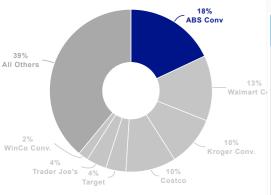


Time Period :

Time Period: 2019

## Total Trade Area

## Claimed Retailer Market Share



## **Buying Behavior**

Caution : \* Small Base Size (N=30-50), \*\* Very Small Base Size (N<30), (NA) No Data,  $^{\Lambda}$  Not trended as newly added in current year

	ABS Conv Safeway Conv.		Albertsons Conv.	Walmart Conv.	Kroger Conv.	Costco	
O O Penetration	58%	34%	27%	44%	29%	30%	26%
\$\\ \text{Avg Basket}	\$ 37	\$ 38	\$ 35	\$ 33	\$ 37	\$ 61	\$ 25
Avg # Trips	3.5	3.3	3.3	3.6	3.8	2.2	2.3

Primary Shoppers (	% Shoppers)						
ABS Conv	Safeway Co	Albertsons	Walmart Co	Kroger Conv.	Costco	Target	Trader Joe
31%	29%	29%	29%	34%	28%	7%	12%

## Share of Wallet (%)

29%		28%		26%		27%		31%		27% (+3	3)	12%		16%
Safeway Co	17%	ABS Conv	30%	ABS Conv	29%	ABS Conv	13%	ABS Conv	14%	ABS Conv	15%	ABS Conv	15%	ABS Conv
Albertsons	12%	Costco	13%	Walmart Co	12%	Kroger Conv.	8%	Walmart Co	10%	Safeway Co	10%	Costco	10%	Costco
Walmart Co	11%	Walmart Co	9%	Costco	7%	Costco	8%	Costco	10%	Kroger Conv.	9%	Safeway Co	9%	Safeway Co
Costco	10%	Kroger Conv.	9%	Kroger Conv.	6%	Albertsons	7%	Safeway Co	9%	Walmart Co	8%	Walmart Co	9%	Kroger Conv.
Kroger Conv.	8%	Trader Joe's	5%	Target	4%	Safeway Co	6%	Albertsons	5%	Albertsons	5%	Kroger Conv.	9%	Albertsons