



**Your tool for tracking up-to-date  
consumer spend and market share**



**CACI**

DO AMAZING  
THINGS WITH DATA



# Introducing Brand Dimensions

Brand Dimensions takes **300 of the UK's** most popular and emerging brands and reveals the total monthly spend and average shopper transaction on a monthly basis - providing you with game-changing insights.

It's like no other product on the market, tracking **nearly £4bn in monthly transactional sales**, across **40 regions** and broken down by **22 Acorn demographic** groups.

## How does Brand Dimensions work?

Through Brand Dimensions, you can uncover the **competitive landscape** by seeing which brands are taking the largest share of customer spend.

Brand Dimensions is built using **transactional spend data**, revealing consumer spending over time at brand level to help businesses understand the **consumer behaviour** landscape and prepare for any **future changes**, and details transactions mapped against **CACI's Acorn Consumer Classification**. The platform is updated monthly and is accessible to brands via an easy-to-use, **interactive dashboard**.



## Who does Brand Dimensions benefit?

### Consumer brands

Brand Dimensions enables consumer brands to understand their market share at a regional level across both online and offline channels and gain unparalleled insight into who their customer is and how their competitors are performing.

### Landlords

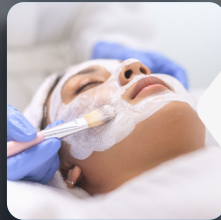
Through Brand Dimensions, landlords can benchmark occupier performance, support leasing strategies and assess opportunities in the market.

# Measure your category performance against the market to support strategic business decisions



## Retail

Department Stores · Fashion · Footwear & Accessories · Jewellery & Watches · Sportswear & Equipment · Stationery and Gifting



## Health & Wellness

Beauty & Toiletries · Opticians · Salons and Spas



## Leisure

Gyms and Fitness · Music & Video · Participation Leisure



## Grocery

Alcohol · Convenience · Discount · Supermarkets



## Kids

Baby and Childrenswear · Toys and Gaming



## F&B

Cafes · Food Delivery Services · Pubs and Bars · QSR · Restaurants



## Transport

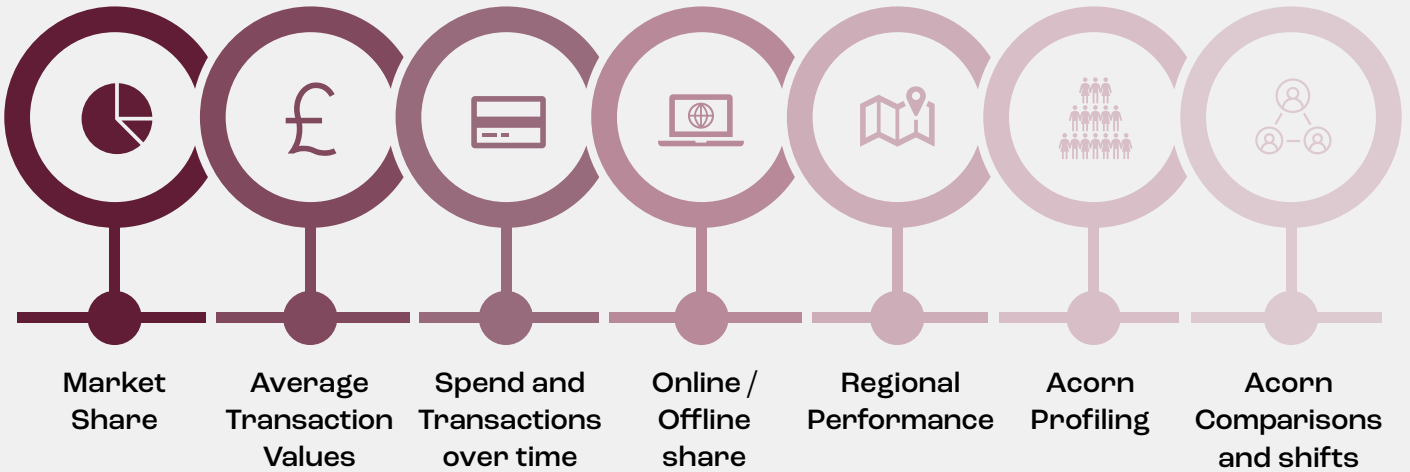
Energy · Taxi · Vehicle Maintenance



## Household

DIY and Garden · Electronics and Appliances · Furniture · Household Products · Pets

# What does Brand Dimensions track?



**BRAND DIMENSIONS | BRAND VIEW** (Caci) - Latest month: January 2023

4.7% market share  
+0.7% month-on-month    +1.0% year-on-year

**Market share of category**

McDonalds	41.1%
Dominos Pizza	13.8%
Groper	11.3%
KFC	8.9%
Pret A Manger	4.7%
Subway	3.9%
Burger King	3.5%
Five Guys	1.8%
Flou	0.7%
Lava	0.5%
German Doner Kebab	0.5%
Chopsticks Noodle Bar	0.4%
Tortilla	0.3%

**Pret A Manger Acorn profile vs GB**

**Top counties by sales**

- 1 Wandsworth
- 2 Lambeth
- 3 Westminster
- 4 Southwark
- 5 Islington

**Share of Pret A Manger**

**BRAND DIMENSIONS | DEMOGRAPHIC VIEW** (Caci)

**Distribution of Sales by Acorn Group**

Lavish Lifestyle	1%
Executive Wealth	2%
Mature Money	1%
City Sophisticates	1%
Career Climbers	1%
Countrywide Commuters	1%
Successful Suburbs	1%
Steady Neighbourhoods	1%
Comfortable Seniors	1%
Starting Out	1%
Modest Means	1%
Shifting Families	1%
Poore Pensioners	1%
Young Handship	1%
Struggling Estates	1%
Difficult Circumstances	1%

**BRAND DIMENSIONS | PERFORMANCE TRACKING** (Caci)

Category Performance

General Seasonality (historical line indicates typical of distributed equally over time)

Category Seasonality

Brand Performance (Sales over time)

**BRAND DIMENSIONS | BRAND PERFORMANCE** (Caci)

Brand Performance

**BRAND DIMENSIONS | MARKET SHARE** (Caci)

Brand	Market Share (%)	Market Share (%)	Market Share (%)	Market Share (%)	Market Share (%)
McDonalds	41.1%	41.1%	41.1%	41.1%	41.1%
Dominos Pizza	13.8%	13.8%	13.8%	13.8%	13.8%
Groper	11.3%	11.3%	11.3%	11.3%	11.3%
KFC	8.9%	8.9%	8.9%	8.9%	8.9%
Pret A Manger	4.7%	4.7%	4.7%	4.7%	4.7%
Subway	3.9%	3.9%	3.9%	3.9%	3.9%
Burger King	3.5%	3.5%	3.5%	3.5%	3.5%
Five Guys	1.8%	1.8%	1.8%	1.8%	1.8%
Flou	0.7%	0.7%	0.7%	0.7%	0.7%
Lava	0.5%	0.5%	0.5%	0.5%	0.5%
German Doner Kebab	0.5%	0.5%	0.5%	0.5%	0.5%
Chopsticks Noodle Bar	0.4%	0.4%	0.4%	0.4%	0.4%
Tortilla	0.3%	0.3%	0.3%	0.3%	0.3%



Start using Brand Dimensions

[Book a demo](#)



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**Call:** 020 7602 6000 | **Email:** [info@caci.co.uk](mailto:info@caci.co.uk) | **Web:** [caci.co.uk/branddimensions](http://caci.co.uk/branddimensions)

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