

Scanner Data Bases and Related Research

At the

Food Marketing Policy Center

University of Connecticut

Presented by

Ronald W. Cotterill

Director, Food Marketing Policy Center

U-21, University of Connecticut

Storrs, CT 06269-4021

<http://vm.uconn.edu/~wwware/FMKTC.html>

ronald.w.cotterill@uconn.edu

1988 - 1992 Quarterly Supermarket Review Data Base

Basic Variable List

Product	Unit Sales
Location	Percent Volume sold with any Merchandising
Period ending Date	Percent of Units sold with any Merchandising
Dollar Sales	Percent volume sold with newspaper feature ad
Volume Sales	Percent volume sold with product display
Average Price per Volume	Weighted average price reduction
Average Product Distribution	

Basic Category List

English Muffins	Fresh Bread & Rolls
Butter	Cheese
Cottage Cheese	Creams
Refrigerated Juice	Margarine/Spreads
Milk	Pickles/Relish
Sour Cream	Breakfast Meats
Deli Luncheon Meats	Frankfurters
Sausage	Baked Beans
Baking Mixes	Baking Needs
Baking Nuts	Beer & Ale
Bottled Water	Breadcrumbs/Batters
Candy/Mints	Carbonated Beverage
Cocktail Mixes	Cocoa Mix
Coffee	Coffee Creamer
Cold Cereal	Croutons/Stuffing
Dessert Toppings	Dried Fruit
Flour/Meal	Shelf Stable Fruit
Gelatin/Pudding Mix	Hot Cereal
Jellies and Jams	Shelf Stable Juices
Marshmallows	Mayonnaise
Shelf Stable Meat	Mustard & Ketchup
Oriental Food	Pancake Mix
Pasta	Peanut Butter
Pickle/Relish/Olives	Popcorn/Popcorn Oil
Powdered/Condensed Milk	Rice
Salad Dressing	Sauces
Shelf Stable Seafood	Shortening & Oil
Snack Nuts	Soup
Spaghetti Sauce	Spices/Seasonings
Sugar	Syrup/Molasses

Basic Category List Continued

Tea
Shelf Stable Vegetables
Frozen Chicken
Frozen Fruit
Frozen Meat
Frozen Potatoes
Ice Cream

Shelf Stable Tomatoes
Vinegar
Frozen Dinners/Entrees
Frozen Juices
Frozen Plain Vegetables
Frozen Prepared Vegetables

- the 1988 and 1989 data sets contain 238 types in 73 categories

IRI Geographic Markets

1988

ALBANY
ATLANTA
BALTIMORE/WASHINGTON
BIRMINGHAM
BOSTON
BUFFALO/ROCHESTER
CHICAGO
CINCINNATI/DAYTON
CLEVELAND
COLUMBUS
DALLAS/FT WORTH
DENVER
DETROIT
GRAND RAPIDS
HARTFORD/SPRINGFIELD
HOUSTON
INDIANAPOLIS
JACKSONVILLE
KANSAS CITY
LITTLE ROCK
LOS ANGELES
LOUISVILLE
MEMPHIS
MIAMI/FT LAUDERDALE

MILWAUKEE
MINNEAPOLS/ST PAUL
NASHVILLE
NEW ORLEANS/MOBILE
NEW YORK
OKLAHOMA CITY
OMAHA
ORLANDO
PHILADELPHIA
PHOENIX/TUCSON
PITTSBURGH
PORTLAND, OR
PROVIDENCE
RALEIGH/GREENSBORO
SACRAMENTO
SALT LAKE CITY
SAN ANTONIO
SAN DIEGO
SAN FRANCISCO/OAKLAND
SEATTLE/TACOMA
ST LOUIS
TAMPA/ST PETERSBURG
WICHITA

1989

BOISE
EL PASO

ROANOKE
PORTLAND, ME

1990

**ALBUQUERQUE
CHARLOTTE
DES MOINE
KNOXVILLE**

**RICHMOND/NORFOLK
HARRISBURG/YORK
SYRACUSE
TOLEDO**

1992

**CHARLESTON/SAVANNAH
BARRE
GREEN BAY
PEORIA**

**SCRANTON/WILKES
SHREVEPORT
SPOKANE**

- The 1988 data set contains 47 markets
- The 1992 data set contains 65 markets
- Each year contains Total U.S. summary figures

Related Research

Haller, Lawrence E. 1992. Branded Product Marketing Strategies in the Cottage Cheese Market: Cooperative versus Proprietary Firms. Food Marketing Policy Center Research Report No. 16. Food Marketing Policy Center, University of Connecticut, Storrs, CT.

Haller, Lawrence E. 1994. Branded Product Pricing Strategies in the Catsup and Cottage Cheese Industries: The Effects of Brand Share and Cooperative Presence. Ph.D. dissertation, University of Connecticut.

Guinand, Laurent. Yogurt, work in progress.

Samson, P. Brand Level Demand for Natural and Processed/American Cheeses. Work in progress.

Cotterill, Ronald W., and Lawrence E. Haller. 1994. Market Strategies in Branded Dairy Product Markets. Food Marketing Policy Center Research Report No 23. Food Marketing Policy Center, University of Connecticut, Storrs, CT.

Franklin, Andrew W. and Ronald W. Cotterill. 1994. Pricing and Market Strategies in the National Branded Cheese Industry. Food Marketing Policy Center Research Report No. 26. Food Marketing Policy Center, University of Connecticut, Storrs, CT.

Haller, Lawrence E. 1995. The Effects of the Beatrice-ConAgra Merger on Brand-level Marketing Strategies. Food Marketing Policy Center Research Report No. 30. Food Marketing Policy Center, University of Connecticut, Storrs, CT.

Haller, Lawrence E. and Ronald W. Cotterill. 1996. Evaluating Traditional Share-Price and Residual Demand Measures of Market Power in the Catsup Industry. Food Marketing Policy Center Research Report No. 31. Food Marketing Policy Center, University of Connecticut, Storrs, CT.

Cotterill, Ronald W., Andrew W. Franklin, and Li Yu Ma. 1996. Measuring Market Power Effects in Differentiated Product Industries: An Application to the Soft Drink Industry. Food Marketing Policy Center Research Report No. 32. Food Marketing Policy Center, University of Connecticut, Storrs, CT.

- Cotterill, Ronald W., Ravi Dhar, and William P. Putsis. 1996. "On the Competitive Interaction Between Private Label and Branded Grocery Products." Food Marketing Policy Center Research Report No. 33. University of Connecticut, Storrs, CT.
- Nevo, Aviv. 1998. Measuring Market Power In the Ready-To-Eat Cereal Industry. Food Marketing Policy Center Research Report No. 37. University of California-Berkeley.
- Nevo, Aviv. 1997. Demand for Ready-to-Eat Cereal and its Implications for Price Competition, Merger Analysis and Valuation of New Brands. Ph.D. Dissertation, Harvard University, May.
- Putsis, William P. 1999. Empirical Analysis of Competitive Interaction In Food Product Categories. *Agribusiness* 15(3): forthcoming.
- Peterson, Everett B., and Ronald W. Cotterill. 1998. Incorporating Flexible Demand Systems in Empirical Models of Market Power. Food Marketing Policy Center Research Report No. 43. University of Connecticut, Storrs, CT.
- Cotterill, Ronald W., William P. Putsis, Jr., and Ravi Dhar. 2000. Assessing the Competitive Interaction Between Private Labels and National Brands. *Journal of Business* (January): forthcoming.
- Frigon, Mathieu, Maurice Doyon, and Robert Romain. 1999. Asymmetry in Farm-Retail Price Transmission in the Northeast Fluid Milk Market. Food Marketing Policy Center Research Report No. 45. Groupe de recherche en économie et politique agricoles (GREPA) Laval University.
- Wen, Hong and Lawrence E. Haller. 1994. Price Determination in the Bottled Water Industry: A Case Study of Poland Spring. Food Marketing Policy Center Working Paper No. 41. University of Connecticut, Storrs, CT.
- Ma, Li-Yu. 1997. An Econometric Analysis of Competition in a Differentiated Product Industry: The U.S. Ready-To-Eat Cereal Industry. Ph.D. dissertation, University of Connecticut.
- Langan, Glenn E. and Ronald W. Cotterill. 1994. Estimating Brand Level Demand Elasticities and Measuring Market Power for Regular Carbonated Soft Drinks. Food Marketing Policy Center Working Paper No. 42. University of Connecticut, Storrs, CT.
- Langan, Glenn E. 1997. Brand Level Demand and Oligopolistic Price Interaction Among Domestic and Foreign Beer Brands. Ph.D. dissertation, University of Connecticut.
- Kawamura, Tamotsu. Margarine and Butter, work in progress. Iwate University, JAPAN.
- Gershoff, Matthew S. and Richard T. Rogers. 1999. Estimating Brand Level Price Elasticities for the Margarine Industry: A Two-Stage Budget Approach. University of Massachusetts-Amherst, manuscript.

1993-1997 Monthly Ready-to-Eat Cereal Data Base

Basic Variable List

Unit Sales
Dollar Sales
Volume Sales
Percent Volume Sold with any Merchandising
Product Distribution
Weighted Average percent Price Reduction

IRI Geographic Markets

ATLANTA
BALTIMORE
BOSTON
CHICAGO
DALLAS
DETROIT
HARTFORD
SEATTLE

HOUSTON
LOS ANGELES
MIAMI
NEW YORK
PHILADELPHIA
SAN FRANCISCO
SAN DIEGO

- Each year contains Total U.S. summary figures

Key Accounts Represented

Grand Union
A&P
Albertson's
Pavillion
Von's
Jewel
Giant Foods
Super Fresh
Demoulas
Star Markets
Kroger
Albertson's
Publix

Pathmark
Waldbaums
Lucky
Ralph's
Dominick's
Omni
Safeway
Acme Markets
Shaw's
Stop & Shop
Farmer Jack's
H.E. Butt
Winn-Dixie

Related Research

Cotterill, Ronald W., and Andrew W. Franklin. 1999. An Estimation of Consumer Benefits From the Public Campaign to Lower Cereal Prices. *Agribusiness* 15(2):273-287.

1993-1997 Monthly Milk Data Base

Basic Variable List

Unit Sales
Dollar Sales
Volume Sales
Percent Volume Sold with any Merchandising
Product Distribution
Weighted Average percent Price Reduction

IRI Geographic Markets

BOSTON
DALLAS
MIAMI
NEW YORK
SEATTLE

CHICAGO
HARTFORD/SPRINGFIELD
NEW ENGLAND (NORTH)
PROVIDENCE
SAN FRANCISCO

Key Accounts Represented

Grand Union
A&P
Albertson's
Dominick's
Jewel
Demoulas
Star Markets
Kroger
Albertson's
Publix

Pathmark
Waldbaums
Lucky
Safeway
Shop N Save
Shaw's
Stop & Shop
Minyard
Tom Thumb
Winn-Dixie

- Each year contains Total U.S. summary figures

Related Research

Dhar, T., and R. W. Cotterill. 1999. Cost Pass Through in the Case of Sequential Oligopoly: An Empirical Study of the Fluid Milk Market. To be presented at the American Agricultural Economics Association meetings, Nashville, TN, August 8-11.