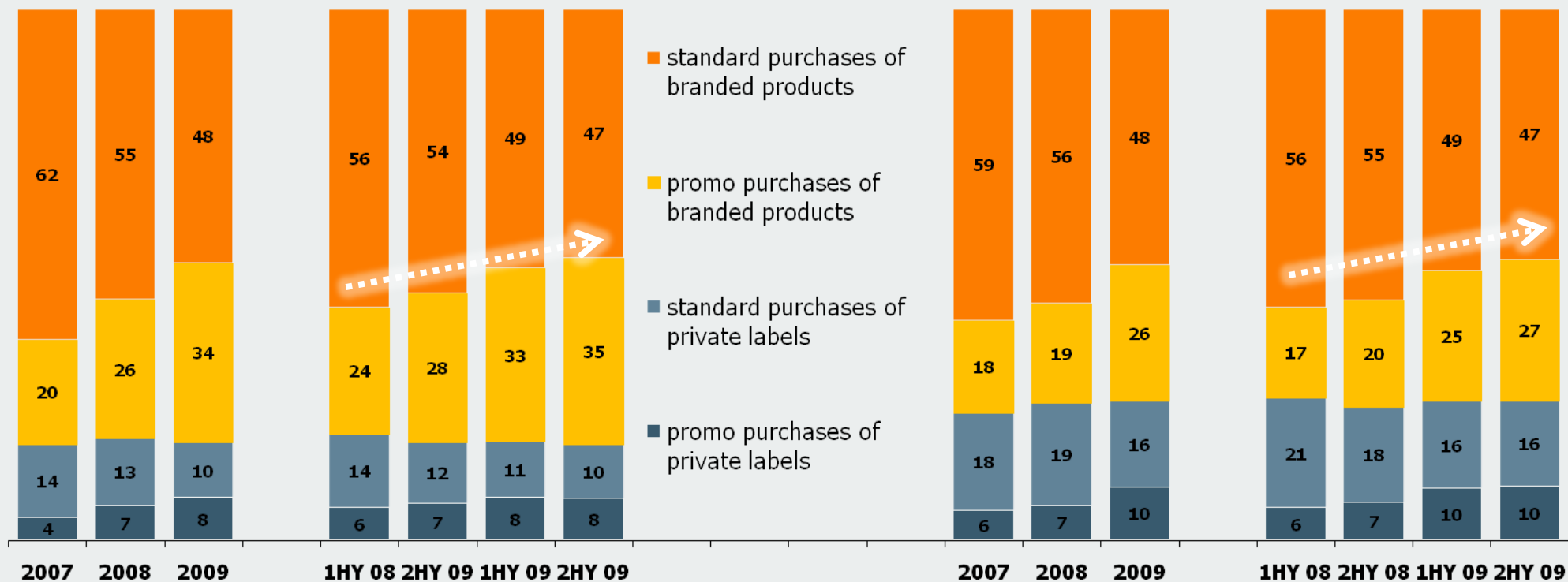


RETAIL AND HOUSEHOLD CONSUMPTION TRENDS

Share of Private Labels & Promotions in Terms of Value



Promo purchases of branded products increased significantly. Share of private labels stagnated.



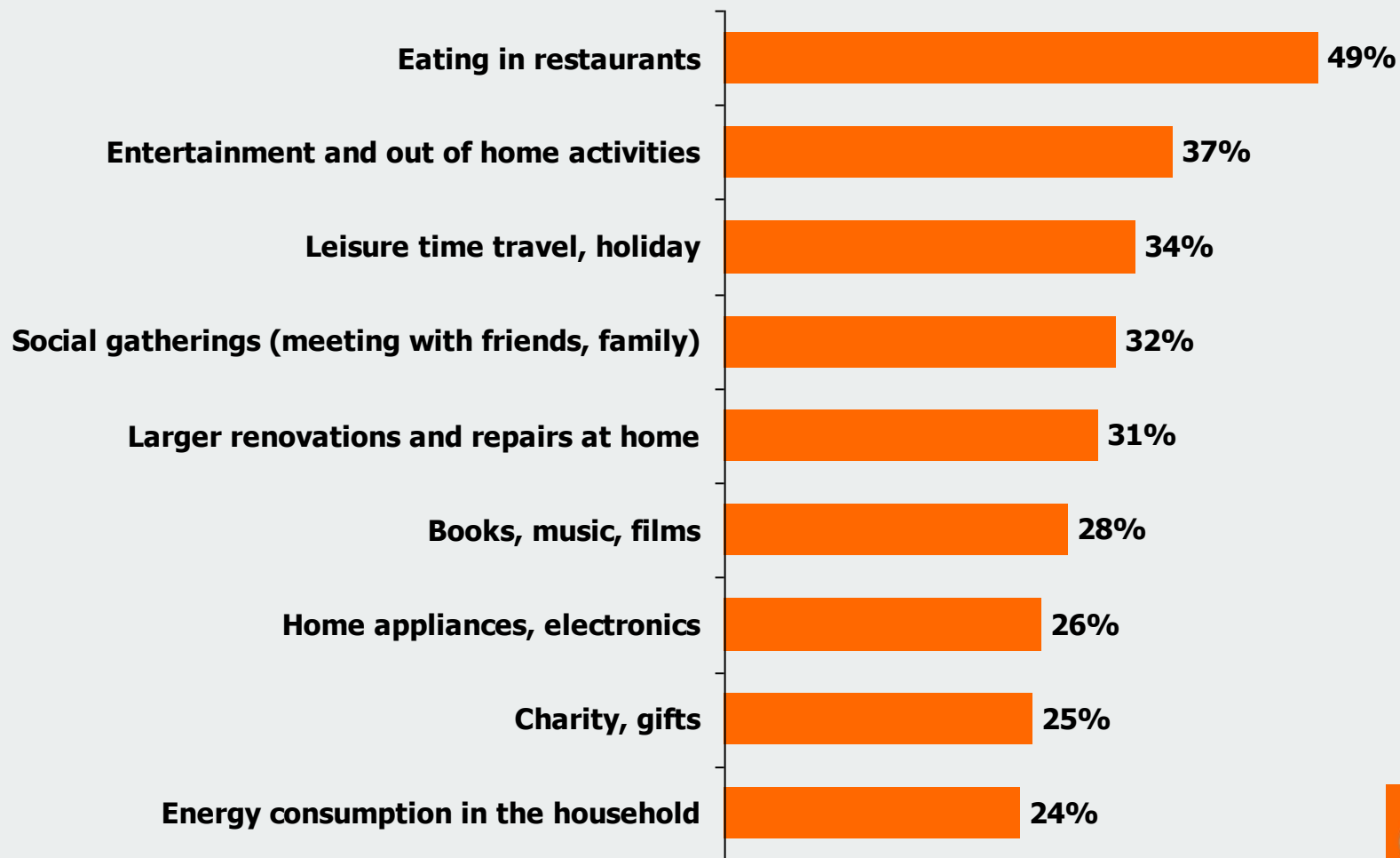
Experience of a situation

2



Expenditures - Cutbacks

3



Preferred ways of making savings

4

