



WEEKLY-WEEKLY RAYONS - FAMILLES ECOM SDMP CENSUS

RS FR

DERNIERE SEMAINE

TOTAL PGC FLS (DERNIÈRE SEMAINE)

PGC-FLS 11 RAYONS - FRANCE DRIVE



Top/Bottom

PGC FLS Hors vin 2020 - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE	19.3	378.2	7.2	25.4	19.0	33.1	56.9	12.0	8.7	2.8
FRAIS - LAITIER	17.1	335.7	6.0	19.0	20.1	35.0	50.4	11.7	10.4	3.1
FRAIS NON LAITIER	16.8	328.3	4.9	15.5	17.6	30.6	54.0	10.7	9.3	3.0
EPICERIE SALEE	12.7	249.0	5.9	13.8	12.1	21.1	53.2	7.3	8.5	2.6
LIQUIDES - ALCOOL	9.4	184.8	12.2	20.1	5.1	8.8	68.7	3.6	4.8	1.6
HYGIENE BEAUTE	6.7	131.1	9.2	11.1	5.7	9.9	47.8	3.2	7.6	2.0
ENTRETIEN	6.2	121.0	15.3	16.0	6.1	10.7	67.5	4.3	8.8	2.8
LIQUIDES SANS ALCOOL	5.9	116.4	5.5	6.0	6.8	11.9	42.3	3.5	10.2	2.6
SURGELE SALE	3.4	66.5	14.1	8.2	4.7	8.2	54.4	2.9	12.3	3.2
PAPIER	1.8	35.8	-8.5	-3.3	2.2	3.8	36.1	1.0	10.5	3.5
SURGELE SUCRE	0.6	11.9	33.3	3.0	0.6	1.0	74.9	0.4	8.4	2.0
Summary	100.0	1,958.8	7.4	134.8	100.0	174.2	53.6	60.8	8.9	2.7

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

PGC-FLS - HYPERS SUPERS



Top/Bottom

PGC FLS Hors vin 2020 - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	ENSEIGNES HM				ENSEIGNES SM					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE	19.7	159.3	-0.3	-474.0	19.3	140.5	9.6	12.3	88.2	7.9
FRAIS NON LAITIER	16.8	135.3	-2.8	-3,868.8	16.6	121.0	6.9	7.8	89.4	8.1
FRAIS - LAITIER	16.2	130.6	-4.1	-5,523.0	17.4	127.1	8.9	10.4	97.3	11.6
EPICERIE SALEE	12.5	100.8	-2.4	-2,475.0	13.1	95.8	8.7	7.7	95.0	9.7
LIQUIDES - ALCOOL	8.7	70.6	5.8	3,885.5	10.2	74.7	12.8	8.5	105.9	6.6
HYGIENE BEAUTE	7.6	61.6	2.8	1,666.8	6.6	48.0	10.7	4.6	77.8	5.6
ENTRETIEN	6.9	55.6	8.9	4,558.8	5.8	42.1	14.0	5.2	75.8	3.4
LIQUIDES SANS ALCOOL	5.9	47.9	-2.0	-998.2	5.4	39.8	7.6	2.8	83.0	7.5
SURGELE SALE	3.3	26.4	5.1	1,289.5	3.2	23.5	18.5	3.7	89.1	10.0
PAPIER	1.9	15.1	-16.4	-2,947.5	1.7	12.5	-7.6	-1.0	83.0	7.8
SURGELE SUCRE	0.5	4.4	22.6	810.9	0.6	4.7	37.7	1.3	107.4	11.8
Summary	100.0	807.5	-0.5	-4,075.0	100.0	729.7	9.5	63.2	90.4	8.2

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : ENSEIGNES HM Country : France Category : STRAT PLANNER HEBDO 2020

PARTS DE MARCHÉ ET ÉVOLUTION DES PRODUITS DANS LES CIRCUITS

Market Share & Evolution across Markets

Value (in EUR) - Latest Week - Week Ending 15/11/20

	% Share of Trade & Market Shares within Market					% Chg. Value vs. Year Ago				
	HMSM + PROXI + ECOM + SDMP (Census)	ENSEIGNES HM (1)	ENSEIGNES SM (1)	ENSEIGNES PROXI (2)	ENSEIGNES DRIVE (3)	HMSM + PROXI + ECOM + SDMP (Census)	ENSEIGNES HM (1)	ENSEIGNES SM (1)	ENSEIGNES PROXI (2)	ENSEIGNES DRIVE (3)
PGC FLS Hors vin 2020	100.0	41.2	37.3	9.6	8.9	7.4	-0.5	9.5	9.1	53.6
ENTRETIEN	6.2	6.9	5.8	4.4	6.1	15.3	8.9	14.0	17.8	67.5
EPICERIE SALEE	12.7	12.5	13.1	12.6	12.1	5.9	-2.4	8.7	8.0	53.2
EPICERIE SUCREE	19.3	19.7	19.3	18.3	19.0	7.2	-0.3	9.6	6.5	56.9
FRAIS - LAITIER	17.1	16.2	17.4	17.6	20.1	6.0	-4.1	8.9	10.1	50.4
FRAIS NON LAITIER	16.8	16.8	16.6	17.0	17.6	4.9	-2.8	6.9	3.9	54.0
HYGIENE BEAUTE	6.7	7.6	6.6	3.7	5.7	9.2	2.8	10.7	9.8	47.8
LIQUIDES - ALCOOL	9.4	8.7	10.2	13.9	5.1	12.2	5.8	12.8	18.4	68.7
LIQUIDES SANS ALCOOL	5.9	5.9	5.4	7.0	6.8	5.5	-2.0	7.6	7.1	42.3
PAPIER	1.8	1.9	1.7	1.7	2.2	-8.5	-16.4	-7.6	-6.0	36.1
SURGELE SALE	3.4	3.3	3.2	2.9	4.7	14.1	5.1	18.5	13.0	54.4
SURGELE SUCRE	0.6	0.5	0.6	0.8	0.6	33.3	22.6	37.7	40.7	74.9

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

Compared with Year Ago week ending 17/11/19 (1) CIRCUITS HMSM (2) CIRCUITS PROXI (3) TOUTES ENSEIGNES DRIVE (RS) - France

PGC-FLS - TYPES DE MARQUE



Top/Bottom

PGC FLS Hors vin 2020 - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
GRANDS GROUPES (>250 M€)	51.3	1,004.8	9.0	83.1	51.8	90.3	56.4	32.5	9.0	2.7
MDD	26.9	527.8	3.4	17.1	33.9	59.0	45.5	18.4	11.2	3.2
< 250 M€	21.8	426.1	8.8	34.6	14.3	24.9	64.7	9.8	5.9	2.0
Summary	100.0	1,958.8	7.4	134.8	100.0	174.2	53.6	60.8	8.9	2.7

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

Top/Bottom

PGC FLS Hors vin 2020 - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
NON BIO	94.6	1,853.5	7.6	131.6	91.8	159.9	55.1	56.8	8.6	2.6
BIO	5.4	105.3	3.2	3.2	8.2	14.3	39.0	4.0	13.6	3.5
Summary	100.0	1,958.8	7.4	134.8	100.0	174.2	53.6	60.8	8.9	2.7

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

11 RAYONS DÉTAILS FAMILLES (DERNIÈRE SEMAINE)

DPH - ENTRETIEN (1/3)



Top/Bottom

ENTRETIEN - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
ENTRETIEN LESSIVE	21.9	26.5	8.2	2,015.0	26.3	2,816.9	50.3	942.1	10.6	3.0
ENTRETIEN EMBALLAGE MENAGER	9.2	11.1	17.9	1,688.6	9.2	983.2	60.9	372.2	8.9	2.4
ENTRETIEN ACCESSOIRES CHIENS CHATS	8.6	10.5	6.7	659.2	7.6	810.9	46.3	256.7	7.8	2.1
ENTRETIEN PRODUITS LAVE VAISSELLE	8.3	10.0	31.5	2,394.8	14.2	1,520.5	125.7	846.7	15.2	6.3
ENTRETIEN NETTOYANT MENAGER+DESINFECTANT	6.7	8.1	37.7	2,223.4	5.8	623.7	76.2	269.8	7.7	1.7
ENTRETIEN DESODORISANT	5.2	6.3	13.9	771.5	3.2	338.9	99.9	169.3	5.4	2.3
ENTRETIEN VAISSELLE MAIN	4.6	5.6	13.4	659.7	4.4	472.6	91.2	225.5	8.5	3.5
ENTRETIEN PRODUIT WC/FOSSE	4.4	5.3	26.9	1,124.8	4.0	425.9	60.2	160.0	8.0	1.7
ENTRETIEN ADOUCISSEUR TEXTILE	4.2	5.1	14.7	659.1	5.4	574.4	62.2	220.2	11.2	3.3
ENTRETIEN ENTRETIEN DU LINGE	3.8	4.6	25.6	933.9	4.0	427.5	63.7	166.4	9.3	2.2
ENTRETIEN LINGETTE ENTRETIEN	3.7	4.5	61.6	1,715.9	4.2	452.2	139.5	263.4	10.0	3.3
ENTRETIEN EPONGE TISSU/TAMPON	3.4	4.1	12.1	439.2	3.1	335.2	77.5	146.4	8.3	3.0
ENTRETIEN ACCESSOIRES DE BALAYAGE	2.4	2.9	34.2	733.6	0.5	54.0	150.5	32.5	1.9	0.9
ENTRETIEN PRODUIT POUR FEU	1.6	1.9	-27.9	-726.7	1.0	101.9	5.2	5.0	5.4	1.7

DPH - ENTRETIEN (2/3)



Top/Bottom

ENTRETIEN - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
ENTRETIEN ANTI CALCAIRE LAVE LINGE	1.4	1.7	9.7	154.1	1.3	136.0	53.7	47.5	7.8	2.2
ENTRETIEN EAU DE JAVEL	1.4	1.7	28.4	374.2	0.8	82.3	89.8	39.0	4.9	1.6
ENTRETIEN DEBOUCHEUR	1.1	1.3	13.6	156.3	0.8	83.7	67.2	33.6	6.4	2.1
ENTRETIEN INSECTICIDES	0.9	1.1	47.2	354.2	0.3	35.1	115.3	18.8	3.2	1.0
ENTRETIEN ENTRETIEN APPAREIL MENAGER	0.8	1.0	2.1	20.3	0.8	86.8	12.2	9.4	8.6	0.8
ENTRETIEN GANT DE MENAGE	0.8	1.0	30.1	224.9	0.3	31.8	60.2	11.9	3.3	0.6
ENTRETIEN OUTILS D'ESSUYAGE	0.7	0.9	9.7	77.4	0.2	25.5	-16.0	-4.8	2.9	-0.9
ENTRETIEN ENTRETIEN CHAUSSURE	0.7	0.8	-55.2	-1,044.9	0.2	19.3	1.1	0.2	2.3	1.3
ENTRETIEN DETACHEUR	0.6	0.8	-4.8	-38.8	0.5	54.7	-8.7	-5.2	7.1	-0.3
ENTRETIEN FILTRE A CAFE + THE	0.5	0.6	-0.4	-2.4	0.3	29.0	70.5	12.0	5.1	2.1
ENTRETIEN PRODUIT POUR SOL	0.5	0.5	18.4	84.7	0.3	28.0	73.3	11.8	5.1	1.6
ENTRETIEN NETTOYANT VITRE	0.4	0.5	34.8	140.6	0.4	44.8	68.9	18.3	8.2	1.7
ENTRETIEN ACCESSOIRES AUTRES ANIMAUX	0.3	0.4	11.1	39.5	0.2	18.2	43.1	5.5	4.6	1.0
ENTRETIEN TAPIS ACCUEIL+SDB+CUISINE	0.3	0.4	-18.9	-88.7	0.0	2.1	159.7	1.3	0.6	0.4

DPH - ENTRETIEN (3/3)



Top/Bottom

ENTRETIEN - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
ENTRETIEN BARQUETTE + PLAT	0.3	0.4	19.3	60.7	0.2	18.0	71.6	7.5	4.8	1.5
ENTRETIEN PRODUIT MEUBLE+NETTOYANT BOIS	0.2	0.3	19.7	43.7	0.1	13.8	74.9	5.9	5.2	1.6
ENTRETIEN BROSSES ADHESIVES	0.2	0.2	-8.5	-19.1	0.1	7.8	54.0	2.7	3.8	1.6
ENTRETIEN TEINTURE POUR TISSUS	0.2	0.2	2.2	4.4	0.0	3.3	55.3	1.2	1.6	0.6
ENTRETIEN PRODUIT TAPIS MOQUETTE	0.1	0.2	51.9	61.9	0.1	12.5	58.8	4.6	6.9	0.3
ENTRETIEN NETTOYANT POUR FOUR	0.1	0.2	20.9	29.0	0.1	11.9	42.8	3.6	7.1	1.1
ENTRETIEN SAVON DE MENAGE	0.1	0.2	18.0	25.0	0.1	6.0	211.1	4.1	3.7	2.3
ENTRETIEN BALAYETTES POUR WC	0.1	0.1	17.6	21.6	0.0	2.7	125.1	1.5	1.9	0.9
ENTRETIEN RACLETTES VITRES	0.1	0.1	86.7	42.2	0.0	1.4	294.0	1.1	1.5	0.8
ENTRETIEN PLUMEUX & ACCESSOIRES POUSSIERES	0.1	0.1	39.3	17.6	0.0	1.3	242.4	0.9	2.1	1.2
ENTRETIEN PRODUITS POUR METAUX	0.1	0.1	4.1	2.4	0.0	0.8	-10.2	-0.1	1.2	-0.2
Summary	100.0	121.0	15.3	16,033.2	100.0	10,694.5	67.5	4,308.5	8.8	2.8

Shared vs. ENTRETIEN

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

DPH - HYGIENE-BEAUTE (1/7)



Top/Bottom

HYGIENE BEAUTE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE CHANGE BEBE	9.1	11.9	6.0	673.1	21.2	2,108.7	45.0	654.0	17.7	4.8
HYGIENE BEAUTE BAIN+DOUCHE	6.7	8.8	4.0	335.4	9.8	976.6	42.0	289.0	11.1	3.0
HYGIENE BEAUTE DENTIFRICE+KIT BLANCHEUR	6.4	8.4	6.1	482.4	8.2	819.4	66.5	327.3	9.8	3.5
HYGIENE BEAUTE VISAGE	6.2	8.2	-3.7	-311.2	4.5	451.2	48.1	146.5	5.5	1.9
HYGIENE BEAUTE SHAMPOOING	5.9	7.7	5.5	402.6	7.5	743.3	47.0	237.7	9.6	2.7
HYGIENE BEAUTE DEODORANT CORPOREL	5.2	6.8	-6.5	-473.3	5.5	543.6	21.3	95.5	8.0	1.8
HYGIENE BEAUTE PRODUITS POUR CHEVEUX	5.0	6.5	65.5	2,589.2	1.1	112.3	254.1	80.6	1.7	0.9

DPH - HYGIENE-BEAUTE (2/7)

Top/Bottom

HYGIENE BEAUTE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE LAMES ET RASOIRS	4.9	6.5	1.9	117.5	3.6	362.6	62.5	139.4	5.6	2.1
HYGIENE BEAUTE HYGIENE FEMININE	4.8	6.4	-0.6	-36.6	5.9	590.1	55.9	211.6	9.3	3.4
HYGIENE BEAUTE CHANGE POUR INCONTINENCE	4.1	5.4	-2.3	-126.3	2.3	229.0	122.3	125.9	4.2	2.4
HYGIENE BEAUTE BROSSES A DENTS + ACCESSOIRES	3.6	4.7	11.1	471.3	2.5	249.9	36.1	66.3	5.3	1.0
HYGIENE BEAUTE MASQUES	3.4	4.5	NA	4,492.3	2.3	224.7	NA	224.7	5.0	4.9
HYGIENE BEAUTE SAVONS DE TOILETTE	3.2	4.2	35.6	1,103.0	3.6	360.1	99.5	179.6	8.6	2.7
HYGIENE BEAUTE APRES SHAMPOOING	2.7	3.6	15.5	476.5	2.2	223.3	47.1	71.5	6.3	1.4

DPH - HYGIENE-BEAUTE (3/7)



Top/Bottom

HYGIENE BEAUTE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE PREMIERS SOINS	2.7	3.5	66.3	1,405.1	1.9	188.1	179.1	120.7	5.3	2.2
HYGIENE BEAUTE MAQUILLAGE YEUX	1.9	2.5	-6.5	-171.8	0.5	52.7	21.7	9.4	2.1	0.5
HYGIENE BEAUTE PRODUITS COIFFANTS	1.9	2.4	-18.5	-554.8	1.1	112.5	20.3	19.0	4.6	1.5
HYGIENE BEAUTE SOINS DU CORPS	1.9	2.4	-6.8	-177.9	1.0	102.9	3.9	3.9	4.2	0.4
HYGIENE BEAUTE REVITALISANTS	1.8	2.4	17.8	358.5	0.4	38.2	58.9	14.2	1.6	0.4
HYGIENE BEAUTE PRODUITS DE BEAUTE BEBE	1.7	2.2	-10.0	-248.7	3.8	376.2	-10.3	-43.3	16.8	-0.1
HYGIENE BEAUTE LINGETTES BEBE	1.7	2.2	4.2	90.1	2.4	241.2	15.8	32.9	10.8	1.1

DPH - HYGIENE-BEAUTE (4/7)



Top/Bottom

HYGIENE BEAUTE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE DEPILATOIRES	1.5	2.0	66.8	791.2	0.9	92.4	125.9	51.5	4.7	1.2
HYGIENE BEAUTE COTON	1.4	1.9	-13.7	-296.5	1.9	184.3	10.0	16.8	9.9	2.1
HYGIENE BEAUTE EAU DE TOILETTE ET PARFUM	1.3	1.8	-5.6	-103.8	0.2	23.2	96.7	11.4	1.3	0.7
HYGIENE BEAUTE ACCESSOIRES PARAPHARMACIE	1.3	1.7	17.9	254.0	0.5	48.8	73.2	20.6	2.9	0.9
HYGIENE BEAUTE MAQUILLAGE VISAGE	1.1	1.5	-17.4	-313.6	0.2	15.3	43.1	4.6	1.0	0.4
HYGIENE BEAUTE ACCESSOIRES INTIMES	1.0	1.4	8.1	102.6	0.6	55.1	11.5	5.7	4.0	0.1
HYGIENE BEAUTE EAU DENTAIRE	1.0	1.4	-2.8	-39.1	0.7	72.9	-15.9	-13.8	5.4	-0.8

DPH - HYGIENE-BEAUTE (5/7)

Top/Bottom

HYGIENE BEAUTE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE NETTOYANT DENTIERES + FIXATIFS	0.9	1.2	-3.7	-46.9	0.3	31.3	151.6	18.9	2.5	1.6
HYGIENE BEAUTE MAQUILLAGE CORPS+ONGLE	0.8	1.1	13.5	124.7	0.2	21.5	16.6	3.0	2.0	0.1
HYGIENE BEAUTE APRES-RASAGE	0.8	1.0	-3.4	-36.6	0.5	45.3	34.5	11.6	4.3	1.2
HYGIENE BEAUTE DERMATOLOGIE	0.7	1.0	23.2	184.3	0.2	21.4	58.5	7.9	2.2	0.5
HYGIENE BEAUTE PREPARATION A RASER	0.7	0.9	0.3	2.4	0.6	61.1	85.5	28.1	6.6	3.0
HYGIENE BEAUTE COTON TIGE	0.6	0.8	-3.6	-28.8	0.8	84.4	28.0	18.5	10.8	2.7
HYGIENE BEAUTE HYGIENE INTIME	0.5	0.6	0.7	4.4	0.5	54.6	38.8	15.3	9.0	2.5

DPH - HYGIENE-BEAUTE (6/7)

Top/Bottom

HYGIENE BEAUTE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE EAU DE COLOGNE	0.4	0.6	3.6	18.9	0.1	12.8	185.6	8.3	2.3	1.5
HYGIENE BEAUTE MAQUILLAGE LEVRE	0.3	0.4	-46.2	-356.3	0.0	1.7	-39.9	-1.1	0.4	0.0
HYGIENE BEAUTE MAQUILLAGE COFFRET+ACCESSOIRES	0.3	0.4	-10.7	-47.2	0.0	0.8	37.6	0.2	0.2	0.1
HYGIENE BEAUTE ACCESSOIRES DENTAIRES	0.1	0.2	0.9	1.6	0.1	6.7	51.0	2.3	3.8	1.3
HYGIENE BEAUTE BRUMISATEUR	0.1	0.1	-3.7	-3.7	0.1	5.4	41.3	1.6	5.5	1.8
HYGIENE BEAUTE TALC	0.0	0.1	26.6	10.6	0.0	2.1	57.6	0.8	4.1	0.8
HYGIENE BEAUTE PRODUITS SOLAIRES	0.0	0.0	-51.1	-41.9	0.0	1.2	-58.0	-1.6	2.9	-0.5

DPH - HYGIENE-BEAUTE (7/7)



Top/Bottom

HYGIENE BEAUTE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
Summary	100.0	131.1	9.2	11,076.9	100.0	9,948.8	47.8	3,216.7	7.6	2.0

Shared vs. HYGIENE BEAUTE

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

Top/Bottom

PAPIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
PAPIER PAPIER HYGIENIQUE	48.6	17.4	-7.8	-1,478.2	53.1	2,003.2	39.2	564.3	11.5	3.9
PAPIER ESSUIE-TOUT	28.6	10.2	8.0	757.8	27.1	1,022.8	45.2	318.2	10.0	2.6
PAPIER MOUCHOIRS	14.0	5.0	-18.4	-1,133.8	15.6	587.5	16.7	83.9	11.7	3.5
PAPIER PRODUITS DE TABLE A JETER + BOUGIES	6.9	2.5	-39.0	-1,574.2	2.0	76.4	21.1	13.3	3.1	1.5
PAPIER LINGETTES HORS DEMAQUILLANT	1.9	0.7	17.8	105.4	2.2	83.5	34.7	21.5	12.0	1.5
Summary	100.0	35.8	-8.5	-3,323.1	100.0	3,773.4	36.1	1,001.3	10.5	3.5

Shared vs. PAPIER

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

EPICERIE SALEE (1/6)



Top/Bottom

EPICERIE SALEE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE ALIMENT CHIENS CHATS	15.3	38.2	0.6	237.5	12.9	2,716.1	51.8	926.9	7.1	2.4
EPICERIE SALEE CONSERVES LEGUMES HS/SAUMURES	11.3	28.0	7.3	1,916.9	14.7	3,103.6	55.8	1,112.0	11.1	3.4
EPICERIE SALEE PRODUITS APERITIFS	10.5	26.2	6.6	1,610.1	10.0	2,098.1	58.5	774.4	8.0	2.6
EPICERIE SALEE HUILES	6.9	17.2	14.9	2,227.9	6.5	1,376.7	85.2	633.3	8.0	3.0
EPICERIE SALEE CONSERVES DE POISSON	6.8	16.9	11.9	1,790.1	6.5	1,362.5	75.9	587.9	8.1	2.9
EPICERIE SALEE PATE ALIMENTAIRE	5.4	13.5	-0.4	-47.5	7.5	1,571.1	33.7	396.4	11.7	3.0
EPICERIE SALEE SAUCE CHAUDE	4.1	10.2	7.3	697.9	5.2	1,098.3	28.9	246.2	10.7	1.8

EPICERIE SALEE (2/6)

Top/Bottom

EPICERIE SALEE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE POTAGE	4.0	10.0	-17.5	-2,127.8	3.6	765.6	13.9	93.3	7.6	2.1
EPICERIE SALEE PLAT FRANCAIS	3.9	9.7	-8.6	-913.2	3.0	631.5	37.2	171.2	6.5	2.2
EPICERIE SALEE SAUCE FROIDE	3.9	9.7	19.4	1,581.8	3.8	806.7	82.3	364.2	8.3	2.9
EPICERIE SALEE POIVRE EPICE HERBE	3.2	8.0	30.1	1,841.5	2.4	497.4	95.3	242.7	6.2	2.1
EPICERIE SALEE CHIPS	3.2	7.9	5.7	425.9	2.7	571.6	61.6	217.8	7.3	2.5
EPICERIE SALEE RIZ	3.0	7.5	3.8	272.5	3.6	767.4	45.6	240.5	10.2	2.9
EPICERIE SALEE BOUILLONS ET AIDES A LA CUISINE	1.8	4.6	12.2	500.7	2.0	416.2	72.8	175.3	9.0	3.2

EPICERIE SALEE (3/6)

Top/Bottom

EPICERIE SALEE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE PLAT EXOTIQUE	1.7	4.3	17.1	634.4	2.2	469.3	10.9	46.3	10.8	-0.6
EPICERIE SALEE OLIVES LS	1.5	3.7	11.2	375.2	1.1	237.7	50.0	79.2	6.4	1.6
EPICERIE SALEE CEREALES A CUIRE	1.4	3.6	7.3	244.2	1.9	405.2	43.4	122.6	11.3	2.8
EPICERIE SALEE LEGUME VINAIGRE	1.3	3.3	9.9	293.9	1.3	265.3	76.3	114.8	8.1	3.1
EPICERIE SALEE SAUCE SPECIALE	1.1	2.7	39.2	771.2	0.7	141.0	61.3	53.6	5.1	0.7
EPICERIE SALEE VINAIGRE	1.1	2.7	22.8	507.0	1.1	240.7	79.3	106.5	8.8	2.8
EPICERIE SALEE PATE CONFIT RILLETTE	1.0	2.4	2.8	65.6	0.6	136.0	74.3	58.0	5.6	2.3

EPICERIE SALEE (4/6)



Top/Bottom

EPICERIE SALEE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE PLAT ITALIEN	0.9	2.3	2.3	50.2	1.1	222.0	47.2	71.2	9.8	3.0
EPICERIE SALEE SELS	0.9	2.2	15.6	297.3	0.7	145.0	81.2	65.0	6.6	2.4
EPICERIE SALEE PLAT DESHYDRATE	0.9	2.1	13.7	255.8	0.6	125.0	69.2	51.1	5.9	1.9
EPICERIE SALEE LEGUMES SECS	0.7	1.7	-5.4	-95.8	0.6	132.2	57.5	48.3	7.8	3.1
EPICERIE SALEE CROUTONS	0.7	1.6	-1.2	-20.5	0.9	194.6	47.5	62.6	11.8	3.9
EPICERIE SALEE ALIMENT OISEAUX	0.6	1.6	-14.8	-274.2	0.2	39.1	166.6	24.5	2.5	1.7
EPICERIE SALEE VINAIGRETTE	0.6	1.4	16.8	200.1	0.6	129.0	106.8	66.6	9.3	4.0

EPICERIE SALEE (5/6)

Top/Bottom

EPICERIE SALEE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HM5M + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE PUREE DESHYDRATEE	0.5	1.3	-6.9	-93.9	0.6	133.6	34.2	34.0	10.6	3.3
EPICERIE SALEE FOIE GRAS EPICERIE LS	0.5	1.2	9.9	111.8	0.3	64.2	138.6	37.3	5.2	2.8
EPICERIE SALEE CONCENTRE DE TOMATE	0.4	1.0	19.8	162.3	0.4	82.4	81.9	37.1	8.4	2.9
EPICERIE SALEE ALIMENT AUTRES ANIMAUX	0.3	0.8	9.3	71.4	0.2	32.4	47.9	10.5	3.9	1.0
EPICERIE SALEE EPAISSISSEUR SAUCE	0.2	0.5	21.3	81.1	0.2	47.8	80.7	21.3	10.3	3.4
EPICERIE SALEE CONSERVES DE VIANDE	0.1	0.4	21.8	66.2	0.1	18.0	155.8	11.0	4.9	2.6
EPICERIE SALEE FECULENTS	0.1	0.4	24.1	69.0	0.1	28.0	96.4	13.7	7.9	2.9

EPICERIE SALEE (6/6)



Top/Bottom

EPICERIE SALEE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE CONSERVES SAUCISSES COCKTAIL	0.0	0.1	-8.4	-8.7	0.0	7.0	14.8	0.9	7.4	1.5
EPICERIE SALEE CONSERVES SALADE DE LEGUME	0.0	0.1	13.6	9.6	0.0	2.4	32.3	0.6	3.0	0.4
EPICERIE SALEE CONSERVES LEGUMES SAUMURES	0.0	0.0	23.2	8.2	0.0	0.7	54.0	0.2	1.5	0.3
Summary	100.0	249.0	5.9	13,795.6	100.0	21,081.1	53.2	7,318.9	8.5	2.6

Shared vs. EPICERIE SALEE

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

EPICERIE SUCREE (1/6)

Top/Bottom

EPICERIE SUCREE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE CHOCOLATS SAISONNIERS	14.4	54.3	10.3	5,090.3	8.5	2,819.5	159.8	1,734.1	5.2	3.0
EPICERIE SUCREE CAFE	14.3	54.0	10.7	5,202.0	13.2	4,350.1	63.8	1,693.8	8.1	2.6
EPICERIE SUCREE BISCUITS	10.7	40.4	0.7	289.0	11.8	3,913.3	44.6	1,207.2	9.7	2.9
EPICERIE SUCREE CHOCOLAT EN TABLETTE	7.6	28.7	26.7	6,056.7	7.9	2,622.8	88.5	1,231.0	9.1	3.0
EPICERIE SUCREE PATISserie INDUSTRIELLE	5.9	22.1	-3.5	-796.8	5.4	1,799.5	41.9	531.1	8.1	2.6
EPICERIE SUCREE VIENNOISERIES	4.5	17.1	-0.3	-44.7	5.7	1,890.7	41.2	552.1	11.0	3.2
EPICERIE SUCREE PANIFICATION FRAICHE	4.3	16.1	16.5	2,282.0	5.1	1,676.6	59.7	626.8	10.4	2.8

EPICERIE SUCREE (2/6)

Top/Bottom

EPICERIE SUCREE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE CONFISERIE CHOCOLAT	4.0	15.3	15.6	2,068.7	3.5	1,150.7	88.5	540.2	7.5	2.9
EPICERIE SUCREE CEREALES	3.5	13.2	7.6	933.6	5.1	1,670.1	40.3	479.7	12.7	3.0
EPICERIE SUCREE PRODUIT POUR PATISserie	3.1	11.7	35.7	3,071.3	3.0	1,007.7	58.8	373.2	8.6	1.3
EPICERIE SUCREE BONBONS	3.0	11.3	4.2	450.2	1.5	488.1	69.4	199.9	4.3	1.7
EPICERIE SUCREE PATE A TARTINER	2.5	9.3	12.1	1,012.6	3.5	1,152.3	54.0	404.0	12.3	3.3
EPICERIE SUCREE COMPOTE EPICERIE	2.2	8.4	7.6	595.8	4.4	1,452.7	51.7	495.2	17.3	5.0
EPICERIE SUCREE PANIFICATION SECHE	2.0	7.4	3.6	256.2	2.0	653.4	70.3	269.7	8.8	3.5

EPICERIE SUCREE (3/6)

Top/Bottom

EPICERIE SUCREE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE ALIMENT INFANTILE HUMIDE	1.7	6.5	-3.8	-252.6	4.1	1,354.1	19.5	221.1	20.9	4.1
EPICERIE SUCREE CONFITURE	1.7	6.4	2.6	165.4	1.4	452.9	62.2	173.7	7.0	2.6
EPICERIE SUCREE ALIMENTATION INFANTILE LAIT	1.7	6.4	-6.7	-459.1	3.0	983.5	14.4	123.8	15.4	2.8
EPICERIE SUCREE SUCRE	1.6	6.2	10.6	592.7	1.4	460.6	57.7	168.5	7.5	2.2
EPICERIE SUCREE THE	1.3	4.8	0.1	6.1	1.0	336.9	60.5	127.0	7.0	2.6
EPICERIE SUCREE MIEL	1.1	4.2	2.4	97.3	0.7	244.0	64.0	95.2	5.8	2.2
EPICERIE SUCREE INFUSION	1.0	3.9	2.3	86.8	0.7	245.9	7.6	17.3	6.3	0.3

EPICERIE SUCREE (4/6)

Top/Bottom

EPICERIE SUCREE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE POUDRE CHOCOLATEE	1.0	3.9	0.9	34.0	1.3	445.1	56.1	160.0	11.4	4.0
EPICERIE SUCREE FARINES	1.0	3.7	16.8	527.7	1.0	345.1	68.3	140.0	9.4	2.9
EPICERIE SUCREE CHEWING GUM + BUBBLE GUM	1.0	3.7	-27.8	-1,411.4	0.6	214.6	-7.8	-18.2	5.9	1.3
EPICERIE SUCREE CHICOREE	0.8	2.8	0.6	17.5	0.5	160.3	82.4	72.4	5.6	2.5
EPICERIE SUCREE CONFISERIE DE POCHE	0.7	2.7	-23.4	-825.0	0.3	86.0	64.2	33.6	3.2	1.7
EPICERIE SUCREE FRUITS EN MORCEAUX	0.6	2.3	9.2	196.2	0.6	189.1	61.1	71.7	8.1	2.6
EPICERIE SUCREE BARRES CEREALIERES	0.6	2.2	-13.4	-341.0	0.7	234.1	26.6	49.1	10.7	3.4

EPICERIE SUCREE (5/6)



Top/Bottom

EPICERIE SUCREE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE DESSERT A PREPARER	0.5	1.9	3.6	65.4	0.3	106.3	34.6	27.3	5.6	1.3
EPICERIE SUCREE LAIT INDUSTRIEL	0.4	1.4	8.6	114.6	0.2	72.9	87.8	34.1	5.0	2.1
EPICERIE SUCREE ALIMENT INFANTILE SEC	0.4	1.4	-2.1	-30.2	0.6	212.5	20.0	35.5	14.9	2.7
EPICERIE SUCREE DESSERT PRET A CONSOMMER	0.3	1.2	18.3	188.2	0.4	128.5	64.5	50.4	10.6	3.0
EPICERIE SUCREE SUBSTITUT DE SUCRE	0.3	1.2	8.7	94.6	0.2	64.7	105.2	33.2	5.5	2.6
EPICERIE SUCREE AUTRES CONFISERIES/SPECIALITES	0.2	0.7	-6.6	-52.0	0.1	18.8	137.0	10.9	2.5	1.5
EPICERIE SUCREE CREME DE MARRONS	0.1	0.5	10.1	45.3	0.1	32.1	77.6	14.0	6.5	2.5

EPICERIE SUCREE (6/6)



Top/Bottom

EPICERIE SUCREE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE DIETETIQUE	0.1	0.3	-2.3	-8.1	0.1	24.8	142.0	14.5	7.3	4.4
EPICERIE SUCREE PRODUITS A GARNIR EPICERIE	0.0	0.1	61.1	49.4	0.0	6.8	171.5	4.3	5.2	2.1
EPICERIE SUCREE PRODUIT CONFITURE	0.0	0.1	45.3	16.1	0.0	1.5	210.9	1.0	2.8	1.5
EPICERIE SUCREE GATEAUX FESTIFS	0.0	0.0	-9.6	-4.7	0.0	0.0	36.1	0.0	0.1	0.0
Summary	100.0	378.2	7.2	25,379.9	100.0	33,068.5	56.9	11,998.6	8.7	2.8

Shared vs. EPICERIE SUCREE

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

FRAIS CREMERIE (1/2)



Top/Bottom

FRAIS - LAITIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS - LAITIER YAOURT	11.8	39.5	8.4	3,072.4	12.3	4,291.2	53.4	1,493.9	10.9	3.2
FRAIS - LAITIER LAIT LONGUE CONSERVATION	10.9	36.6	1.1	416.1	12.8	4,484.9	40.0	1,282.3	12.2	3.4
FRAIS - LAITIER PATE PRESSEE CUITE	10.8	36.4	8.8	2,950.0	11.8	4,114.7	52.2	1,410.6	11.3	3.2
FRAIS - LAITIER DESSERT FRAIS LAITIER	8.9	29.9	7.4	2,056.9	8.4	2,936.8	54.2	1,032.4	9.8	3.0
FRAIS - LAITIER BEURRE	8.3	27.9	5.7	1,495.2	8.3	2,889.5	53.6	1,008.3	10.4	3.2
FRAIS - LAITIER OEUFS	7.4	25.0	6.0	1,416.2	6.8	2,371.1	45.9	746.3	9.5	2.6
FRAIS - LAITIER PATE PRESSEE NON CUITE	7.4	25.0	-2.4	-623.4	7.3	2,550.0	28.3	562.8	10.2	2.4
FRAIS - LAITIER PATE MOLLE LS	6.5	21.9	0.7	151.6	5.2	1,813.7	67.7	732.2	8.3	3.3
FRAIS - LAITIER CREME FRAICHE + UHT LS	5.5	18.4	11.6	1,916.3	6.1	2,140.1	54.2	752.3	11.6	3.2
FRAIS - LAITIER CHEVRE ET BREBIS	4.0	13.3	9.4	1,139.7	3.7	1,312.4	69.4	537.6	9.9	3.5
FRAIS - LAITIER PATE FRAICHE	3.9	13.0	17.9	1,964.9	3.6	1,250.8	45.1	388.6	9.7	1.8
FRAIS - LAITIER FROMAGE FRAIS	3.6	12.2	9.6	1,069.5	3.3	1,169.2	63.7	454.8	9.6	3.2
FRAIS - LAITIER FROMAGE FONDU	2.8	9.5	8.5	745.1	2.9	1,001.2	70.1	412.5	10.6	3.8
FRAIS - LAITIER MARGARINE	1.9	6.5	-4.1	-276.6	1.3	452.9	75.7	195.2	7.0	3.2

FRAIS CREMERIE (2/2)

Top/Bottom

FRAIS - LAITIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS - LAITIER COMPOTE FRAICHE	1.8	6.2	6.0	351.2	2.3	801.5	35.1	208.1	13.0	2.8
FRAIS - LAITIER PATE PERSILLEE	1.5	4.9	10.1	454.1	1.2	437.4	79.6	193.8	8.8	3.4
FRAIS - LAITIER SUISSE	0.9	2.9	-0.7	-21.6	1.4	507.7	33.5	127.3	17.4	4.5
FRAIS - LAITIER BOISSONS LACTEES	0.9	2.9	27.8	626.8	0.8	263.9	76.6	114.5	9.2	2.5
FRAIS - LAITIER LAIT FRAIS	0.5	1.7	-2.2	-36.7	0.3	87.8	49.3	29.0	5.3	1.8
FRAIS - LAITIER SAUCE FRAICHE	0.4	1.4	6.7	87.2	0.3	93.6	55.7	33.5	6.7	2.1
FRAIS - LAITIER GRAISSE A FRIRE	0.1	0.4	34.8	102.4	0.1	27.8	113.7	14.8	7.0	2.6
FRAIS - LAITIER PLATEAU DE FROMAGES	0.1	0.3	-16.9	-68.3	0.0	9.0	5.3	0.5	2.7	0.6
FRAIS - LAITIER GATEAU FROMAGER	0.0	0.1	-0.7	-0.7	0.0	7.2	62.5	2.8	7.2	2.8
Summary	100.0	335.7	6.0	18,988.2	100.0	35,014.5	50.4	11,733.8	10.4	3.1

Shared vs. FRAIS - LAITIER

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

FRAIS NON LAITIER (1/6)

Top/Bottom

FRAIS NON LAITIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER JAMBONS CUITS ET ROTIS	11.7	38.4	0.9	324.3	14.6	4,463.9	39.5	1,264.6	11.6	3.2
FRAIS NON LAITIER PLATS CUISINES+QUENELLES	7.6	25.0	-2.4	-619.7	4.6	1,398.3	75.0	599.1	5.6	2.5
FRAIS NON LAITIER VIANDE PIECE	6.4	21.1	14.6	2,687.7	14.0	4,285.8	55.2	1,524.8	20.3	5.3
FRAIS NON LAITIER CHARCUTERIE SECHE TRANCHEE	6.4	21.0	3.4	681.5	6.0	1,839.2	53.8	643.7	8.8	2.9
FRAIS NON LAITIER VIANDE HACHEE	5.7	18.8	17.8	2,835.2	8.3	2,536.2	69.2	1,037.5	13.5	4.1
FRAIS NON LAITIER CHARCUTERIE AIDES CULINAIRES	4.8	15.6	8.2	1,181.5	6.5	1,999.2	45.4	624.2	12.8	3.3
FRAIS NON LAITIER SAUCISSONS ENTIERS ET CHORIZOS SECS	4.3	14.2	8.6	1,122.5	3.0	912.8	74.9	391.0	6.4	2.4

FRAIS NON LAITIER (2/6)



Top/Bottom

FRAIS NON LAITIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER POISSONS FUMES	4.0	13.3	7.8	957.8	3.4	1,048.2	81.8	471.7	7.9	3.2
FRAIS NON LAITIER 4EME GAMME LS	4.0	13.0	5.0	617.1	3.0	906.7	50.8	305.5	7.0	2.1
FRAIS NON LAITIER SALADES	3.8	12.6	1.4	173.2	2.3	706.7	64.2	276.3	5.6	2.1
FRAIS NON LAITIER SAUCISSES, KNACKS ET BOUDINS	3.8	12.5	6.1	723.7	3.9	1,196.7	55.1	425.2	9.6	3.0
FRAIS NON LAITIER PATE FRAICHE TRAITEUR	3.2	10.4	6.1	593.8	3.7	1,147.8	48.7	375.7	11.1	3.2
FRAIS NON LAITIER PANES ET GRIGNOTTES	2.9	9.5	5.6	500.6	4.3	1,317.2	38.9	369.0	13.9	3.3
FRAIS NON LAITIER FRUITS SECS	2.9	9.5	7.4	651.0	2.1	631.1	97.9	312.2	6.7	3.1

FRAIS NON LAITIER (3/6)

Top/Bottom

FRAIS NON LAITIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER ASIATIQUE	2.7	9.0	19.9	1,494.6	1.0	293.8	119.3	159.8	3.3	1.5
FRAIS NON LAITIER POISSONS / CRUSTACES FRAIS	2.7	8.9	29.1	2,016.6	1.8	554.8	73.3	234.7	6.2	1.6
FRAIS NON LAITIER PIZZA, QUICHE ET TARTE	2.7	8.9	0.5	40.2	1.8	559.1	35.0	145.0	6.3	1.6
FRAIS NON LAITIER PATE MENAGERE	2.6	8.6	10.1	789.3	3.1	946.5	56.3	341.0	11.0	3.3
FRAIS NON LAITIER BOISSON FRUITS LEGUMES REFRIGERE	2.6	8.6	3.4	283.9	3.8	1,149.9	35.4	300.3	13.4	3.2
FRAIS NON LAITIER FOIE GRAS, PATE ET RILLETES	2.3	7.6	-9.5	-794.1	1.5	450.9	66.6	180.3	6.0	2.7
FRAIS NON LAITIER SANDWICH	2.3	7.6	-16.0	-1,441.7	0.4	129.3	38.5	35.9	1.7	0.7

FRAIS NON LAITIER (4/6)

Top/Bottom

FRAIS NON LAITIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER CHARCUTERIE PATISSIERE TRAITEUR	1.7	5.6	-8.2	-499.9	1.0	303.7	39.5	86.1	5.5	1.9
FRAIS NON LAITIER TARTINABLES	1.5	5.0	1.7	83.2	0.9	281.3	55.5	100.4	5.6	2.0
FRAIS NON LAITIER POISSONS ELABORES ET PANES	1.4	4.5	12.0	483.5	1.0	303.0	52.6	104.4	6.7	1.8
FRAIS NON LAITIER SAUCISSONS CUIITS	1.3	4.1	4.7	185.9	0.6	196.1	66.0	78.0	4.8	1.8
FRAIS NON LAITIER SURIMIS	1.1	3.6	6.7	226.1	1.1	326.9	34.7	84.2	9.0	1.9
FRAIS NON LAITIER SAUCISSES	1.1	3.5	9.2	297.4	1.2	374.5	69.5	153.6	10.6	3.8
FRAIS NON LAITIER AUTRES SPECIALITES	0.5	1.7	17.1	245.0	0.4	109.9	76.4	47.6	6.6	2.2

FRAIS NON LAITIER (5/6)

Top/Bottom

FRAIS NON LAITIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER ENTREES ET APERITIFS	0.5	1.6	-6.7	-116.5	0.2	70.6	33.4	17.7	4.4	1.3
FRAIS NON LAITIER POISSONS MARINES	0.5	1.6	10.8	156.8	0.2	46.4	69.5	19.0	2.9	1.0
FRAIS NON LAITIER LEGUMES CUIITS PREEMBALLES	0.4	1.2	-4.1	-50.7	0.3	78.4	40.8	22.7	6.7	2.1
FRAIS NON LAITIER SOUPE FRAICHE	0.2	0.8	-26.0	-287.3	0.2	46.5	14.0	5.7	5.7	2.0
FRAIS NON LAITIER DESSERT FRAIS NON LAITIER	0.2	0.6	-10.4	-71.7	0.0	5.8	10.7	0.6	0.9	0.2
FRAIS NON LAITIER GRAISSE	0.1	0.3	11.5	29.8	0.0	7.3	122.7	4.0	2.5	1.3
FRAIS NON LAITIER SOUPE DE POISSON	0.1	0.3	-8.1	-23.4	0.0	10.9	100.8	5.5	4.1	2.2

FRAIS NON LAITIER (6/6)



Top/Bottom

FRAIS NON LAITIER - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
Summary	100.0	328.3	4.9	15,477.3	100.0	30,635.4	54.0	10,747.0	9.3	3.0

Shared vs. FRAIS NON LAITIER

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

LIQUIDES - ALCOOL (1/3)

Top/Bottom

LIQUIDES - ALCOOL - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
LIQUIDES - ALCOOL BIERE+BASE BIERE	36.0	66.5	26.2	13.8	43.0	3,799.5	70.8	1,574.5	5.7	1.5
LIQUIDES - ALCOOL WHISKY + BOURBON	25.3	46.8	19.0	7.5	21.0	1,858.8	93.2	896.5	4.0	1.5
LIQUIDES - ALCOOL APERITIF ANISE ALCOOL	8.8	16.2	-1.5	-0.2	7.7	680.2	53.7	237.8	4.2	1.5
LIQUIDES - ALCOOL RHUM	6.1	11.3	21.6	2.0	6.0	533.3	73.4	225.8	4.7	1.4
LIQUIDES - ALCOOL CHAMPAGNE	4.7	8.7	-27.7	-3.3	4.0	350.0	34.4	89.6	4.0	1.9
LIQUIDES - ALCOOL MOUSSEUX	4.6	8.5	-7.6	-0.7	5.8	511.3	33.1	127.3	6.0	1.8
LIQUIDES - ALCOOL VODKA	3.8	7.0	18.0	1.1	2.2	195.0	82.1	87.9	2.8	1.0
LIQUIDES - ALCOOL LIQUEUR ET GUIGNOLET	2.5	4.7	-5.7	-0.3	2.3	206.7	26.2	42.9	4.4	1.1
LIQUIDES - ALCOOL APERITIF A BASE DE VIN	1.6	3.0	5.2	0.1	2.1	185.9	124.1	103.0	6.2	3.3
LIQUIDES - ALCOOL PORTO	1.2	2.1	-0.6	0.0	1.0	84.8	89.0	39.9	4.0	1.9
LIQUIDES - ALCOOL GIN	1.0	1.9	38.4	0.5	1.0	89.2	129.0	50.3	4.7	1.9
LIQUIDES - ALCOOL CIDRE	0.9	1.6	-5.0	-0.1	1.1	98.9	36.9	26.7	6.0	1.8
LIQUIDES - ALCOOL VIN DOUX NATUREL	0.6	1.1	-6.8	-0.1	0.5	41.9	81.3	18.8	3.7	1.8
LIQUIDES - ALCOOL AMER BRUN	0.4	0.8	6.2	0.0	0.6	50.1	66.0	19.9	6.5	2.3

LIQUIDES - ALCOOL (2/3)

Top/Bottom

LIQUIDES - ALCOOL - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
LIQUIDES - ALCOOL PUNCH + COCKTAIL	0.4	0.7	4.6	0.0	0.3	24.9	81.1	11.1	3.5	1.5
LIQUIDES - ALCOOL APERITIF SANS ALCOOL	0.3	0.6	-1.6	0.0	0.3	25.0	68.6	10.2	4.1	1.7
LIQUIDES - ALCOOL COGNAC	0.3	0.6	8.1	0.0	0.2	14.8	109.4	7.7	2.6	1.2
LIQUIDES - ALCOOL GENTIANE	0.3	0.5	-4.5	0.0	0.2	18.4	109.2	9.6	3.4	1.9
LIQUIDES - ALCOOL PINEAU	0.3	0.5	-7.8	0.0	0.3	26.1	77.4	11.4	5.0	2.4
LIQUIDES - ALCOOL ROSE AROMATISE	0.3	0.5	-27.0	-0.2	0.2	19.8	-7.6	-1.6	3.8	0.8
LIQUIDES - ALCOOL ALCOOL DIVERS	0.2	0.5	11.9	0.0	0.1	8.9	151.0	5.3	1.9	1.1
LIQUIDES - ALCOOL ARMAGNAC	0.1	0.2	-2.7	0.0	0.0	4.3	207.4	2.9	2.2	1.5
LIQUIDES - ALCOOL TEQUILA	0.1	0.2	16.4	0.0	0.1	8.1	34.0	2.1	4.3	0.6
LIQUIDES - ALCOOL CALVADOS	0.1	0.2	-13.3	0.0	0.0	3.3	79.1	1.5	1.9	1.0
LIQUIDES - ALCOOL MADERE	0.0	0.1	6.3	0.0	0.0	1.6	104.5	0.8	2.4	1.2
LIQUIDES - ALCOOL BRANDY	0.0	0.0	-9.7	0.0	0.0	0.0	-12.3	0.0	0.1	0.0
LIQUIDES - ALCOOL FRUITS A L'ALCOOL	0.0	0.0	-32.5	0.0	0.0	0.1	718.7	0.1	0.8	0.8
Summary	100.0	184.8	12.2	20.1	100.0	8,840.9	68.7	3,601.8	4.8	1.6

Top/Bottom

LIQUIDES - ALCOOL - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago

Shared vs. LIQUIDES - ALCOOL
Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

LIQUIDES - SANS ALCOOL (1/2)



Top/Bottom

LIQUIDES SANS ALCOOL - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
LIQUIDES SANS ALCOOL BOISSONS GAZEUSES SANS ALCOOL	33.1	38.5	8.9	3,139.7	24.8	2,950.6	45.1	916.6	7.7	1.9
LIQUIDES SANS ALCOOL EAUX PLATES NATURES	20.9	24.3	3.2	748.7	26.9	3,209.6	50.4	1,075.7	13.2	4.1
LIQUIDES SANS ALCOOL JUS DE FRUITS	18.2	21.1	0.5	112.5	21.5	2,556.0	29.4	580.5	12.1	2.7
LIQUIDES SANS ALCOOL BOISSONS PLATES SANS ALCOOL	10.3	12.0	2.4	287.9	7.8	927.4	29.7	212.2	7.7	1.6
LIQUIDES SANS ALCOOL EAUX GAZEUSES NATURES	8.5	9.8	6.8	623.5	11.2	1,330.4	51.6	452.7	13.5	4.0
LIQUIDES SANS ALCOOL SIROPS	5.1	6.0	15.2	789.8	4.4	522.4	46.6	166.0	8.7	1.9
LIQUIDES SANS ALCOOL EAUX AROMATISEES	1.5	1.7	-7.3	-134.9	1.5	178.9	31.9	43.3	10.4	3.1

LIQUIDES - SANS ALCOOL (2/2)

Top/Bottom

LIQUIDES SANS ALCOOL - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
LIQUIDES SANS ALCOOL CONCENTRES D'AGRUMES	1.3	1.5	16.9	214.6	1.2	138.7	73.9	58.9	9.4	3.1
LIQUIDES SANS ALCOOL JUS DE LEGUMES	0.7	0.8	8.3	64.2	0.6	75.0	40.7	21.7	8.9	2.1
LIQUIDES SANS ALCOOL CONCENTRES DE BOISSONS	0.4	0.5	65.6	189.3	0.2	20.5	148.8	12.2	4.3	1.4
Summary	100.0	116.4	5.5	6,035.3	100.0	11,909.5	42.3	3,539.9	10.2	2.6

Shared vs. LIQUIDES SANS ALCOOL

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

SURGELES - SALES (1/2)

Top/Bottom

SURGELE SALE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
SURGELE SALE PRODUITS CUISINES SURGELES	19.5	13.0	5.6	689.3	18.3	1,502.0	35.3	392.0	11.6	2.5
SURGELE SALE VIANDE SURGELEE	15.8	10.5	20.5	1,788.1	18.5	1,514.9	50.9	511.0	14.4	2.9
SURGELE SALE POISSONS SURGELES	15.0	10.0	28.6	2,222.9	17.7	1,448.6	78.0	634.8	14.5	4.0
SURGELE SALE POMMES DE TERRE SURGELEES	12.7	8.5	9.4	728.8	11.8	967.2	59.3	359.9	11.4	3.6
SURGELE SALE TARTES SALEES SURGELEES	11.3	7.5	3.8	275.2	8.8	719.2	44.3	220.7	9.6	2.7
SURGELE SALE LEGUMES NON CUISINES SURGELES	8.4	5.6	16.2	777.4	10.7	877.3	56.1	315.2	15.7	4.0
SURGELE SALE LEGUMES CUISINES SURGELES	7.3	4.9	17.0	705.2	7.8	635.9	51.3	215.7	13.1	3.0
SURGELE SALE FRUITS DE MER SURGELES	6.5	4.3	26.0	887.4	3.6	297.9	89.4	140.6	6.9	2.3
SURGELE SALE VOLAILLE SURGELEE	1.5	1.0	-9.4	-101.7	1.5	120.7	50.8	40.6	12.3	4.9
SURGELE SALE ESCARGOTS GRENOUILLES SURGELES	1.1	0.7	26.8	154.2	0.4	34.7	174.2	22.0	4.7	2.6
SURGELE SALE HERBES SURGELEES	0.7	0.5	21.5	81.2	0.9	74.2	72.0	31.1	16.1	4.7
SURGELE SALE SAUCES SURGELEES	0.2	0.1	13.4	17.2	0.1	10.0	112.0	5.3	6.8	3.2
Summary	100.0	66.5	14.1	8,225.2	100.0	8,202.3	54.4	2,888.9	12.3	3.2

SURGELES - SALES (2/2)



Top/Bottom

SURGELE SALE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago

Shared vs. SURGELE SALE
Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

SURGELES - SUCRES (1/2)

Top/Bottom

SURGELE SUCRE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
SURGELE SUCRE GLACES DETENTE	54.0	6,424.4	35.5	1,682.0	54.2	540.6	81.3	242.4	8.4	2.1
SURGELE SUCRE GLACES BAC	27.7	3,290.3	50.3	1,101.3	21.1	209.9	65.5	83.1	6.4	0.6
SURGELE SUCRE FRUITS ET COULIS SURGELES	6.4	765.5	40.1	219.1	9.9	98.3	92.4	47.2	12.8	3.5
SURGELE SUCRE PATISSERIE SURGELEE	4.3	505.7	-20.4	-129.5	3.9	39.3	22.0	7.1	7.8	2.7
SURGELE SUCRE GLACES SPECIALITES	3.8	457.6	-12.3	-64.5	2.5	24.4	12.0	2.6	5.3	1.2
SURGELE SUCRE VIENNOISERIES ET PATES SURGELEES	3.8	455.0	57.4	166.0	8.5	84.4	112.6	44.7	18.6	4.8
Summary	100.0	11,898.7	33.3	2,974.5	100.0	997.0	74.9	427.1	8.4	2.0

Top/Bottom

SURGELE SUCRE - Latest Week - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

HMSM + PROXI + ECOM + SDMP (Census)

ENSEIGNES DRIVE

Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
-----------------------------	------------------	---------------------------	------------------------------------	-----------------------------	------------------	---------------------------	------------------------------------	--------------------------------	---

Shared vs. SURGELE SUCRE

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

DERNIER CUMUL A DATE

TOTAL PGC FLS (DERNIER CUMUL À DATE)

PGC-FLS 11 RAYONS - FRANCE DRIVE



Top/Bottom

PGC FLS Hors vin 2020 - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in B EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER	16.9	15.7	5.7	848.5	17.5	1,301.5	44.5	400.9	8.3	2.2
EPICERIE SUCREE	16.6	15.4	4.4	643.3	17.2	1,281.8	40.7	370.5	8.3	2.1
FRAIS - LAITIER	16.3	15.1	6.8	967.4	19.0	1,415.7	42.3	420.5	9.4	2.3
EPICERIE SALEE	13.1	12.2	10.1	1,114.6	12.7	947.7	48.8	310.7	7.8	2.0
LIQUIDES - ALCOOL	9.8	9.1	5.3	457.3	5.6	419.5	46.0	132.1	4.6	1.3
HYGIENE BEAUTE	7.7	7.1	7.2	481.1	6.1	457.2	31.9	110.5	6.4	1.2
LIQUIDES SANS ALCOOL	6.8	6.3	0.4	26.8	7.7	571.7	29.6	130.7	9.0	2.0
ENTRETIEN	6.2	5.7	8.0	427.4	5.7	425.4	37.0	114.9	7.4	1.6
SURGELE SALE	3.2	3.0	12.8	337.3	4.7	347.9	46.3	110.1	11.7	2.7
PAPIER	2.1	2.0	5.5	101.1	2.4	176.9	33.6	44.5	9.1	1.9
SURGELE SUCRE	1.3	1.2	9.8	107.3	1.3	96.0	54.8	34.0	8.0	2.3
Summary	100.0	92.9	6.3	5,512.1	100.0	7,441.2	41.4	2,179.6	8.0	2.0

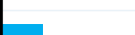
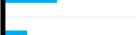
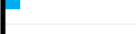
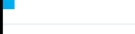
Shared vs. PGC FLS Hors vin 2020

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

Top/Bottom

PGC FLS Hors vin 2020 - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	ENSEIGNES HM				ENSEIGNES SM					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER	16.8	 6,541.0	1.1	71.9	16.7	 5,805.4	5.8	318.7	88.8	3.9
EPICERIE SUCREE	16.5	 6,412.7	-1.3	-85.6	16.6	 5,771.3	5.2	284.0	90.0	5.6
FRAIS - LAITIER	15.6	 6,069.0	1.0	58.3	16.4	 5,686.6	6.8	362.1	93.7	5.1
EPICERIE SALEE	12.9	 5,018.4	4.6	218.6	13.4	 4,648.4	10.6	445.8	92.6	5.1
LIQUIDES - ALCOOL	9.0	 3,504.5	-0.3	-9.3	10.8	 3,750.6	6.6	233.5	107.0	6.9
HYGIENE BEAUTE	8.9	 3,467.6	1.9	65.0	7.5	 2,609.3	10.1	239.9	75.3	5.6
ENTRETIEN	6.9	 2,679.1	3.2	83.5	5.9	 2,050.6	9.7	182.0	76.5	4.5
LIQUIDES SANS ALCOOL	6.8	 2,645.4	-3.0	-82.5	6.3	 2,203.9	0.0	-1.0	83.3	2.5
SURGELE SALE	3.1	 1,194.5	7.2	80.6	3.0	 1,034.3	13.3	121.7	86.6	4.7
PAPIER	2.2	 845.7	0.6	4.9	2.0	 686.8	5.6	36.4	81.2	3.9
SURGELE SUCRE	1.2	 473.7	5.8	26.0	1.4	 470.1	9.0	38.9	99.3	2.9
Summary	100.0	38,851.6	1.1	431.4	100.0	34,717.3	7.0	2,262.0	89.4	4.9

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : ENSEIGNES HM Country : France Category : STRAT PLANNER HEBDO 2020

PARTS DE MARCHÉ ET ÉVOLUTION DES PRODUITS DANS LES CIRCUITS

Market Share & Evolution across Markets

Value (in EUR) - Latest year to date - Week Ending 15/11/20

	% Share of Trade & Market Shares within Market					% Chg. Value vs. Year Ago				
	HMSM + PROXI + ECOM + SDMP (Census)	ENSEIGNES HM (1)	ENSEIGNES SM (1)	ENSEIGNES PROXI (2)	ENSEIGNES DRIVE (3)	HMSM + PROXI + ECOM + SDMP (Census)	ENSEIGNES HM (1)	ENSEIGNES SM (1)	ENSEIGNES PROXI (2)	ENSEIGNES DRIVE (3)
PGC FLS Hors vin 2020	100.0	41.8	37.4	9.7	8.0	6.3	1.1	7.0	9.1	41.4
ENTRETIEN	6.2	6.9	5.9	4.4	5.7	8.0	3.2	9.7	14.9	37.0
EPICERIE SALEE	13.1	12.9	13.4	12.9	12.7	10.1	4.6	10.6	14.5	48.8
EPICERIE SUCREE	16.6	16.5	16.6	16.6	17.2	4.4	-1.3	5.2	7.5	40.7
FRAIS - LAITIER	16.3	15.6	16.4	16.6	19.0	6.8	1.0	6.8	11.4	42.3
FRAIS NON LAITIER	16.9	16.8	16.7	17.5	17.5	5.7	1.1	5.8	5.2	44.5
HYGIENE BEAUTE	7.7	8.9	7.5	4.3	6.1	7.2	1.9	10.1	14.7	31.9
LIQUIDES - ALCOOL	9.8	9.0	10.8	13.6	5.6	5.3	-0.3	6.6	9.6	46.0
LIQUIDES SANS ALCOOL	6.8	6.8	6.3	7.9	7.7	0.4	-3.0	0.0	0.6	29.6
PAPIER	2.1	2.2	2.0	1.9	2.4	5.5	0.6	5.6	9.9	33.6
SURGELE SALE	3.2	3.1	3.0	2.8	4.7	12.8	7.2	13.3	15.2	46.3
SURGELE SUCRE	1.3	1.2	1.4	1.4	1.3	9.8	5.8	9.0	9.6	54.8

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

Compared with Year Ago week ending 17/11/19 (1) CIRCUITS HMSM (2) CIRCUITS PROXI (3) TOUTES ENSEIGNES DRIVE (RS) - France

PGC-FLS - TYPES DE MARQUE



Top/Bottom

PGC FLS Hors vin 2020 - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in B EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
GRANDS GROUPES (>250 M€)	50.7	47.0	4.7	2,111.6	51.1	3,798.9	41.0	1,104.6	8.1	2.1
MDD	27.7	25.7	6.0	1,451.4	35.0	2,603.6	37.6	712.1	10.1	2.3
< 250 M€	21.7	20.1	10.7	1,949.2	14.0	1,038.7	53.7	362.8	5.2	1.4
Summary	100.0	92.9	6.3	5,512.1	100.0	7,441.2	41.4	2,179.6	8.0	2.0

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

Top/Bottom

PGC FLS Hors vin 2020 - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in B EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
NON BIO	94.6	87.8	5.9	4,889.1	91.4	6,802.2	40.7	1,968.2	7.7	1.9
BIO	5.4	5.1	14.1	623.0	8.6	639.0	49.4	211.3	12.6	3.0
Summary	100.0	92.9	6.3	5,512.1	100.0	7,441.2	41.4	2,179.6	8.0	2.0

Shared vs. PGC FLS Hors vin 2020

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

11 RAYONS DÉTAILS FAMILLES (DERNIER CUMUL À DATE)

DPH - ENTRETIEN (1/3)

Top/Bottom

ENTRETIEN - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
ENTRETIEN LESSIVE	23.2	1,329.7	0.2	3.0	28.0	119.0	25.7	24.3	8.9	1.8
ENTRETIEN EMBALLAGE MENAGER	9.3	532.7	12.7	60.1	10.4	44.0	41.2	12.9	8.3	1.7
ENTRETIEN ACCESSOIRES CHIENS CHATS	8.0	458.0	6.3	27.0	8.0	34.1	34.1	8.7	7.5	1.5
ENTRETIEN PRODUITS LAVE VAISSELLE	7.4	425.1	11.4	43.5	12.0	51.1	44.9	15.9	12.0	2.8
ENTRETIEN NETTOYANT MENAGER+DESINFECTANT	6.6	379.9	23.6	72.5	6.1	25.8	55.3	9.2	6.8	1.4
ENTRETIEN VAISSELLE MAIN	4.7	271.5	12.0	29.2	4.6	19.5	49.9	6.5	7.2	1.8
ENTRETIEN DESODORISANT	4.1	235.7	-1.4	-3.4	2.2	9.2	28.0	2.0	3.9	0.9
ENTRETIEN ADOUCISSEUR TEXTILE	4.0	227.1	1.3	2.9	4.6	19.7	27.8	4.3	8.7	1.8
ENTRETIEN PRODUIT WC/FOSSE	3.9	223.0	4.6	9.8	4.2	17.9	36.3	4.8	8.0	1.9
ENTRETIEN ENTRETIEN DU LINGE	3.7	210.7	9.3	17.9	3.9	16.5	40.9	4.8	7.8	1.8
ENTRETIEN LINGETTE ENTRETIEN	3.5	201.1	37.0	54.3	3.4	14.3	37.5	3.9	7.1	0.0
ENTRETIEN EPONGE TISSU/TAMPON	3.1	180.5	11.5	18.6	2.8	12.1	40.3	3.5	6.7	1.4
ENTRETIEN INSECTICIDES	3.1	178.3	16.0	24.6	1.2	5.2	69.4	2.1	2.9	0.9
ENTRETIEN ACCESSOIRES DE BALAYAGE	2.2	128.0	9.0	10.5	0.4	1.8	70.6	0.7	1.4	0.5

DPH - ENTRETIEN (2/3)

Top/Bottom

ENTRETIEN - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
ENTRETIEN EAU DE JAVEL	1.5	86.5	20.3	14.6	0.9	4.0	72.7	1.7	4.7	1.4
ENTRETIEN PRODUIT POUR FEU	1.5	84.9	21.0	14.8	0.8	3.4	50.3	1.1	4.0	0.8
ENTRETIEN ANTI CALCAIRE LAVE LINGE	1.4	79.5	5.3	4.0	1.4	5.8	43.1	1.7	7.3	1.9
ENTRETIEN ENTRETIEN CHAUSSURE	1.0	59.8	-23.4	-18.2	0.2	0.7	20.2	0.1	1.1	0.4
ENTRETIEN GANT DE MENAGE	1.0	57.9	59.0	21.5	0.4	1.7	89.4	0.8	3.0	0.5
ENTRETIEN DEBOUCHEUR	1.0	55.7	12.1	6.0	0.8	3.3	46.3	1.0	5.9	1.4
ENTRETIEN ENTRETIEN APPAREIL MENAGER	0.8	47.3	9.6	4.1	0.9	3.8	47.9	1.2	8.1	2.1
ENTRETIEN OUTILS D'ESSUYAGE	0.7	42.3	6.1	2.4	0.3	1.1	43.8	0.3	2.6	0.7
ENTRETIEN DETACHEUR	0.7	42.1	-7.2	-3.3	0.6	2.6	20.4	0.4	6.2	1.4
ENTRETIEN FILTRE A CAFE + THE	0.5	28.0	3.7	1.0	0.3	1.3	60.1	0.5	4.7	1.6
ENTRETIEN PRODUIT POUR SOL	0.5	26.3	4.3	1.1	0.3	1.3	54.5	0.5	5.0	1.6
ENTRETIEN NETTOYANT VITRE	0.4	25.7	8.3	2.0	0.5	2.0	34.5	0.5	7.7	1.5
ENTRETIEN TAPIS ACCUEIL+SDB+CUISINE	0.3	19.5	-3.8	-0.8	0.0	0.1	114.0	0.0	0.4	0.2
ENTRETIEN ACCESSOIRES AUTRES ANIMAUX	0.3	18.1	8.0	1.3	0.2	1.1	68.2	0.4	5.9	2.1

DPH - ENTRETIEN (3/3)

Top/Bottom

ENTRETIEN - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
ENTRETIEN BARQUETTE + PLAT	0.3	16.4	7.8	1.2	0.2	0.8	37.4	0.2	4.6	1.0
ENTRETIEN PRODUIT MEUBLE+NETTOYANT BOIS	0.2	11.8	-0.5	-0.1	0.1	0.6	38.9	0.2	4.9	1.4
ENTRETIEN SAVON DE MENAGE	0.2	10.0	40.3	2.9	0.1	0.3	172.4	0.2	3.0	1.5
ENTRETIEN BROSSES ADHESIVES	0.2	9.5	-5.1	-0.5	0.1	0.3	35.3	0.1	3.1	0.9
ENTRETIEN TEINTURE POUR TISSUS	0.2	9.3	-5.0	-0.5	0.0	0.1	23.9	0.0	1.4	0.3
ENTRETIEN PRODUIT TAPIS MOQUETTE	0.1	6.9	21.6	1.2	0.1	0.5	58.2	0.2	6.7	1.6
ENTRETIEN BALAYETTES POUR WC	0.1	6.7	-1.2	-0.1	0.0	0.1	48.7	0.0	1.5	0.5
ENTRETIEN NETTOYANT POUR FOUR	0.1	6.0	12.1	0.6	0.1	0.4	52.1	0.1	6.6	1.7
ENTRETIEN RACLETTES VITRES	0.1	3.8	54.1	1.3	0.0	0.0	111.1	0.0	1.0	0.3
ENTRETIEN PLUMEUX & ACCESSOIRES POUSSIERES	0.0	2.6	5.1	0.1	0.0	0.0	79.9	0.0	1.3	0.5
ENTRETIEN PRODUITS POUR METAUX	0.0	2.5	-1.7	0.0	0.0	0.0	82.3	0.0	0.9	0.4
Summary	100.0	5,740.7	8.0	427.4	100.0	425.4	37.0	114.9	7.4	1.6

Shared vs. ENTRETIEN

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

DPH - HYGIENE-BEAUTE (1/7)



Top/Bottom

HYGIENE BEAUTE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE CHANGE BEBE	8.9	632.0	1.2	7.3	19.9	90.8	17.8	13.7	14.4	2.0
HYGIENE BEAUTE BAIN+DOUCHE	7.1	504.8	-1.3	-6.4	10.0	45.8	23.7	8.8	9.1	1.8
HYGIENE BEAUTE DENTIFRICE+KIT BLANCHEUR	6.2	442.8	1.9	8.3	7.5	34.4	29.3	7.8	7.8	1.6
HYGIENE BEAUTE MASQUES	6.0	425.0	NA	423.5	3.1	14.1	NA	14.1	3.3	3.2
HYGIENE BEAUTE VISAGE	5.9	420.2	-5.6	-25.1	4.7	21.5	32.7	5.3	5.1	1.5
HYGIENE BEAUTE SHAMPOOING	5.8	412.0	-1.4	-5.6	7.4	34.1	26.5	7.1	8.3	1.8
HYGIENE BEAUTE DEODORANT CORPOREL	5.5	392.9	-9.2	-39.7	6.0	27.4	10.6	2.6	7.0	1.2

DPH - HYGIENE-BEAUTE (2/7)



Top/Bottom

HYGIENE BEAUTE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE LAMES ET RASOIRS	4.7	331.4	-5.0	-17.3	3.1	14.2	38.0	3.9	4.3	1.3
HYGIENE BEAUTE HYGIENE FEMININE	4.6	326.7	-0.6	-1.8	5.9	26.8	34.4	6.9	8.2	2.1
HYGIENE BEAUTE PRODUITS POUR CHEVEUX	3.8	270.3	15.0	35.3	1.0	4.8	139.9	2.8	1.8	0.9
HYGIENE BEAUTE CHANGE POUR INCONTINENCE	3.6	257.6	1.9	4.8	1.9	8.6	77.8	3.8	3.3	1.4
HYGIENE BEAUTE BROSSES A DENTS + ACCESSOIRES	3.2	224.5	0.7	1.6	2.5	11.3	27.5	2.4	5.0	1.1
HYGIENE BEAUTE SAVONS DE TOILETTE	3.1	220.6	44.7	68.1	3.3	14.9	77.1	6.5	6.7	1.2
HYGIENE BEAUTE PREMIERS SOINS	3.0	216.1	85.4	99.5	1.9	8.9	149.6	5.3	4.1	1.1

DPH - HYGIENE-BEAUTE (3/7)



Top/Bottom

HYGIENE BEAUTE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE APRES SHAMPOOING	2.6	187.9	3.7	6.8	2.4	11.2	26.2	2.3	6.0	1.1
HYGIENE BEAUTE SOINS DU CORPS	2.0	143.9	3.6	5.0	1.3	5.8	41.5	1.7	4.0	1.1
HYGIENE BEAUTE PRODUITS COIFFANTS	1.9	134.4	-16.3	-26.1	1.2	5.5	8.1	0.4	4.1	0.9
HYGIENE BEAUTE MAQUILLAGE YEUX	1.8	126.8	-12.7	-18.4	0.6	2.6	18.1	0.4	2.0	0.5
HYGIENE BEAUTE LINGETTES BEBE	1.6	114.9	4.9	5.4	2.3	10.7	14.1	1.3	9.3	0.7
HYGIENE BEAUTE REVITALISANTS	1.5	107.4	1.1	1.2	0.5	2.1	29.8	0.5	2.0	0.4
HYGIENE BEAUTE PRODUITS DE BEAUTE BEBE	1.5	107.1	-0.2	-0.2	3.5	16.0	13.2	1.9	14.9	1.8

DPH - HYGIENE-BEAUTE (4/7)



Top/Bottom

HYGIENE BEAUTE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE COTON	1.4	100.2	-7.6	-8.2	2.0	9.3	10.7	0.9	9.3	1.5
HYGIENE BEAUTE DEPILATOIRES	1.4	99.4	19.1	15.9	1.0	4.5	63.1	1.7	4.5	1.2
HYGIENE BEAUTE PRODUITS SOLAIRES	1.4	98.1	-8.5	-9.2	1.1	4.9	21.6	0.9	5.0	1.2
HYGIENE BEAUTE ACCESSOIRES PARAPHARMACIE	1.1	81.3	5.3	4.1	0.5	2.1	48.2	0.7	2.6	0.7
HYGIENE BEAUTE DERMATOLOGIE	1.1	80.2	14.1	9.9	0.4	2.0	86.5	0.9	2.5	1.0
HYGIENE BEAUTE MAQUILLAGE VISAGE	1.0	73.5	-17.6	-15.7	0.2	0.7	25.2	0.1	1.0	0.3
HYGIENE BEAUTE EAU DE TOILETTE ET PARFUM	1.0	67.7	-11.8	-9.1	0.2	0.8	35.2	0.2	1.2	0.4

DPH - HYGIENE-BEAUTE (5/7)

Top/Bottom

HYGIENE BEAUTE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE ACCESSOIRES INTIMES	0.9	64.8	2.5	1.6	0.6	2.7	21.7	0.5	4.1	0.6
HYGIENE BEAUTE EAU DENTAIRE	0.9	64.5	0.2	0.1	0.8	3.5	34.5	0.9	5.4	1.4
HYGIENE BEAUTE NETTOYANT DENTIERES + FIXATIFS	0.9	60.6	-0.8	-0.5	0.3	1.2	107.3	0.6	2.0	1.0
HYGIENE BEAUTE MAQUILLAGE CORPS+ONGLE	0.8	58.4	-9.7	-6.2	0.3	1.3	24.4	0.3	2.3	0.6
HYGIENE BEAUTE APRES-RASAGE	0.7	48.7	-6.8	-3.6	0.4	1.8	28.3	0.4	3.8	1.0
HYGIENE BEAUTE PREPARATION A RASER	0.7	47.1	-10.2	-5.4	0.6	2.5	30.4	0.6	5.4	1.7
HYGIENE BEAUTE COTON TIGE	0.5	37.9	8.6	3.0	0.8	3.8	40.0	1.1	10.0	2.2

DPH - HYGIENE-BEAUTE (6/7)

Top/Bottom

HYGIENE BEAUTE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
HYGIENE BEAUTE HYGIENE INTIME	0.5	34.3	-1.6	-0.6	0.6	2.8	32.1	0.7	8.3	2.1
HYGIENE BEAUTE EAU DE COLOGNE	0.4	30.4	4.7	1.4	0.1	0.5	129.7	0.3	1.8	1.0
HYGIENE BEAUTE MAQUILLAGE LEVRE	0.4	27.9	-35.4	-15.3	0.0	0.2	-23.0	0.0	0.5	0.1
HYGIENE BEAUTE BRUMISATEUR	0.3	17.9	-27.1	-6.7	0.2	0.8	18.9	0.1	4.3	1.6
HYGIENE BEAUTE MAQUILLAGE COFFRET+ACCESSOIRES	0.2	14.3	-4.8	-0.7	0.0	0.0	37.6	0.0	0.2	0.1
HYGIENE BEAUTE ACCESSOIRES DENTAIRES	0.1	9.6	-0.9	-0.1	0.1	0.3	51.0	0.1	3.1	1.1
HYGIENE BEAUTE TALC	0.0	2.5	6.0	0.1	0.0	0.1	44.3	0.0	4.3	1.1

Top/Bottom

HYGIENE BEAUTE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
Summary	100.0	7,118.7	7.2	481.1	100.0	457.2	31.9	110.5	6.4	1.2

Shared vs. HYGIENE BEAUTE

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

Top/Bottom

PAPIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
PAPIER PAPIER HYGIENIQUE	49.0	955.4	6.5	58.6	52.1	92.2	35.5	24.1	9.6	2.1
PAPIER ESSUIE-TOUT	26.5	517.3	13.6	61.8	27.4	48.5	40.9	14.1	9.4	1.8
PAPIER MOUCHOIRS	14.2	277.6	2.9	7.9	16.2	28.7	21.7	5.1	10.3	1.6
PAPIER PRODUITS DE TABLE A JETER + BOUGIES	8.5	164.9	-16.9	-33.6	2.1	3.7	4.5	0.2	2.2	0.5
PAPIER LINGETTES HORS DEMAQUILLANT	1.8	35.3	22.1	6.4	2.2	3.9	37.2	1.0	10.9	1.2
Summary	100.0	1,950.4	5.5	101.1	100.0	176.9	33.6	44.5	9.1	1.9

Shared vs. PAPIER

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

EPICERIE SALEE (1/6)

Top/Bottom

EPICERIE SALEE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE ALIMENT CHIENS CHATS	13.9	1,687.9	5.0	80.4	11.4	108.5	40.7	31.4	6.4	1.6
EPICERIE SALEE CONSERVES LEGUMES HS/SAUMURES	11.7	1,428.2	13.0	164.9	15.5	147.2	52.7	50.8	10.3	2.7
EPICERIE SALEE PRODUITS APERITIFS	10.7	1,301.0	4.5	55.9	10.0	95.2	43.2	28.7	7.3	2.0
EPICERIE SALEE CONSERVES DE POISSON	8.9	1,085.3	8.9	88.8	8.6	81.8	53.2	28.4	7.5	2.2
EPICERIE SALEE HUILES	7.3	892.7	16.6	126.9	6.9	65.4	68.6	26.6	7.3	2.3
EPICERIE SALEE PATE ALIMENTAIRE	5.9	712.4	15.4	95.2	7.6	72.0	41.8	21.2	10.1	1.9
EPICERIE SALEE SAUCE FROIDE	4.0	492.0	10.5	46.7	3.9	37.1	46.7	11.8	7.6	1.9

EPICERIE SALEE (2/6)

Top/Bottom

EPICERIE SALEE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE SAUCE CHAUDE	4.0	487.5	14.8	62.8	5.1	48.4	48.2	15.7	9.9	2.2
EPICERIE SALEE CHIPS	3.8	463.4	2.1	9.7	3.3	31.4	49.8	10.5	6.8	2.2
EPICERIE SALEE PLAT FRANCAIS	3.4	412.9	9.3	35.0	2.8	26.2	51.3	8.9	6.4	1.8
EPICERIE SALEE RIZ	3.3	403.4	16.6	57.5	4.0	37.4	44.4	11.5	9.3	1.8
EPICERIE SALEE POTAGE	2.8	338.7	3.9	12.8	2.2	21.0	41.1	6.1	6.2	1.6
EPICERIE SALEE POIVRE EPICE HERBE	2.7	323.1	18.0	49.3	1.9	18.4	59.9	6.9	5.7	1.5
EPICERIE SALEE OLIVES LS	1.8	221.2	8.1	16.6	1.4	13.7	52.0	4.7	6.2	1.8

EPICERIE SALEE (3/6)

Top/Bottom

EPICERIE SALEE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE PLAT EXOTIQUE	1.7	210.9	19.7	34.8	2.3	21.4	42.5	6.4	10.1	1.6
EPICERIE SALEE CEREALES A CUIRE	1.6	192.9	11.8	20.4	2.1	19.8	41.7	5.8	10.3	2.2
EPICERIE SALEE BOUILLONS ET AIDES A LA CUISINE	1.4	165.5	9.2	13.9	1.3	12.4	46.3	3.9	7.5	1.9
EPICERIE SALEE VINAIGRE	1.3	153.4	15.7	20.8	1.3	12.6	64.4	4.9	8.2	2.4
EPICERIE SALEE LEGUME VINAIGRE	1.2	141.3	5.9	7.9	1.1	10.5	50.0	3.5	7.5	2.2
EPICERIE SALEE PATE CONFIT RILLETTE	1.0	126.4	9.2	10.7	0.7	6.5	73.8	2.8	5.2	1.9
EPICERIE SALEE SAUCE SPECIALE	1.0	119.4	20.4	20.2	0.7	6.3	49.8	2.1	5.3	1.0

EPICERIE SALEE (4/6)



Top/Bottom

EPICERIE SALEE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE PLAT ITALIEN	0.9	113.2	12.4	12.5	1.1	10.3	38.5	2.9	9.1	1.7
EPICERIE SALEE SELS	0.8	102.6	15.2	13.5	0.6	6.2	66.3	2.5	6.0	1.8
EPICERIE SALEE PLAT DESHYDRATE	0.8	92.7	16.6	13.2	0.5	4.7	49.6	1.6	5.0	1.1
EPICERIE SALEE VINAIGRETTE	0.8	91.4	0.9	0.8	0.7	6.8	42.3	2.0	7.4	2.2
EPICERIE SALEE LEGUMES SECS	0.6	72.2	21.4	12.7	0.5	5.2	66.6	2.1	7.2	2.0
EPICERIE SALEE PUREE DESHYDRATEE	0.5	62.6	6.5	3.8	0.7	6.2	37.9	1.7	9.9	2.2
EPICERIE SALEE ALIMENT OISEAUX	0.5	60.6	13.0	7.0	0.1	1.0	131.3	0.6	1.7	0.9

EPICERIE SALEE (5/6)

Top/Bottom

EPICERIE SALEE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE CROUTONS	0.4	48.0	6.1	2.7	0.5	4.6	35.5	1.2	9.6	2.1
EPICERIE SALEE CONCENTRE DE TOMATE	0.3	40.9	18.4	6.4	0.3	2.8	56.0	1.0	6.8	1.6
EPICERIE SALEE ALIMENT AUTRES ANIMAUX	0.3	39.2	10.9	3.8	0.2	1.5	48.1	0.5	3.7	0.9
EPICERIE SALEE FOIE GRAS EPICERIE LS	0.2	25.7	-5.9	-1.6	0.1	1.0	64.7	0.4	3.9	1.7
EPICERIE SALEE EPAISSISSEUR SAUCE	0.2	19.9	26.1	4.1	0.2	1.9	80.7	0.8	9.5	2.9
EPICERIE SALEE CONSERVES DE VIANDE	0.1	16.6	14.9	2.1	0.1	0.6	92.8	0.3	3.9	1.6
EPICERIE SALEE FECULENTS	0.1	13.6	20.1	2.3	0.1	1.0	76.7	0.4	7.1	2.3

EPICERIE SALEE (6/6)



Top/Bottom

EPICERIE SALEE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SALEE CONSERVES SAUCISSES COCKTAIL	0.0	5.4	0.9	0.0	0.0	0.4	42.4	0.1	7.6	2.2
EPICERIE SALEE CONSERVES SALADE DE LEGUME	0.0	4.5	-1.2	-0.1	0.0	0.2	0.5	0.0	3.4	0.1
EPICERIE SALEE CONSERVES LEGUMES SAUMURES	0.0	2.0	12.6	0.2	0.0	0.0	48.5	0.0	1.8	0.4
Summary	100.0	12,170.7	10.1	1,114.6	100.0	947.7	48.8	310.7	7.8	2.0

Shared vs. EPICERIE SALEE

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

EPICERIE SUCREE (1/6)

Top/Bottom

EPICERIE SUCREE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE CAFE	15.4	 2,379.8	8.0	176.1	12.9	 165.6	45.1	51.4	7.0	1.8
EPICERIE SUCREE BISCUITS	12.4	 1,913.3	-0.9	-16.4	13.2	 168.6	30.4	39.3	8.8	2.1
EPICERIE SUCREE CHOCOLAT EN TABLETTE	7.3	 1,132.4	14.3	141.7	7.1	 90.5	74.6	38.7	8.0	2.8
EPICERIE SUCREE PATISSERIE INDUSTRIELLE	6.7	 1,031.4	-2.9	-31.1	6.1	 78.6	28.8	17.6	7.6	1.9
EPICERIE SUCREE VIENNOISERIES	5.1	 790.3	-0.5	-4.1	6.1	 78.0	30.3	18.1	9.9	2.3
EPICERIE SUCREE PANIFICATION FRAICHE	4.7	 722.8	13.6	86.3	5.2	 66.7	43.2	20.1	9.2	1.9
EPICERIE SUCREE CONFISERIE CHOCOLAT	4.2	 643.3	1.8	11.2	3.1	 40.2	43.0	12.1	6.3	1.8

EPICERIE SUCREE (2/6)

Top/Bottom

EPICERIE SUCREE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE CEREALES	4.1	635.8	9.1	53.2	5.7	73.0	40.4	21.0	11.5	2.6
EPICERIE SUCREE BONBONS	3.8	583.5	-2.8	-17.1	2.0	25.1	43.5	7.6	4.3	1.4
EPICERIE SUCREE CHOCOLATS SAISONNIERS	3.5	535.8	-11.1	-67.0	2.2	28.1	146.0	16.7	5.2	3.3
EPICERIE SUCREE PRODUIT POUR PATISserie	3.0	462.6	29.9	106.6	2.9	37.4	71.1	15.6	8.1	1.9
EPICERIE SUCREE COMPOTE EPICERIE	2.9	440.5	3.7	15.7	5.1	64.8	32.6	15.9	14.7	3.2
EPICERIE SUCREE PATE A TARTINER	2.8	427.3	10.5	40.5	3.6	46.7	40.9	13.5	10.9	2.4
EPICERIE SUCREE PANIFICATION SECHE	2.4	369.8	11.2	37.3	2.3	30.1	63.8	11.7	8.1	2.6

EPICERIE SUCREE (3/6)

Top/Bottom

EPICERIE SUCREE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE ALIMENT INFANTILE HUMIDE	2.2	346.1	-0.9	-3.2	5.3	67.8	20.4	11.5	19.6	3.5
EPICERIE SUCREE CONFITURE	2.1	323.8	3.1	9.7	1.7	21.7	51.2	7.4	6.7	2.1
EPICERIE SUCREE ALIMENTATION INFANTILE LAIT	2.0	312.8	0.3	1.0	3.4	43.6	8.4	3.4	13.9	1.0
EPICERIE SUCREE SUCRE	2.0	311.1	13.4	36.9	1.5	19.8	57.4	7.2	6.4	1.8
EPICERIE SUCREE THE	1.4	216.3	2.7	5.8	1.0	13.3	39.9	3.8	6.2	1.6
EPICERIE SUCREE CHEWING GUM + BUBBLE GUM	1.3	204.1	-20.9	-53.9	0.7	8.8	1.0	0.1	4.3	0.9
EPICERIE SUCREE MIEL	1.3	193.8	15.7	26.3	0.8	10.6	69.3	4.3	5.5	1.7

EPICERIE SUCREE (4/6)

Top/Bottom

EPICERIE SUCREE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE FARINES	1.1	174.4	44.3	53.5	1.1	14.3	77.2	6.2	8.2	1.5
EPICERIE SUCREE POUDRE CHOCOLATEE	1.1	166.4	1.4	2.3	1.3	16.2	31.4	3.9	9.7	2.2
EPICERIE SUCREE INFUSION	1.0	161.9	16.2	22.5	0.8	10.2	59.2	3.8	6.3	1.7
EPICERIE SUCREE CONFISERIE DE POCHE	0.9	136.1	-16.3	-26.4	0.2	2.4	46.8	0.8	1.8	0.8
EPICERIE SUCREE FRUITS EN MORCEAUX	0.9	131.8	13.6	15.8	0.8	10.7	76.8	4.7	8.1	2.9
EPICERIE SUCREE CHICOREE	0.8	130.1	4.5	5.5	0.5	6.7	69.0	2.7	5.2	2.0
EPICERIE SUCREE BARRES CEREALIERES	0.8	119.6	-11.0	-14.7	0.9	12.2	17.4	1.8	10.2	2.5

EPICERIE SUCREE (5/6)

Top/Bottom

EPICERIE SUCREE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HM5M + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE DESSERT A PREPARER	0.6	91.2	14.8	11.8	0.4	5.4	52.6	1.9	5.9	1.5
EPICERIE SUCREE ALIMENT INFANTILE SEC	0.5	71.0	7.8	5.1	0.8	9.8	35.4	2.6	13.8	2.8
EPICERIE SUCREE LAIT INDUSTRIEL	0.4	66.9	11.4	6.8	0.2	3.0	82.8	1.4	4.5	1.8
EPICERIE SUCREE DESSERT PRET A CONSOMMER	0.4	56.5	7.2	3.8	0.4	5.7	31.2	1.4	10.1	1.9
EPICERIE SUCREE SUBSTITUT DE SUCRE	0.4	55.7	5.7	3.0	0.2	2.8	89.9	1.3	5.0	2.2
EPICERIE SUCREE AUTRES CONFISERIES/SPECIALITES	0.1	22.1	-14.4	-3.7	0.0	0.6	46.5	0.2	2.7	1.1
EPICERIE SUCREE GATEAUX FESTIFS	0.1	18.1	7.0	1.2	0.0	0.4	5.2	0.0	2.4	0.0

EPICERIE SUCREE (6/6)



Top/Bottom

EPICERIE SUCREE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
EPICERIE SUCREE CREME DE MARRONS	0.1	16.9	8.2	1.3	0.1	1.0	62.7	0.4	5.9	2.0
EPICERIE SUCREE DIETETIQUE	0.1	16.2	-10.2	-1.8	0.1	0.9	57.3	0.3	5.5	2.3
EPICERIE SUCREE PRODUITS A GARNIR EPICERIE	0.0	7.2	20.9	1.3	0.0	0.2	87.6	0.1	3.4	1.2
EPICERIE SUCREE PRODUIT CONFITURE	0.0	3.7	15.4	0.5	0.0	0.1	152.4	0.0	2.1	1.1
Summary	100.0	15,422.3	4.4	643.3	100.0	1,281.8	40.7	370.5	8.3	2.1

Shared vs. EPICERIE SUCREE

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

FRAIS CREMERIE (1/2)



Top/Bottom

FRAIS - LAITIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS - LAITIER YAOURT	11.8	1,785.9	4.5	76.8	12.1	171.0	39.9	48.8	9.6	2.4
FRAIS - LAITIER LAIT LONGUE CONSERVATION	11.6	1,757.3	6.7	110.0	13.7	194.5	35.7	51.2	11.1	2.4
FRAIS - LAITIER PATE PRESSEE CUITE	10.7	1,611.5	10.2	148.9	11.8	167.6	42.4	49.9	10.4	2.4
FRAIS - LAITIER DESSERT FRAIS LAITIER	8.4	1,265.4	3.2	39.7	8.0	113.2	36.8	30.5	8.9	2.2
FRAIS - LAITIER BEURRE	8.2	1,237.4	8.6	97.8	8.2	115.5	47.1	37.0	9.3	2.4
FRAIS - LAITIER OEUFS	7.7	1,168.3	11.3	118.7	6.8	96.2	42.1	28.5	8.2	1.8
FRAIS - LAITIER PATE MOLLE LS	6.5	982.6	1.5	14.4	5.0	70.7	48.8	23.2	7.2	2.3
FRAIS - LAITIER PATE PRESSEE NON CUITE	5.4	810.0	9.9	72.9	5.3	74.5	51.2	25.2	9.2	2.5
FRAIS - LAITIER CREME FRAICHE + UHT LS	5.3	803.6	13.2	93.7	5.8	82.6	46.1	26.1	10.3	2.3
FRAIS - LAITIER PATE FRAICHE	5.2	784.2	12.9	89.4	5.0	70.2	43.9	21.4	9.0	1.9
FRAIS - LAITIER CHEVRE ET BREBIS	4.4	661.1	3.8	24.4	4.2	59.1	49.1	19.5	8.9	2.7
FRAIS - LAITIER FROMAGE FRAIS	3.8	572.3	3.6	20.1	3.6	50.4	38.7	14.1	8.8	2.2
FRAIS - LAITIER FROMAGE FONDU	2.9	433.7	9.0	35.9	2.8	39.3	49.2	12.9	9.1	2.4
FRAIS - LAITIER MARGARINE	2.0	309.2	0.2	0.8	1.3	18.4	49.5	6.1	5.9	2.0

FRAIS CREMERIE (2/2)



Top/Bottom

FRAIS - LAITIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS - LAITIER COMPOTE FRAICHE	2.0	300.8	3.3	9.7	2.5	35.0	34.0	8.9	11.6	2.7
FRAIS - LAITIER PATE PERSILLEE	1.4	209.9	4.2	8.4	1.2	16.9	57.2	6.2	8.1	2.7
FRAIS - LAITIER SUISSE	0.9	133.9	1.1	1.4	1.5	20.8	34.1	5.3	15.5	3.8
FRAIS - LAITIER BOISSONS LACTEES	0.8	125.6	5.7	6.8	0.8	10.8	35.8	2.8	8.6	1.9
FRAIS - LAITIER LAIT FRAIS	0.5	81.9	-4.7	-4.1	0.3	3.6	47.6	1.2	4.4	1.6
FRAIS - LAITIER SAUCE FRAICHE	0.4	56.8	2.0	1.1	0.2	3.5	50.5	1.2	6.2	2.0
FRAIS - LAITIER PLATEAU DE FROMAGES	0.1	17.9	-8.0	-1.6	0.0	0.5	52.8	0.2	2.6	1.0
FRAIS - LAITIER GRAISSE A FRIRE	0.1	16.9	13.5	2.0	0.1	1.1	61.3	0.4	6.4	1.9
FRAIS - LAITIER GATEAU FROMAGER	0.0	4.5	-0.7	0.0	0.0	0.3	48.4	0.1	6.7	2.2
Summary	100.0	15,130.7	6.8	967.4	100.0	1,415.7	42.3	420.5	9.4	2.3

Shared vs. FRAIS - LAITIER

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

FRAIS NON LAITIER (1/6)

Top/Bottom

FRAIS NON LAITIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER JAMBONS CUIITS ET ROTIS	12.0	1,882.0	7.3	127.9	15.2	197.2	38.6	54.9	10.5	2.4
FRAIS NON LAITIER VIANDE PIECE	6.9	1,084.8	17.1	158.4	14.6	190.1	49.0	62.6	17.5	3.8
FRAIS NON LAITIER PLATS CUISINES+QUENELLES	6.4	1,008.8	1.1	10.6	3.6	46.4	32.8	11.5	4.6	1.1
FRAIS NON LAITIER CHARCUTERIE SECHE TRANCHEE	5.5	864.3	6.9	55.6	4.9	64.0	43.9	19.5	7.4	1.9
FRAIS NON LAITIER VIANDE HACHEE	5.4	847.6	13.3	99.3	7.6	99.1	46.8	31.6	11.7	2.7
FRAIS NON LAITIER SALADES	5.0	790.3	-11.0	-97.8	2.7	35.3	26.7	7.4	4.5	1.3
FRAIS NON LAITIER SAUCISSONS ENTIERS ET CHORIZOS SECS	4.5	708.5	8.8	57.5	3.1	40.0	60.6	15.1	5.6	1.8

FRAIS NON LAITIER (2/6)

Top/Bottom

FRAIS NON LAITIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER CHARCUTERIE AIDES CULINAIRES	4.4	695.8	17.9	105.8	6.4	82.8	46.7	26.4	11.9	2.3
FRAIS NON LAITIER 4EME GAMME LS	4.2	663.2	-1.9	-13.0	3.2	41.2	31.3	9.8	6.2	1.6
FRAIS NON LAITIER POISSONS FUMES	4.1	640.3	8.3	49.3	3.3	43.6	57.6	15.9	6.8	2.1
FRAIS NON LAITIER SAUCISSES, KNACKS ET BOUDINS	3.6	561.9	13.8	68.2	3.8	49.9	56.1	17.9	8.9	2.4
FRAIS NON LAITIER PANES ET GRIGNOTTES	2.9	455.5	11.9	48.5	4.5	58.6	45.9	18.4	12.9	3.0
FRAIS NON LAITIER PATE FRAICHE TRAITEUR	2.9	452.4	9.9	40.7	3.6	46.5	45.1	14.5	10.3	2.5
FRAIS NON LAITIER PIZZA, QUICHE ET TARTE	2.8	433.2	3.7	15.5	2.0	25.6	33.1	6.4	5.9	1.3

FRAIS NON LAITIER (3/6)

Top/Bottom

FRAIS NON LAITIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER BOISSON FRUITS LEGUMES REFRIGEREES	2.7	423.4	-2.9	-12.6	3.8	49.2	32.4	12.0	11.6	3.1
FRAIS NON LAITIER PATE MENAGERE	2.6	411.6	12.0	44.1	2.9	38.3	38.3	10.6	9.3	1.8
FRAIS NON LAITIER POISSONS / CRUSTACES FRAIS	2.6	402.1	15.7	54.7	1.7	22.8	57.1	8.3	5.7	1.5
FRAIS NON LAITIER SANDWICH	2.6	401.6	-16.3	-78.3	0.4	5.7	23.8	1.1	1.4	0.5
FRAIS NON LAITIER FRUITS SECS	2.5	399.6	7.2	26.9	1.9	25.3	77.2	11.0	6.3	2.5
FRAIS NON LAITIER ASIATIQUE	2.4	369.2	1.1	4.2	0.8	10.1	52.4	3.5	2.7	0.9
FRAIS NON LAITIER FOIE GRAS, PATE ET RILLETES	2.1	332.0	1.2	3.9	1.3	17.1	53.7	6.0	5.2	1.8

FRAIS NON LAITIER (4/6)

Top/Bottom

FRAIS NON LAITIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER SAUCISSES	2.0	312.9	11.1	31.3	2.1	27.0	66.2	10.7	8.6	2.9
FRAIS NON LAITIER CHARCUTERIE PATISSIERE TRAITEUR	1.7	268.6	-1.5	-4.1	1.0	13.0	30.7	3.1	4.8	1.2
FRAIS NON LAITIER TARTINABLES	1.6	250.1	4.5	10.9	1.0	13.0	54.0	4.5	5.2	1.7
FRAIS NON LAITIER SURIMIS	1.4	215.5	5.2	10.7	1.5	19.1	37.8	5.2	8.9	2.1
FRAIS NON LAITIER POISSONS ELABORES ET PANES	1.3	201.1	7.0	13.1	0.9	12.4	35.6	3.2	6.1	1.3
FRAIS NON LAITIER SAUCISSONS CUIITS	1.2	185.6	7.4	12.8	0.6	7.9	55.8	2.8	4.3	1.3
FRAIS NON LAITIER POISSONS MARINES	0.6	91.6	0.5	0.5	0.2	2.7	55.0	1.0	2.9	1.0

FRAIS NON LAITIER (5/6)



Top/Bottom

FRAIS NON LAITIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRAIS NON LAITIER ENTREES ET APERITIFS	0.5	86.1	-2.2	-2.0	0.2	3.2	44.9	1.0	3.8	1.2
FRAIS NON LAITIER AUTRES SPECIALITES	0.5	74.6	7.1	4.9	0.4	5.0	52.6	1.7	6.8	2.0
FRAIS NON LAITIER SOUPE FRAICHE	0.4	69.9	-6.9	-5.2	0.3	4.5	47.8	1.4	6.4	2.4
FRAIS NON LAITIER LEGUMES CUIITS PREEMBALLES	0.4	64.0	4.2	2.6	0.3	4.3	57.0	1.6	6.7	2.2
FRAIS NON LAITIER DESSERT FRAIS NON LAITIER	0.2	27.8	9.8	2.5	0.0	0.3	48.7	0.1	0.9	0.2
FRAIS NON LAITIER GRAISSE	0.1	9.5	13.7	1.1	0.0	0.3	73.2	0.1	2.7	0.9
FRAIS NON LAITIER SOUPE DE POISSON	0.1	8.5	0.1	0.0	0.0	0.2	67.8	0.1	2.9	1.2

FRAIS NON LAITIER (6/6)

Top/Bottom

FRAIS NON LAITIER - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
Summary	100.0	15,693.9	5.7	848.5	100.0	1,301.5	44.5	400.9	8.3	2.2

Shared vs. FRAIS NON LAITIER

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

LIQUIDES - ALCOOL (1/3)



Top/Bottom

LIQUIDES - ALCOOL - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
LIQUIDES - ALCOOL BIERE+BASE BIERE	37.9	3,459.6	9.6	303.7	47.6	199.9	48.7	65.4	5.8	1.5
LIQUIDES - ALCOOL WHISKY + BOURBON	20.5	1,873.4	3.3	60.6	16.1	67.6	47.3	21.7	3.6	1.1
LIQUIDES - ALCOOL APERITIF ANISE ALCOOL	9.7	885.2	3.6	30.5	8.4	35.1	49.8	11.7	4.0	1.2
LIQUIDES - ALCOOL RHUM	6.0	545.0	16.6	77.7	5.9	24.8	49.6	8.2	4.5	1.0
LIQUIDES - ALCOOL CHAMPAGNE	5.8	530.1	-4.5	-25.0	3.8	15.9	25.6	3.2	3.0	0.7
LIQUIDES - ALCOOL MOUSSEUX	5.1	467.5	-5.4	-26.7	6.1	25.7	31.9	6.2	5.5	1.6
LIQUIDES - ALCOOL VODKA	3.3	305.6	7.7	21.8	1.8	7.4	33.1	1.8	2.4	0.5
LIQUIDES - ALCOOL LIQUEUR ET GUIGNOLET	3.2	292.2	4.9	13.7	3.0	12.6	37.2	3.4	4.3	1.0
LIQUIDES - ALCOOL APERITIF A BASE DE VIN	1.5	140.3	2.3	3.1	1.7	7.0	63.1	2.7	5.0	1.9
LIQUIDES - ALCOOL PORTO	1.1	98.4	-3.0	-3.0	0.8	3.2	56.2	1.2	3.3	1.2
LIQUIDES - ALCOOL CIDRE	1.1	97.2	-3.6	-3.6	1.2	5.0	33.0	1.2	5.1	1.4
LIQUIDES - ALCOOL GIN	0.9	84.8	25.3	17.1	0.8	3.4	84.3	1.5	4.0	1.3
LIQUIDES - ALCOOL VIN DOUX NATUREL	0.6	55.2	-5.3	-3.1	0.4	1.8	58.2	0.7	3.3	1.3
LIQUIDES - ALCOOL AMER BRUN	0.5	42.6	8.2	3.2	0.6	2.6	59.2	0.9	6.0	1.9

LIQUIDES - ALCOOL (2/3)

Top/Bottom

LIQUIDES - ALCOOL - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
LIQUIDES - ALCOOL ROSE AROMATISE	0.4	39.8	-25.0	-13.2	0.4	1.7	-6.3	-0.1	4.3	0.9
LIQUIDES - ALCOOL PUNCH + COCKTAIL	0.4	38.3	-2.2	-0.9	0.3	1.2	52.7	0.4	3.2	1.2
LIQUIDES - ALCOOL APERITIF SANS ALCOOL	0.4	33.3	-1.6	-0.6	0.3	1.1	46.2	0.4	3.4	1.1
LIQUIDES - ALCOOL PINEAU	0.3	29.5	-3.7	-1.1	0.3	1.2	64.3	0.5	4.1	1.7
LIQUIDES - ALCOOL GENTIANE	0.3	27.9	0.9	0.3	0.2	0.8	106.8	0.4	2.9	1.5
LIQUIDES - ALCOOL ALCOOL DIVERS	0.3	25.8	14.6	3.3	0.1	0.4	95.5	0.2	1.6	0.7
LIQUIDES - ALCOOL COGNAC	0.2	21.1	1.6	0.3	0.1	0.4	54.2	0.1	1.9	0.7
LIQUIDES - ALCOOL TEQUILA	0.1	11.1	8.3	0.9	0.1	0.4	36.6	0.1	3.9	0.8
LIQUIDES - ALCOOL CALVADOS	0.1	8.1	-9.8	-0.9	0.0	0.1	57.0	0.0	1.6	0.7
LIQUIDES - ALCOOL ARMAGNAC	0.1	7.6	-5.4	-0.4	0.0	0.1	90.9	0.1	1.5	0.7
LIQUIDES - ALCOOL MADERE	0.0	2.3	0.3	0.0	0.0	0.0	63.5	0.0	2.0	0.8
LIQUIDES - ALCOOL FRUITS A L'ALCOOL	0.0	0.8	-26.1	-0.3	0.0	0.0	53.6	0.0	0.1	0.1
LIQUIDES - ALCOOL BRANDY	0.0	0.7	-7.9	-0.1	0.0	0.0	-58.4	0.0	0.1	-0.1
Summary	100.0	9,123.3	5.3	457.3	100.0	419.5	46.0	132.1	4.6	1.3

Top/Bottom

LIQUIDES - ALCOOL - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago

Shared vs. LIQUIDES - ALCOOL
Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

LIQUIDES - SANS ALCOOL (1/2)



Top/Bottom

LIQUIDES SANS ALCOOL - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
LIQUIDES SANS ALCOOL BOISSONS GAZEUSES SANS ALCOOL	31.6	2,000.8	2.1	40.5	24.3	138.9	32.5	34.1	6.9	1.6
LIQUIDES SANS ALCOOL EAUX PLATES NATURES	21.6	1,365.3	-0.4	-5.8	26.8	153.4	30.6	35.9	11.2	2.7
LIQUIDES SANS ALCOOL JUS DE FRUITS	17.8	1,127.7	-1.1	-13.1	21.5	122.8	21.9	22.1	10.9	2.1
LIQUIDES SANS ALCOOL BOISSONS PLATES SANS ALCOOL	10.6	672.3	-3.9	-27.5	8.2	46.9	25.9	9.7	7.0	1.7
LIQUIDES SANS ALCOOL EAUX GAZEUSES NATURES	8.8	554.9	2.3	12.5	10.6	60.5	36.4	16.1	10.9	2.7
LIQUIDES SANS ALCOOL SIROPS	5.6	353.8	7.7	25.2	4.8	27.3	38.9	7.7	7.7	1.7
LIQUIDES SANS ALCOOL EAUX AROMATISEES	1.7	107.5	-16.3	-20.9	1.8	10.3	14.5	1.3	9.6	2.6

LIQUIDES - SANS ALCOOL (2/2)



Top/Bottom

LIQUIDES SANS ALCOOL - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
LIQUIDES SANS ALCOOL CONCENTRES D'AGRUMES	1.3	84.3	11.2	8.5	1.3	7.2	55.8	2.6	8.6	2.5
LIQUIDES SANS ALCOOL JUS DE LEGUMES	0.7	42.7	1.2	0.5	0.6	3.7	39.8	1.0	8.6	2.4
LIQUIDES SANS ALCOOL CONCENTRES DE BOISSONS	0.4	23.9	40.5	6.9	0.1	0.7	55.2	0.3	3.0	0.3
Summary	100.0	6,333.2	0.4	26.8	100.0	571.7	29.6	130.7	9.0	2.0

Shared vs. LIQUIDES SANS ALCOOL

Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

SURGELES - SALES (1/2)

Top/Bottom

SURGELE SALE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
SURGELE SALE PRODUITS CUISINES SURGELES	19.2	571.6	7.9	42.0	18.5	64.2	41.2	18.7	11.2	2.6
SURGELE SALE VIANDE SURGELEE	16.5	489.6	19.5	79.9	18.7	65.1	43.9	19.9	13.3	2.3
SURGELE SALE POISSONS SURGELES	14.8	441.6	21.8	78.9	16.7	57.9	60.2	21.8	13.1	3.1
SURGELE SALE POMMES DE TERRE SURGELEES	13.2	392.9	10.8	38.3	12.0	41.7	52.8	14.4	10.6	2.9
SURGELE SALE TARTES SALEES SURGELEES	11.8	351.0	3.9	13.1	9.8	34.2	37.1	9.3	9.7	2.4
SURGELE SALE LEGUMES NON CUISINES SURGELES	8.0	237.6	15.2	31.4	10.1	35.0	46.1	11.1	14.7	3.1
SURGELE SALE LEGUMES CUISINES SURGELES	7.3	216.0	13.1	25.0	8.2	28.6	40.9	8.3	13.2	2.6
SURGELE SALE FRUITS DE MER SURGELES	6.3	188.7	12.3	20.6	3.5	12.2	58.1	4.5	6.4	1.9
SURGELE SALE VOLAILLE SURGELEE	1.4	42.5	11.1	4.3	1.5	5.1	31.2	1.2	12.0	1.8
SURGELE SALE HERBES SURGELEES	0.7	20.5	9.1	1.7	0.9	3.0	30.4	0.7	14.8	2.4
SURGELE SALE ESCARGOTS GRENOUILLES SURGELES	0.6	18.8	10.8	1.8	0.2	0.6	65.7	0.3	3.4	1.1
SURGELE SALE SAUCES SURGELEES	0.2	5.3	6.4	0.3	0.1	0.3	63.1	0.1	6.0	2.1
Summary	100.0	2,976.1	12.8	337.3	100.0	347.9	46.3	110.1	11.7	2.7

Top/Bottom

SURGELE SALE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago

Shared vs. SURGELE SALE
Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

SURGELES - SUCRES (1/2)

Top/Bottom

SURGELE SUCRE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

	HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
SURGELE SUCRE GLACES DETENTE	67.4	807.1	5.5	42.0	70.1	67.3	46.4	21.3	8.3	2.3
SURGELE SUCRE GLACES BAC	22.5	269.3	29.0	60.6	18.2	17.5	109.6	9.1	6.5	2.5
SURGELE SUCRE FRUITS ET COULIS SURGELES	3.2	38.1	27.8	8.3	4.4	4.3	63.0	1.6	11.2	2.4
SURGELE SUCRE GLACES SPECIALITES	3.2	38.0	-5.1	-2.1	2.0	1.9	17.5	0.3	5.0	1.0
SURGELE SUCRE PATISSERIE SURGELEE	2.3	27.8	-16.0	-5.3	2.2	2.1	15.7	0.3	7.7	2.1
SURGELE SUCRE VIENNOISERIES ET PATES SURGELEES	1.4	17.3	28.2	3.8	3.1	3.0	78.7	1.3	17.2	4.9
Summary	100.0	1,197.5	9.8	107.3	100.0	96.0	54.8	34.0	8.0	2.3

Top/Bottom

SURGELE SUCRE - Latest year to date - Week Ending 15/11/20- Red: <=0, Green: >0

TOP100 - Benchmark Market - Sales

HMSM + PROXI + ECOM + SDMP (Census)				ENSEIGNES DRIVE					
Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago

Shared vs. SURGELE SUCRE
Benchmark Market : HMSM + PROXI + ECOM + SDMP (Census) Country : France Category : STRAT PLANNER HEBDO 2020

MERCI !