

Reach the right shopper. At every stage of the journey.

 NDR | /LiveRamp

FMCG & CPG audience segments built from real consumer signals — from weekly grocery habits to brand loyalty and lifestyle choices.

NDR is a global data provider delivering thousands of privacy-compliant audience segments across mobile and desktop. Our FMCG & CPG data is built on real purchase intent signals, browsing behavior, and content engagement — giving brands the precision to drive trial, defend loyalty, and grow basket size across every programmatic channel.

Why NDR



Full-funnel CPG coverage

Segments spanning every category — beverages, beauty, frozen, household care, baby, and more — mapped to real shopper behavior, not just demographic assumptions.



Loyalty, conquest & switching

Target brand enthusiasts, category switchers, and lapsed buyers with the right message at the right moment — before the next shopping trip.



Privacy-first, always

Fully GDPR and CCPA compliant. Aligned with IAB Transparency and Consent Framework. Built for a cookieless world.

FMCG & CPG segment highlights

Beverages

- Sports & Energy Drinks
- Coffee & Tea Lovers
- Bottled Water
- Carbonated Soft Drinks
- Juices

Beauty & Personal Care

- Skin Care
- Hair Care
- Cosmetics
- Grooming Supplies
- Shaving

Baby & Family

- Diapers
- Nursing & Feeding
- Baby Safety Products
- Strollers & Joggers
- Baby Food

Home Care

- Laundry Detergent
- Household Cleaning
- Air Fresheners
- Dish Detergent
- Fabric Softener

Snacks & Breakfast

- Snack Bars & Granola
- Salty Snacks
- Cold Cereal
- Cookies & Crackers
- Chocolate Candy

Attitudes & Lifestyle

- Food Conscious
- Foodies
- Healthy Food
- Vegan & Vegetarian
- Pet Owners

and many more!

Privacy & compliance

All NDR segments are fully compliant with GDPR and CCPA regulations, and aligned with the IAB Transparency and Consent Framework (TCF). Our data collection and processing practices meet the highest industry standards, so your campaigns are not only effective, but built on a foundation you can trust. No compromises on quality, no shortcuts on consent.

**Let's find segments that will
fit your campaign the best!**

Our team will help you identify the right FMCG & CPG audiences for your goals - reach out and let's build your targeting strategy together.

Contact Goran to find your audience: goran.eklof@nordicdataresources.com