

COVID-19 Impact

CONSUMER SPENDING TRACKER FOR MEASURED CHANNELS

**U.S., UK, France, Italy, Germany, Spain,
New Zealand, Greece, Netherlands**

April 17, 2020



Executive Summary

- As the COVID-19 outbreak accelerates in Europe and the United States, governments, businesses, and consumers are changing behaviors rapidly – this is reflected in consumer purchases in Italy, France, US, Germany, Netherlands, Greece, New Zealand, UK, and Spain.
- Across geographies, consumer demand appears to be beginning to stabilize toward previous year trends although in some categories demand is significantly higher or lower than the previous year.
- In the United States, Edible Private label share has remained constant vs. YA; while Nonedible Private Label brands gain vs. National brands most notably seen in Paper Products.
- E-commerce continues to show strong growth over last year in Italy, France, and Spain, indicating consumers are shifting their purchasing patterns from in-store to online. In all 3 countries, there is a consistent, increasing shift to E-commerce since the beginning of the crisis.

NEW
this week



Spain

Document Contents

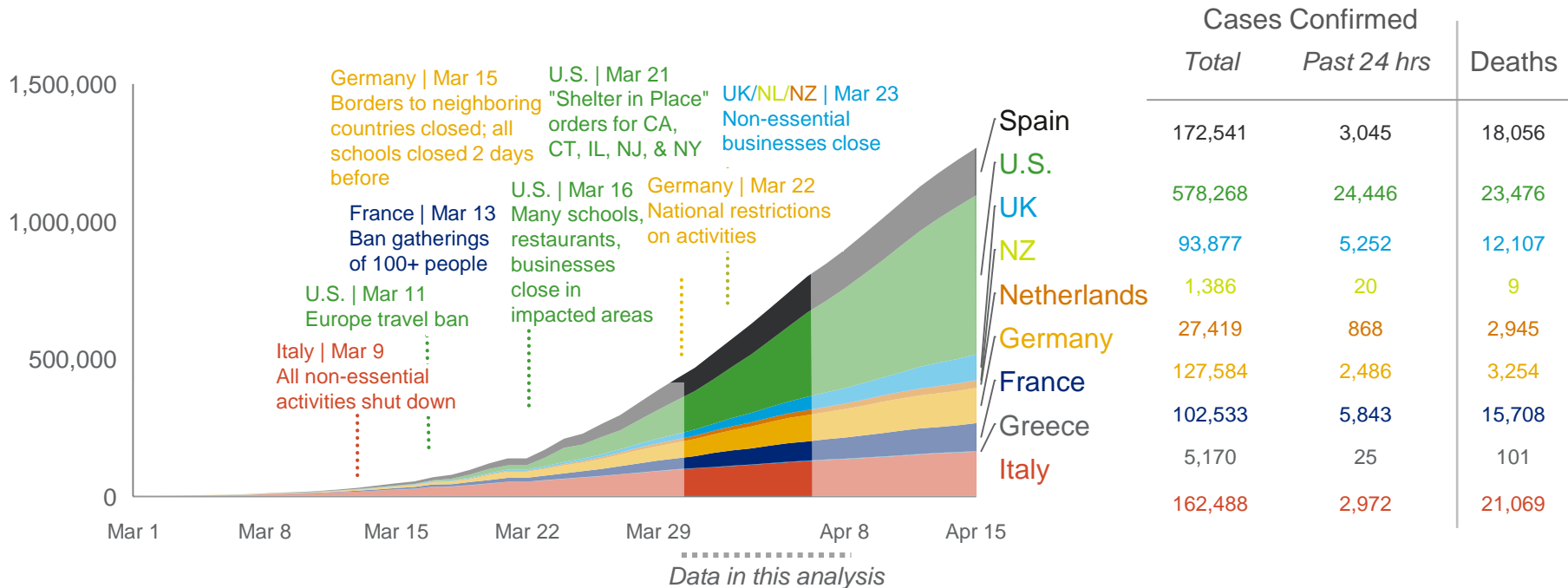
- Market Context and Conditions
- Consumer Spending Results by Category, Market and Channel
- Deep Dive: Private Label in the U.S.
- Deep Dive: E-Commerce Results in Italy, Spain and France
- Appendix



market context and conditions

Countries Are at Different Points in the Crisis and Are Dealing With Different Levels of Infection During this Analysis Period

Cumulative # of Confirmed Cases as of 4.15.2020



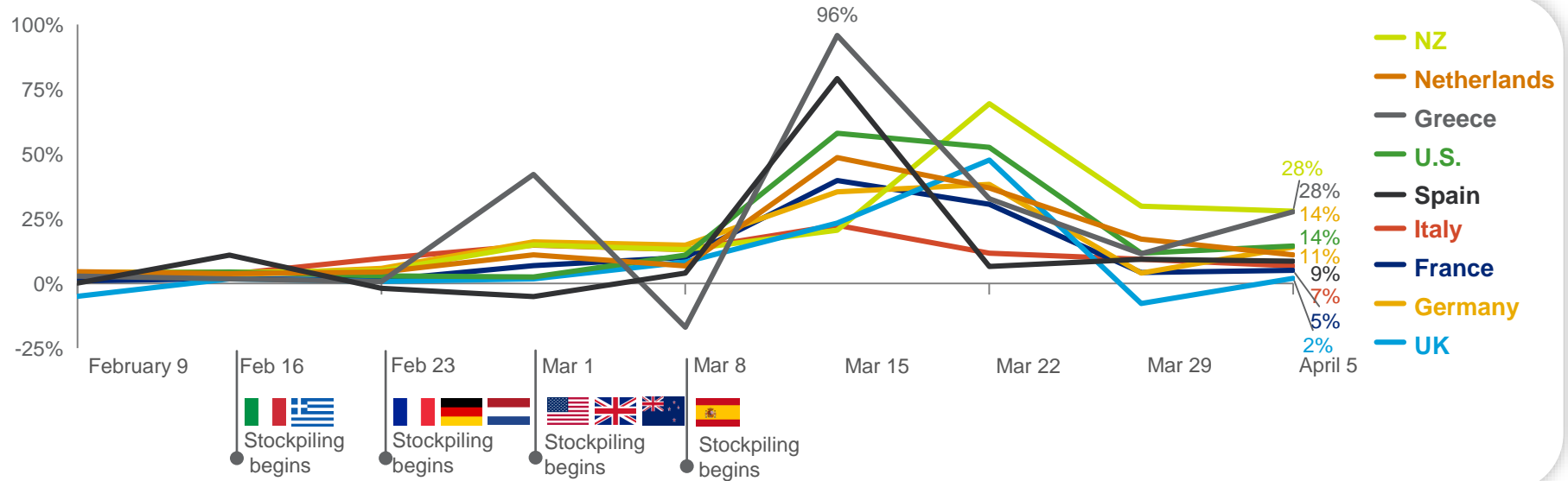
COVID-Related Restrictions as of 4.15.2020

		School Closure	Restricted Assembly	Non-Essential Business Closure	Domestic Travel Restrictions	International Travel Restrictions	Non-Essential Local Mvmt. Restrictions
Italy		Mar 4	Mar 9	Mar 12	Mar 9	Mar 9	Mar 22
Greece		Mar 10	Mar 16	Mar 13	Mar 23	Mar 18	Mar 22
France		Mar 16	Mar 13	Mar 14		Mar 17	Mar 24
Germany		Mar 16	Mar 22	Mar 16		Mar 18	Mar 16
Netherlands		Mar 15	Mar 15	Mar 23		Mar 19	
New Zealand		Mar 23	Mar 19	Mar 23	Mar 25	Mar 19	Mar 25
UK		Mar 23	Mar 23	Mar 23	Mar 17	Mar 17	Mar 23
U.S.		<i>by state</i>	Mar 16	<i>by state</i>		Mar 12	<i>by state</i>
Spain		<i>by region</i>	by region	<i>March 14</i>		Mar 16	Mar 14

consumer spending **tracking**

Sales Trends Are Similar to Last Week And Down Significantly From Peak

Week Ending February 9 – April 5, 2020
 Local Currency Sales % Change vs. Year Ago



Consumers in Most Countries Are Shifting to Steady-State Purchasing Post-Stockpiling

% Change Most Recent Week vs. Year ago, Based on Local Currency

	Italy	Greece	France	Germany	Netherlands	NZ	UK	US	Spain
TOTAL STORE	6.7%	27.6%	5.0%	14.0%	11.0%	27.9%	1.9%	14.4%	8.5%
Total Nonedible	-11.5%	24.8%	-5.5%	4.5%	12.8%	10.8%	-11.6%	2.1%	-25.0%
Total Edible	10.8%	28.7%	6.9%	16.7%	10.7%	32.1%	5.7%	18.3%	17.4%

NONEDIBLE	Paper Products	2.7%	13.8%	3.0%	18.1%	3.2%	-3.6%	25.5%	34.3%	5.0%
	Home Care	10.4%	25.9%	2.0%	10.0%	15.8%	28.2%	8.7%	14.6%	2.9%
	OTC Healthcare	19.2%	46.8%	-11.2%	0.3%	-13.5%	-2.6%	-1.6%	-1.3%	-35.2%
	Personal Care	-14.2%	18.3%	-10.9%	-8.8%	23.9%	-1.9%	0.6%	-5.8%	-37.3%
	Pet Food + Care	-0.4%	12.4%	-5.2%	-0.5%	-0.9%	0.0%	-11.9%	-6.1%	-2.0%
	Gen Merchandise	-41.3%	28.2%		32.2%	19.1%	22.3%	-32.4%	4.1%	17.5%
	Cosmetics	-1.5%	1.0%	-56.5%	14.7%	47.7%	27.5%	-33.0%	-15.4%	-82.6%

EDIBLE	Beverage	-0.4%	21.9%	-7.1%	4.8%	5.1%	20.5%	-2.7%	0.9%	5.1%
	Packaged Food	17.1%	33.1%	12.8%	30.5%	15.2%	30.7%	14.0%	24.2%	17.8%
	Alcohol	17.1%	23.9%	-7.3%	1.0%	9.3%	53.8%	15.9%	27.4%	30.8%
	Baby Food + Care	0.5%	-9.2%	-21.4%	-29.0%	-19.5%	-25.7%	-24.7%	-19.8%	-37.8%
	Dairy	20.8%	27.3%	16.9%	13.8%	10.1%	28.9%	14.3%	29.9%	13.7%
	Frozen Foods	26.5%	32.7%	24.6%	25.7%	10.5%	59.8%	17.1%	34.7%	-13.0%
	Fresh Foods	2.5%	45.5%	4.7%	24.2%	5.0%	15.8%	-2.2%	14.6%	22.5%

LEGEND

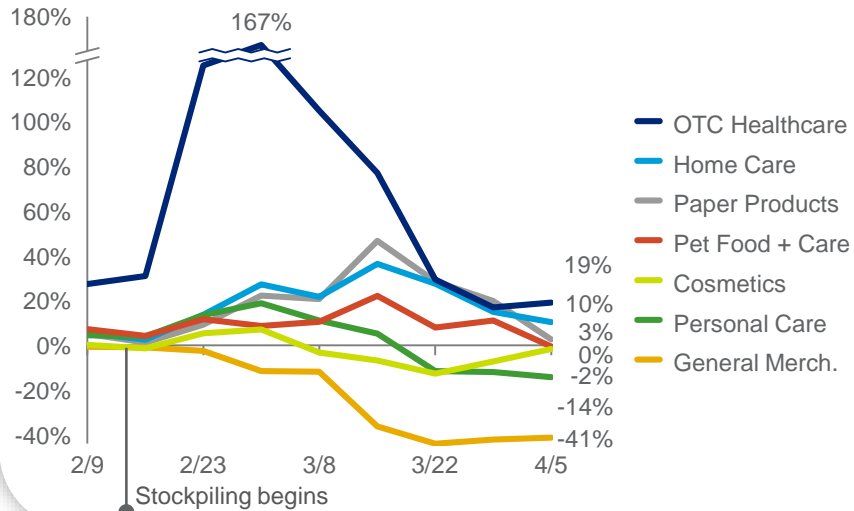
- 50%+
- 20% to 50%
- 10% to 20%
- 5% to 10%
- 0% to 5%
- 20% to 0%
- <-20%

Consumers in Most Countries are Shifting to Moderate Their Purchasing of Nonedibles; Edibles Still at Elevated Demand Levels

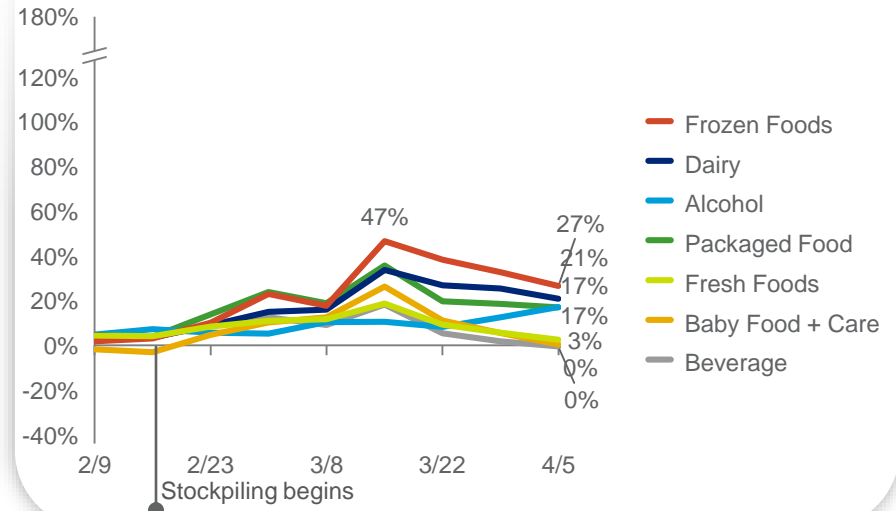


Week Ending February 9 – April 5 2020
 € Sales % Change vs. Year Ago

Nonedible



Edible

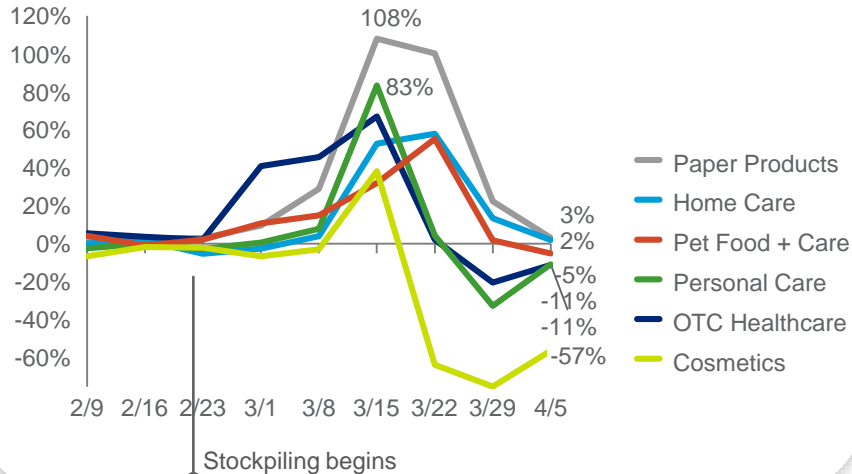


OTC Healthcare, Personal Care & Cosmetics Decline vs. Year Ago After Significant Stockpiling; Edible Categories Flattening

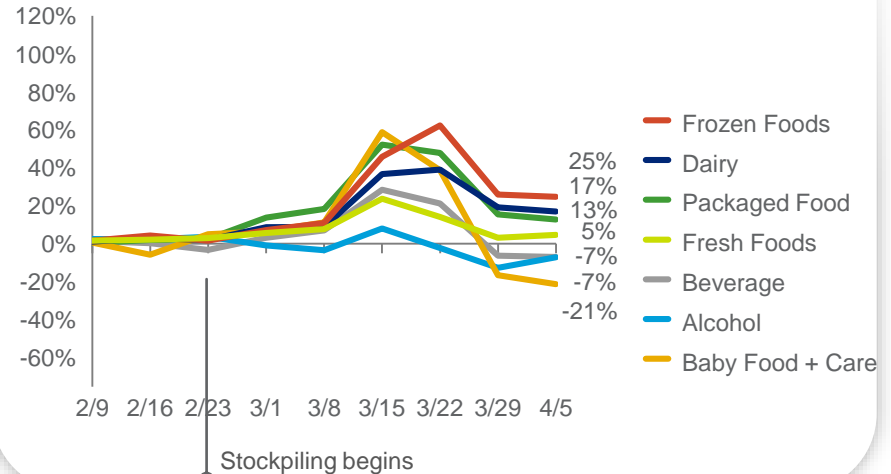


Week Ending February 9 – April 5 2020
 € Sales % Change vs. Year Ago

Nonedible



Edible



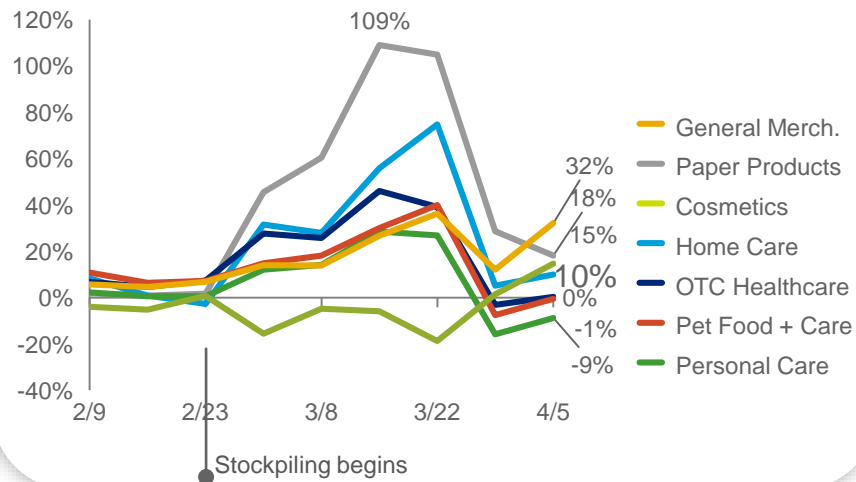
All Categories Seeing Slight Uptick vs. Previous Week; Edible Categories Maintaining Elevated Growth Levels



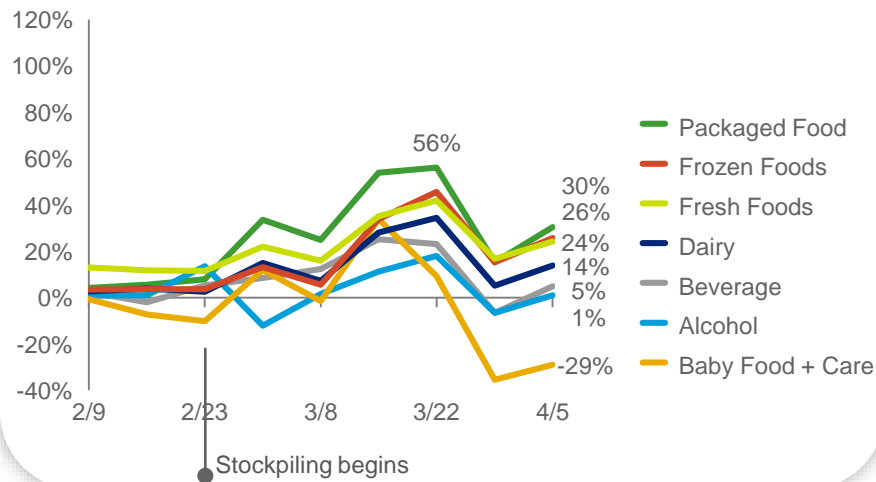
Germany

Week Ending February 9 – April 5 2020
€ Sales % Change vs. Year Ago

Nonedible



Edible



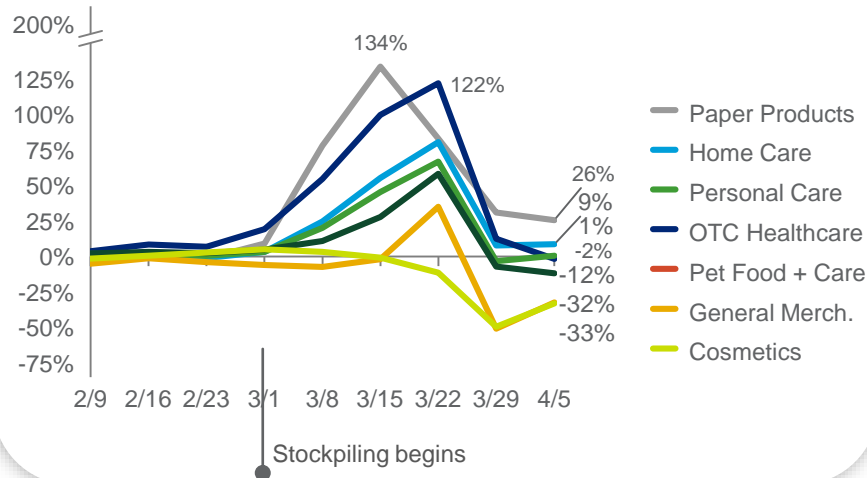
Significant Decreases in GM, Cosmetics Drive Nonedible Sales Down vs. YA; Edible Categories Flattening, Still Elevated vs. PY



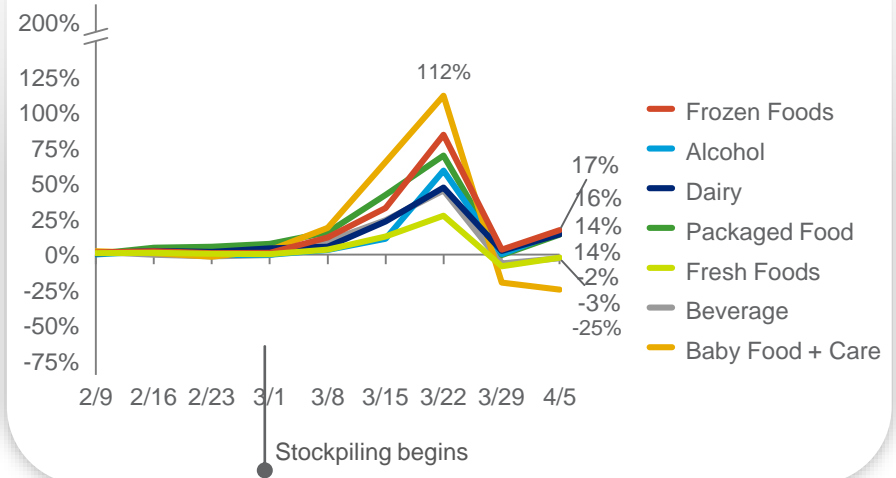
United Kingdom

Week Ending February 9 – April 5 2020
 £ Sales % Change vs. Year Ago

Nonedible



Edible



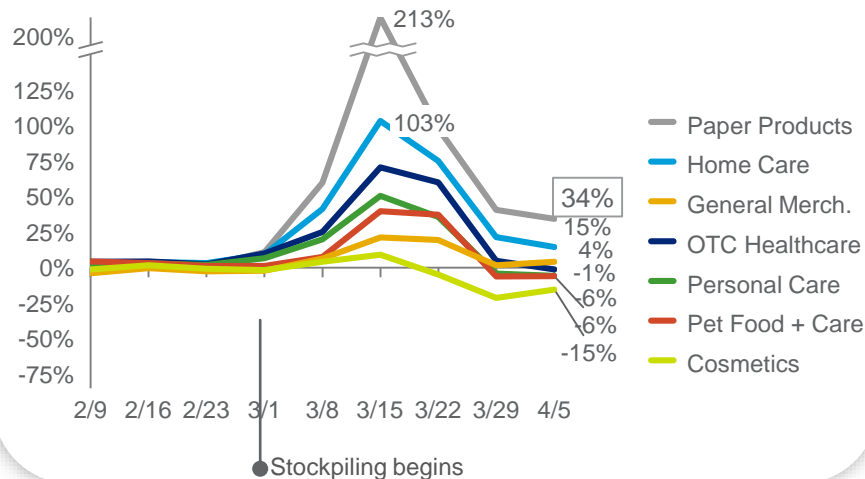
Paper Products Continue Trend Down Since 3/1, But Still Driving Nonedible Increases; Edible Flattening, Still Elevated vs. PY



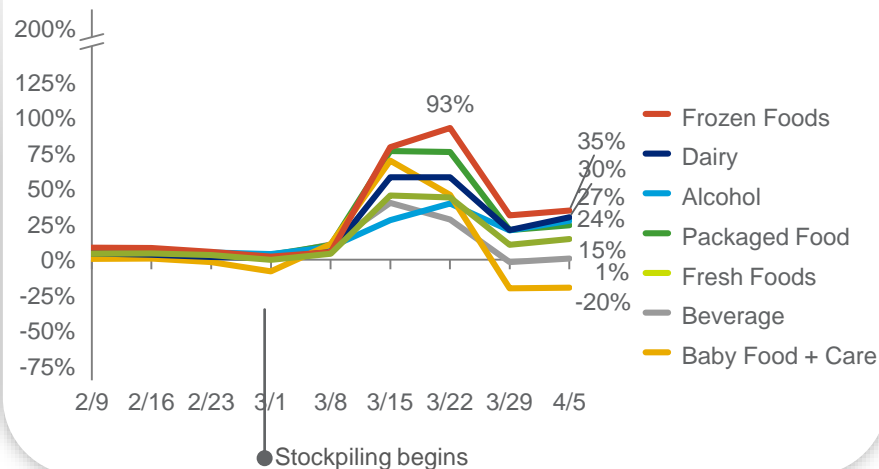
United States

Week Ending February 9 – April 5 2020
 \$ Sales % Change vs. Year Ago

Nonedible



Edible



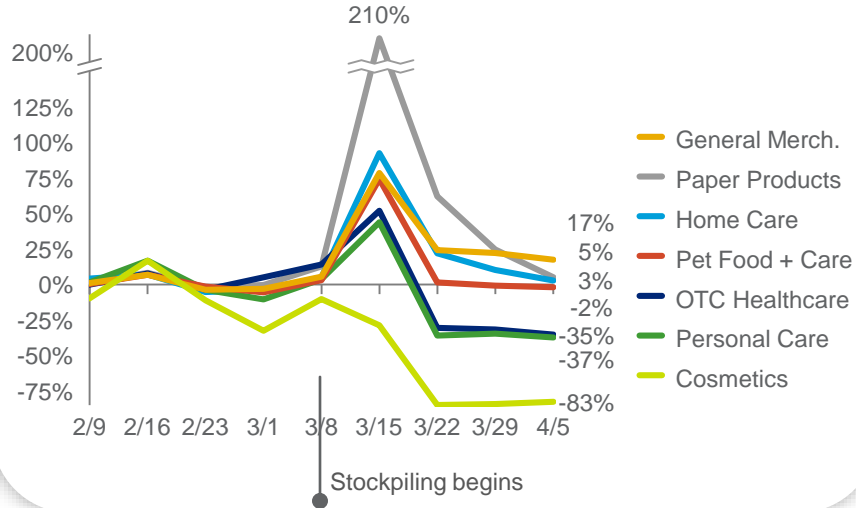
After Sharp Pantry Stocking Event W/O 3/15, Nonedible Down in OTC, Personal & Cosmetics; Edible Sales Elevated vs. YA



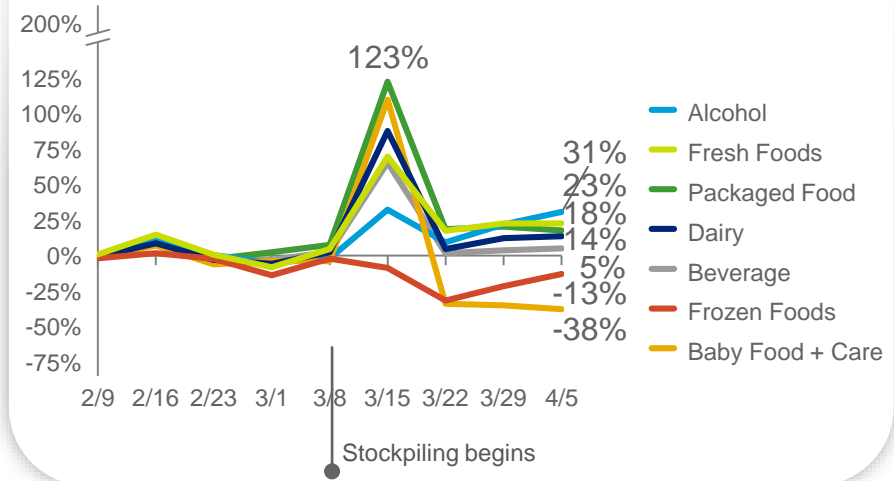
Spain

Week Ending February 9 – April 5 2020
 € Sales % Change vs. Year Ago

Nonedible



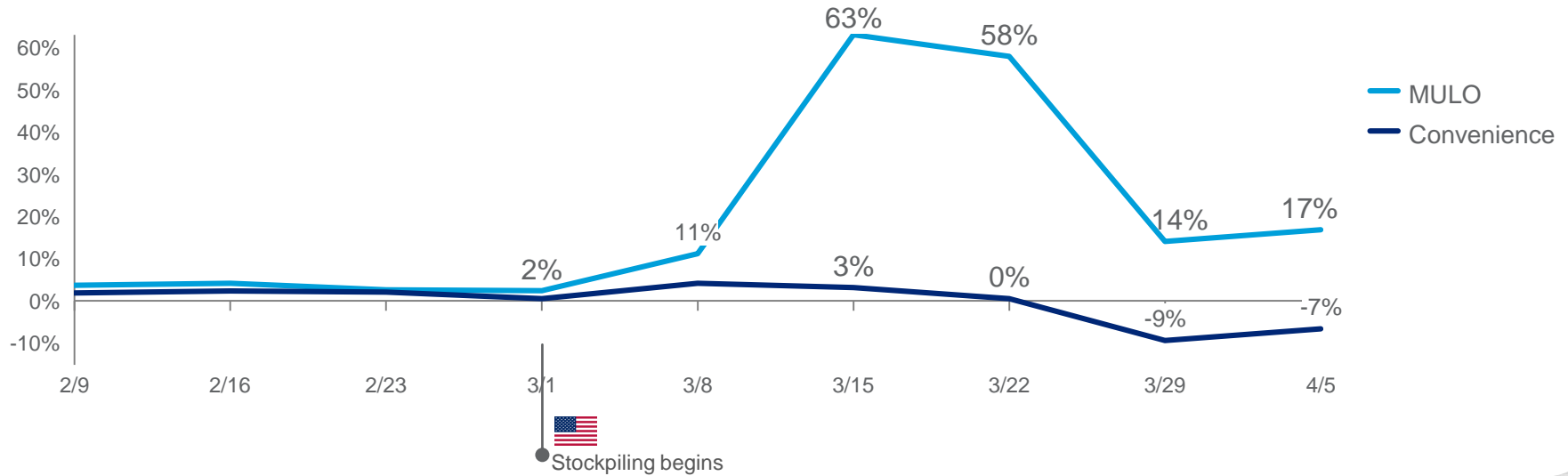
Edible



Convenience Stores Continue to Take a Hit as More States Implement Shelter in Place



Week Ending February 9 – April 5 2020
\$ Sales % Change vs. Year Ago



Top Growing Subcategories by Country (Latest Week)



Italy

SUBCATEGORY	% CHG
Brewer's Yeast & Ferments	282.0%
Lard	218.0%
Flour	183.0%
Mascarpone	161.2%
Accessories / Gloves	150.1%
Pastry Ingredients	148.8%
Hair Coloring	148.1%
Alcohol	127.4%
Oranges - Packaged	116.7%
Prepared Mix For Cakes	110.5%



France

SUBCATEGORY	% CHG
Yeast and Flavored Sugar	175.3%
Cleaning Gloves	152.3%
Flours	140.0%
Bleach	77.7%
Bath Soaps	64.8%
Desserts Mixes	63.8%
Canned Tomatoes	56.2%
Household Soaps	55.8%
Frozen Fish	54.1%
Cooked Exotic Dishes	53.5%



Germany

SUBCATEGORY	% CHG
Hygiene- / Sanitary Cleaner	193.7%
Damp Cleansing Tissues	192.9%
Household Gloves	155.2%
Cooled Yeast	101.1%
Soap	94.7%
Chilled Fresh Dough	84.5%
Semifinished – Convenience / Food. Potato Wet	78.4%
Dried Potato Dumplings	73.8%
Hand/ Nailcream – Lotion – Gel	72.9%
Spice Pastes	72.6%



UK

SUBCATEGORY	% CHG
Baking Products	49.3%
Canned Meats	43.1%
Sausages	41.0%
A/V & Computing Electronics	41.0%
Foils & Wraps	40.3%
Cooking Products	40.1%
Cleaning Products	39.9%
Preserves & Spreads	38.9%
Canned & Packet Veg/Pasta	37.9%
Dry Pasta & Noodles	37.1%

EDIBLE
NONEDIBLE



United States

SUBCATEGORY	% CHG
Fz Cookie Dough	453.9%
Ss Egg Substitutes	299.4%
Dry/Rfg Yeast	248.7%
Fz Pizza Kits/Toppings	243.3%
Sugar/Calorie Reduced Soft Drinks	211.9%
Insect First Aid Products	143.8%
Flour	143.7%
Disposable Gloves	141.9%
Trash Can Deodorizers	141.0%
Pizza Crust Mixes	134.6%

deep dive: private label



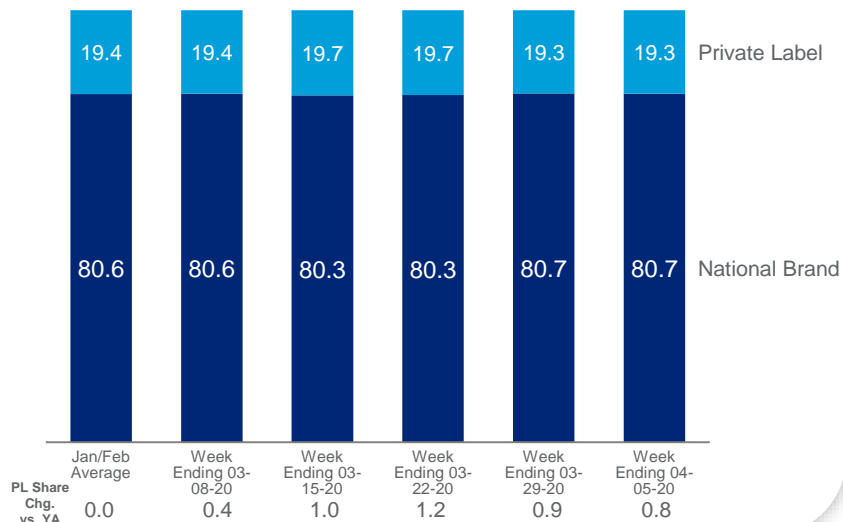
Edible Private Label Share Has Not Seen Marked Changes Due to COVID-19



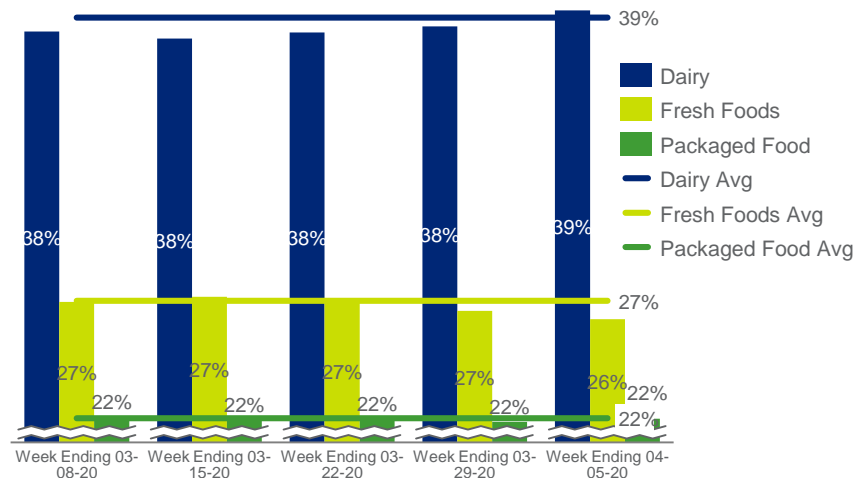
United States

Week Ending March 8 – April 5 2020
Private Label Dollar Share

Private Label vs. National Brand Share



Private Label Share of Edible Segments



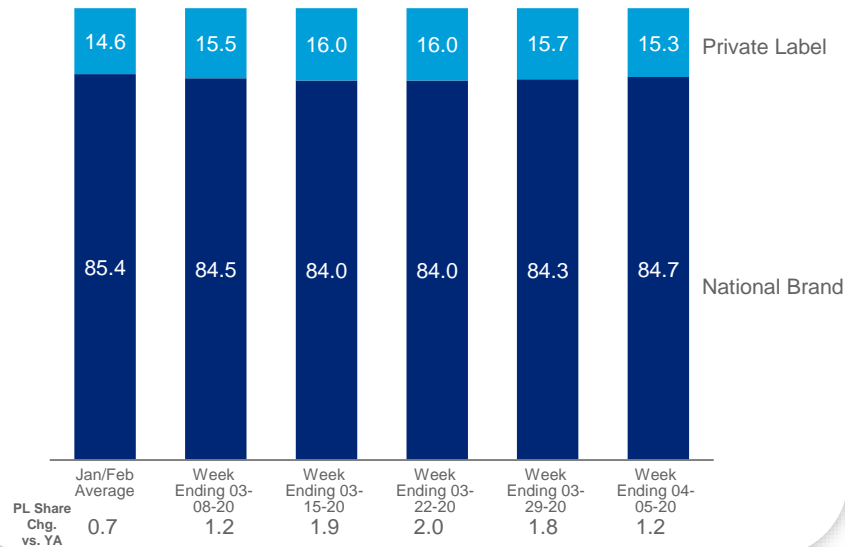
Nonedible Private Label Saw a Slight Increase in Share Due to Stockpiling But Has Since Levelled Off



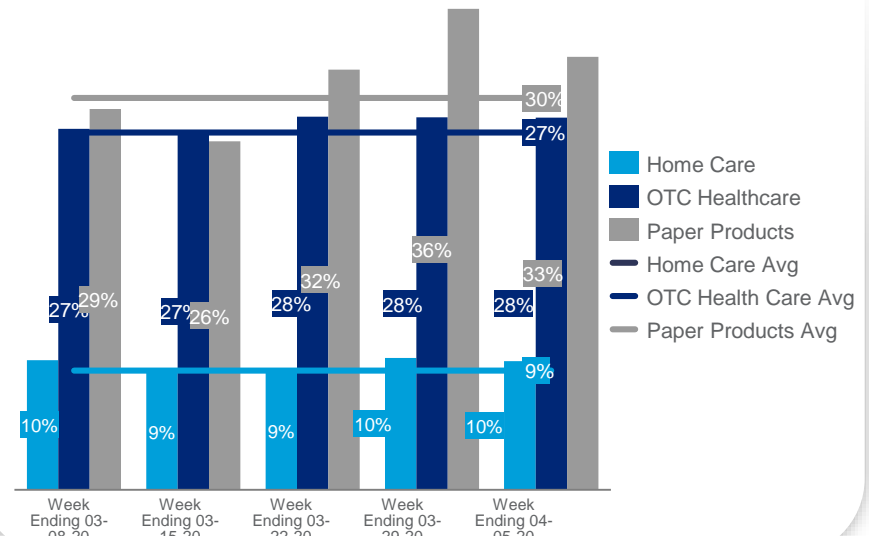
United States

Week Ending March 8 – April 5 2020
Private Label Dollar Share

Private Label vs. National Brand Share



Private Label Share of Nonedible Segments



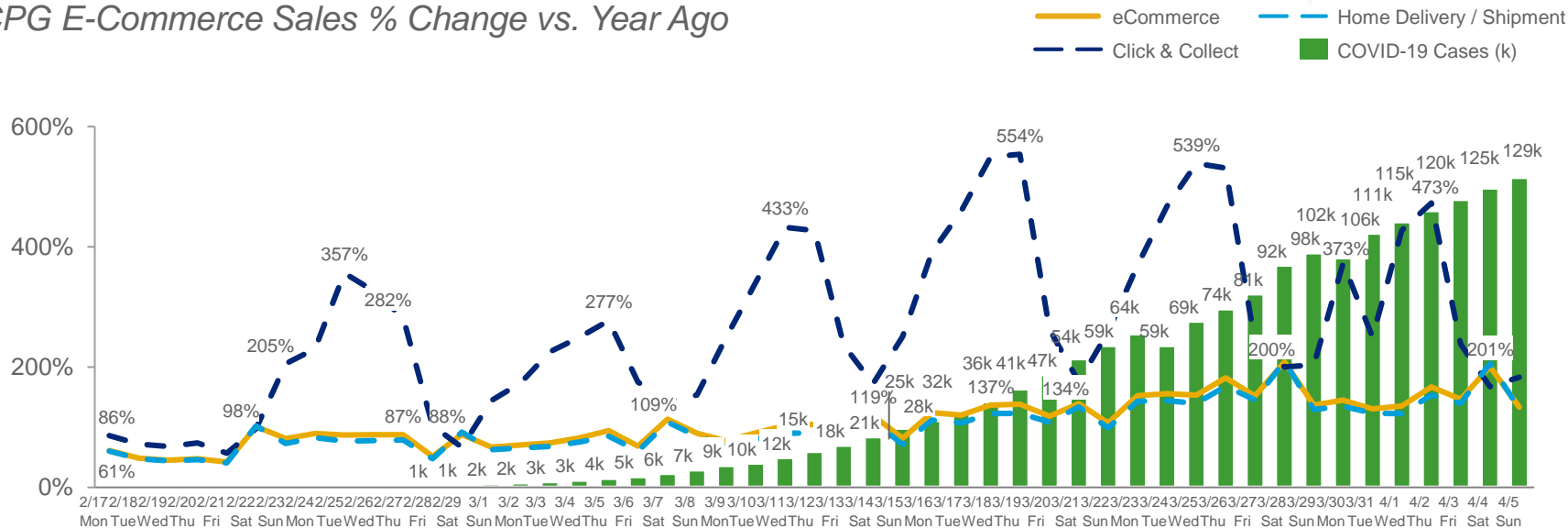
deep dive: e-commerce trends in the U.S., Italy, France, Spain



Italy E-Commerce Continues Strong Growth, Although Click & Collect has Declined Slightly Versus Prior Weeks



CPG E-Commerce Sales % Change vs. Year Ago



11 cities in Lombardia and Veneto are declared "Red zones" and locked down

All schools and universities across Italy are closed down

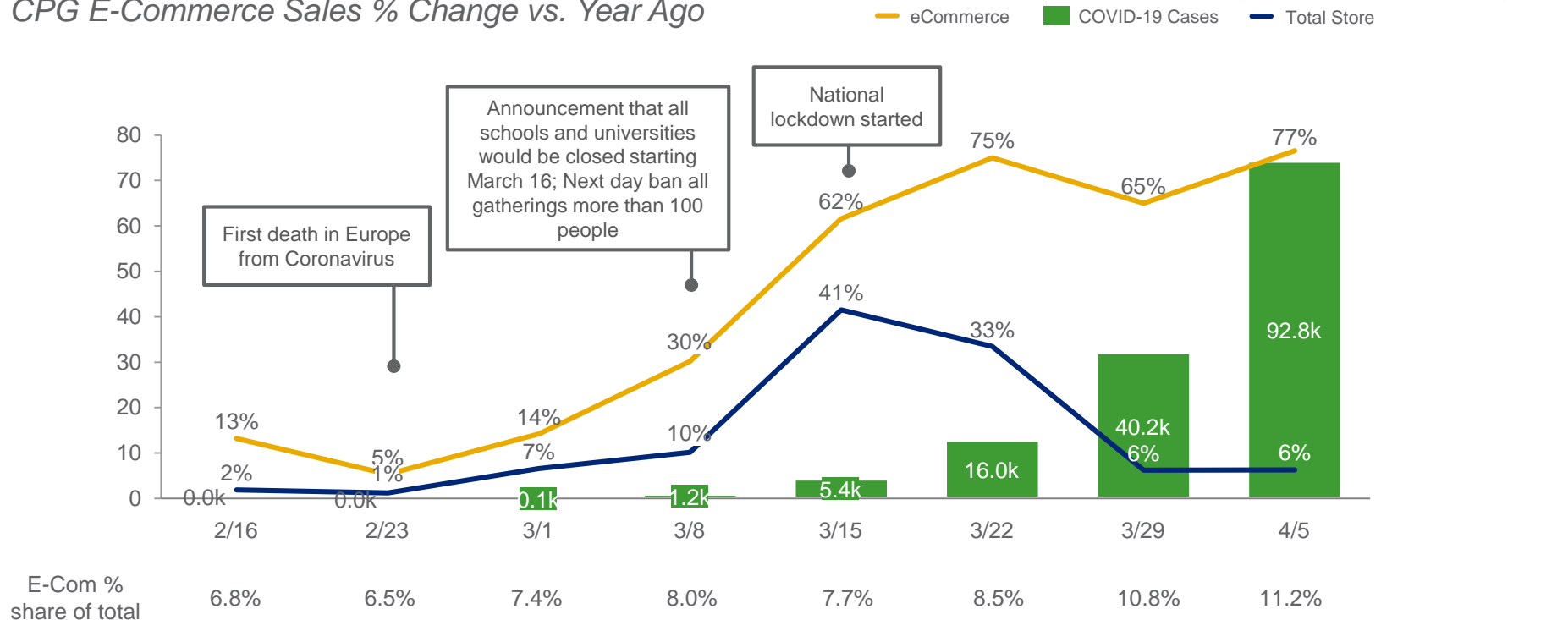
Italy is declared Red zone – the next day all non-essential activities are shut down

Note: eCommerce Includes select eCommerce retailers including Amazon, other local eRetailers and the eCommerce operations of traditional Brick & Mortar retailers
Home delivery / shipment: goods delivered at doorstep of purchaser, Click & Collect: purchaser submit order online and collects in store, accounts for 9% of total eCommerce.

Consumers Shift to eCommerce Purchasing vs. in Store as COVID-19 Cases Increase



CPG E-Commerce Sales % Change vs. Year Ago



Note: E-commerce includes Click & Collect and some Home Delivery providers (Home Delivery represents a small portion of sales). Excludes Amazon.

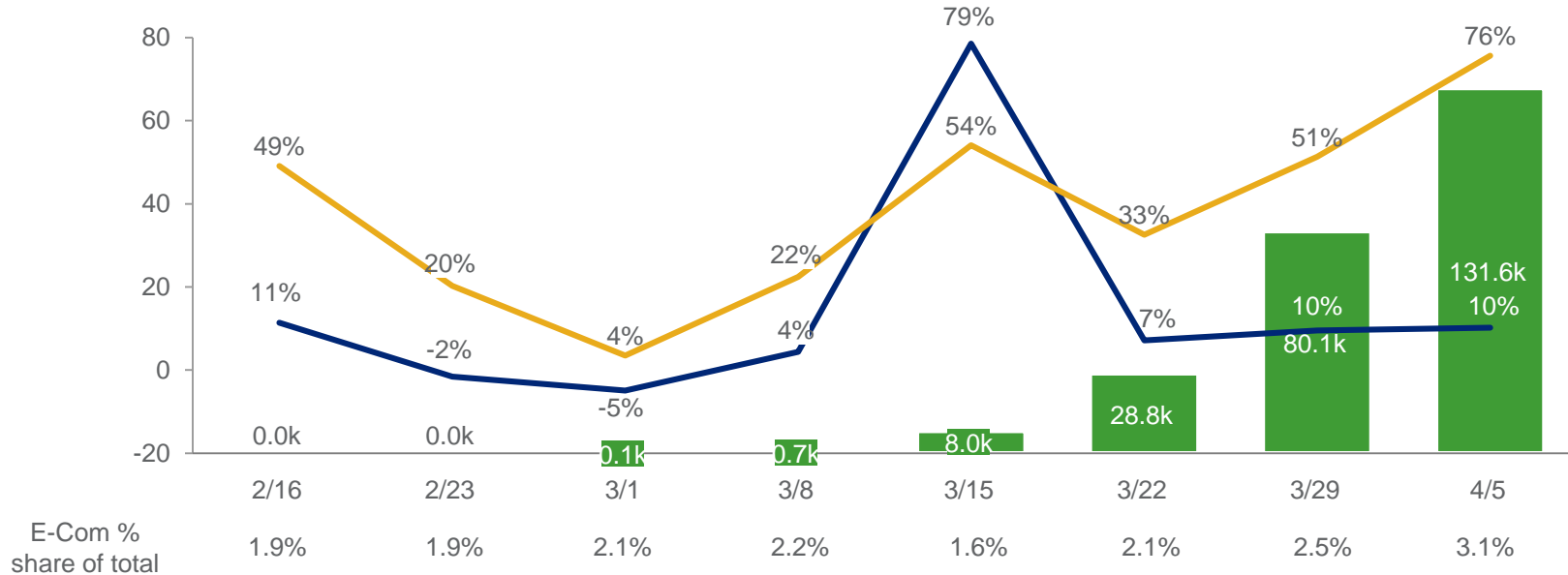
Consumers Shopped In-Store and Online to Load Their Pantries, But Shift to More Online After



Spain

CPG Sales % Change vs. Year Ago

eCommerce COVID-19 Cases In Store



Note: eCommerce includes Brick & mortar retailers that deliver online orders to customer homes and Amazon.

appendix



Data Methodology and Notes

IRI tracks POS data weekly (weeks end on Sundays) and has ~one week of required processing time (E-commerce has ~2 weeks processing time). U.S. National Consumer Panel data is released monthly. Tracker will be released weekly on Wednesday / Thursday as data is available; deep dives will be refreshed periodically.

U.S. Data

- Represents transaction POS database (accounts for 80%+ of FMCG sales)
- Data collected in Multi-Outlet + Convenience (MULOC) channels: Grocery, Drug, Convenience, Mass, Walmart, Club, Dollar, and DECA Stores
- Excludes Costco

UK Data

Aggregated sales across major grocery retailers

France Data

Data collected in hypermarkets, supermarkets, discount, Convenience stores and e-shopping

Germany Data

Includes hypermarkets, supermarkets, and drug stores

Greece Data

- Represents transaction POS database, excludes random weight
- Data collected in Super / Hyper Markets channels. Excludes Convenience Stores, Small Retail, Discounters and Cash & Carry

Italy Data

Excludes Open Air Markets estimated at 6% of total FMCG sales

Netherlands Data

Data collected for Supermarket including online

New Zealand Data

- Represents Grocery channel
- Point of Sale data accounting for 100% of pre-packaged Grocery sales

Spain

Includes Hypermarkets and supermarkets >100M and modern drug stores

Largest Sub-Categories – Nonedible

(Based on Prior 52 Week Sales)



Group	Dept	% Chg
Paper Products	Hygienic Products/ Toilet Paper	2.7%
Paper Products	Disposable / Kitchen Rolls	20.6%
Paper Products	Disposable / Napkins	1.3%
Home Care	Laundry - Washing Machine Detergents	-17.7%
Home Care	Disposable / Table Accessories	-16.9%
Home Care	Laundry Softeners	-10.0%
Home Care	Small Surfaces Detergents	47.6%
Home Care	Auto Dishwasher Detergent	23.4%
OTC Healthcare	Parapharma / First Aid Medication	17.8%
OTC Healthcare	Parapharma / Other	22.7%
OTC Healthcare	Parapharma / Diagnostic	7.4%

Group	Dept	% Chg
Personal Care	Oral Hygiene / Toothpaste	-9.6%
Personal Care	Personal Hygiene / Bath & Shower Gel	-10.0%
Personal Care	Personal Hygiene / Deodorants	-34.2%
Pet Food + Care	Pet Care Cats - Nutrition	-1.7%
Pet Food + Care	Pet Care Dog - Nutrition	-0.9%
Pet Food + Care	Pet Care Cats - Litters	9.4%
Gen Merch	Cell Phones And Accessories	-30.6%
Gen Merch	Toys	-65.8%
Gen Merch	Stationery	5.9%
Cosmetics	Hair Shampoo	-12.0%
Cosmetics	Hair Coloring	148.1%
Cosmetics	Hair Conditioner-Treatment	-6.3%

Largest Sub-Categories – Edible

(Based on Prior 52 Week Sales)



Group	Dept	% Chg
Beverage	Still Water	-14.9%
Beverage	Coffee Minced	21.0%
Beverage	Cola	7.7%
Beverage	Tea	-17.9%
Beverage	Natural Sparkling Water	-1.5%
Packaged Food	Sweet Snacks	-6.5%
Packaged Food	Tunafish In Oil	11.0%
Packaged Food	Pasta	4.1%
Packaged Food	Extra Olive Oil	9.6%
Packaged Food	Pastry	14.9%
Alcohol	Beer Alcohol	20.9%
Alcohol	Wine - Italian Doc	19.9%
Alcohol	Wine - Italian Igp	21.4%
Alcohol	Brown Spirits	6.9%

Group	Dept	% Chg
Baby Care	Baby Care / Diapers	-26.1%
Baby Care	Homogenized	-0.7%
Baby Care	Baby Care / Wipes	-2.6%
Dairy	Mature Cheese	12.1%
Dairy	Milk Uht	22.2%
Dairy	Mozzarella	47.1%
Dairy	Hen Eggs	51.8%
Dairy	Parmesan Cheese	24.7%
Frozen Foods	Natural Veggies & Fruits	30.4%
Frozen Foods	Multipack Ice Creams	0.2%
Frozen Foods	Natural Fish	51.0%
Fresh Foods	Red Meat	14.2%
Fresh Foods	Sliced Cold Cuts	18.9%
Fresh Foods	Fish	-16.4%

Largest Sub-Categories – Nonedible

(Based on Prior 52 Week Sales)



Group	Dept	% Chg
Paper Products	Toilet Paper	-1.5%
Paper Products	All-purpose Paper Towels	17.1%
Paper Products	Tissues and Paper	-3.4%
Home Care	Laundry Cleaners Normal	-26.2%
Home Care	Multipurpose Household Cleaners	42.5%
Home Care	Garbage Bags	14.7%
Home Care	Machine Dishwashing Liquid	7.4%
Home Care	Hand Dishwashing	11.5%
OTC Healthcare	Parapharmacy Accessories	30.0%
OTC Healthcare	Diet Supplements	-32.2%
OTC Healthcare	Health Products for Shape	-13.8%

Group	Dept	% Chg
Personal Care	Shower Gels	-9.9%
Personal Care	Toothpastes	-11.4%
Personal Care	Deodorants	-33.2%
Pet Food + Care	Humid Food For Cat	-6.3%
Pet Food + Care	Dry Cat Food	-11.3%
Pet Food + Care	Dry Food For Dogs	-4.8%
Cosmetics	Cosmetics	-56.5%

Largest Sub-Categories – Edible

(Based on Prior 52 Week Sales)



Group	Dept	% Chg
Beverage	Natural Mineral water	-19.4%
Beverage	Fruit juice	-11.1%
Beverage	Colas	0.8%
Beverage	Coffee Pod	7.7%
Beverage	Roasted Coffee	-7.0%
Packaged Food	Chocolate Bars	34.1%
Packaged Food	Chocolate Confectionery	1.2%
Packaged Food	Industrial Viennoiserie	1.2%
Packaged Food	Cooking Oil	18.9%
Packaged Food	Pasta	6.8%
Alcohol	Whiskey	-8.5%
Alcohol	Speciality Blonde Beers	6.0%
Alcohol	Speciality Beers	13.9%
Alcohol	Anise	-5.1%

Group	Dept	% Chg
Baby Care	Diapers	-30.2%
Baby Care	Baby Food	-9.4%
Baby Care	Milk For Baby	-18.9%
Dairy	Yogurts	7.6%
Dairy	Milk	8.7%
Dairy	Hard cheese	28.2%
Dairy	Butters	24.9%
Dairy	Eggs	36.4%
Frozen Foods	Ice cream Specialties Individual	23.9%
Frozen Foods	Frozen meats	30.3%
Frozen Foods	Frozen Fish	54.1%
Fresh Foods	Fresh desserts	0.8%
Fresh Foods	Cooked ham and shoulder	22.8%
Fresh Foods	Prepared poultry	23.1%

Largest Sub-Categories – Nonedible

(Based on Prior 52 Week Sales)



Germany

Group	Dept	% Chg
Paper Products	Dry Toilet Paper	11.1%
Paper Products	Kitchen Rolls	22.7%
Paper Products	Paper Tissues	20.0%
Home Care	Heavy Duty Detergents	-14.0%
Home Care	Machine Dishwashing Detergent	20.6%
Home Care	Fabric Softener	3.3%
Home Care	All Purpose Cleaner	29.0%
Home Care	Hygiene- / Sanitary Cleaner	193.7%
OTC Healthcare	Cold Medicine	8.6%
OTC Healthcare	Dry Mineral Products	1.7%
OTC Healthcare	Dry Vitamin Products	15.7%

Group	Dept	% Chg
Personal Care	Hair Shampoo	-13.5%
Personal Care	Face Care	-16.8%
Personal Care	Toothpaste	-17.7%
Pet Food + Care	Wet Cat Food	-1.1%
Pet Food + Care	Dry Dog Food	8.8%
Pet Food + Care	Dry Cat Food	-6.0%
Gen Merch	Phone Cards	43.8%
Gen Merch	Air Freshener	17.6%
Gen Merch	Soda Stream Sparkling Systems	3.6%
Cosmetics	Hair Color / Blending	41.8%
Cosmetics	Cleansing Milk /- Cream /- Oil	-16.8%
Cosmetics	Hair Tint	27.1%

Largest Sub-Categories – Edible

(Based on Prior 52 Week Sales)



Germany

Group	Dept	% Chg
Beverage	Roasted Coffee	18.5%
Beverage	Healing-/ Table -/ Mineral Water	-12.6%
Beverage	Cola / Cola Mixed Refreshing Beverages	14.2%
Beverage	Fruit Juice	4.9%
Beverage	Liquid Sports Beverages	3.7%
Packaged Food	Nuts / Kernels / Trail Mix	19.2%
Packaged Food	Sausages In Aspic Shelf	27.5%
Packaged Food	Chocolate Bars	16.1%
Packaged Food	Noodles	31.6%
Packaged Food	Candies / Confectionaries	36.2%
Alcohol	Beer / Alcoholfree Beer	-3.4%
Alcohol	Wine	16.8%
Alcohol	Clear Schnapps	1.6%
Alcohol	Liquor	1.5%

Group	Dept	% Chg
Baby Care	Baby Diapers	-40.4%
Baby Care	Liquid/Dry Baby nutrition With/Without Milk	-28.8%
Baby Care	Baby - Cleansing Tissues	-19.5%
Dairy	Cheese	10.5%
Dairy	Firm Joghurt	12.0%
Dairy	Eggs	33.1%
Dairy	Butter / Butter Preparations	3.1%
Dairy	Homogenised Milk	11.5%
Frozen Foods	Deep Frozen Pizza / Baguette / Piquant Dough Products	11.5%
Frozen Foods	Deep Frozen Semi finished Foods – All Types	36.7%
Frozen Foods	Ice Cream	23.4%
Fresh Foods	Chilled Sausages In Aspic	31.4%
Fresh Foods	Bread	7.3%
Fresh Foods	Meat Poultry Chilled	102.6%

Largest Sub-Categories – Nonedible

(Based on Prior 52 Week Sales)



United Kingdom

Group	Dept	% Chg
Paper Products	Household Paper	25.5%
Home Care	Detergents/Laundry	5.0%
Home Care	Household Sundries	-0.5%
Home Care	Cleaning Products	39.9%
OTC Healthcare	Medicines	-4.9%
OTC Healthcare	Vms & Nutrition	14.5%

Group	Dept	% Chg
Personal Care	Haircare	6.2%
Personal Care	Oral Hygiene	-10.2%
Personal Care	Deoderants & Personal Wash	30.7%
Pet Food + Care	Petfood	-12.2%
Pet Food + Care	Pet Non Food	-7.3%
Gen Merch	Housewares	-34.2%
Gen Merch	Garden & Flowers	-62.4%
Gen Merch	Newspapers & Magazines	-25.5%
Cosmetics	Cosmetics & Fragrances	-33.0%

Largest Sub-Categories – Edible

(Based on Prior 52 Week Sales)



United Kingdom

Group	Dept	% Chg
Beverage	Soft Drinks	-5.7%
Beverage	Hot Beverages	4.6%
Packaged Food	Confectionery	0.5%
Packaged Food	Crisps, Snacks & Nuts	1.0%
Packaged Food	Biscuits	6.0%
Packaged Food	Cooking Products	40.1%
Packaged Food	Breakfast Cereals	4.6%
Alcohol	Wine	10.0%
Alcohol	Spirits	10.6%
Alcohol	Beer	32.4%
Alcohol	Cider & Perry	25.9%

Group	Dept	% Chg
Baby Care	Baby Care	-21.1%
Baby Care	Baby Food	-29.2%
Dairy	Fresh Milk	1.4%
Dairy	Cheese	19.2%
Dairy	Butters, Fats & Margarines	28.1%
Dairy	Eggs	18.9%
Dairy	Milk, Topping & Whiteners	22.8%
Frozen Foods	Frozen Vegetables	23.3%
Frozen Foods	Ice Cream & Desserts	10.6%
Frozen Foods	Other Frozen	5.7%
Fresh Foods	Fruit	1.5%
Fresh Foods	Bread & Cakes	1.4%
Fresh Foods	Vegetables	12.9%

Largest Sub-Categories – Nonedible

(Based on Prior 52 Week Sales)



United States

Group	Dept	% Chg
Paper Products	Toilet Tissue	41.0%
Paper Products	Paper Towels	29.1%
Paper Products	Facial Tissue	17.0%
Home Care	Liquid Laundry Detergent	-8.8%
Home Care	Cleaning Tools/Mops/Brooms	14.3%
Home Care	Home Air Fresheners	4.2%
Home Care	Manual Dish Detergent	41.9%
Home Care	Other Laundry Detergent (Packet/Bar)	1.4%
OTC Healthcare	Cold/Allergy/Sinus Tablets/Packets	3.1%
OTC Healthcare	Internal Analgesic Tablets	20.7%
OTC Healthcare	Mineral Supplements	-2.2%
OTC Healthcare	Weight Control/Nutritionals Liq/Pwd	-16.2%
OTC Healthcare	Antacid Tablets	-5.4%

Group	Dept	% Chg
Personal Care	Deodorants	-15.9%
Personal Care	Toothpaste	-6.3%
Personal Care	Liquid Body Wash/All Other	6.9%
Pet Food + Care	Dry Dog Food	-16.9%
Pet Food + Care	Dog Biscuits/Treats/Beverages	3.3%
Pet Food + Care	Dog/Cat Needs	-1.3%
General Merchandise	Disposable Plates/Bowls	24.1%
General Merchandise	Household/Kitchen Storage	-1.5%
General Merchandise	Garbage/Trash/Lawn&Leaf Bags	19.7%
Cosmetics	Regular Shampoo	-8.6%
Cosmetics	Hair Conditioner/Creme Rinse	-1.9%
Cosmetics	Hair Accessories	-5.7%

Largest Sub-Categories – Edible

(Based on Prior 52 Week Sales)



United States

Group	Dept	% Chg
Beverage	Regular Soft Drinks	6.1%
Beverage	Convenience/Pet Still Water	-16.1%
Beverage	Ss Energy Drinks Non-Aseptic	-10.3%
Beverage	Low Calorie Soft Drinks	10.2%
Beverage	Ss Sports Drinks Non-Aseptic	-6.8%
Packaged Food	Cookies	11.5%
Packaged Food	Ready-To-Eat Cereal	25.5%
Packaged Food	Potato Chips	13.3%
Packaged Food	Tortilla/Tostada Chips	21.8%
Packaged Food	All Other Crackers	10.1%
Alcohol	Domestic Beer/Ale (Inc Non-Alcoholic)	22.6%
Alcohol	Domestic Table/Still Wine	31.7%
Alcohol	Imported Beer/Ale (Inc Non-Alcoholic)	19.2%
Alcohol	Spirits	41.7%

Group	Dept	% Chg
Baby Food + Care	Baby Formula - Powder	-14.1%
Baby Food + Care	Disposable Diaper	-32.3%
Baby Food + Care	Baby Food/Snacks	-12.4%
Dairy	Rfg Skim/Lowfat Milk	19.6%
Dairy	Rfg Yogurt	-2.6%
Dairy	Fresh Eggs	53.7%
Dairy	Natural Cheese-Shredded	59.8%
Dairy	Rfg Whole Milk	26.0%
Frozen Foods	Ice Cream	35.3%
Frozen Foods	Fz Pizza	57.2%
Frozen Foods	Fz Novelties	21.2%
Fresh Foods	Perimeter	11.1%
Fresh Foods	Fresh Bread	27.3%
Fresh Foods	Rfg Uncooked Meats (No Poultry)	36.5%

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