

24-hour food and drink consumption research now available

ACNielsen's Customised Research division has released its groundbreaking research which measures South African eating and drinking habits over a complete 24-hour period, by category, product and brand. Insights which flow from this unique study will enable marketers and advertisers to picture for the first time the differing circumstances and time of day during which specific products and brands are consumed by various race, age, gender, income, LSM groups and other AMPS discriminators. For more information contact Lorraine Walton at 011-495 3000 or .

For more, visit: <https://www.bizcommunity.com>