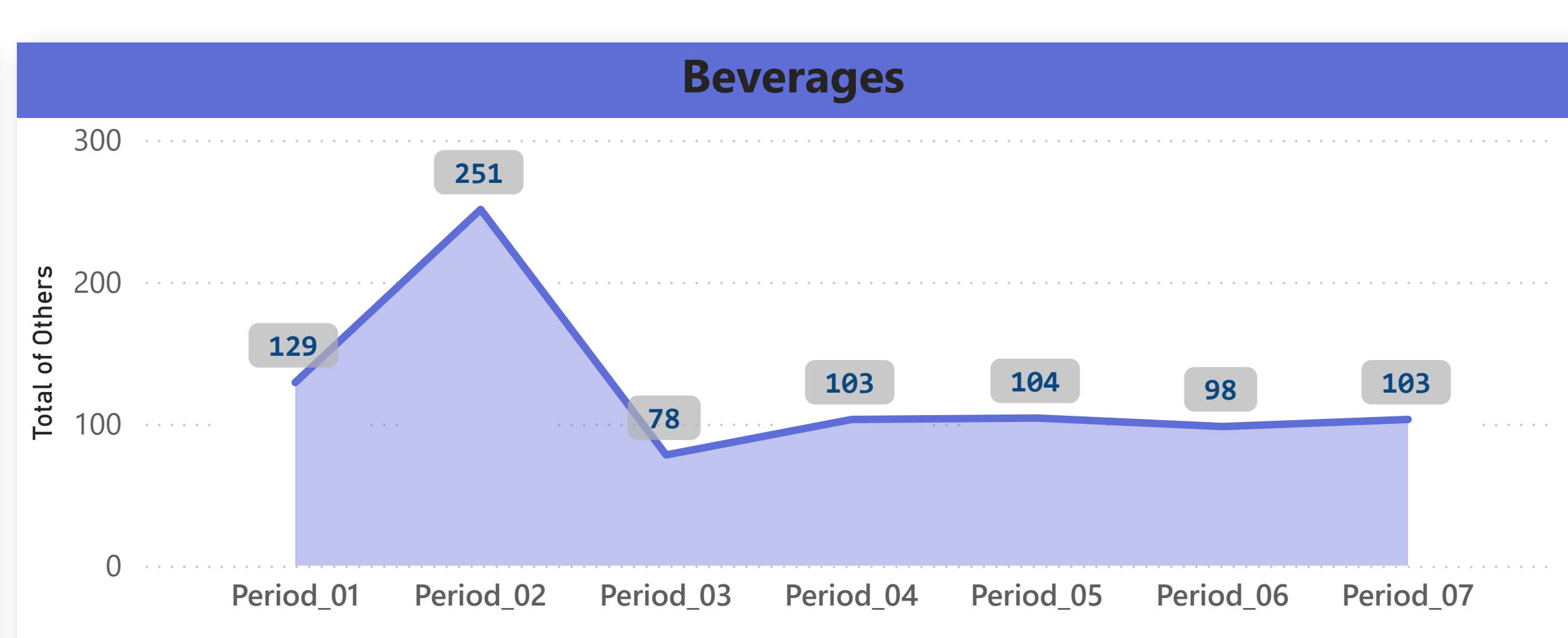
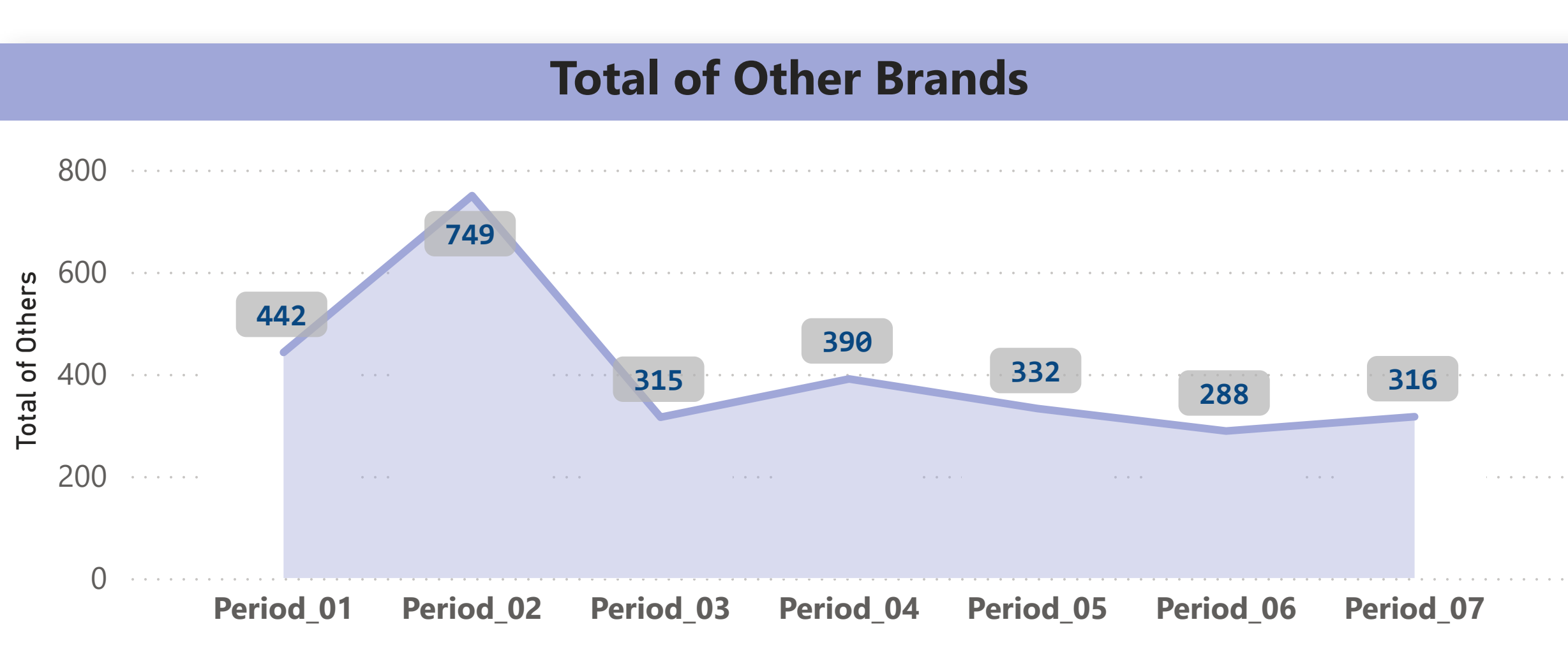
☐ Select all

☐ Baby

☐ Rural

☐ Urban







Select all

Period_01

Period_02

Period_03

Period_04

Period_05

Period_06

Period_07

☐ Select all

☐ Baby

☐ Rural

☐ Urban

OTM in Category

2832

Quantity

0.55

% 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

▲
<input type="checkbox"/> Urban
<input type="checkbox"/> 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

▲
<input type="checkbox"/> Rural
<input type="checkbox"/> 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

▲
<input type="checkbox"/> Baby
<input type="checkbox"/> DAIRY
Milk Powder For
Milk Powder For Kid
Others Liquid Milk
<input type="checkbox"/> PACKAGED FOODS
Baby Instant Cereal
<input type="checkbox"/> PERSONAL CARE
Baby Bath
Baby Cologne
Baby Diaper
Baby Oil
Baby Shampoo
Baby Talcum
Baby Wine
Total

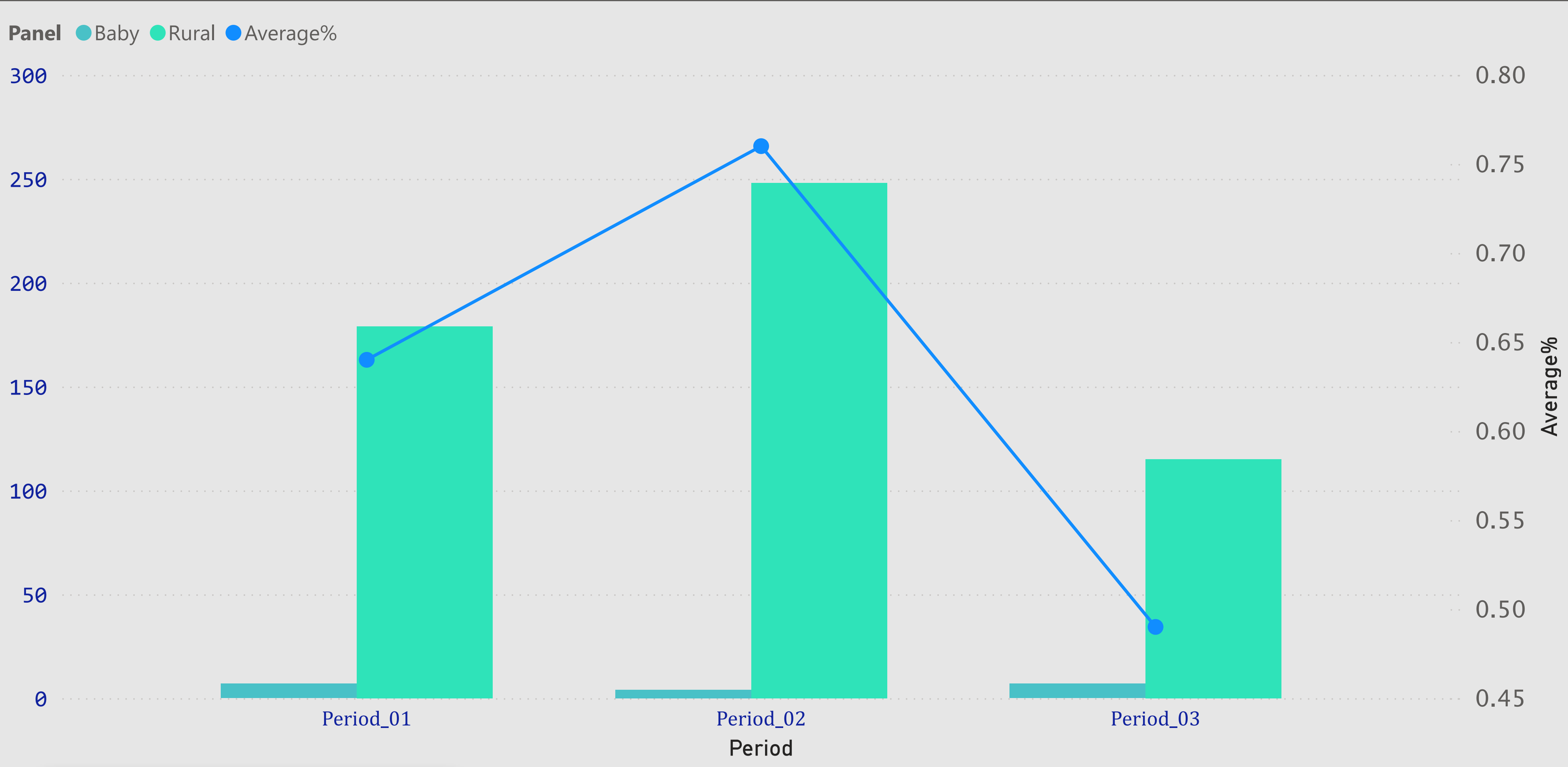
2832

Quantity

0.55

% Others

Other Brands in Quarter 1



Urban	
144942 Brands	946 Others

Rural	
77867 Brands	542 Others

Baby	
8722 Brands	18 Others

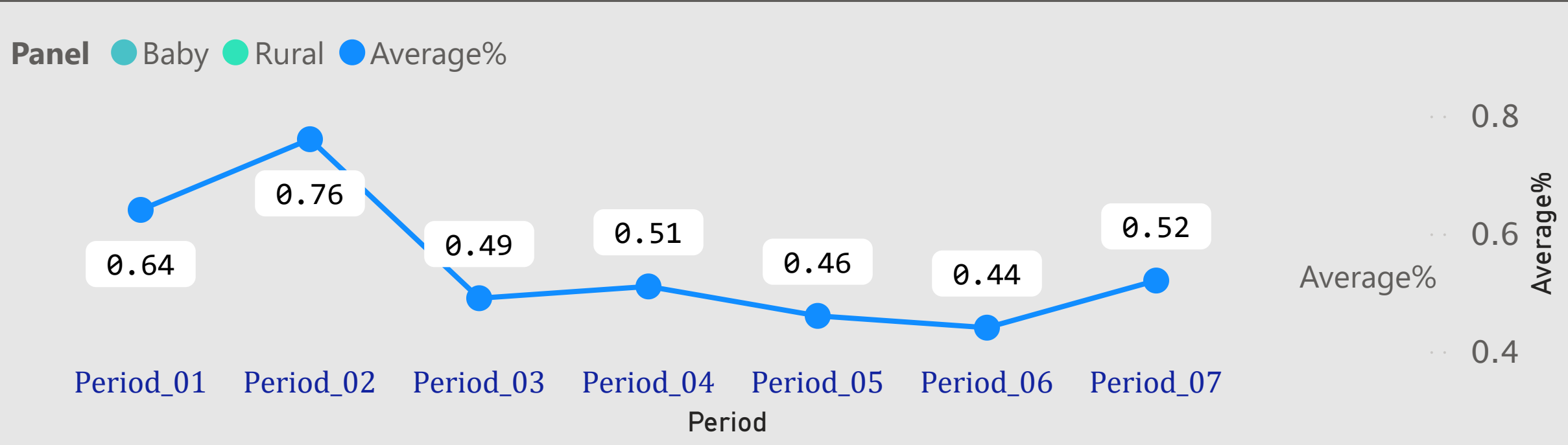
▼

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

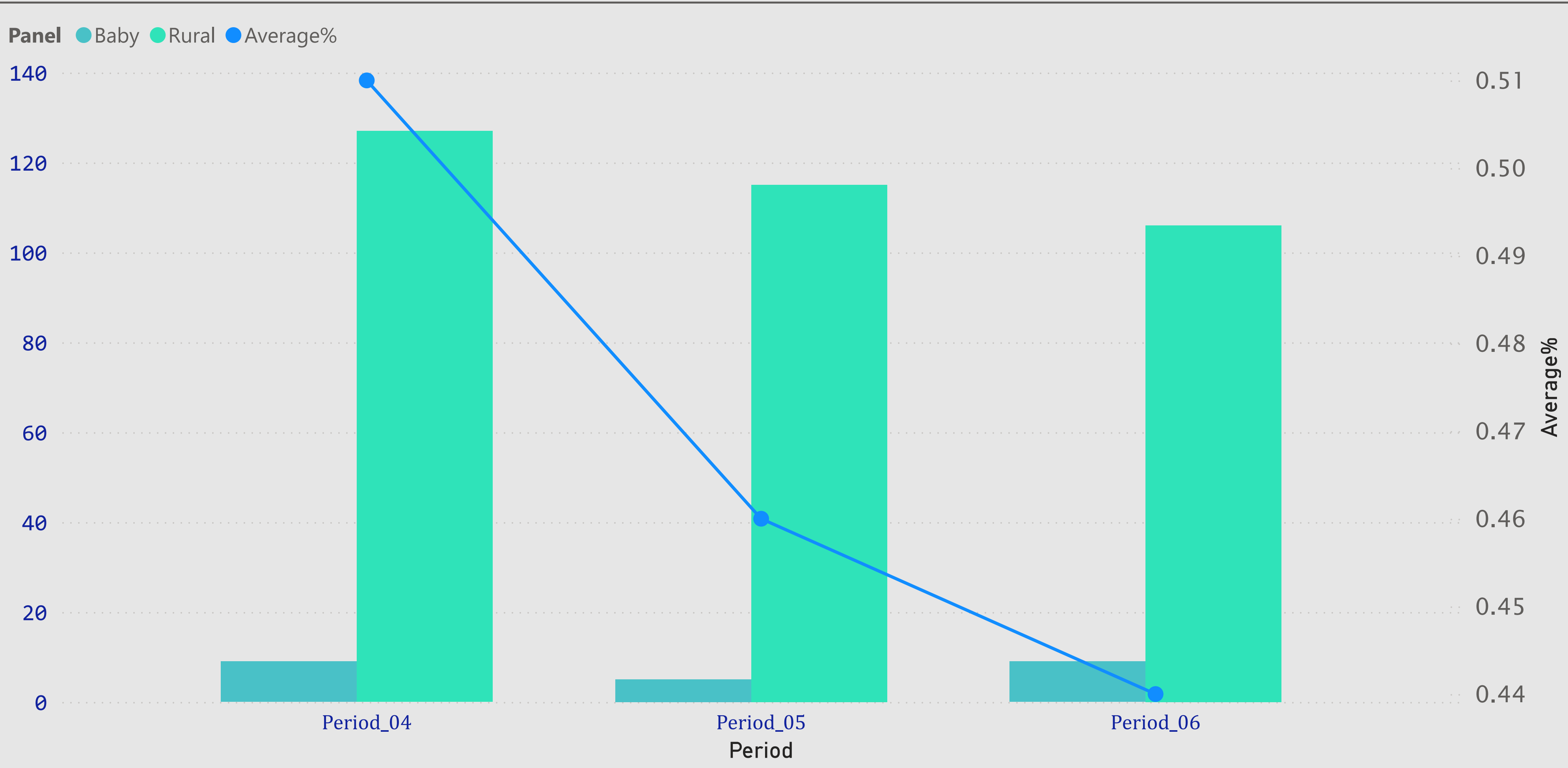
Others of the Quarter 1

0.65
%

Average of Others in Quarter 1



Other Brands in Quarter 2

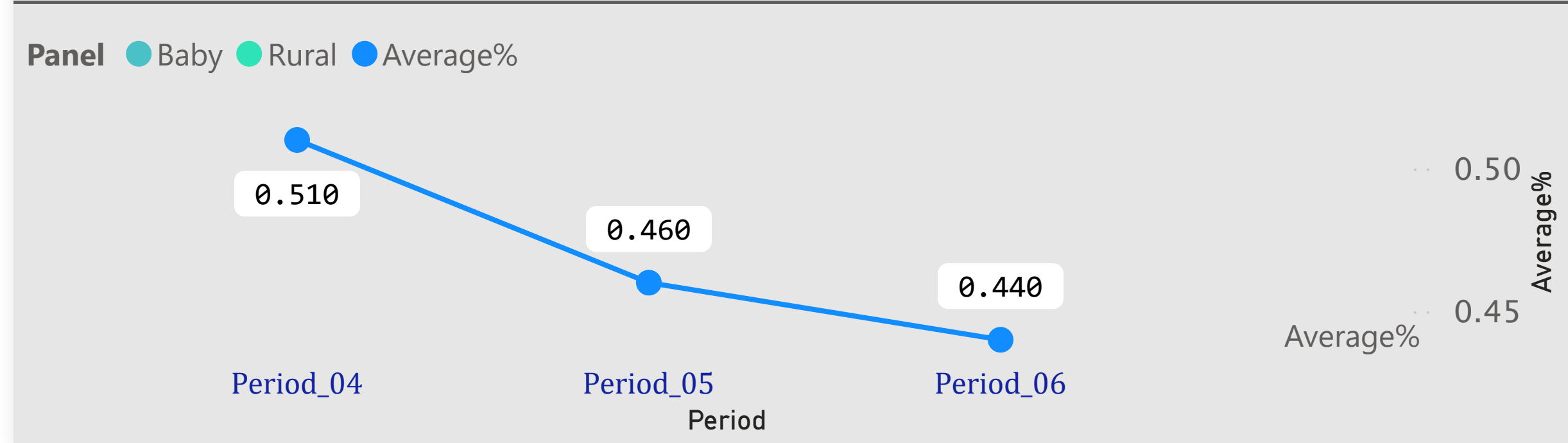


Others of the Quarter 2

0.48

%

Average of Others in Quarter 2



Urban

132427 Brands	639 Others
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Rural

70500 Brands	348 Others
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Baby

8194 Brands	23 Others
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☐ **BEVERAGES**

☐ **DAIRY**

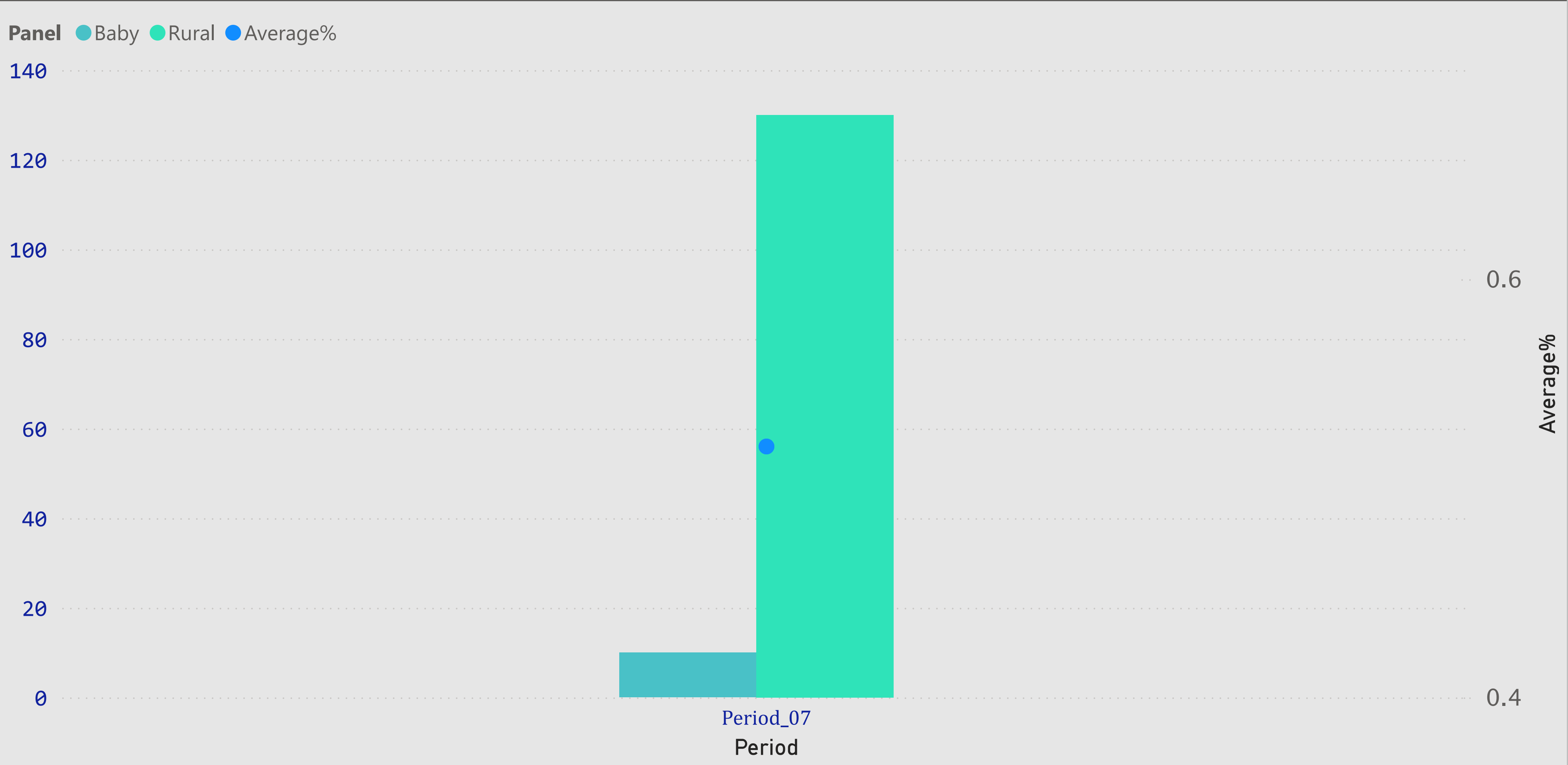
☐ **HOUSEHOLD PRO...**

☐ **PACKAGED FOODS**

☐ **PERSONAL CARE**



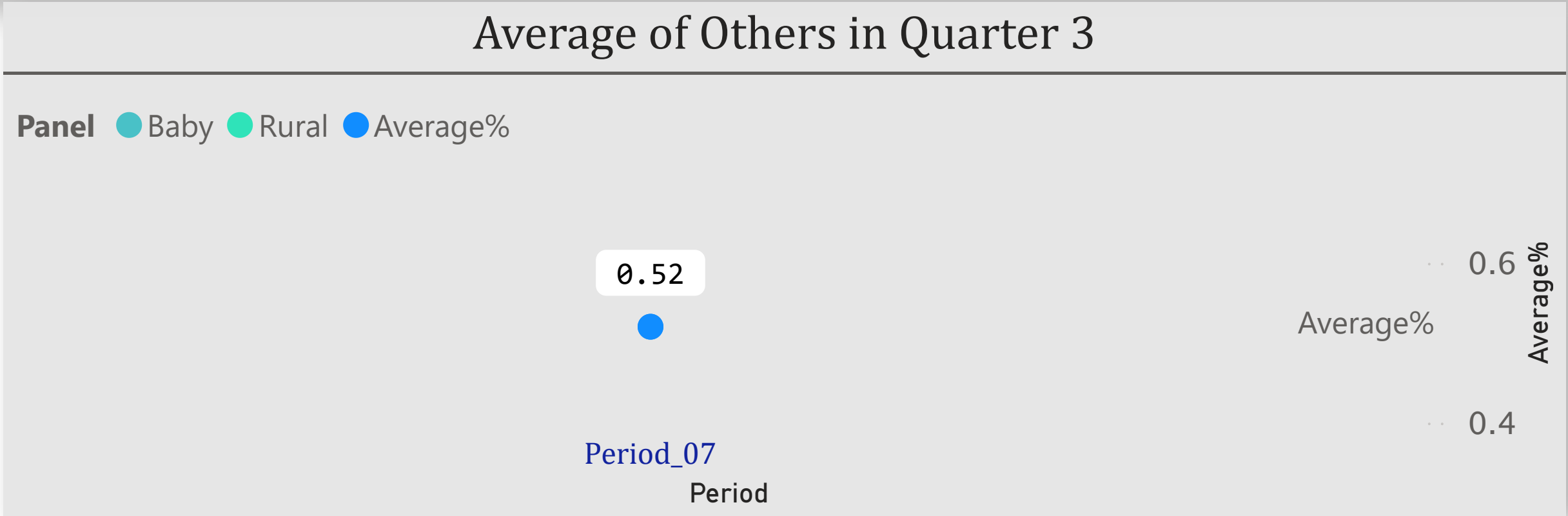
Other Brands in Quarter 3



Others of the Quarter 3

0.44

%



Urban	
45560 Brands	176 Others

Rural	
23997 Brands	130 Others

Baby	
2676 Brands	10 Others

- ☐ **BEVERAGES**
- ☐ **DAIRY**
- ☐ **HOUSEHOLD PRO...**
- ☐ **PACKAGED FOODS**
- ☐ **PERSONAL CARE**
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Other Brands in Quarter 4

Others of the Quarter 4

(Blank)
%

Average of Others in Quarter 4

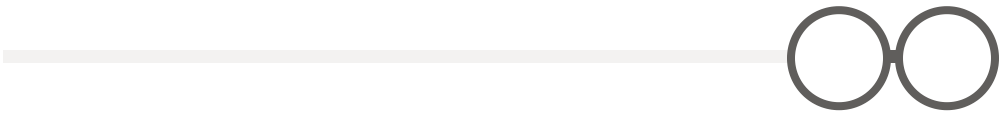
- ☐ ***BEVERAGES***
- ☐ ***DAIRY***
- ☐ ***HOUSEHOLD PRO...***
- ☐ ***PACKAGED FOODS***
- ☐ ***PERSONAL CARE***



PurchaseDate

1/1/2024

7/14/2024



Others Outcome from January-01-2024 to July-14-2024

