

PRESS RELEASE

approx. 2,200 characters

New dashboard with relevant insights into consumer industries

Zurich, 30 January 2025 – The new free industry dashboard from WEMF AG für Werbemedienforschung offers practical insights into several consumer segments, including cars, mobile phones, soft drinks and clothing. Based on the largest consumer media study in Switzerland, MACH Consumer, the interactive dashboard provides both a quick overview and an individual analysis of current figures and trends.

WEMF is launching a new [interactive dashboard](#) with relevant insights into the following consumer segments: cars, mobile phones, soft drinks and clothing. It provides a compact overview of current data, such as brand preferences, user profiles, consumer behaviour and distribution across the Swiss population. Clear visualisations offer a summary of customer potential in the most important market segments and the positioning of relevant brands in the industries in question. The data is based on MACH Consumer, the largest consumer media study in Switzerland, which is conducted by WEMF.

Advertising and media professionals benefit from a quick, intuitive overview of the market structure of the each industry and use this to derive information about target groups and market potential. This makes the dashboard, which is free of charge to use, suitable as a starting point for an industry analysis. It can complement internal data sources and market research studies with its extensive portfolio of segments and brands.

Finn Stein, Director of Research and Development at WEMF, had the following to say: ‘With our new dashboard, we are pleased to offer a glimpse into the comprehensive WEMF data set represented by MACH Consumer. For the industries displayed on the dashboard, we offer a brief overview of the most important key figures and brand profiles as well as their development over time. We will gradually expand the portfolio of industries integrated into the dashboard over the coming months.’

The dashboard is also updated annually with the publication of the MACH Consumer study. Interested parties can receive regular updates on new features and insights via the [WEMF newsletter](#). This information is available free of charge and is a valuable resource for companies seeking to continuously optimise their marketing strategies.

WEMF AG für Werbemedienforschung

As a neutral and independent industry research organisation, WEMF AG für Werbemedienforschung ensures transparency in the media and advertising market. It provides market players with relevant data for smarter decisions. WEMF studies provide essential coverage of developments in the press and film. WEMF tracks market developments across all media, which feeds into its cross-media studies MACH Total Audience and MACH Strategy. It also publishes the largest annual consumer media study in Switzerland in conjunction with MACH Consumer. The WEMF verifies the circulation of Swiss press media, certifies DOOH and collates various marketing-relevant statistics. With MedienDB, it provides the market with a platform for efficient advertising planning. WEMF also provides software for data analysis and the execution and management of advertising campaigns, and acts as a service provider for software development projects and the hosting of third-party data records.
More information: www.wemf.ch

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Annex

Figure 1: Screenshot of dashboard for the car industry

