

Research Based on AiMark Data: Unlocking Insights into Policies,
Nutrition Labels, and Branding Strategies with International Household
and Retail Panel Data

Nils Wlömert

Vienna University of Economics and Business

Jenny van Doorn

University of Groningen

David Olk

Wageningen University

Daria Yudaeva

Vienna University of Economics and Business

Cite as:

Wlömert Nils, van Doorn Jenny, Olk David, Yudaeva Daria (2025), Research Based on AiMark Data: Unlocking Insights into Policies, Nutrition Labels, and Branding Strategies with International Household and Retail Panel Data. *Proceedings of the European Marketing Academy*, 54th, (126219)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

