

Functions



Cross-Category SWOT

LIVE

Add **category view** to *Opportunity Review* page, for highly-demanded multi-category SWOT analyses + cross-category *Trading Assistant* later in the year



New Trended Views

New **stacked column trend** charts on the *Explore* page, with a 'Market vs You' view for at-a-glance comparisons, and Absolute and 100% variants



Time Frame Control

Introduce **custom week** grouping options, enabling targeted analysis of promotional periods, moving calendar events, and other custom analyses

Data

A complete rebuild of how things work behind the scenes will unlock **major upgrades for 2026** to transform your NIQ experience and unleash **gfknewron** as your go-to space for T&D insights



Features

Bring the full extent of our unrivaled **feature coding** detail to the platform for super flexible segmentation



Filter Depth

Unlock full combinability of filters to enable **deep dives** into the segments and analyses that matter to you



Extracts

A new **extract builder** to configure and download large datasets, including **extended backdata** for up to 5 years of sales history



Hitlists

Rebuilding an upgraded **Products** page with new time frames, category-level loading, features and more

Service



Expert Curated Collections

Enable our team of experts to **create and share Collections with you** on **gfknewron**, providing your insights and analysis servicing within the platform