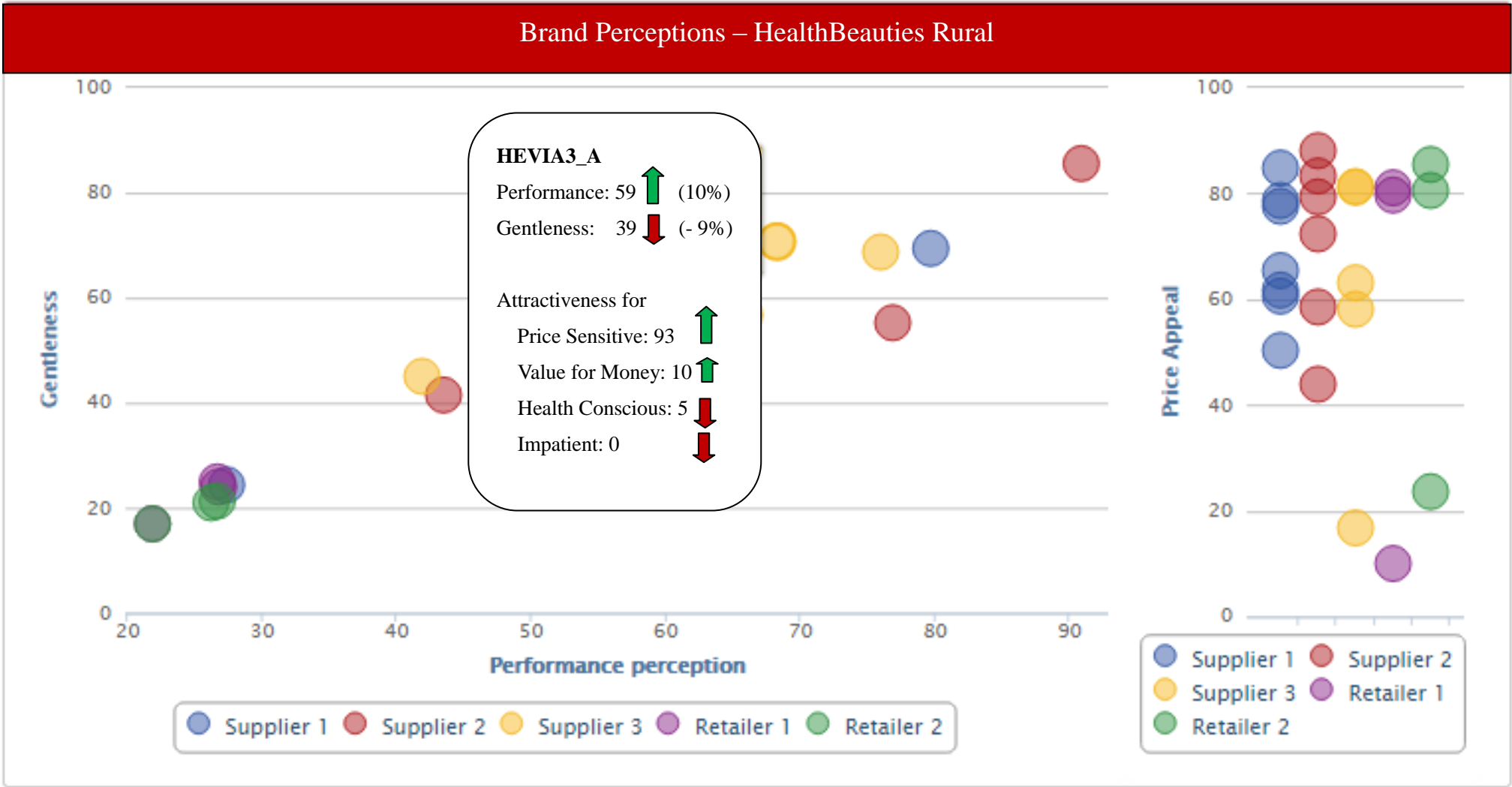


These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU.



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