

Actualizado al 22/11/23 14:57



INFORMACIÓN MARCAS UNIMAR ACTUALIZADO AL CIERRE OCTUBRE'23.

INFORMACIÓN TOTAL MERCADO:

- ACEITES, MARGARINA: ACTUALIZADO AL CIERRE DE OCTUBRE'23
- CAFÉ Y PAPEL ALUMINIO: ACTUALIZADO AL CIERRE DE SEPTIEMBRE'23
- RESTO CATEGORIAS: ACTUALIZADO AL CIERRE DE JUNIO'23

HOME

Resultados
UNIMAR

%PESOS CAT
UNIMAR

YTD UNIMAR

YTD MES VS MES

SELL IN VS SELL
OUT U

Resultados Total
Mercado

Market Share U

TOP TEN TIENDAS

EVALUACIÓN RESULTADOS UNIMAR

Año

Mes

Formato Tienda

Brand Desc

VENTAS \$ UNIMAR

CATEGORIA	YTD \$ ANT	YTD \$ ACT	\$ VAR	%VAR
CATEGORIA_1	\$142,867,397,205	\$131,535,230,932	(\$11,332,166,273)	-7.93%
CATEGORIA_10	\$15,198,179,342	\$15,534,755,296	\$336,575,954	2.21%
CATEGORIA_11	\$275,584,312	\$286,519,509	\$10,935,197	3.97%
CATEGORIA_12	\$15,282,640,595	\$17,156,943,355	\$1,874,302,760	12.26%
CATEGORIA_13	\$16,403,712,657	\$13,770,918,841	(\$2,632,793,815)	-16.05%
CATEGORIA_2	\$1,066,933		(\$1,066,933)	-100.00%
CATEGORIA_3	\$2,863,310,145	\$3,384,280,191	\$520,970,045	18.19%
CATEGORIA_4	\$860,570,284	\$841,107,887	(\$19,462,398)	-2.26%
CATEGORIA_5	\$7,049,421,596	\$5,861,774,976	(\$1,187,646,620)	-16.85%
CATEGORIA_6	\$59,326,791,139	\$62,764,074,085	\$3,437,282,946	5.79%
CATEGORIA_7	\$4,231,200,542	\$4,275,304,460	\$44,103,918	1.04%
CATEGORIA_9	\$877,715,847	\$1,173,223,685	\$295,507,838	33.67%
Total	\$265,237,590,598	\$256,584,133,217	(\$8,653,457,381)	-3.26%

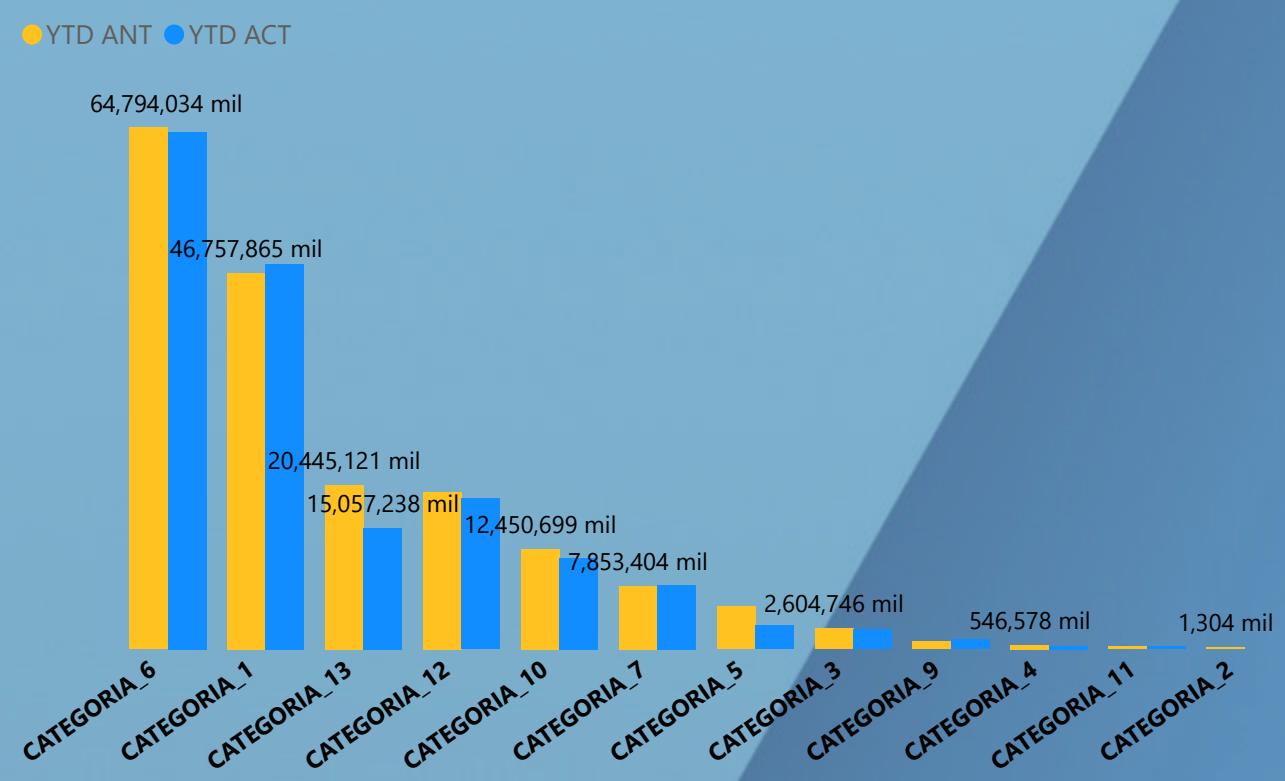
VENTAS \$ UNIMAR



VENTAS U UNIMAR

CATEGORIA	YTD U ANT	YTD U ACT	U VAR	%VAR
CATEGORIA_1	46,757,865,442	47,868,610,385	1,110,744,944	2.38%
CATEGORIA_10	12,450,699,126	11,337,987,762	-1,112,711,364	-8.94%
CATEGORIA_11	342,493,905	340,103,781	-2,390,124	-0.70%
CATEGORIA_12	19,506,671,100	18,742,972,161	-763,698,939	-3.92%
CATEGORIA_13	20,445,120,696	15,057,237,990	-5,387,882,706	-26.35%
CATEGORIA_2	1,303,704		-1,303,704	-100.00%
CATEGORIA_3	2,604,746,271	2,479,536,366	-125,209,905	-4.81%
CATEGORIA_4	546,577,902	421,693,923	-124,883,979	-22.85%
CATEGORIA_5	5,315,364,171	2,950,988,325	-2,364,375,846	-44.48%
CATEGORIA_6	64,794,034,479	64,210,789,902	-583,244,577	-0.90%
CATEGORIA_7	7,853,404,254	8,004,253,671	150,849,417	1.92%
CATEGORIA_9	966,316,269	1,240,311,393	273,995,124	28.35%
Total	181,584,597,319	172,654,485,659	-8,930,111,659	-4.92%

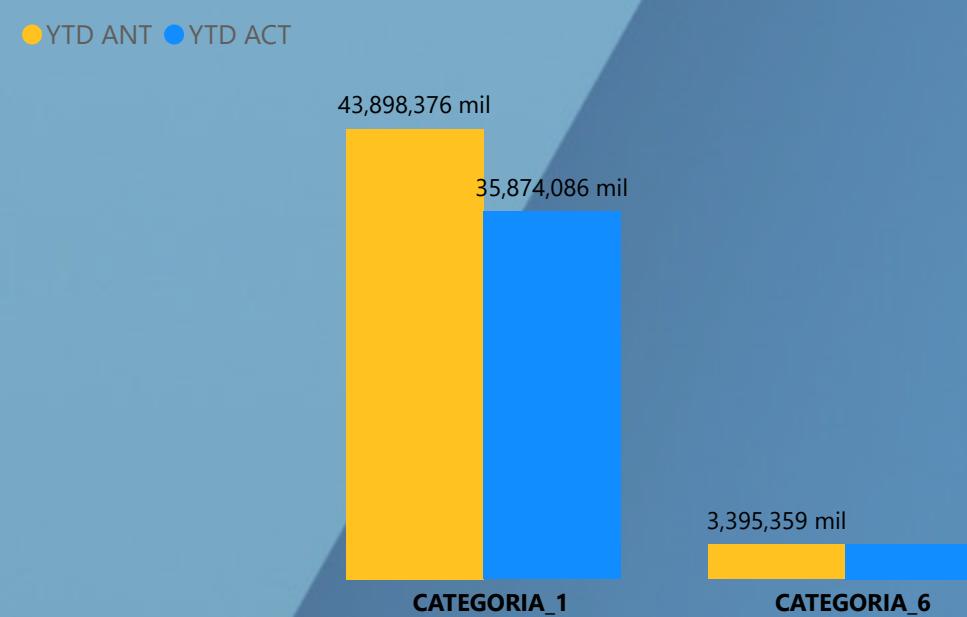
VENTAS U UNIMAR



VENTAS KL UNIMAR

SUB CATEGORIA	YTD KL ANT	YTD KL ACT	KL VAR	KL %VAR
SUBCAT_1	28,405,753,777	20,706,800,793	-7,698,952,984	-27.10%
SUBCAT_32	3,353,264,935	3,382,244,374	28,979,439	0.86%
SUBCAT_36	42,094,429	49,812,357	7,717,928	18.33%
SUBCAT_42	9,877,400,113	11,693,826,514	1,816,426,401	18.39%
SUBCAT_46	5,615,222,610	3,473,458,567	-2,141,764,042	-38.14%
Total	47,293,735,864	39,306,142,605	-7,987,593,259	-16.89%

VENTAS KL UNIMAR





%PESOS POR CATEGORÍA UNIMAR



Año

Mes

Formato Tienda

VENTAS \$ UNIMAR

CATEGORIA	YTD \$ ANT	YTD \$ ACT	\$ VAR	%VAR	%PESO ANT	%PESO ACT	%PESO VAR
CATEGORIA_1	\$142,867,397,205	\$131,535,230,932	(\$11,332,166,273)	-7.93 %	53.86 %	51.10 %	-2.76 %
CATEGORIA_6	\$59,326,791,139	\$62,764,074,085	\$3,437,282,946	5.79 %	22.37 %	24.38 %	2.02 %
CATEGORIA_12	\$15,282,640,595	\$17,156,943,355	\$1,874,302,760	12.26 %	5.76 %	6.67 %	0.90 %
CATEGORIA_10	\$15,198,179,342	\$15,534,755,296	\$336,575,954	2.21 %	5.73 %	6.04 %	0.31 %
CATEGORIA_13	\$16,403,712,657	\$13,770,918,841	(\$2,632,793,815)	-16.05 %	6.18 %	5.35 %	-0.83 %
CATEGORIA_5	\$7,049,421,596	\$5,861,774,976	(\$1,187,646,620)	-16.85 %	2.66 %	2.28 %	-0.38 %
CATEGORIA_7	\$4,231,200,542	\$4,275,304,460	\$44,103,918	1.04 %	1.60 %	1.66 %	0.07 %
CATEGORIA_3	\$2,863,310,145	\$3,384,280,191	\$520,970,045	18.19 %	1.08 %	1.31 %	0.24 %
CATEGORIA_9	\$877,715,847	\$1,173,223,685	\$295,507,838	33.67 %	0.33 %	0.46 %	0.12 %
CATEGORIA_4	\$860,570,284	\$841,107,887	(\$19,462,398)	-2.26 %	0.32 %	0.33 %	0.00 %
CATEGORIA_11	\$275,584,312	\$286,519,509	\$10,935,197	3.97 %	0.10 %	0.11 %	0.01 %
CATEGORIA_2	\$1,066,933		(\$1,066,933)	-100.00 %	0.00 %		-0.00 %
Total	\$265,237,590,598	\$256,584,133,217	(\$8,653,457,381)	-3.26 %	100.00 %	99.68 %	-0.32 %

VENTAS U UNIMAR

CATEGORIA	YTD U ANT	YTD U ACT	U VAR	%VAR	%PESO ANT	%PESO ACT	%PESO VAR
CATEGORIA_6	64,794,034,479	64,210,789,902	-583,244,577	-0.90 %	35.68 %	37.15 %	1.46 %
CATEGORIA_1	46,757,865,442	47,868,610,385	1,110,744,944	2.38 %	25.75 %	27.69 %	1.94 %
CATEGORIA_12	19,506,671,100	18,742,972,161	-763,698,939	-3.92 %	10.74 %	10.84 %	0.10 %
CATEGORIA_13	20,445,120,696	15,057,237,990	-5,387,882,706	-26.35 %	11.26 %	8.71 %	-2.55 %
CATEGORIA_10	12,450,699,126	11,337,987,762	-1,112,711,364	-8.94 %	6.86 %	6.56 %	-0.30 %
CATEGORIA_7	7,853,404,254	8,004,253,671	150,849,417	1.92 %	4.32 %	4.63 %	0.31 %
CATEGORIA_5	5,315,364,171	2,950,988,325	-2,364,375,846	-44.48 %	2.93 %	1.71 %	-1.22 %
CATEGORIA_3	2,604,746,271	2,479,536,366	-125,209,905	-4.81 %	1.43 %	1.43 %	-0.00 %
CATEGORIA_9	966,316,269	1,240,311,393	273,995,124	28.35 %	0.53 %	0.72 %	0.19 %
CATEGORIA_4	546,577,902	421,693,923	-124,883,979	-22.85 %	0.30 %	0.24 %	-0.06 %
CATEGORIA_11	342,493,905	340,103,781	-2,390,124	-0.70 %	0.19 %	0.20 %	0.01 %
CATEGORIA_2	1,303,704		-1,303,704	-100.00 %	0.00 %		-0.00 %
Total	181,584,597,319	172,654,485,659	-8,930,111,659	-4.92 %	100.00 %	99.88 %	-0.12 %

VENTAS KL UNIMAR

CATEGORIA	YTD KL ANT	YTD KL ACT	KL VAR	%VAR	%PESO ANT	%PESO ACT	%PESO VAR
CATEGORIA_1	43,898,376,499	35,874,085,874	-8,024,290,625	-18.28 %	92.82 %	91.27 %	-1.55 %
CATEGORIA_6	3,395,359,364	3,432,056,731	36,697,366	1.08 %	7.18 %	8.73 %	1.55 %
Total	47,293,735,864	39,306,142,605	-7,987,593,259	-16.89 %	100.00 %	100.00 %	0.00 %

YTD UNIMAR



Año

Mes

Formato Tienda

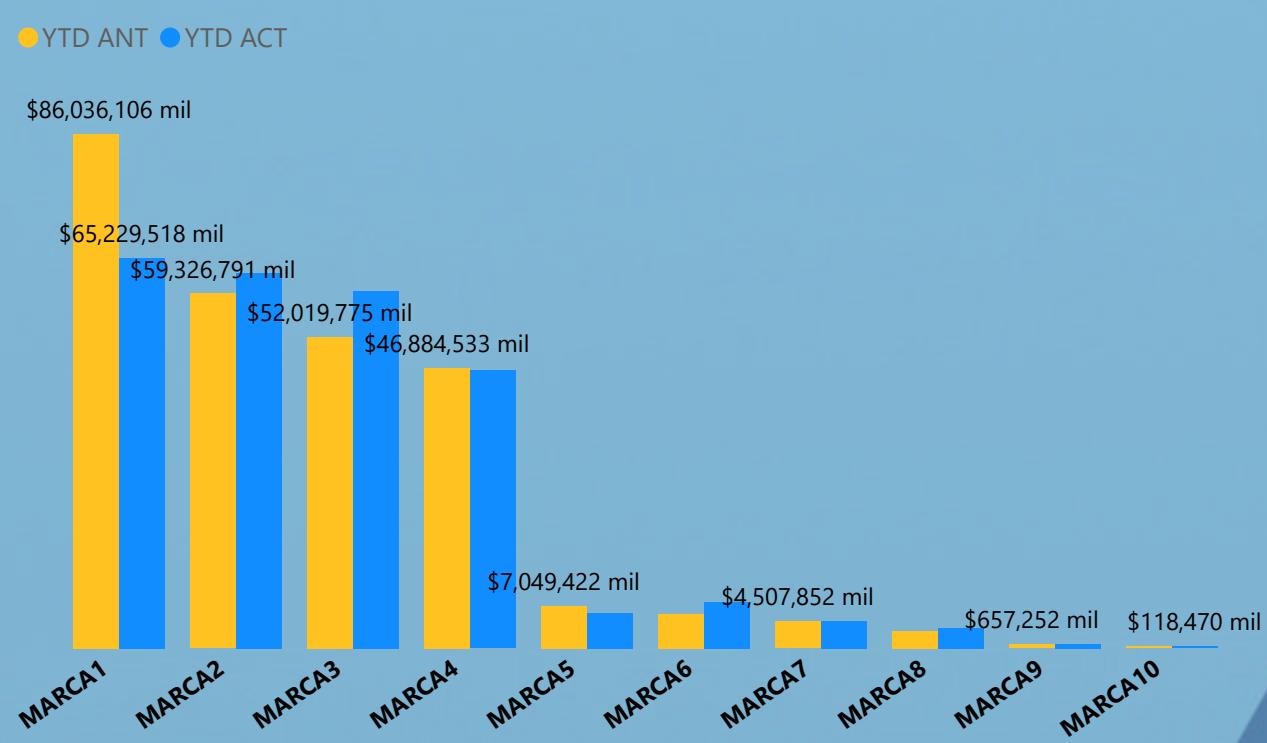
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DESCRIPCION

VENTAS \$ UNIMAR

Mes	YTD \$ ANT	YTD \$ ACT	\$ VAR	%VAR
January	\$24,534,212,083	\$25,485,591,928	\$951,379,844	3.88 %
February	\$46,778,026,633	\$49,843,605,251	\$3,065,578,617	6.55 %
March	\$73,589,465,160	\$78,429,123,859	\$4,839,658,699	6.58 %
April	\$99,454,539,745	\$104,765,888,542	\$5,311,348,797	5.34 %
May	\$127,331,071,813	\$129,476,008,562	\$2,144,936,748	1.68 %
June	\$156,278,366,656	\$157,447,306,881	\$1,168,940,224	0.75 %
July	\$183,054,836,693	\$182,508,401,010	(\$546,435,682)	-0.30 %
August	\$209,456,940,279	\$207,304,812,375	(\$2,152,127,904)	-1.03 %
September	\$237,141,424,539	\$231,622,969,254	(\$5,518,455,284)	-2.33 %
October	\$265,237,590,598	\$256,584,133,217	(\$8,653,457,381)	-3.26 %
Total	\$265,237,590,598	\$256,584,133,217	(\$8,653,457,381)	-3.26 %

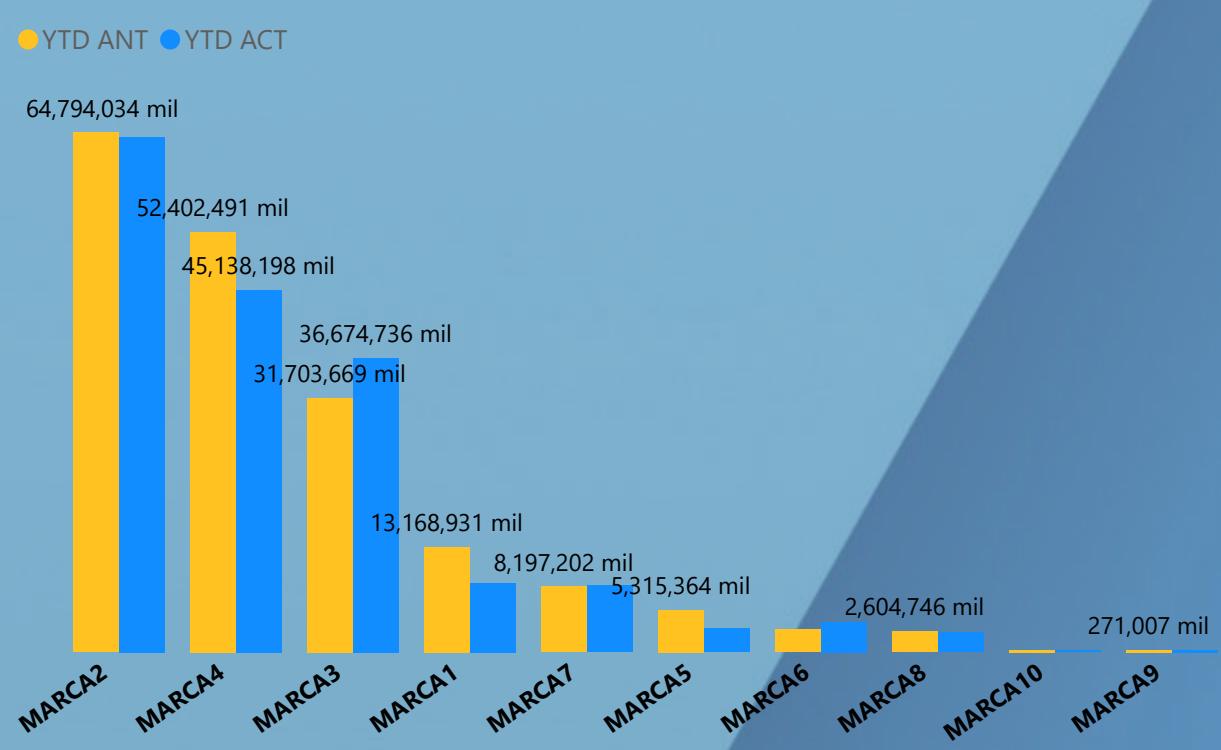
VENTAS \$ UNIMAR



VENTAS U UNIMAR

Mes	YTD U ANT	YTD U ACT	U VAR	%VAR
January	18,638,925,718	16,293,768,641	-2,345,157,076	-12.58 %
February	36,079,551,904	31,637,169,659	-4,442,382,244	-12.31 %
March	55,476,548,905	50,490,619,870	-4,985,929,034	-8.99 %
April	73,579,934,747	68,501,290,630	-5,078,644,117	-6.90 %
May	92,282,894,060	86,030,905,478	-6,251,988,581	-6.77 %
June	111,722,891,564	105,864,306,529	-5,858,585,035	-5.24 %
July	129,360,985,450	123,291,515,428	-6,069,470,021	-4.69 %
August	146,209,404,094	139,757,579,417	-6,451,824,676	-4.41 %
September	164,081,914,822	156,287,850,829	-7,794,063,994	-4.75 %
October	181,584,597,319	172,654,485,659	-8,930,111,659	-4.92 %
Total	181,584,597,319	172,654,485,659	-8,930,111,659	-4.92 %

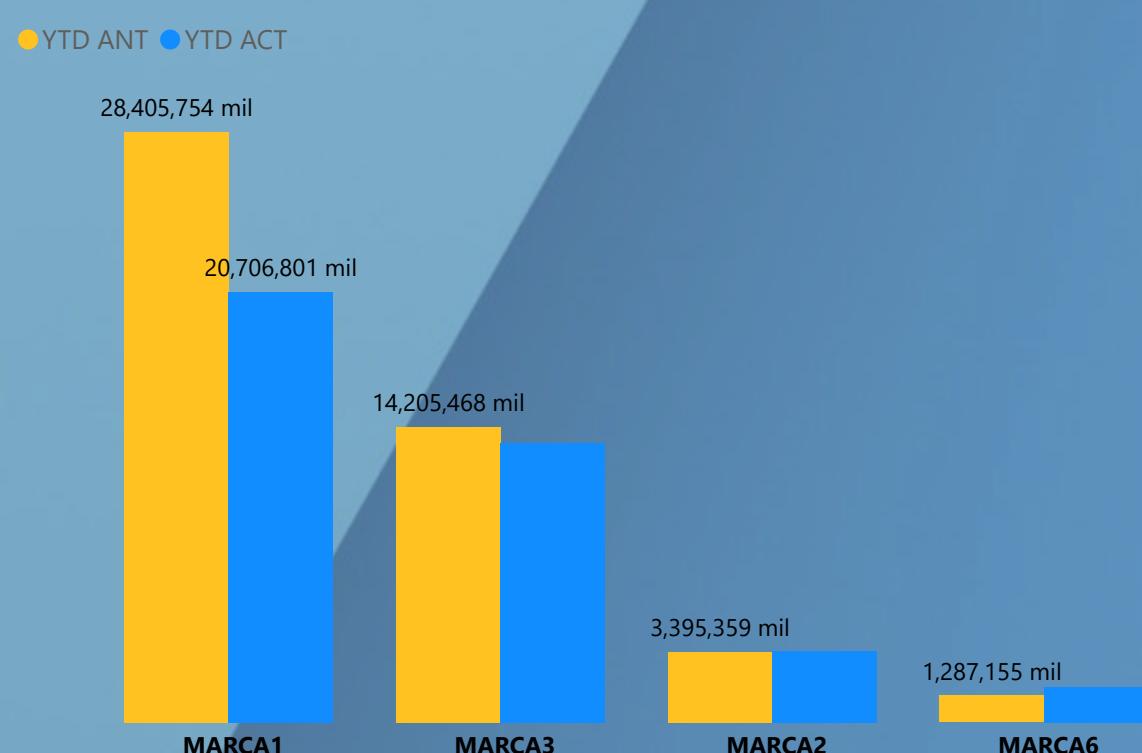
VENTAS U UNIMAR



VENTAS KL UNIMAR

Mes	YTD KL ANT	YTD KL ACT	KL VAR	%VAR
January	5,606,854,187	4,058,678,083	-1,548,176,104	-27.61 %
February	10,527,845,073	7,903,990,688	-2,623,854,386	-24.92 %
March	15,069,360,483	12,447,046,783	-2,622,313,700	-17.40 %
April	19,528,357,560	16,555,913,656	-2,972,443,903	-15.22 %
May	24,677,859,556	20,088,864,767	-4,588,994,789	-18.60 %
June	29,542,615,286	24,139,041,570	-5,403,573,716	-18.29 %
July	33,773,001,972	27,900,101,279	-5,872,900,693	-17.39 %
August	38,095,888,889	31,825,851,427	-6,270,037,462	-16.46 %
September	42,551,827,558	35,571,909,337	-6,979,918,221	-16.40 %
October	47,293,735,864	39,306,142,605	-7,987,593,259	-16.89 %
Total	47,293,735,864	39,306,142,605	-7,987,593,259	-16.89 %

VENTAS U UNIMAR



YTD MES VS MES



Año

Mes

Formato Tienda

NO_ARTICULO

DESCRIPCION

VENTAS \$ UNIMAR

Mes	January			February			March			
	CATEGORIA_1	YTD ANT	YTD ACT	%VAR	YTD ANT	YTD ACT	%VAR	YTD ANT	YTD ACT	%VAR
+	CATEGORIA_1	\$13,457,513,047	\$13,374,974,637	-0.61 %	\$11,715,710,852	\$13,311,027,460	13.62 %	\$13,882,044,345	\$15,379,544,390	11.11 %
+	CATEGORIA_10	\$1,427,104,533	\$1,636,825,597	14.70 %	\$1,235,392,036	\$1,390,206,679	12.53 %	\$1,365,238,130	\$1,631,283,056	19.41 %
+	CATEGORIA_11	\$20,221,976	\$31,113,143	53.86 %	\$22,024,221	\$30,147,175	36.88 %	\$27,977,108	\$31,112,471	11.71 %
+	CATEGORIA_12	\$1,369,811,082	\$1,481,269,522	8.14 %	\$1,252,505,572	\$1,408,359,011	12.44 %	\$1,638,467,640	\$1,808,224,133	9.71 %
+	CATEGORIA_13	\$1,726,053,847	\$1,319,090,884	-23.58 %	\$1,639,223,751	\$1,259,799,143	-23.15 %	\$1,781,630,247	\$1,608,382,812	-6.21 %
+	CATEGORIA_2	\$378,346		-100.00 %	\$364,510		100.00 %	\$224,986		-100.00 %
+	CATEGORIA_3	\$290,063,380	\$286,693,984	-1.16 %	\$276,291,952	\$288,866,348	4.55 %	\$322,902,330	\$274,987,233	-17.08 %
+	CATEGORIA_4	\$135,867,140	\$91,670,646	-32.53 %	\$71,201,610	\$69,396,666	-2.53 %	\$89,114,804	\$68,239,826	-16.11 %
+	CATEGORIA_5	\$678,514,308	\$600,136,918	-11.55 %	\$633,175,334	\$542,380,620	-14.34 %	\$735,023,555	\$694,516,329	-6.08 %
+	CATEGORIA_6	\$4,877,726,674	\$6,129,658,265	25.67 %	\$4,870,317,937	\$5,644,358,484	15.89 %	\$6,345,019,793	\$6,632,474,148	4.81 %
+	CATEGORIA_7	\$436,746,019	\$396,038,338	-9.32 %	\$412,079,955	\$327,048,207	-20.63 %	\$458,068,086	\$445,796,210	-2.70 %
Total	\$24,534,212,083	\$25,485,591,928	3.88 %	\$22,243,814,550	\$24,358,013,323	9.50 %	\$26,811,438,527	\$28,585,518,609	7.11 %	

VENTAS U UNIMAR

Mes	January			February			March			
	CATEGORIA_1	YTD ANT	YTD ACT	%VAR	YTD ANT	YTD ACT	%VAR	YTD ANT	YTD ACT	%VAR
+	CATEGORIA_1	4,481,786,698	4,485,089,414	0.07 %	4,039,146,597	4,557,260,295	12.83 %	4,724,134,407	5,869,970,717	24.25 %
+	CATEGORIA_10	1,285,669,428	1,212,879,288	-5.66 %	1,054,153,326	997,985,412	-5.33 %	1,109,832,351	1,177,353,354	6.08 %
+	CATEGORIA_11	27,812,352	37,698,774	35.55 %	29,224,698	36,558,033	25.09 %	33,353,094	37,753,095	13.19 %
+	CATEGORIA_12	1,933,230,069	1,697,205,324	-12.21 %	1,746,854,718	1,536,849,732	-12.02 %	2,270,672,121	1,988,528,847	-12.43 %
+	CATEGORIA_13	2,596,435,158	1,414,899,087	-45.51 %	2,459,926,485	1,405,664,517	-42.86 %	2,293,704,225	1,796,449,791	-21.68 %
+	CATEGORIA_2	380,247		-100.00 %	488,889		-100.00 %	271,605		-100.00 %
+	CATEGORIA_3	297,190,191	209,298,813	-29.57 %	281,708,706	212,829,678	-24.45 %	284,370,435	198,651,897	-30.14 %
+	CATEGORIA_4	146,666,700	73,116,066	-50.15 %	55,461,741	46,824,702	-15.57 %	63,827,175	25,041,981	-60.77 %
+	CATEGORIA_5	580,093,959	317,669,208	-45.24 %	523,817,403	294,745,746	-43.73 %	578,572,971	352,651,932	-39.05 %
+	CATEGORIA_6	6,328,287,858	6,015,887,787	-4.94 %	6,354,959,469	5,599,843,248	-11.88 %	7,009,147,272	6,630,910,149	-5.40 %
+	CATEGORIA_7	850,884,144	686,291,514	-19.34 %	782,819,931	567,111,240	-27.56 %	809,708,826	769,076,718	-5.02 %
Total	18,638,925,718	16,293,768,641	-12.58 %	17,440,626,186	15,343,401,018	-12.02 %	19,396,997,001	18,853,450,211	-2.80 %	

VENTAS KL UNIMAR

Mes	January			February			March			April	
	CATEGORIA_1	YTD ANT	YTD ACT	%VAR	YTD ANT	YTD ACT	%VAR	YTD ANT	YTD ACT	%VAR	YTD ANT
+	CATEGORIA_1	5,281,224,236	3,734,819,812	-29.28 %	4,592,701,380	3,545,242,585	-22.81 %	4,180,483,377	4,188,633,299	0.19 %	4,160,483,377
+	CATEGORIA_10	165,301,021	164,722,548	-0.35 %	135,656,603	138,440,464	2.05 %	146,355,893	162,685,646	11.16 %	147,000,000
+	CATEGORIA_11	0	0		0	0		0	0		
+	CATEGORIA_12	153,565,633	132,979,018	-13.41 %	136,165,783	120,132,642	-11.77 %	178,480,670	156,448,026	-12.34 %	182,000,000
+	CATEGORIA_13	246,910,239	160,957,686	-34.81 %	239,078,020	153,675,413	-35.72 %	294,542,368	198,465,250	-32.62 %	327,000,000
+	CATEGORIA_2	95,062		-100.00 %	122,222		-100.00 %	67,901		-100.00 %	
+	CATEGORIA_3	59,438,038	41,859,763	-29.57 %	56,341,741	42,565,936	-24.45 %	56,874,087	39,730,379	-30.14 %	49,000,000
+	CATEGORIA_4	44,204,623	17,035,066	-61.46 %	14,197,557	9,603,953	-32.35 %	5,519,014	608,395	-88.98 %	6,000,000
+	CATEGORIA_5	578,700,022	464,505,797	-19.73 %	526,836,338	414,585,220	-21.31 %	559,887,649	521,576,722	-6.84 %	450,000,000
+	CATEGORIA_6	325,629,951	323,858,271	-0.54 %	328,289,507	300,070,019	-8.60 %	361,032,033	354,422,797	-1.83 %	298,000,000
+	CATEGORIA_7	79,777,993	67,123,373	-15.86 %	73,428,955	55,363,963	-24.60 %	75,464,906	75,296,511	-0.22 %	79,000,000
Total	6,934,846,817	5,107,861,333	-26.35 %	6,102,818,105	4,779,680,195	-21.68 %	5,858,707,897	5,697,867,025	-2.75 %	5,698,000,000	



SELL IN VS SELL OUT UNIDADES



Año

2022

2023

Mes

Selección múltiple

NO_ARTI

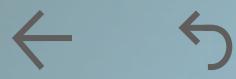
Todas

NO_ARTI

Todas

VENTAS KL UNIMAR

	Mes	January		February		March		April		May		June	
CAT	NO_ARTI	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	
CATEGORIA_1	[+]	012001	184,800,042	153,728,430	140,800,032	129,881,511	325,600,074	193,002,513	352,000,080	341,244,522	272,800,062	348,686,499	413,600,000
	[+]	012003	847,407,600	839,422,413	756,148,320	748,706,343	573,195,192	697,861,887		307,456,860		11,624,694	
	[+]	012004											
	[+]	012011	35,851,860	28,898,772	29,333,340	26,834,574	41,283,960	32,864,205	361,777,860	136,400,031	78,222,240	169,861,767	85,827,100
	[+]	012015	97,777,800	103,209,900	96,474,096	95,007,429	104,296,320	111,249,408	143,190,156	111,140,766	78,222,240	118,800,027	117,333,100
	[+]	012022	8,474,076	9,397,533	9,125,928	7,604,940	32,592,600	9,451,854	7,822,224	14,829,633		6,735,804	
	[+]	012024	651,852	923,457	977,778	651,852		597,531	6,518,520	488,889	6,518,520	3,476,544	2,281,400
	[+]	012078											
	[+]	012079											
CATEGORIA_10	[+]	035005	5,432,100	11,407,410	5,432,100	5,595,063	19,012,350	11,298,768	2,716,050	8,582,718	2,716,050	8,365,434	2,716,000
	[+]	035008	92,345,700	166,493,865	92,345,700	162,202,506	315,061,800	211,580,295	92,345,700	230,538,324	138,518,550	222,661,779	184,691,000
	[+]	035012	456,296,400	369,002,553	304,197,600	382,093,914	765,926,100	518,982,834	304,197,600	629,526,069	304,197,600	532,563,084	228,148,000
	[+]	035016		38,296,305		31,125,933	59,753,100	43,891,368		49,486,431	32,592,600	46,879,023	32,592,000
	[+]	035106		22,977,783		13,634,571		15,861,732		6,681,483		1,466,667	
	[+]	035107		2,661,729		1,955,556		1,520,988		869,136		923,457	
	[+]	036050	162,963,000	154,325,961	162,963,000	143,624,724	249,876,600	174,153,126	97,777,800	174,913,620	130,370,400	165,950,655	162,963,000
	[+]	036051	643,160,640	747,782,886	790,913,760	692,972,997	1,381,926,240	857,294,022	373,728,480	762,503,877	695,308,800	825,733,521	764,839,000
	[+]	036053	176,000,040	528,597,651	508,444,560	472,755,663	973,432,320	618,118,659	352,000,080	669,669,288	449,777,880	667,170,522	664,889,000
	[+]	036054	19,555,560	22,000,005	13,037,040	18,795,066	43,456,800	22,325,931	13,037,040	25,367,907	13,037,040	25,585,191	32,592,000
	[+]	036102		239,392,647		203,160,540	418,271,700	312,074,145	244,444,500	353,575,389	244,444,500	314,464,269	277,037,000
	[+]	036150	1,738,272	3,802,470	3,911,112	3,530,865	2,607,408	2,770,371	4,780,248	5,160,495	6,083,952	5,377,779	6,953,000
	[+]	036151	1,303,704	1,303,704	869,136	2,009,877	2,172,840	1,792,593	1,303,704	814,815	869,136	1,032,099	1,738,000
	[+]	038006	65,185,200	79,254,339	65,185,200	90,009,897	187,407,450	115,432,125		103,535,826	65,185,200	94,029,651	130,370,000
	[+]	038007	57,037,050	57,308,655	114,074,100	61,545,693	127,654,350	89,249,403		70,291,374	57,037,050	97,560,516	57,037,000
	[+]	038009		271,116,111	54,321,000	227,116,101	434,568,000	273,995,124	81,481,500	325,980,321	54,321,000	283,392,657	190,123,000
	[+]	038022		2,661,729		3,259,260		1,358,025		814,815		1,140,741	
	[+]	038106	130,370,400	72,627,177	130,370,400	73,713,597	54,321,000	93,323,478	65,185,200	102,503,727	65,185,200	100,385,208	130,370,000
	[+]	040001	625,777,920	1,021,560,726	469,333,440	820,192,779	1,358,459,568	972,074,295	1,173,333,600	968,652,072	782,222,400	985,111,335	782,222,000
	[+]	040002	182,518,560	191,318,562	156,444,480	177,792,633	219,022,272	205,279,059	130,370,400	157,096,332	156,444,480	154,488,924	156,444,000
	[+]	041006	48,888,900	265,955,616	146,666,700	287,358,090	249,876,600	334,563,039	244,444,500	323,209,950	244,444,500	301,372,908	146,666,000
	[+]	041007	18 888 900	32 972 847	18 888 900	12 156 800		50 518 520	18 888 900	56 120 510	18 888 900	19 975 200	18 888 900



RESULTADOS TOTAL MERCADO



Año

Mes

FORMATO

DISTRIBUIDOR

MARCA

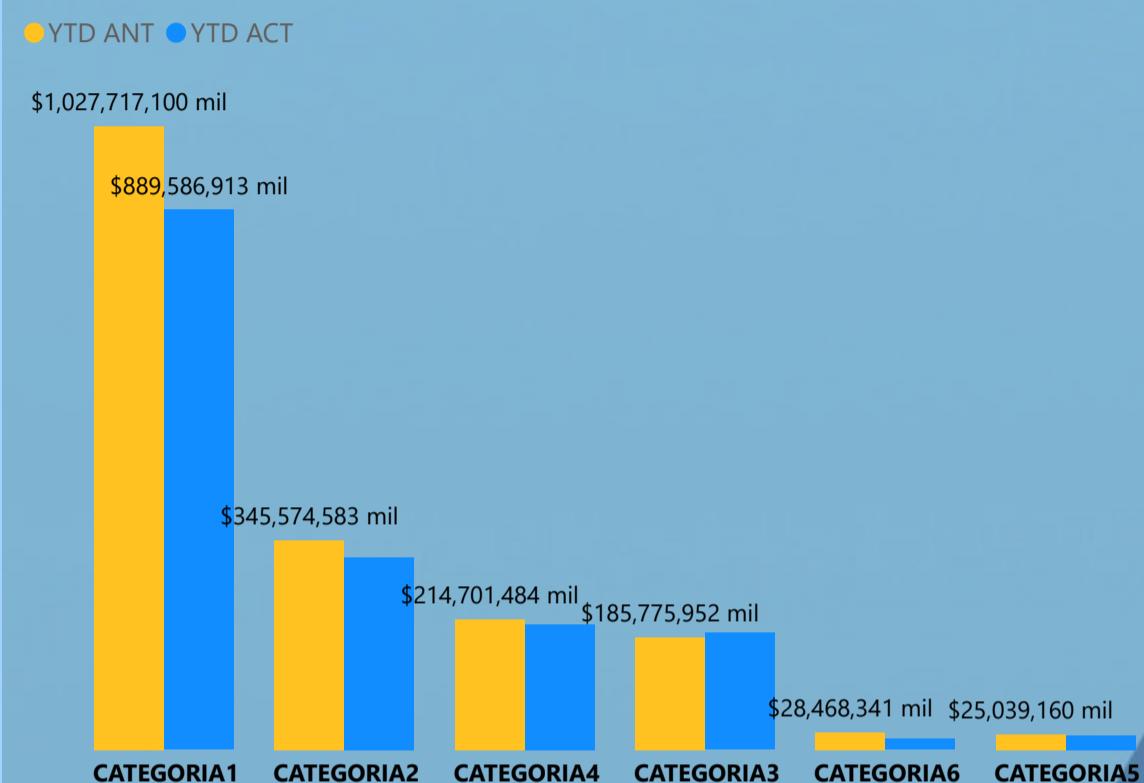
PRODUCTO

UPCH

VENTAS \$ TOTAL CANASTO

CATEGORIA	YTD ANT	YTD ACT	\$ VAR
CATEGORIA1	\$1,027,717,100,231	\$889,586,912,566	(\$138,130 mil)
CATEGORIA2	\$345,574,582,574	\$317,284,299,317	(\$28,290 mil)
CATEGORIA3	\$185,775,951,770	\$192,583,460,030	\$6,801 mil
CATEGORIA4	\$214,701,483,940	\$206,680,703,265	(\$8,020 mil)
CATEGORIA5	\$25,039,160,004	\$23,918,998,471	(\$1,120 mil)
CATEGORIA6	\$28,468,341,189	\$17,994,544,465	(\$10,473 mil)
Total	\$1,827,276,619,709	\$1,648,048,918,115	(\$179,227,594 mil)

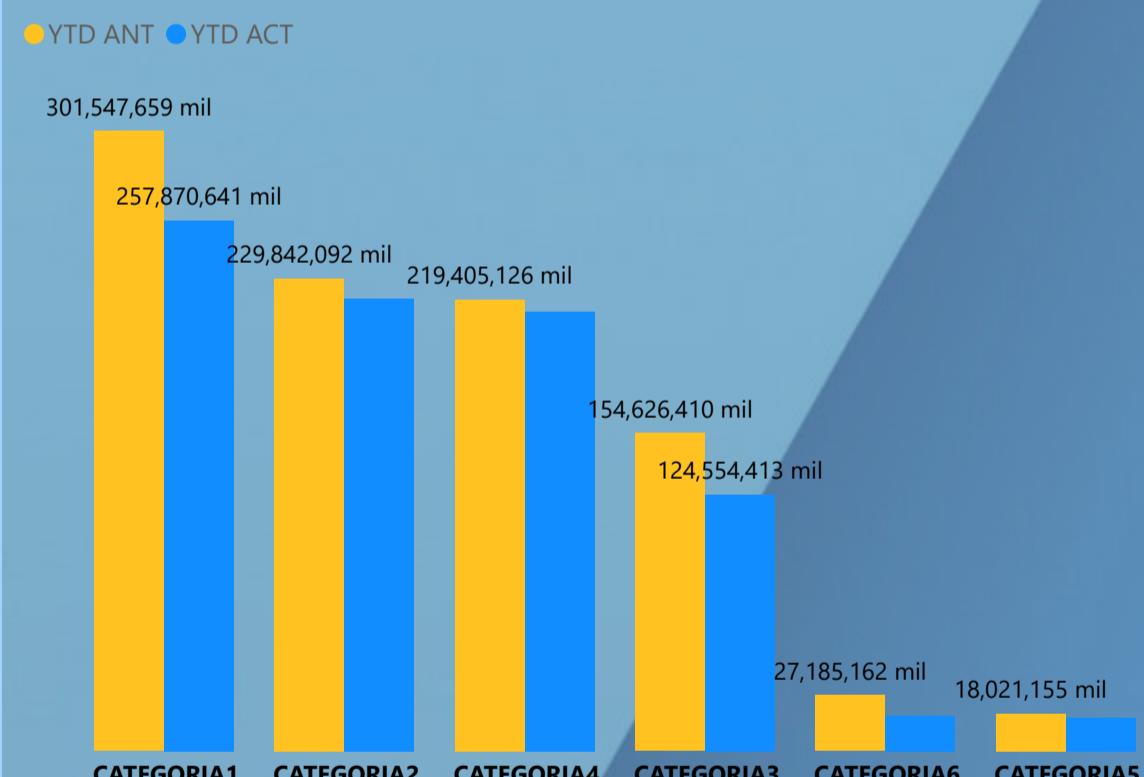
VENTAS \$ TOTAL CANASTO



VENTAS U TOTAL CANASTO

CATEGORIA	YTD ANT	YTD ACT	U VAR	%VAR
CATEGORIA1	301,547,658,657	257,870,641,323	-43,677,017,334	-14.48 %
CATEGORIA2	229,842,091,743	220,068,385,818	-9,773,705,925	-4.25 %
CATEGORIA3	154,626,410,451	124,554,413,493	-30,071,996,958	-19.45 %
CATEGORIA4	219,405,126,408	213,756,883,149	-5,648,243,259	-2.57 %
CATEGORIA5	18,021,154,713	16,055,549,328	-1,965,605,385	-10.91 %
CATEGORIA6	27,185,161,734	17,062,606,347	-10,122,555,387	-37.24 %
Total	950,627,603,706	849,368,479,458	-101,259,124,248	-10.65 %

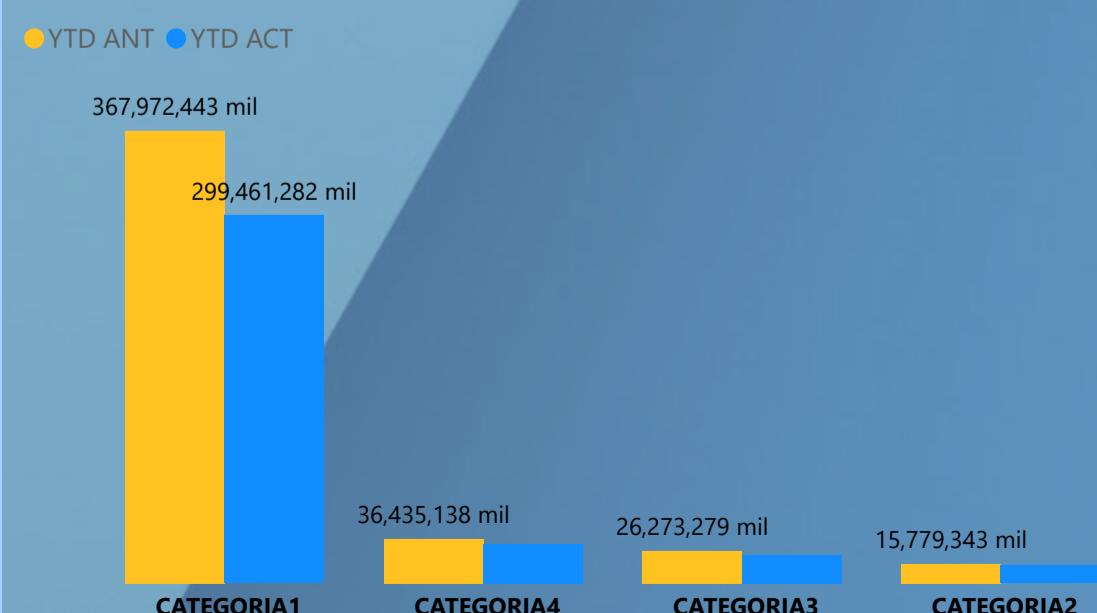
VENTAS U TOTAL CANASTO



VENTAS KL TOTAL CANASTO

CATEGORIA	YTD ANT	YTD ACT	KL VAR
CATEGORIA1	367,972,443,235	299,461,281,819	-68,511,161,416
CATEGORIA2	15,779,342,796	14,624,903,452	-1,154,439,344
CATEGORIA3	26,273,278,909	23,115,672,458	-3,157,606,451
CATEGORIA4	36,435,137,713	32,032,058,939	-4,403,078,774
Total	446,460,202,653	369,233,916,669	-77,226,285,985

VENTAS KL TOTAL CANASTO





MARKET-SHARE U WALMART



Año

2022 2023

MES

Selección múltiple

FORMATO

Todas

CATEGORIA

CATEGORIA1 CATEGORIA2 CATEGORIA3 CATEGORIA4 CATEGORIA5 CATEGORIA6

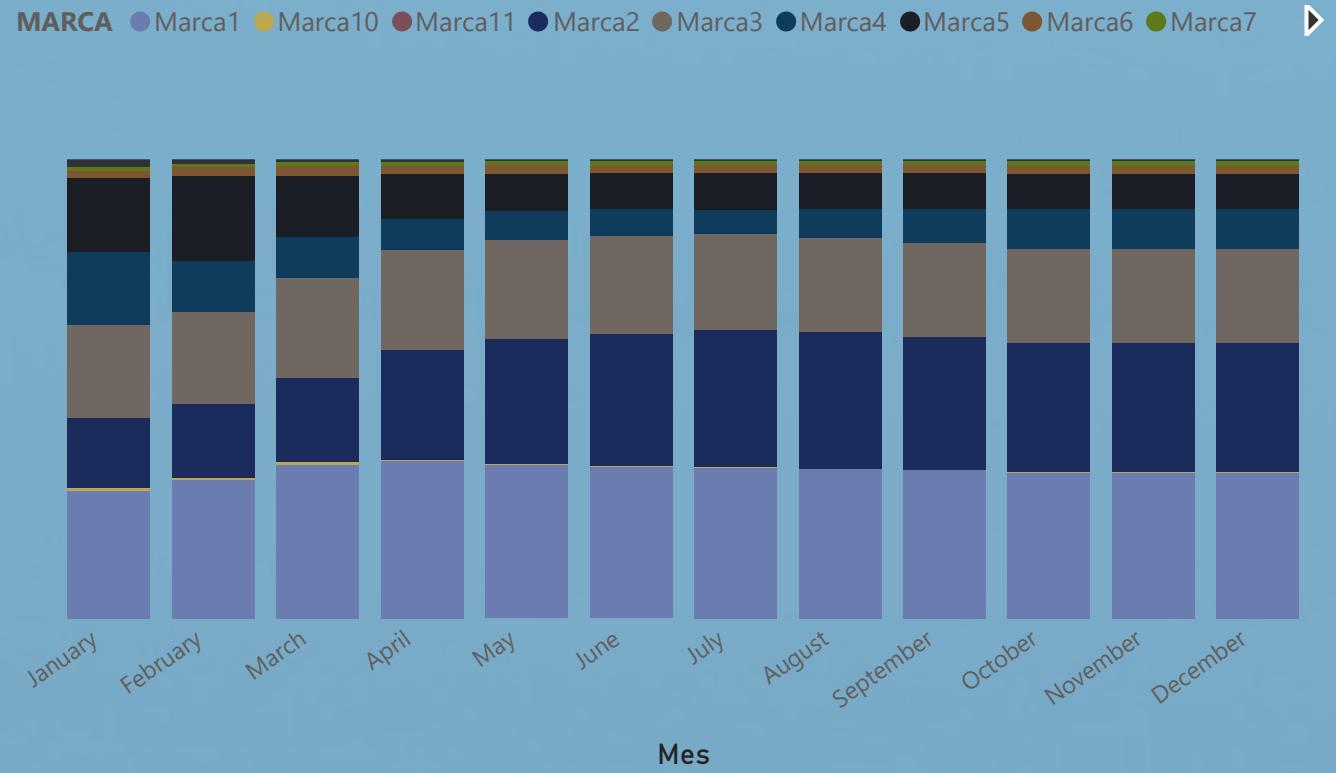
VENTAS U TOTAL MERCADO

MARCA	YTD U ANT	YTD U ACT	U VAR	%VAR	%Partic ANT	%Partic ACT	%
Marca1	61,436,236,185	67,683,314,148	6,247,077,963	10.17 %	28.00 %	31.66 %	31.66 %
Marca2	42,625,525,737	60,345,905,073	17,720,379,336	41.57 %	19.43 %	28.23 %	28.23 %
Marca3	41,378,913,108	43,383,575,292	2,004,662,184	4.84 %	18.86 %	20.30 %	20.30 %
Marca4	32,983,548,237	18,541,006,683	-14,442,541,554	-43.79 %	15.03 %	8.67 %	8.67 %
Marca5	25,008,464,943	16,728,043,308	-8,280,421,635	-33.11 %	11.40 %	7.83 %	7.83 %
Marca6	2,753,042,601	3,666,939,105	913,896,504	33.20 %	1.25 %	1.72 %	1.72 %
Marca7	2,758,854,948	2,065,012,815	-693,842,133	-25.15 %	1.26 %	0.97 %	0.97 %
Marca8	8,450,880,933	654,893,976	-7,795,986,957	-92.25 %	3.85 %	0.31 %	0.31 %
Marca9	158,074,110	396,597,621	238,523,511	150.89 %	0.07 %	0.19 %	0.19 %
Marca10	1,219,723,734	291,595,128	-928,128,606	-76.09 %	0.56 %	0.14 %	0.14 %
Marca11	631,861,872	0	-631,861,872	-100.00 %	0.29 %	0.00 %	0.00 %
Total	219,405,126,408	213,756,883,149	-5,648,243,259	-2.57 %	100.00 %	100.00 %	0.00 %

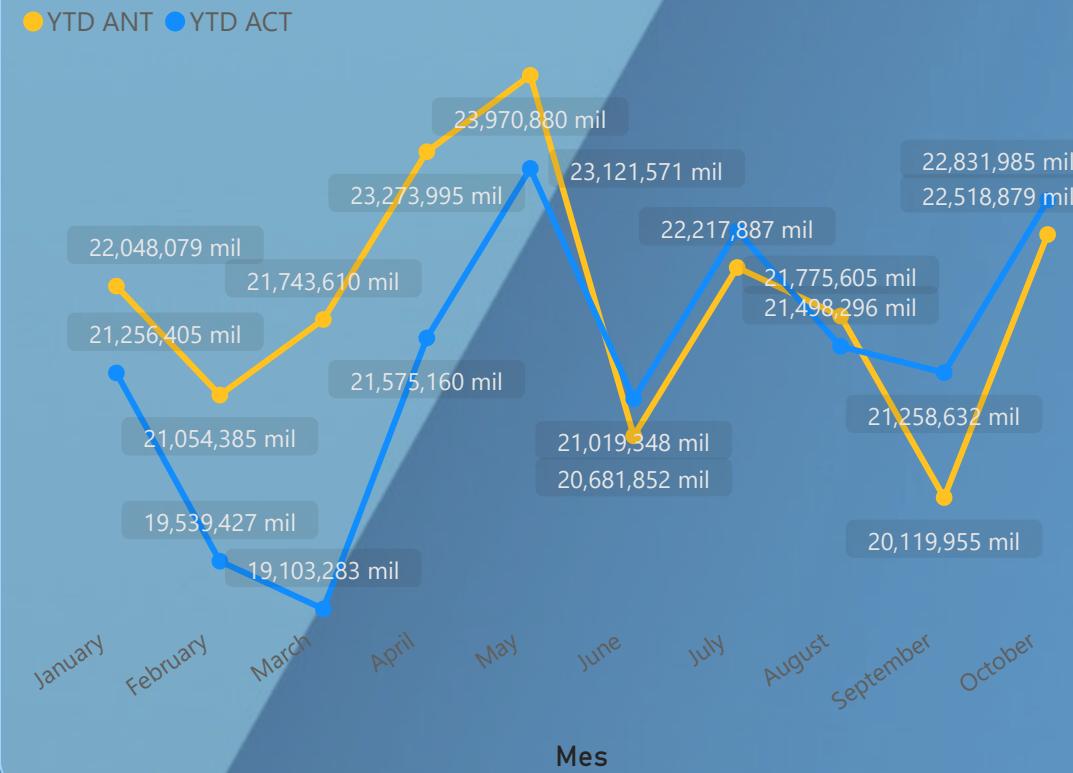
VENTAS U UNIMAR



%Partic U Año Actual



VENTAS U TOTAL MERCADO



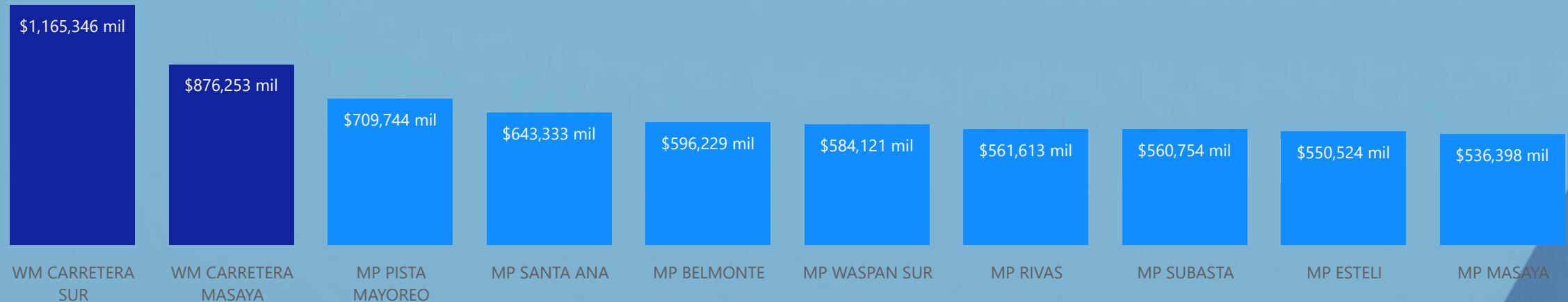


TOP TIENDAS WALMART

Año	2022	2023
Mes	October	
Formato Tienda	Todas	
NO_ARTICULO	Todas	
DESCRIPCION	Todas	

CATEGORIA_1	CATEGORIA_10	CATEGORIA_11	CATEGORIA_12	CATEGORIA_13	CATEGORIA_3	CATEGORIA_4	CATEGORIA_5	CATEGORIA_6	CATEGORIA_7
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TOP 10 TIENDAS VENTAS DÓLARES



TOP 10 TIENDAS VENTAS UNIDADES



TOP 10 TIENDAS VENTAS KILOS

