

## 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