



United States Department of Agriculture

Application of Retail Scanner Data to Calculate Monthly Area Price Measures for Foods @ FCSM 2023

What is retail scanner data?

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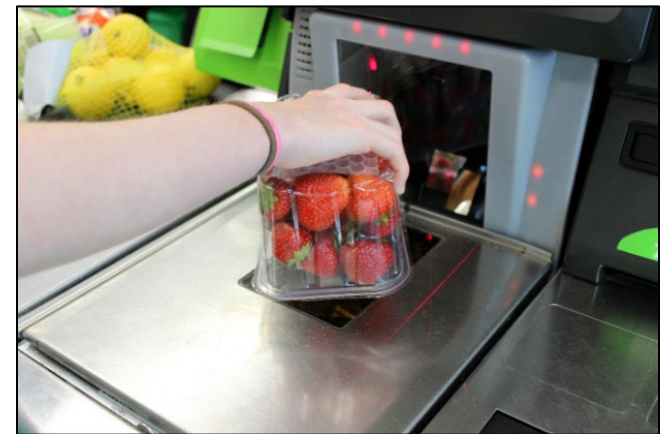
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What is scanner data for food?

- The value, quantity, and characteristics of food purchased by consumers at food retailers captured at the point-of-sale
 - Retailers often partner with private firms to collect, manage, analyze, etc. these data for a variety of clients, including researchers
- ERS acquires such data from Circana
 - Information Resources, Inc. (IRI) and The NPD Group have merged to form Circana
 - Supports research projects, program evaluations, regulatory impact analyses, and data products



Circana OmniMarket Core Outlets (formerly IRI Infoscan)

- Weekly, item-level sales at either the store-level or aggregate store geography
- Sales value and quantities of food sold in retail stores?
 - Dollars = total \$ value of a food item sold in a week
 - Units = quantity sold in terms of (raw) units
 - Volume = quantity sold in terms of volume/weight equivalency value
 - Can compute a price from these measures (e.g., Dollars/Volume)



Circana OmniMarket Core Outlets (formerly IRI Infoscan)

- Weekly, item-level sales data for about 60,000 stores for each year
 - 6 to 8 billion sales records per year
 - 2008 – 2022 acquired and curated by ERS
- Covers about 20% of store locations, 50% of total food sales nationwide (Levin et al, 2018)
- Store types include grocery, club, supercenter, convenience, dollar, drug, military
- Store information and locations



Circana OmniMarket Core Outlets (formerly IRI Infoscan)

- Detailed product information (“the product dictionary”)
 - Over 1 million food items per year with key characteristics
 - Key characteristics such as brand, size/weight, categorization, type, flavor, nutrition facts panel, etc.



For more information

- [Using Proprietary Data](#) on the ERS website
- Technical bulletins
 - [Understanding IRI Household-Based and Store-Based Scanner Data](#) (TB-1942) by Mary Muth (RTI) and others
 - [Food-at-Home Expenditures: Comparing Commercial Household Scanner Data From IRI and Government Survey Data](#) (TB-1946)
 - [Examining Food Store Scanner Data: A Comparison of the IRI InfoScan Data with Other Data Sets, 2008–2012](#) (TB-1949)

