

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, ^ Not trended as newly added in current year

	ABS Conv	Safeway Conv.	Albertsons Conv.	Walmart Conv.	Kroger Conv.	Costco	
 Penetration	58%	34%	27%	44%	29%	30%	26%
 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

31%

Safeway Co...

29%

Albertsons ...

29%

Walmart Co...

29%

Kroger Conv.

34%

Costco

28%

Target

7%

Trader Joe

12%

Share of Wallet (%)

29%

28%

26%

27%

31%

27% (+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 ...