

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

YTD UNIMAR \$

YTD UNIMAR U

YTD UNIMAR KL

SELL IN VS SELL
OUT KL

SELL IN VS SELL
OUT U

Resultados Total
Mercado

Market Share \$

Market Share U

Market Share KL

EVALUACIÓN RESULTADOS UNIMAR

Año

Mes

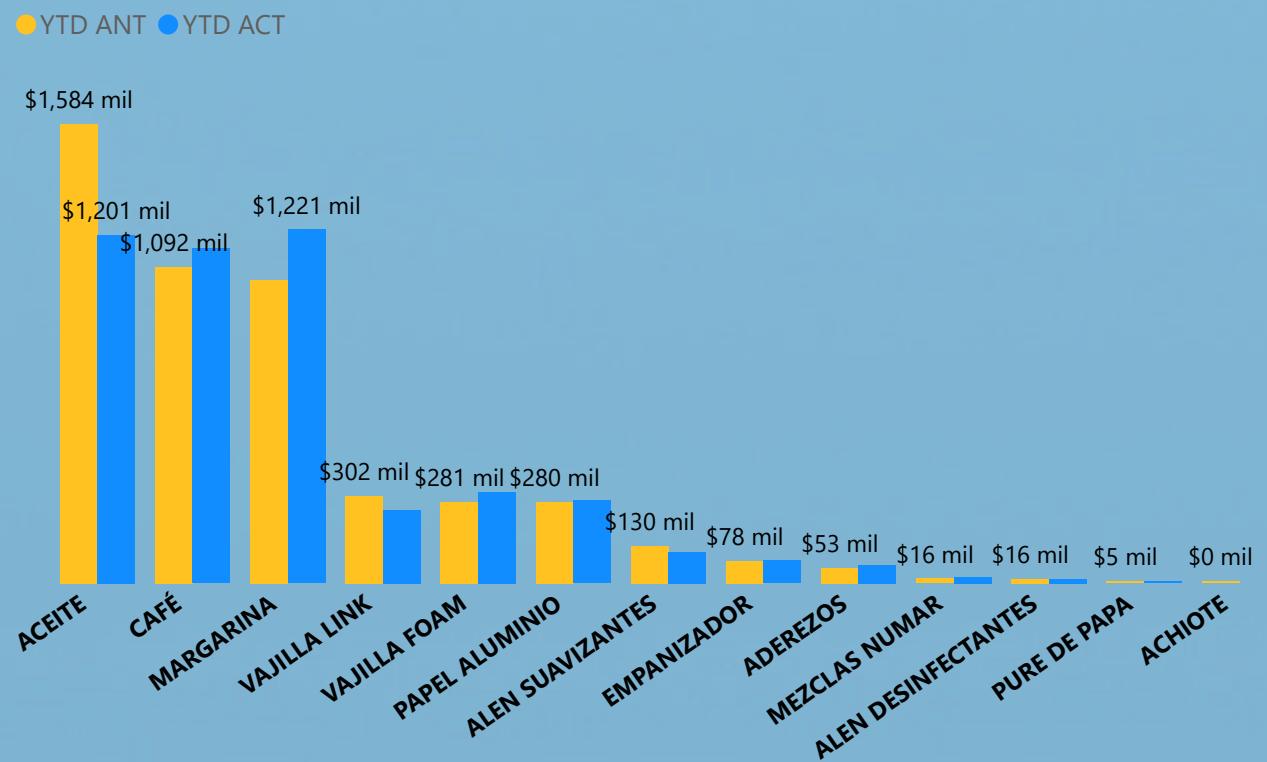
Formato Tienda

Brand Desc

VENTAS \$ UNIMAR

CATEGORIA	YTD \$ ANT	YTD \$ ACT	\$ VAR	%VAR
ACEITE	\$1,583,846	\$1,200,816	(\$383,030)	-24.18%
ACHIOTE	\$20	(\$20)	(\$20)	-100.00%
ADEREZOS	\$52,711	\$62,302	\$9,591	18.19%
ALEN DESINFECTANTES	\$15,842	\$15,484	(\$358)	-2.26%
ALEN SUAVIZANTES	\$129,773	\$107,910	(\$21,863)	-16.81%
CAFÉ	\$1,092,152	\$1,155,429	\$63,277	5.79%
EMPANIZADOR	\$77,893	\$78,704	\$812	1.04%
MARGARINA	\$1,046,212	\$1,220,628	\$174,415	16.67%
MEZCLAS NUMAR	\$16,158	\$21,598	\$5,440	33.67%
PAPEL ALUMINIO	\$279,785	\$285,981	\$6,196	2.21%
PURE DE PAPA	\$5,073	\$5,275	\$201	3.97%
VAJILLA FOAM	\$281,339	\$315,844	\$34,504	12.26%
VAJILLA LINK	\$301,977	\$253,510	(\$48,467)	-16.05%
Total	\$4,882,782	\$4,723,480	(\$159,302)	-3.26%

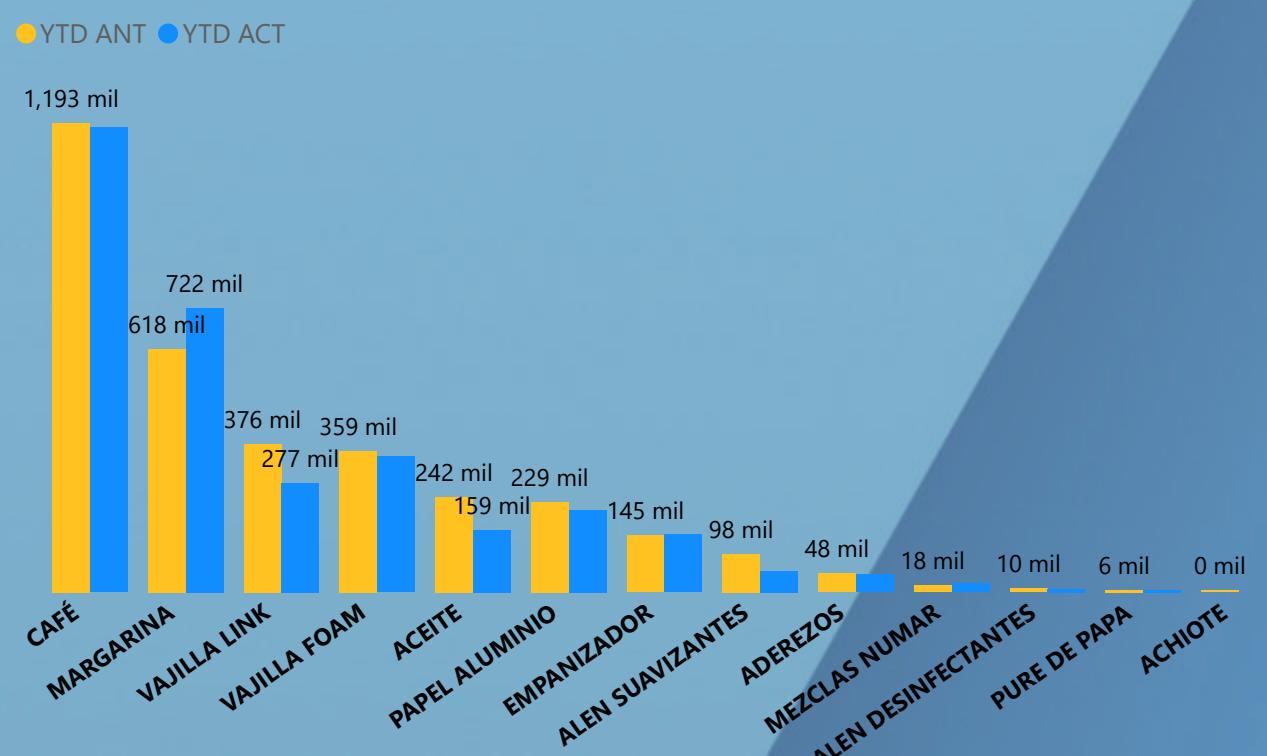
VENTAS \$ UNIMAR



VENTAS U UNIMAR

CATEGORIA	YTD U ANT	YTD U ACT	U VAR	%VAR
ACEITE	242,428	158,948	-83,480	-34.43%
ACHIOTE	24	24	-24	-100.00%
ADEREZOS	47,951	45,646	-2,305	-4.81%
ALEN DESINFECTANTES	10,062	7,763	-2,299	-22.85%
ALEN SUAVIZANTES	97,851	54,325	-43,526	-44.48%
CAFÉ	1,192,799	1,182,062	-10,737	-0.90%
EMPANIZADOR	144,574	147,351	2,777	1.92%
MARGARINA	618,342	722,269	103,928	16.81%
MEZCLAS NUMAR	17,789	22,833	5,044	28.35%
PAPEL ALUMINIO	229,206	208,722	-20,484	-8.94%
PURE DE PAPA	6,305	6,261	-44	-0.70%
VAJILLA FOAM	359,100	345,041	-14,059	-3.92%
VAJILLA LINK	376,376	277,190	-99,186	-26.35%
Total	3,342,807	3,178,411	-164,395	-4.92%

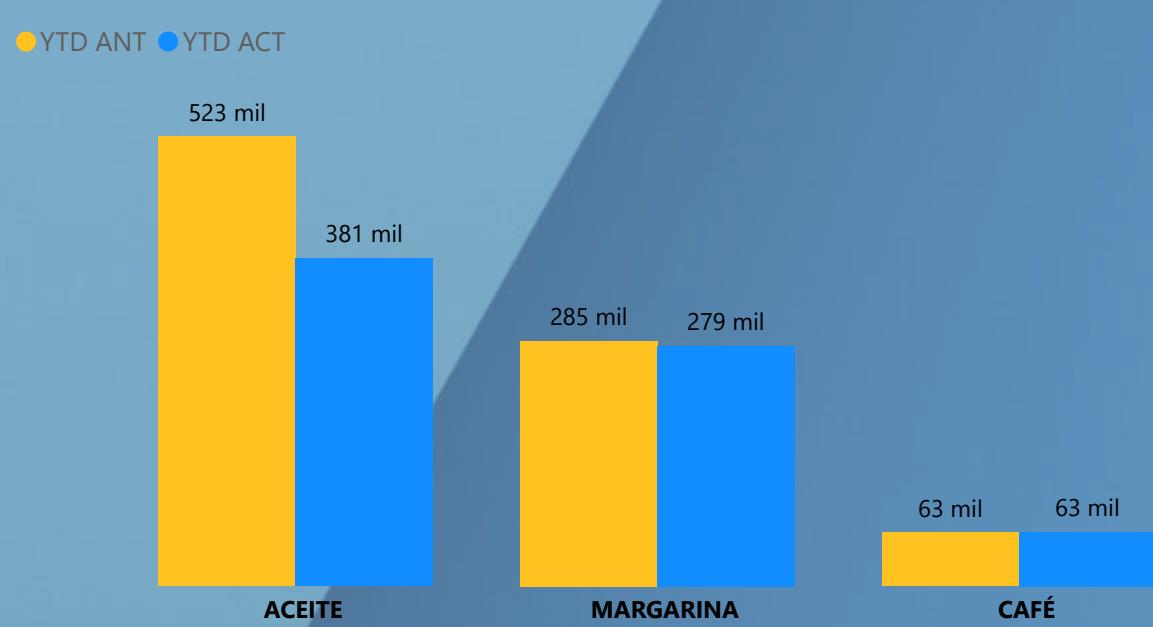
VENTAS U UNIMAR



VENTAS KL UNIMAR

SUB CATEGORIA	YTD KL ANT	YTD KL ACT	KL VAR	KL %VAR
ACEITE IMPORTADO	522,924	381,193	-141,731	-27.10%
CAFÉ INSTANTANEO	61,731	62,264	533	0.86%
CAFÉ MOLIDO 1820	775	917	142	18.33%
MARGARINA DOMESTICA	103,371	63,943	-39,428	-38.14%
NUMAR C/R	181,834	215,273	33,439	18.39%
Total	870,634	723,590	-147,044	-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
MARGARINA	\$1,046,212	\$1,220,628	\$174,415	16.67 %	21.43 %	25.76 %	4.33 %
ACEITE	\$1,583,846	\$1,200,816	(\$383,030)	-24.18 %	32.44 %	25.34 %	-7.10 %
CAFÉ	\$1,092,152	\$1,155,429	\$63,277	5.79 %	22.37 %	24.38 %	2.02 %
VAJILLA FOAM	\$281,339	\$315,844	\$34,504	12.26 %	5.76 %	6.67 %	0.90 %
PAPEL ALUMINIO	\$279,785	\$285,981	\$6,196	2.21 %	5.73 %	6.04 %	0.31 %
VAJILLA LINK	\$301,977	\$253,510	(\$48,467)	-16.05 %	6.18 %	5.35 %	-0.83 %
ALEN SUAVIZANTES	\$129,773	\$107,910	(\$21,863)	-16.85 %	2.66 %	2.28 %	-0.38 %
EMPANIZADOR	\$77,893	\$78,704	\$812	1.04 %	1.60 %	1.66 %	0.07 %
ADEREZOS	\$52,711	\$62,302	\$9,591	18.19 %	1.08 %	1.31 %	0.24 %
MEZCLAS NUMAR	\$16,158	\$21,598	\$5,440	33.67 %	0.33 %	0.46 %	0.12 %
ALEN DESINFECTANTES	\$15,842	\$15,484	(\$358)	-2.26 %	0.32 %	0.33 %	0.00 %
PURE DE PAPA	\$5,073	\$5,275	\$201	3.97 %	0.10 %	0.11 %	0.01 %
ACHIOTE	\$20		(\$20)	-100.00 %	0.00 %		-0.00 %
Total	\$4,882,782	\$4,723,480	(\$159,302)	-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
CAFÉ	1,192,799	1,182,062	-10,737	-0.90 %	35.68 %	37.15 %	1.46 %
MARGARINA	618,342	722,269	103,928	16.81 %	18.50 %	22.70 %	4.20 %
VAJILLA FOAM	359,100	345,041	-14,059	-3.92 %	10.74 %	10.84 %	0.10 %
VAJILLA LINK	376,376	277,190	-99,186	-26.35 %	11.26 %	8.71 %	-2.55 %
PAPEL ALUMINIO	229,206	208,722	-20,484	-8.94 %	6.86 %	6.56 %	-0.30 %
ACEITE	242,428	158,948	-83,480	-34.43 %	7.25 %	4.99 %	-2.26 %
EMPANIZADOR	144,574	147,351	2,777	1.92 %	4.32 %	4.63 %	0.31 %
ALEN SUAVIZANTES	97,851	54,325	-43,526	-44.48 %	2.93 %	1.71 %	-1.22 %
ADEREZOS	47,951	45,646	-2,305	-4.81 %	1.43 %	1.43 %	0.00 %
MEZCLAS NUMAR	17,789	22,833	5,044	28.35 %	0.53 %	0.72 %	0.19 %
ALEN DESINFECTANTES	10,062	7,763	-2,299	-22.85 %	0.30 %	0.24 %	-0.06 %
PURE DE PAPA	6,305	6,261	-44	-0.70 %	0.19 %	0.20 %	0.01 %
ACHIOTE	24		-24	-100.00 %	0.00 %		-0.00 %
Total	3,342,807	3,178,411	-164,395	-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
ACEITE	522,924	381,193	-141,731	-27.10 %	60.06 %	52.68 %	-7.38 %
MARGARINA	285,205	279,216	-5,989	-2.10 %	32.76 %	38.59 %	5.83 %
CAFÉ	62,505	63,181	676	1.08 %	7.18 %	8.73 %	1.55 %
Total	870,634	723,590	-147,044	-16.89 %	100.00 %	100.00 %	0.00 %

YTD UNIMAR



Año

Mes

Formato Tienda

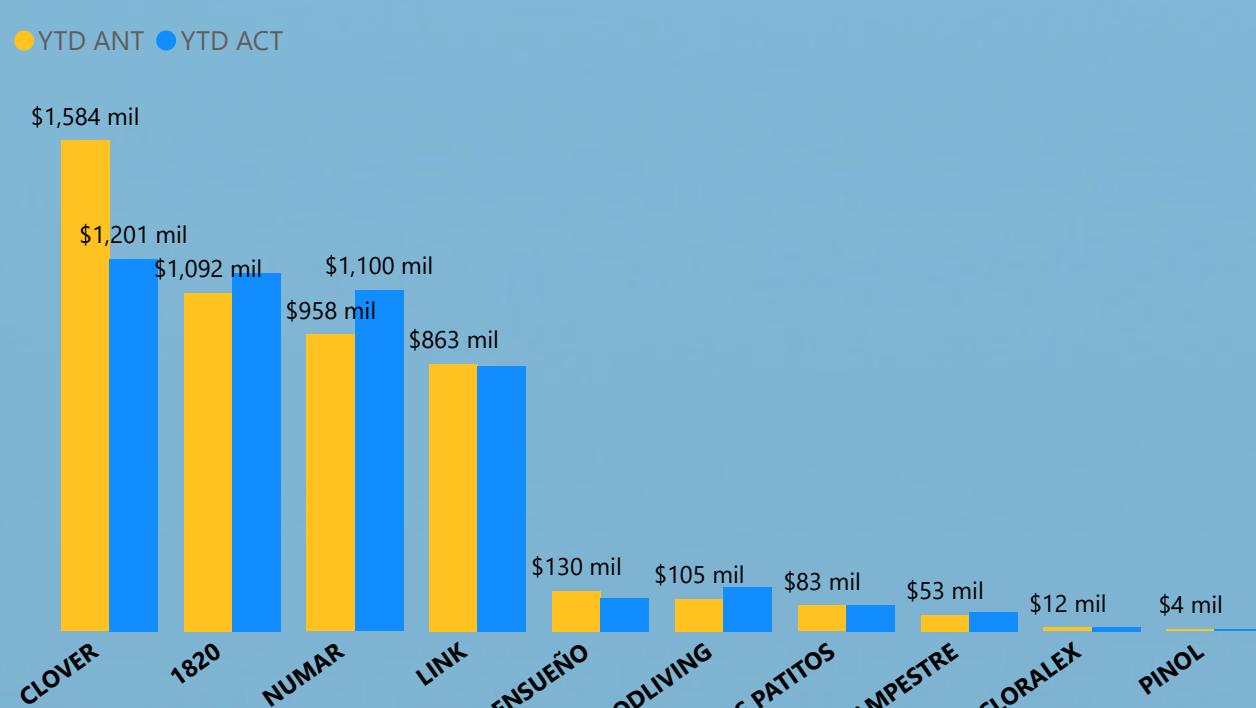
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DESCRIPCION

VENTAS \$ UNIMAR

Mes	YTD \$ ANT	YTD \$ ACT	\$ VAR	%VAR
January	\$451,652	\$469,166	\$17,514	3.88 %
February	\$861,141	\$917,575	\$56,435	6.55 %
March	\$1,354,715	\$1,443,809	\$89,094	6.58 %
April	\$1,830,867	\$1,928,644	\$97,777	5.34 %
May	\$2,344,049	\$2,383,535	\$39,486	1.68 %
June	\$2,876,942	\$2,898,461	\$21,519	0.75 %
July	\$3,369,872	\$3,359,813	(\$10,059)	-0.30 %
August	\$3,855,911	\$3,816,292	(\$39,619)	-1.03 %
September	\$4,365,557	\$4,263,967	(\$101,590)	-2.33 %
October	\$4,882,782	\$4,723,480	(\$159,302)	-3.26 %
Total	\$4,882,782	\$4,723,480	(\$159,302)	-3.26 %

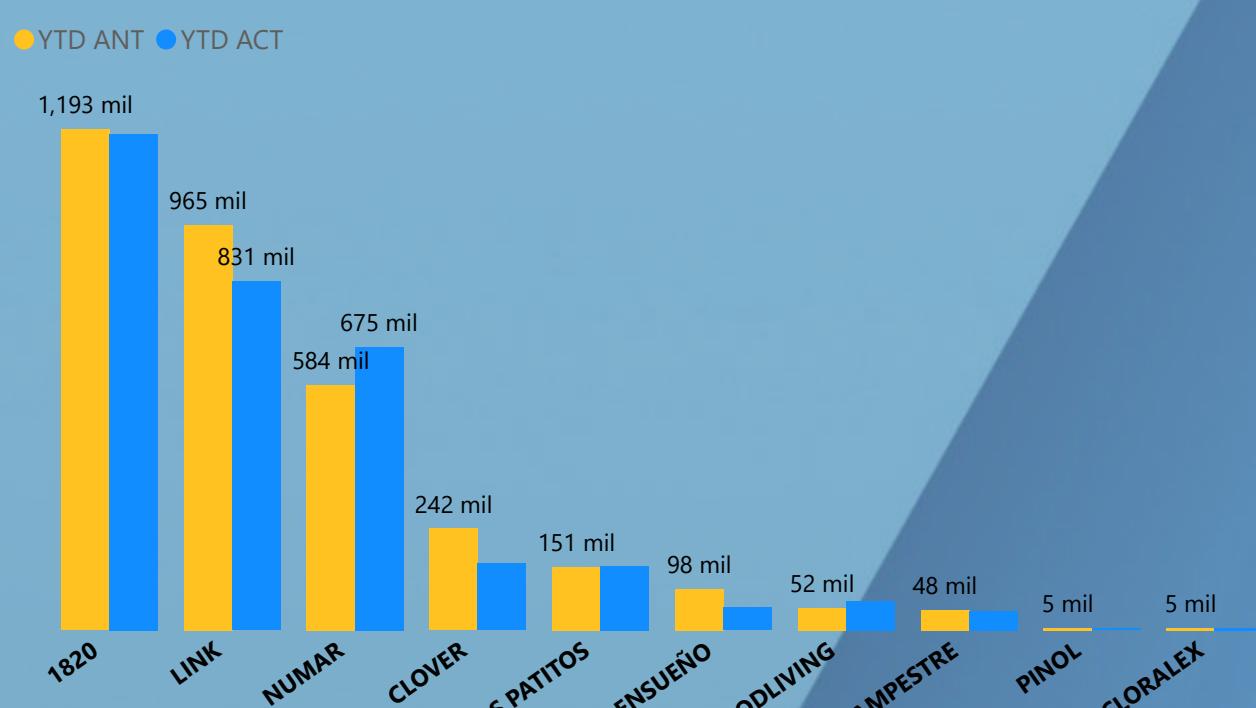
VENTAS \$ UNIMAR



VENTAS U UNIMAR

Mes	YTD U ANT	YTD U ACT	U VAR	%VAR
January	343,126	299,953	-43,172	-12.58 %
February	664,192	582,411	-81,780	-12.31 %
March	1,021,273	929,486	-91,786	-8.99 %
April	1,354,539	1,261,046	-93,493	-6.90 %
May	1,698,844	1,583,750	-115,093	-6.77 %
June	2,056,716	1,948,865	-107,851	-5.24 %
July	2,381,418	2,269,684	-111,733	-4.69 %
August	2,691,582	2,572,809	-118,772	-4.41 %
September	3,020,598	2,877,117	-143,482	-4.75 %
October	3,342,807	3,178,411	-164,395	-4.92 %
Total	3,342,807	3,178,411	-164,395	-4.92 %

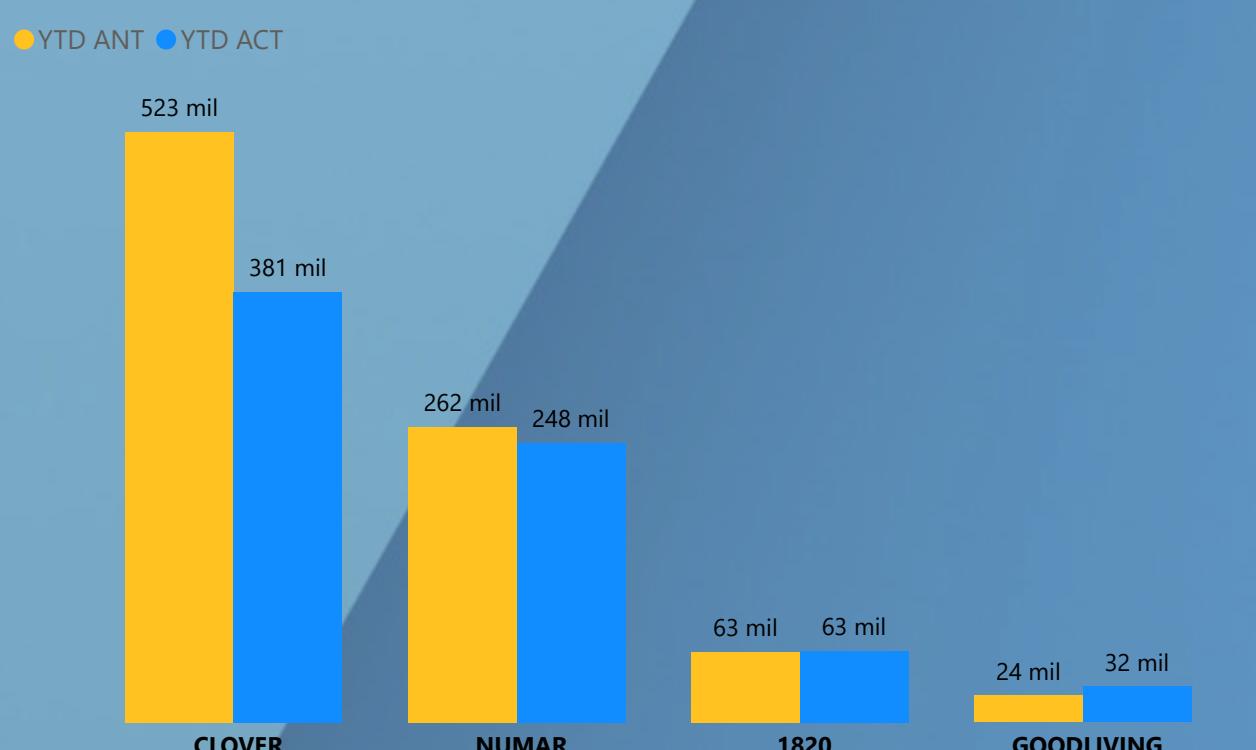
VENTAS U UNIMAR



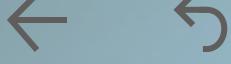
VENTAS KL UNIMAR

Mes	YTD KL ANT	YTD KL ACT	KL VAR	%VAR
January	103,217	74,717	-28,501	-27.61 %
February	193,808	145,505	-48,303	-24.92 %
March	277,413	229,139	-48,274	-17.40 %
April	359,499	304,779	-54,720	-15.22 %
May	454,297	369,818	-84,479	-18.60 %
June	543,853	444,378	-99,475	-18.29 %
July	621,730	513,615	-108,115	-17.39 %
August	701,311	585,885	-115,426	-16.46 %
September	783,340	654,846	-128,494	-16.40 %
October	870,634	723,590	-147,044	-16.89 %
Total	870,634	723,590	-147,044	-16.89 %

VENTAS U UNIMAR



YTD MES VS MES



Año

Mes

Formato Tienda

NO_ARTICULO

DESCRIPCION

VENTAS \$ 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
ACEITE	\$155,000	\$142,191	-8.26 %	\$127,944	\$135,179	5.66 %	\$149,759	\$134,634	-10.10 %	\$149,035	\$149,035
ACEIT CLOVER GIRASOL 3LT 1X6		\$229			\$171			\$238	\$157	-34.23 %	\$483
ACEIT CLOVER GIRASOL 900ML1X20											
ACEIT CLOVER GIRASOL 950ML1X12	\$957	\$787	-17.76 %	\$801	\$670	-16.33 %	\$1,055	\$832	-21.14 %	\$1,077	
ACEITE CLOV GIRASOL 4.73LT 1X4	\$1,048		-100.00 %	\$867		-100.00 %	\$129		-100.00 %		
ACEITE CLOVER SOYA 2 LT 1X8	\$93,164	\$89,075	-4.39 %	\$72,968	\$84,109	15.27 %	\$84,531	\$67,211	-20.49 %	\$86,726	
ACEITE CLOVER SOYA 3 LT 1X6	\$25,323	\$23,560	-6.96 %	\$22,258	\$22,215	-0.19 %	\$28,639	\$33,593	17.30 %	\$27,278	
ACEITE CLOVER SOYA 4.73 LT 1X4	\$32,192	\$26,881	-16.50 %	\$29,407	\$26,388	-10.26 %	\$33,233	\$30,851	-7.17 %	\$31,656	
ACEITE CLOVER SOYA 900ML 1X20											
ACEITE CLOVER SOYA 950ML 1X20	\$2,316	\$1,659	-28.37 %	\$1,643	\$1,626	-1.05 %	\$1,933	\$1,991	3.00 %	\$1,815	
ACHIOTE	\$7		-100.00 %	\$7		-100.00 %	\$4		-100.00 %	\$2	
Total	\$451,652	\$469,166	3.88 %	\$409,488	\$448,409	9.50 %	\$493,574	\$526,233	6.62 %	\$476,152	\$476,152

VENTAS U 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
ACEITE	24,781	20,905	-15.64 %	19,287	18,569	-3.72 %	22,717	19,238	-15.31 %	23,384	16,781
ACEIT CLOVER GIRASOL 3LT 1X6		17			12			35	11	-68.57 %	65
ACEIT CLOVER GIRASOL 900ML1X20											
ACEIT CLOVER GIRASOL 950ML1X12	360	173	-51.94 %	276	140	-49.28 %	361	174	-51.80 %	365	273
ACEITE CLOV GIRASOL 4.73LT 1X4	88		-100.00 %	65		-100.00 %	14		-100.00 %		
ACEITE CLOVER SOYA 2 LT 1X8	17,630	15,453	-12.35 %	13,224	13,783	4.23 %	15,357	12,847	-16.34 %	16,319	5,660
ACEITE CLOVER SOYA 3 LT 1X6	3,214	2,830	-11.95 %	2,772	2,391	-13.74 %	3,581	3,553	-0.78 %	3,459	6,282
ACEITE CLOVER SOYA 4.73 LT 1X4	2,627	1,900	-27.67 %	2,350	1,749	-25.57 %	2,662	2,048	-23.07 %	2,516	2,046
ACEITE CLOVER SOYA 900ML 1X20											
ACEITE CLOVER SOYA 950ML 1X20	862	532	-38.28 %	600	494	-17.67 %	707	605	-14.43 %	660	2,511
ACHIOTE	7		-100.00 %	9		-100.00 %	5		-100.00 %	3	
Total	343,126	299,953	-12.58 %	321,066	282,458	-12.02 %	357,081	347,075	-2.80 %	333,267	331,560

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
ACEITE	53,633	44,699	-16.66 %	42,811	39,734	-7.19 %	50,293	42,615	-15.27 %	51,067	38,712
ACEIT CLOVER GIRASOL 3LT 1X6		46			33			96	30	-68.57 %	177
ACEIT CLOVER GIRASOL 900ML1X20											
ACEIT CLOVER GIRASOL 950ML1X12	339	163	-51.94 %	260	132	-49.28 %	340	164	-51.80 %	344	257
ACEITE CLOV GIRASOL 4.73LT 1X4	379		-100.00 %	280		-100.00 %	60		-100.00 %		
ACEITE CLOVER SOYA 2 LT 1X8	32,087	28,124	-12.35 %	24,068	25,085	4.23 %	27,950	23,382	-16.34 %	29,701	10,301
ACEITE CLOVER SOYA 3 LT 1X6	8,774	7,726	-11.95 %	7,568	6,527	-13.74 %	9,776	9,700	-0.78 %	9,443	17,150
ACEITE CLOVER SOYA 4.73 LT 1X4	11,309	8,180	-27.67 %	10,117	7,529	-25.57 %	11,460	8,817	-23.07 %	10,831	8,808
ACEITE CLOVER SOYA 900ML 1X20											
ACEITE CLOVER SOYA 950ML 1X20	745	460	-38.28 %	519	427	-17.67 %	611	523	-14.43 %	571	2,171
ACHIOTE	2		-100.00 %	2		-100.00 %	1		-100.00 %	1	
Total	127,664	94,031	-26.35 %	112,347	87,990	-21.68 %	107,853	104,893	-2.75 %	104,904	96,591

YTD UNIMAR DÓLARES

Año

Mes

Formato Tienda

NO_ARTICULO

DESCRIPCION

VENTAS \$ UNIMAR

CATEGORIA_1	January	February	March	April	May	June	July	August	September	October
ACEITE	\$142,191	\$135,179	\$134,634	\$120,371	\$101,198	\$115,170	\$108,109	\$116,069	\$110,830	\$117,065
Aceite Clover	\$142,191	\$135,179	\$134,634	\$120,371	\$101,198	\$115,170	\$108,109	\$116,069	\$110,830	\$117,065
ACEIT CLOVER GIRASOL 3LT 1X6	\$229	\$171	\$157	\$128	\$908	\$1,304	\$1,148	\$1,090	\$4,606	\$6,293
ACEIT CLOVER GIRASOL 900ML1X20							\$95	\$842	\$1,505	\$1,872
ACEIT CLOVER GIRASOL 950ML1X12	\$787	\$670	\$832	\$1,290	\$584	\$555	\$495	\$165	\$195	\$193
ACEITE CLOVER SOYA 2 LT 1X8	\$89,075	\$84,109	\$67,211	\$27,366	\$897	\$94	\$200		\$935	\$230
ACEITE CLOVER SOYA 3 LT 1X6	\$23,560	\$22,215	\$33,593	\$55,940	\$60,299	\$70,402	\$68,720	\$78,479	\$70,509	\$74,542
ACEITE CLOVER SOYA 4.73 LT 1X4	\$26,881	\$26,388	\$30,851	\$28,320	\$29,465	\$33,025	\$30,364	\$29,115	\$26,625	\$27,102
ACEITE CLOVER SOYA 900ML 1X20							\$645	\$4,610	\$5,696	\$6,288
ACEITE CLOVER SOYA 950ML 1X20	\$1,659	\$1,626	\$1,991	\$7,326	\$9,045	\$9,790	\$6,441	\$1,767	\$758	\$544
ADEREZOS	\$5,278	\$5,318	\$5,062	\$3,826	\$7,384	\$7,387	\$6,841	\$7,363	\$6,926	\$6,916
Aderezos	\$5,278	\$5,318	\$5,062	\$3,826	\$7,384	\$7,387	\$6,841	\$7,363	\$6,926	\$6,916
SALSA C/ADEREZO CESAR 200GR	\$3,042	\$3,104	\$4,391	\$3,682	\$3,421	\$3,507	\$2,970	\$3,217	\$3,413	\$4,094
SALSA C/ADEREZO ITALIANO 200GR	\$2,236	\$2,214	\$672	\$144	\$3,963	\$3,880	\$3,871	\$4,145	\$3,514	\$2,822
ALEN DESINFECTANTES	\$1,688	\$1,278	\$1,256	\$1,016	\$1,172	\$1,858	\$1,654	\$1,334	\$1,476	\$2,752
CLORALEX MASCOTA	\$1,104	\$975	\$1,219	\$1,016	\$1,172	\$1,858	\$1,654	\$1,334	\$1,300	\$1,670
CLORALEX MASCOTA EXT 950ML1X15	\$610	\$377	\$564	\$377	\$488	\$612	\$590	\$507	\$440	\$514
CLORALEX MASCOTA INT 950ML1X15	\$494	\$598	\$656	\$639	\$685	\$1,247	\$1,065	\$827	\$860	\$1,156
PINOL	\$584	\$303	\$37						\$176	\$1,082
PINOL AROMA FLORAL 828ML 1X15	\$319	\$155	\$25						\$104	\$743
PINOL AROMA LAVANDA 828ML 1X15	\$264	\$148	\$12						\$72	\$339
ALEN SUAVIZANTES	\$11,048	\$9,985	\$12,785	\$12,271	\$11,180	\$12,532	\$10,155	\$10,316	\$8,973	\$8,665
ENSUEÑO BEBE	\$2,153	\$2,319	\$3,447	\$3,030	\$2,710	\$2,821	\$2,833	\$2,777	\$2,652	\$2,401
ENSU BEBE ALOE VERA 1.5 LT 1X9	\$644	\$783	\$1,705	\$957	\$739	\$906	\$866	\$825	\$690	\$669
ENSUENO BEBE 850 ML 1X12	\$1,509	\$1,536	\$1,742	\$2,073	\$1,971	\$1,915	\$1,967	\$1,952	\$1,962	\$1,732
ENSUEÑO MAX	\$8,895	\$7,666	\$9,338	\$9,241	\$8,470	\$9,711	\$7,322	\$7,539	\$6,321	\$6,264
ENSU MAX FRES VERANO 850ML1X12	\$9	\$1								
ENSU MAX FRESC AZUL 1.5 LT 1X9	\$339	\$235	\$372	\$397	\$496	\$551	\$530	\$472	\$376	\$325
ENSU MAX FRESC AZUL 850ML 1X12	\$1,740	\$1,658	\$1,918	\$2,275	\$2,182	\$2,053	\$2,553	\$2,881	\$2,404	\$2,536
ENSU MAX FRESC PRIMAVERA 9000ML	\$3,528	\$2,918	\$3,757	\$2,792	\$2,526	\$4,093	\$3,818	\$3,989	\$3,357	\$3,157
ENSU. MAX FRES. PRIM 1.5L 1X9	\$430	\$286	\$314	\$289	\$289	\$310	\$39			
ENSUE MAX FRES/PRIM 850ML 1X12	\$2,850	\$2,569	\$2,978	\$3,488	\$2,977	\$2,704	\$382	\$198	\$184	\$247
CAFÉ	\$112,841	\$103,907	\$122,098	\$112,144	\$111,721	\$129,674	\$117,502	\$115,016	\$110,063	\$120,462
Instantaneo Clasico	\$103,950	\$95,669	\$112,495	\$102,726	\$102,406	\$120,430	\$109,413	\$106,554	\$101,643	\$111,082
CAFE INST. 1820 FCO 150GR 1X12	\$2,857	\$2,714	\$3,082	\$2,801	\$2,985	\$3,866	\$3,329	\$2,874	\$2,701	\$2,984
CAFE INST. 1820 FCO 250GR 1X6	\$6,351	\$5,737	\$6,572	\$6,467	\$6,276	\$7,602	\$7,413	\$7,061	\$6,266	\$7,194
CAFE INST. 1820 FCO 400GR 1X6	\$1,317	\$1,038	\$1,175	\$1,305	\$1,155	\$1,148	\$1,061	\$1,237	\$1,034	\$699
CAFE INST. 1820 FCO 50 GR 1X24	\$11,830	\$10,891	\$12,472	\$10,982	\$10,769	\$13,187	\$11,861	\$11,387	\$10,540	\$11,328
CAFE INST. 1820-FCO.100GR 1X12	\$3,726	\$3,179	\$3,876	\$3,747	\$3,698	\$4,678	\$4,131	\$3,614	\$3,554	\$3,687
CAFE INST-1820 2GR (40) 1X48	\$23,121	\$20,656	\$23,879	\$21,508	\$20,375	\$24,633	\$22,536	\$22,296	\$21,601	\$23,222
CAFE INST-1820 PACK 45GR 1X30	\$54,749	\$51,452	\$61,439	\$55,916	\$57,147	\$65,316	\$59,082	\$58,085	\$55,947	\$61,968
Instantaneo Saborizado	\$101	\$159	\$109	\$134	\$124	\$116	\$132	\$103	\$83	\$112
CAFE CAPUCCINO INST 1820 120G	\$101	\$159	\$109	\$134	\$124	\$116	\$132	\$103	\$83	\$112
Instantaneo Tradic	\$7,770	\$7,136	\$8,371	\$8,053	\$8,166	\$8,006	\$6,956	\$7,235	\$7,153	\$8,195
CAFE 1820 TRAD FCO 150GR 1X12	\$7,770	\$7,136	\$8,371	\$8,053	\$8,166	\$8,006	\$6,956	\$7,235	\$7,153	\$8,195
Molido 1820	\$1,020	\$944	\$1,123	\$1,230	\$1,026	\$1,122	\$1,001	\$1,124	\$1,185	\$1,073
CAFE MOLIDO 1820 PAQ. 400 GR	\$714	\$545	\$744	\$744	\$688	\$693	\$693	\$548	\$570	\$833
CAFE MOLIDO 1820 RES ESP 340GR	\$306	\$398	\$379	\$486	\$337	\$429	\$309	\$577	\$614	\$239
EMPAÑADOR	\$7,291	\$6,021	\$8,207	\$7,738	\$7,347	\$9,123	\$8,692	\$8,207	\$8,294	\$7,786
Empanizadores	\$7,291	\$6,021	\$8,207	\$7,738	\$7,347	\$9,123	\$8,692	\$8,207	\$8,294	\$7,786
EMPANIZAD A LA HIERBA 80G 1X72	\$766	\$768	\$921	\$907	\$785	\$856	\$884	\$852	\$658	\$248
EMPANIZAD PESCAD 100G 1X6X12	\$100	\$167	\$102	\$172	\$150	\$187	\$184	\$156	\$122	\$200
Total	\$469,166	\$448,409	\$526,233	\$484,836	\$454,891	\$514,926	\$461,352	\$456,479	\$447,675	\$459,512



YTD UNIMAR UNIDADES



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CATEGORIA_1	January	February	March	April	May	June	July	August	September	October
ACEITE	20,905	18,569	19,238	16,781	12,135	14,079	13,126	14,942	14,434	14,739
Aceite Clover	20,905	18,569	19,238	16,781	12,135	14,079	13,126	14,942	14,434	14,739
ACEIT CLOVER GIRASOL 3LT 1X6	17	12	11	9	64	92	81	77	359	582
ACEIT CLOVER GIRASOL 900ML1X20							24	212	380	477
ACEIT CLOVER GIRASOL 950ML1X12	173	140	174	273	124	118	105	35	45	49
ACEITE CLOVER SOYA 2 LT 1X8	15,453	13,783	12,847	5,660	214	28	49		223	49
ACEITE CLOVER SOYA 3 LT 1X6	2,830	2,391	3,553	6,282	6,419	7,945	7,953	9,993	8,887	9,054
ACEITE CLOVER SOYA 4.73 LT 1X4	1,900	1,749	2,048	2,046	2,187	2,510	2,439	2,312	2,182	2,018
ACEITE CLOVER SOYA 900ML 1X20							237	1,695	2,095	2,313
ACEITE CLOVER SOYA 950ML 1X20	532	494	605	2,511	3,127	3,386	2,238	618	263	197
ADEREZOS	3,853	3,918	3,657	2,758	5,421	5,424	5,031	5,419	5,092	5,073
Aderezos	3,853	3,918	3,657	2,758	5,421	5,424	5,031	5,419	5,092	5,073
SALSA C/ADEREZO CESAR 200GR	2,183	2,271	3,159	2,651	2,465	2,527	2,140	2,323	2,464	2,960
SALSA C/ADEREZO ITALIANO 200GR	1,670	1,647	498	107	2,956	2,897	2,891	3,096	2,628	2,113
ALEN DESINFECTANTES	1,346	862	461	352	408	650	583	473	688	1,940
CLORALEX MASCOTA	483	410	417	352	408	650	583	473	468	591
CLORALEX MASCOTA EXT 950ML1X15	259	157	212	134	165	207	200	172	152	182
CLORALEX MASCOTA INT 950ML1X15	224	253	205	218	243	443	383	301	316	409
PINOL	863	452	44						220	1,349
PINOL AROMA FLORAL 828ML 1X15	471	231	30						129	927
PINOL AROMA LAVANDA 828ML 1X15	392	221	14						91	422
ALEN SUAVIZANTES	5,848	5,426	6,492	7,351	6,123	6,139	4,412	4,736	4,206	3,592
ENSUEÑO BEBE	1,453	1,539	2,082	2,108	1,762	1,645	1,692	1,805	1,767	1,385
ENSU BEBE ALOE VERA 1.5 LT 1X9	234	290	721	383	274	336	315	265	246	213
ENSUENO BEBE 850 ML 1X12	1,219	1,249	1,361	1,725	1,488	1,309	1,377	1,540	1,521	1,172
ENSUEÑO MAX	4,395	3,887	4,410	5,243	4,361	4,494	2,720	2,931	2,439	2,207
ENSU MAX FRES VERANO 850ML1X12	13	1								
ENSU MAX FRESC AZUL 1.5 LT 1X9	123	81	140	148	185	206	195	158	124	105
ENSU MAX FRESC AZUL 850ML 1X12	1,382	1,315	1,453	1,824	1,592	1,377	1,785	2,254	1,876	1,705
ENSU MAX FRESC PRIMAV 9000ML	360	300	387	285	257	420	388	389	318	235
ENSU. MAX FRES. PRIM 1.5L 1X9	156	96	101	93	93	127	18			
ENSUE MAX FRES/PRIM 850ML 1X12	2,361	2,094	2,329	2,893	2,234	2,364	334	130	121	162
CAFÉ	110,747	103,088	122,069	117,495	121,960	141,172	126,189	115,402	110,878	113,062
Instantaneo Clasico	107,254	99,850	118,295	113,789	118,279	137,542	123,009	112,092	107,576	109,324
CAFE INST. 1820 FCO 150GR 1X12	1,002	952	1,082	984	1,050	1,360	1,171	1,012	953	1,054
CAFE INST. 1820 FCO 250GR 1X6	1,425	1,288	1,481	1,464	1,421	1,724	1,682	1,603	1,423	1,636
CAFE INST. 1820 FCO 400GR 1X6	200	158	183	199	176	175	162	189	158	107
CAFE INST. 1820 FCO 50 GR 1X24	11,493	10,591	12,138	10,696	10,498	12,768	11,369	10,840	10,041	10,832
CAFE INST. 1820-FCO.100GR 1X12	1,793	1,529	1,867	1,811	1,787	2,261	1,998	1,750	1,723	1,789
CAFE INST-1820 2GR (40) 1X48	12,552	11,223	12,986	11,714	11,101	13,631	12,801	12,651	12,260	13,187
CAFE INST-1820 PACK 45GR 1X30	78,789	74,109	88,558	86,921	92,246	105,623	93,826	84,047	81,018	80,719
Instantaneo Saborizado	38	60	41	51	47	45	50	39	32	43
CAFE CAPUCCINO INST 1820 120G	38	60	41	51	47	45	50	39	32	43
Instantaneo Tradic	3,235	2,974	3,490	3,362	3,412	3,342	2,905	3,025	2,994	3,435
CAFE 1820 TRAD FCO 150GR 1X12	3,235	2,974	3,490	3,362	3,412	3,342	2,905	3,025	2,994	3,435
Molido 1820	220	204	243	293	222	243	225	246	276	260
CAFE MOLIDO 1820 PAQ. 400 GR	154	118	161	161	149	150	158	119	124	208
CAFE MOLIDO 1820 RES ESP 340GR	66	86	82	132	73	93	67	127	152	52
EMPANIZADOR	12,634	10,440	14,158	13,402	12,638	17,250	16,430	15,902	17,999	16,498
Empanizadores	12,634	10,440	14,158	13,402	12,638	17,250	16,430	15,902	17,999	16,498
EMPANIZAD A LA HIERBA 80G 1X72	1,242	1,236	1,483	1,462	1,266	1,381	1,427	1,420	1,067	403
EMPANIZAD DE PESCAD 100G 1X612	246	202	247	256	249	200	224	262	206	512
Total	299,953	282,458	347,075	331,560	322,704	365,115	320,819	303,125	304,307	301,295



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CATEGORIA_1	January	February	March	April	May	June	July	August	September	October
ACEITE	44,699	39,734	42,615	38,712	30,323	35,836	34,770	39,575	37,341	37,589
Aceite Clover	44,699	39,734	42,615	38,712	30,323	35,836	34,770	39,575	37,341	37,589
ACEIT CLOVER GIRASOL 3LT 1X6	46	33	30	25	175	251	221	210	980	1,589
ACEIT CLOVER GIRASOL 900ML1X20							20	176	315	395
ACEIT CLOVER GIRASOL 950ML1X12	163	132	164	257	117	111	99	33	42	46
ACEITE CLOVER SOYA 2 LT 1X8	28,124	25,085	23,382	10,301	389	51	89		406	89
ACEITE CLOVER SOYA 3 LT 1X6	7,726	6,527	9,700	17,150	17,524	21,690	21,712	27,281	24,262	24,717
ACEITE CLOVER SOYA 4.73 LT 1X4	8,180	7,529	8,817	8,808	9,415	10,806	10,500	9,953	9,394	8,687
ACEITE CLOVER SOYA 900ML 1X20							194	1,388	1,716	1,894
ACEITE CLOVER SOYA 950ML 1X20	460	427	523	2,171	2,703	2,927	1,935	534	227	170
CAFÉ	5,962	5,524	6,525	6,309	6,484	7,466	6,691	6,183	5,927	6,112
Instantaneo Clasico	5,388	4,994	5,904	5,689	5,882	6,868	6,163	5,633	5,372	5,490
CAFE INST. 1820 FCO 150GR 1X12	150	143	162	148	158	204	176	152	143	158
CAFE INST. 1820 FCO 250GR 1X6	356	322	370	366	355	431	421	401	356	409
CAFE INST. 1820 FCO 400GR 1X6	80	63	73	80	70	70	65	76	63	43
CAFE INST. 1820 FCO 50 GR 1X24	575	530	607	535	525	638	568	542	502	542
CAFE INST. 1820-FCO.100GR 1X12	179	153	187	181	179	226	200	175	172	179
CAFE INST-1820 2GR (40) 1X48	502	449	519	469	444	545	512	506	490	527
CAFE INST-1820 PACK 45GR 1X30	3,546	3,335	3,985	3,911	4,151	4,753	4,222	3,782	3,646	3,632
Instantaneo Saborizado	5	7	5	6	6	5	6	5	4	5
CAFE CAPUCCINO INST 1820 120G	5	7	5	6	6	5	6	5	4	5
Instantaneo Tradic	485	446	524	504	512	501	436	454	449	515
CAFE 1820 TRAD FCO 150GR 1X12	485	446	524	504	512	501	436	454	449	515
Molido 1820	84	76	92	109	84	92	86	91	101	101
CAFE MOLIDO 1820 PAQ. 400 GR	62	47	64	64	60	60	63	48	50	83
CAFE MOLIDO 1820 RES ESP 340GR	22	29	28	45	25	32	23	43	52	18
MARGARINA	24,055	25,531	34,494	30,620	28,231	31,258	27,777	26,512	25,694	25,044
Barra	5,405	5,985	8,024	6,915	6,500	7,137	6,258	6,172	6,057	5,491
MARG NUMAR BARRA 400GR 1X24	5,355	5,915	7,919	6,881	6,469	7,092	6,238	6,150	6,023	5,481
MARGARINA NUMAR BARRA 1X24	50	69	104	35	30	46	20	22	34	10
Con Refrigeracion	18,651	19,546	26,470	23,705	21,732	24,121	21,519	20,340	19,636	19,553
MARG GOOD LIVING BUTTER 450G	2,183	2,375	2,642	1,051	1,156	1,665	1,969	2,218	2,143	2,137
MARG NUMAR S/LIGHT 227gr 1x24	365	354	520	677	515	669	623	575	521	533
MARG. NUMAR S/ LIGHT 452 GR	1,877	2,029	2,770	2,570	2,177	2,362	2,047	1,926	1,751	1,814
MARG. NUMAR S/ TASTE 425 GR	264	289	488	481	360	442	359	306	285	305
MARG. NUMAR SUAVE 250 GR 1X24	3,012	3,204	4,539	4,343	3,899	4,467	3,961	3,674	3,394	3,318
MARG. NUMAR SUAVE 3 LBS 1X12	3,522	3,731	4,775	4,462	4,375	4,504	3,740	4,099	3,843	3,822
MARG. NUMAR SUAVE 450 GR 1X24	4,442	4,399	6,134	6,013	5,272	5,765	5,100	4,668	4,478	4,419
MARG. NUMAR SUAVE C/AJO 200grs	2,123	2,216	2,899	2,666	2,527	2,873	2,546	1,794	2,220	2,191
MARGARINA GOOD LIVING 452 GRS	863	949	1,702	1,442	1,452	1,374	1,174	1,080	1,001	1,015
Total	74,717	70,789	83,634	75,640	65,038	74,560	69,238	72,269	68,962	68,744



SELL IN VS SELL OUT KILOS



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		Mes	January		February		March		April		May		June	
CAT	NO_ARTI	DESCRIPCION	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT
ACEITE	012001	ACEITE CLOVER SOYA 3 LT 1X6	9,287	7,726	7,076	6,527	16,364	9,700	17,690	17,150	13,710	17,524	20,786	
	012003	ACEITE CLOVER SOYA 2 LT 1X8	28,392	28,124	25,334	25,085	19,205	23,382		10,301		389		
	012004	ACEITE CLOVER SOYA 1.5 LT 1X12												
	012011	ACEITE CLOVER SOYA 950ML 1X20	571	460	467	427	657	523	5,758	2,171	1,245	2,703	1,366	
	012015	ACEITE CLOVER SOYA 4.73 LT 1X4	7,749	8,180	7,646	7,529	8,266	8,817	11,348	8,808	6,199	9,415	9,299	
	012022	ACEIT CLOVER GIRASOL 950ML1X12	147	163	158	132	565	164	136	257		117		
	012024	ACEIT CLOVER GIRASOL 3LT 1X6	33	46	49	33		30	328	25	328	175	115	
	012078	ACEIT CLOVER GIRASOL 900ML1X20												
	012079	ACEITE CLOVER SOYA 900ML 1X20												
BARRA	010004	MARG NUMAR BARRA 400GR 1X24	3,706	5,405	6,442	5,985	8,976	8,024	6,250	6,915	4,272	6,500	6,998	
CAFÉ	003002	CAFE INST. 1820 FCO 50 GR 1X24	648	575	518	530	907	607	130	535	518	525	648	
	003003	CAFE INST. 1820-FCO.100GR 1X12	184	179	163	153	224	187	82	181	224	179	204	
	003004	CAFE INST. 1820 FCO 150GR 1X12	160	150	130	143	209	162	101	148	175	158	175	
	003006	CAFE INST. 1820 FCO 250GR 1X6	420	356	270	322	540	370	90	366	450	355	420	
	003007	CAFE INST. 1820 FCO 400GR 1X6	94	80	46	63	94	73	72	80	77	70	38	
	003035	CAFE INST-1820 PACK 45GR 1X30	4,667	3,546	2,940	3,335	5,400	3,985	2,727	3,911	5,657	4,151	2,646	
	003081	CAFE 1820 TRAD FCO 150GR 1X12	518	485	432	446	605	524	355	504	380	512	470	
	003105	CAFE CAPUCCINO INST 1820 120G	7	5	3	7	7	5	7	6	3	6	7	
	003111	CAFE INST-1820 2GR (40) 1X24	1,202	502	852	449	1,718	519	52	469	783	444	1,052	
	004005	CAFE MOLIDO 1820 PAQ. 400 GR	58	62	86	47	115	64	202	64		60	58	
NUMAR	004008	CAFE MOLIDO 1820 RES ESP 340GR	33	22	131	29	65	28	8	45		25		
	010021	MARG. NUMAR SUAVE 450 GR 1X24	4,698	4,442	5,011	4,399	7,397	6,134	4,601	6,013	4,320	5,272	5,505	
	010022	MARG. NUMAR SUAVE 250 GR 1X24	3,204	3,012	3,444	3,204	5,310	4,539	3,810	4,343	3,000	3,899	4,227	
	010026	MARG. NUMAR S/ LIGHT 452 GR	1,931	1,877	2,257	2,029	3,146	2,770	2,125	2,570	1,866	2,177	2,203	
	010027	MARG NUMAR S/LIGHT 227gr 1x24	338	365	365	354	1,259	520	441	677	371	515	423	
	010028	MARG. NUMAR S/ TASTE 425 GR	235	264	337	289	745	488	388	481	240	360	382	
	010032	MARG. NUMAR SUAVE 3 LBS 1X12	4,025	3,522	3,665	3,731	6,137	4,775	3,420	4,462	3,501	4,375	4,769	
	010040	MARGARINA GOOD LIVING 452 GRS	785	863	1,025	949	1,875	1,702	1,264	1,442	1,488	1,452	1,232	
	010041	MARG. NUMAR SUAVE C/AJO 200grs	2,352	2,123	2,366	2,216	2,933	2,899	2,481	2,666	2,290	2,527	2,736	
	010045	MARG GOOD LIVING BUTTER 450G	2,192	2,183	2,527	2,375	2,290	2,642	475	1,051	1,177	1,156	1,210	



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CAT	NO_ARTI	DESCRIPCION	January		February		March		April		May	
			SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT	SELL IN	SELL OUT
ACEITE	012001	ACEITE CLOVER SOYA 3 LT 1X6	3,402	2,830	2,592	2,391	5,994	3,553	6,480	6,282	5,022	6,
	012003	ACEITE CLOVER SOYA 2 LT 1X8	15,600	15,453	13,920	13,783	10,552	12,847		5,660		
	012004	ACEITE CLOVER SOYA 1.5 LT 1X12										
	012011	ACEITE CLOVER SOYA 950ML 1X20	660	532	540	494	760	605	6,660	2,511	1,440	3,
	012015	ACEITE CLOVER SOYA 4.73 LT 1X4	1,800	1,900	1,776	1,749	1,920	2,048	2,636	2,046	1,440	2,
	012022	ACEIT CLOVER GIRASOL 950ML1X12	156	173	168	140	600	174	144	273		
	012024	ACEIT CLOVER GIRASOL 3LT 1X6	12	17	18	12		11	120	9	120	
	012078	ACEIT CLOVER GIRASOL 900ML1X20										
	012079	ACEITE CLOVER SOYA 900ML 1X20										
ADEREZO	013001	SALSA C/ADEREZO ITALIANO 200GR	2,688	1,670		1,647		498	3,024	107	4,104	2,
	013002	SALSA C/ADEREZO CESAR 200GR	2,688	2,183	2,688	2,271	2,568	3,159	2,016	2,651	4,368	2,
ALEN DESINFECTANTES	028006	PINOL AROMA LAVANDA 828ML 1X15	465	392	75	221		14				
	028110	PINOL AROMA FLORAL 828ML 1X15	495	471	150	231		30				
	028201	CLORALEX MASCOTA INT 950ML1X15	360	224	285	253	195	205	255	218	390	
	028202	CLORALEX MASCOTA EXT 950ML1X15	210	259	150	157	120	212	165	134	315	
ALEN SUAVIZANTES	028021	ENSUENO BEBE 850 ML 1X12	912	1,219	1,512	1,249	1,812	1,361	1,404	1,725	936	1,
	028022	ENSUE MAX FRES/PRIM 850ML 1X12	2,112	2,361	1,728	2,094	1,920	2,329	2,880	2,893	1,632	2,
	028025	ENSU MAX FRES VERANO 850ML1X12		13		1						
	028026	ENSU MAX FRESC AZUL 850ML 1X12	936	1,382	1,752	1,315	1,776	1,453	1,200	1,824	1,428	1,
	028045	ENSU. MAX FRES. PRIM 1.5L 1X9	180	156	90	96	108	101	63	93	90	
	028046	ENSU MAX FRESC AZUL 1.5 LT 1X9	72	123	90	81	144	140	108	148	171	
	028047	ENSU BEBE ALOE VERA 1.5 LT 1X9	261	234	531	290	918	721	36	383	153	
	028232	ENSU MAX FRESC PRIMAVERA 900ML	389	360	335	300	378	387	115	285	143	
BARRA	010004	MARG NUMAR BARRA 400GR 1X24	9,264	13,411	16,104	14,823	22,440	19,851	15,624	17,219	10,680	16,
CAFÉ	003002	CAFE INST. 1820 FCO 50 GR 1X24	12,960	11,493	10,368	10,591	18,144	12,138	2,592	10,696	10,368	10,
	003003	CAFE INST. 1820-FCO.100GR 1X12	1,836	1,793	1,632	1,529	2,244	1,867	816	1,811	2,244	1,
	003004	CAFE INST. 1820 FCO 150GR 1X12	1,068	1,002	864	952	1,392	1,082	672	984	1,164	1,
	003006	CAFE INST. 1820 FCO 250GR 1X6	1,680	1,425	1,080	1,288	2,160	1,481	360	1,464	1,800	1,
	003007	CAFE INST. 1820 FCO 400GR 1X6	234	200	114	158	234	183	180	199	192	
	003035	CAFE INST-1820 PACK 45GR 1X30	103,710	78,789	65,340	74,109	120,000	88,558	60,600	86,921	125,700	92,
	003081	CAFF 1820 TRAD FCO 150GR 1X12	3,456	3,225	2,880	2,971	4,022	3,190	2,261	3,262	2,522	3,

RESULTADOS TOTAL MERCADO

Año: 2022 2023

Mes: Selección múltiple

FORMATO: Todas

DISTRIBUIDOR: Todas

MARCA: Todas

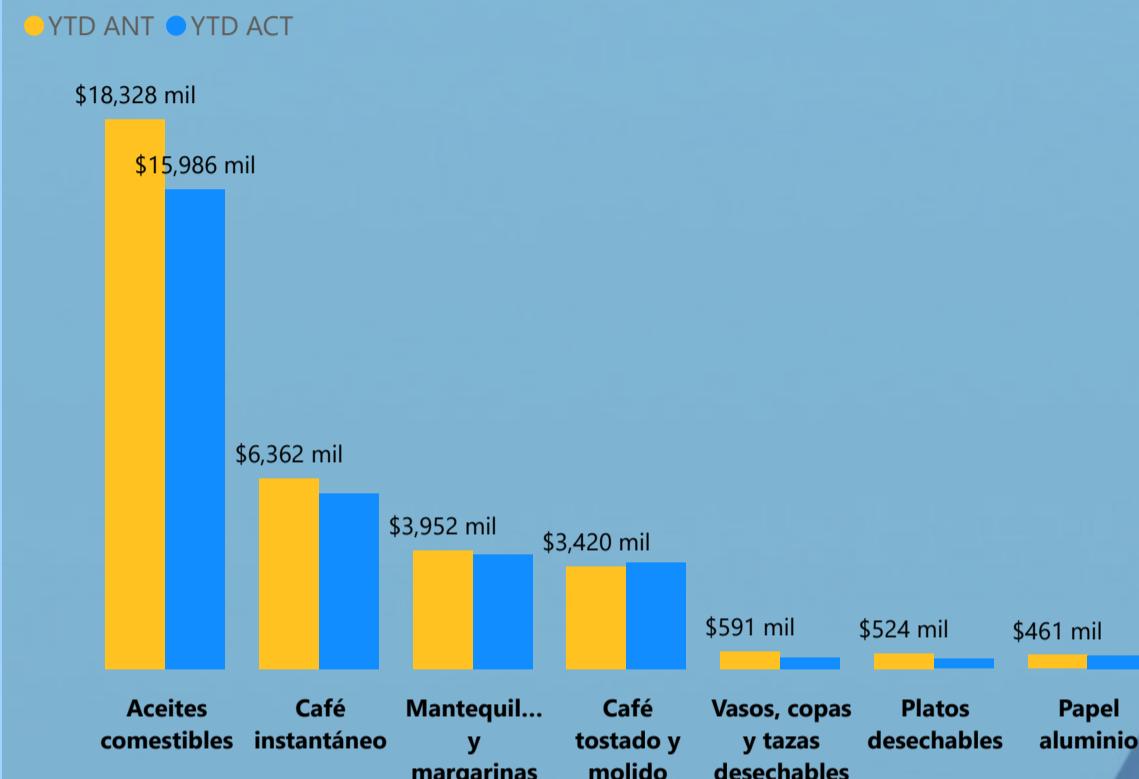
PRODUCTO: Todas

UPCH: Todas

VENTAS \$ TOTAL CANASTO

CATEGORIA	YTD ANT	YTD ACT	\$ VAR	%VAR
Aceites comestibles	\$18,328,425	\$15,986,235	(\$2,342,189)	-12.78 %
Café instantáneo	\$6,361,712	\$5,840,914	(\$520,798)	-8.19 %
Café tostado y molido	\$3,419,966	\$3,545,286	\$125,320	3.66 %
Mantequillas y margarinas	\$3,952,458	\$3,804,803	(\$147,655)	-3.74 %
Papel aluminio	\$460,948	\$440,327	(\$20,621)	-4.47 %
Platos desechables	\$524,076	\$331,263	(\$192,813)	-36.79 %
Vasos, copas y tazas desechables	\$590,909	\$390,247	(\$200,661)	-33.96 %
Total	\$33,638,494	\$30,339,075	(\$3,299,418)	-9.81 %

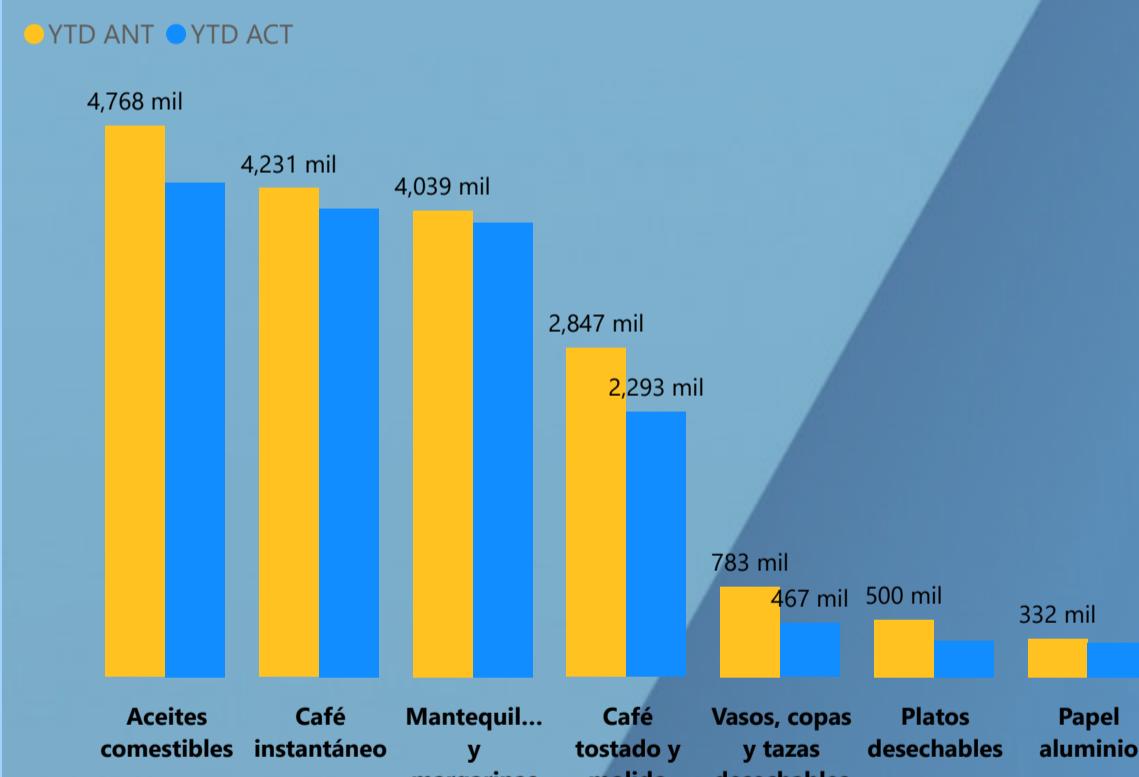
VENTAS \$ TOTAL CANASTO



VENTAS U TOTAL CANASTO

CATEGORIA	YTD ANT	YTD ACT	U VAR	%VAR
Aceites comestibles	4,767,873	4,280,245	-487,628	-10.23 %
Café instantáneo	4,231,183	4,051,258	-179,925	-4.25 %
Café tostado y molido	2,846,531	2,292,933	-553,598	-19.45 %
Mantequillas y margarinas	4,039,048	3,935,069	-103,979	-2.57 %
Papel aluminio	331,753	295,568	-36,185	-10.91 %
Platos desechables	500,454	314,107	-186,347	-37.24 %
Vasos, copas y tazas desechables	783,344	466,918	-316,426	-40.39 %
Total	17,500,186	15,636,098	-1,864,088	-10.65 %

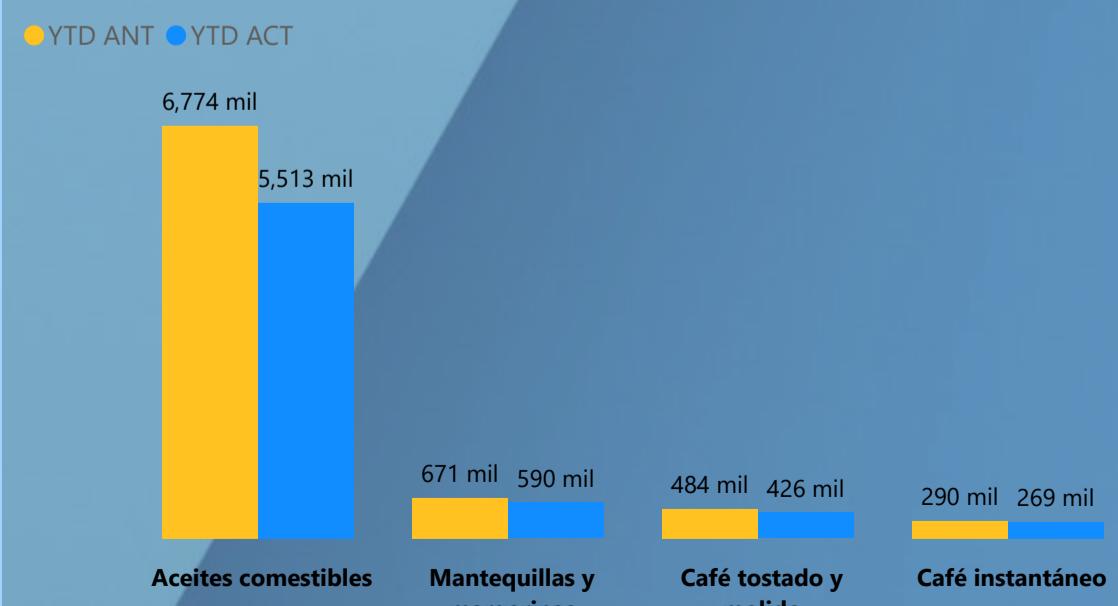
VENTAS U TOTAL CANASTO



VENTAS KL TOTAL CANASTO

CATEGORIA	YTD ANT	YTD ACT	KL VAR	%VAR
Aceites comestibles	6,774,037	5,512,809	-1,261,228	-18.62 %
Café instantáneo	290,483	269,231	-21,252	-7.32 %
Café tostado y molido	483,667	425,538	-58,129	-12.02 %
Mantequillas y margarinas	670,738	589,681	-81,057	-12.08 %
Total	8,218,925	6,797,259	-1,421,665	-17.30 %

VENTAS KL TOTAL CANASTO





MARKET-SHARE \$ WALMART



Año

MES

FORMATO

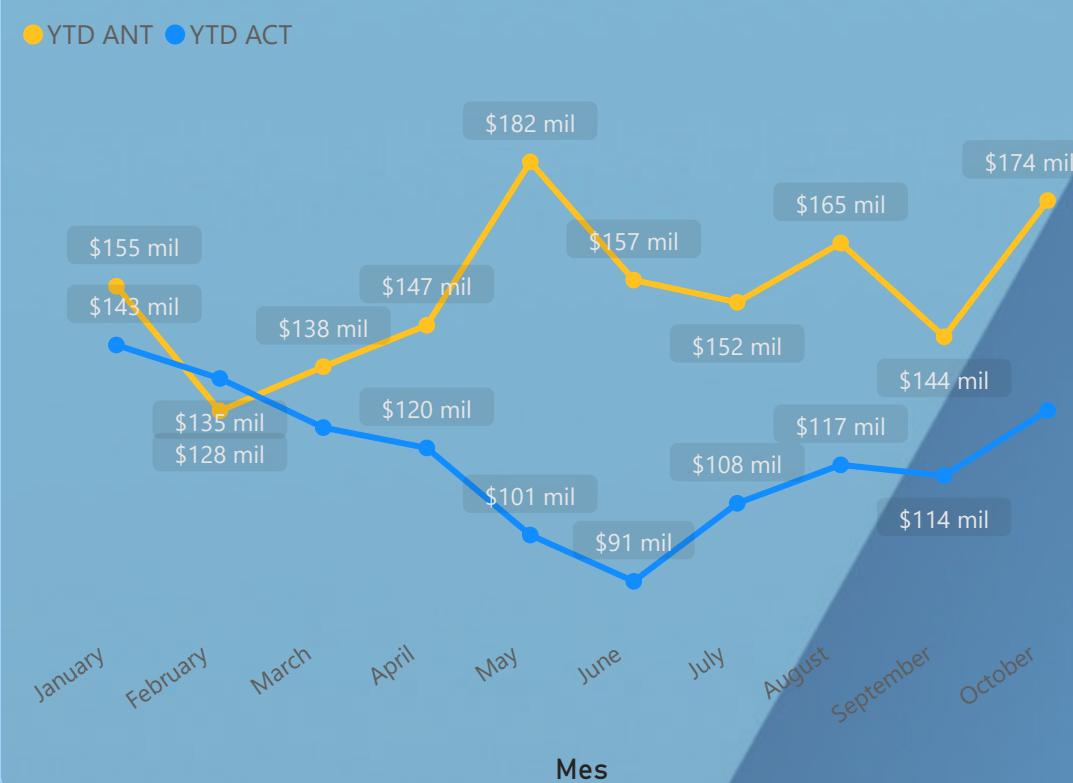
CATEGORIA

Aceites comestibles	Café instantáneo	Café tostado y molido	Mantequillas y margarinas	Papel aluminio	Platos desechables	Vasos, copas y tazas desechables
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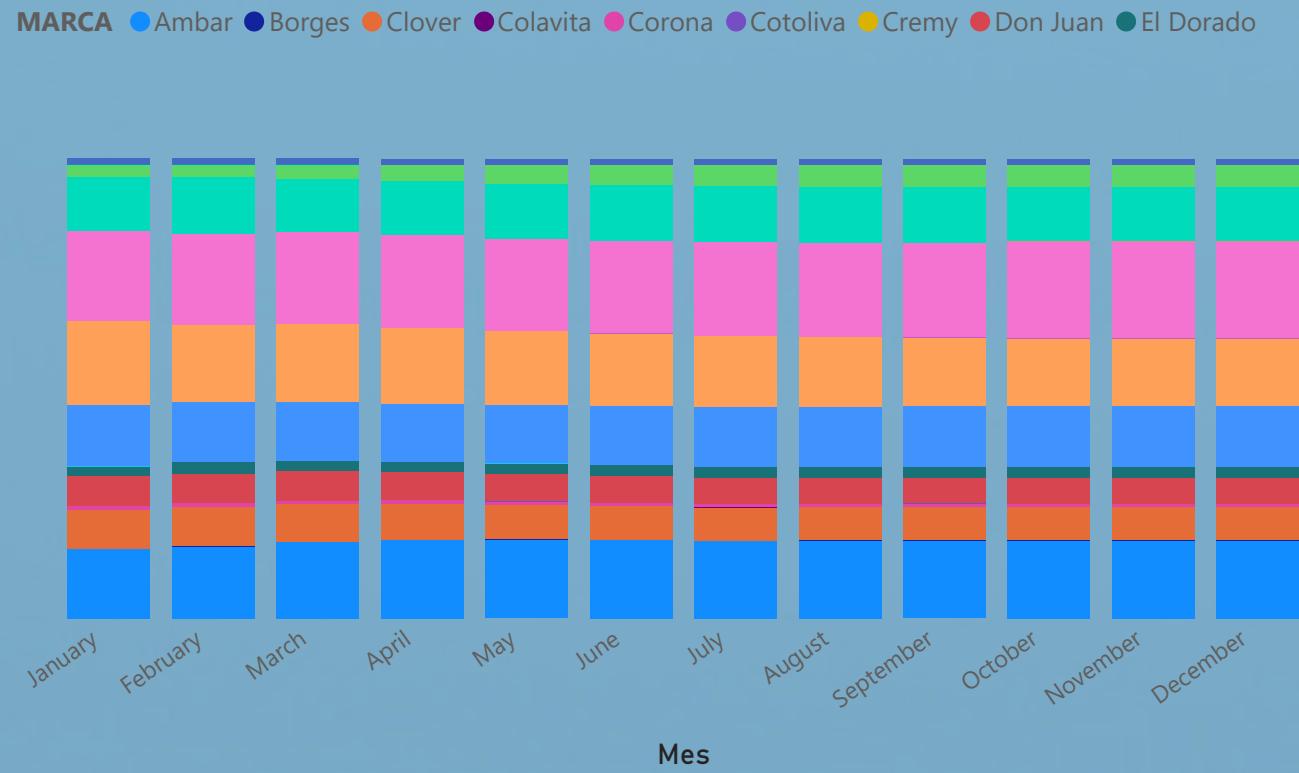
VENTAS \$ TOTAL MERCADO

MARCA	YTD \$ ANT	YTD \$ ACT	\$ VAR	%VAR	%Partic ANT	%Partic ACT	% +/-
Mazola	\$3,408,729	\$3,366,957	(\$41,772)	-1.23 %	18.60 %	21.06 %	2.46 %
Ambar	\$3,049,015	\$2,692,175	(\$356,840)	-11.70 %	16.64 %	16.84 %	0.21 %
Ideal	\$3,151,805	\$2,349,451	(\$802,354)	-25.46 %	17.20 %	14.70 %	-2.50 %
Great Value	\$2,560,426	\$2,093,761	(\$466,665)	-18.23 %	13.97 %	13.10 %	-0.87 %
Rico	\$2,416,265	\$1,892,259	(\$524,006)	-21.69 %	13.18 %	11.84 %	-1.35 %
Clover	\$1,541,640	\$1,182,511	(\$359,129)	-23.30 %	8.41 %	7.40 %	-1.01 %
Don Juan	\$734,000	\$907,968	\$173,968	23.70 %	4.00 %	5.68 %	1.67 %
Sabemas	\$473,290	\$775,617	\$302,328	63.88 %	2.58 %	4.85 %	2.27 %
El Dorado	\$617,903	\$357,974	(\$259,930)	-42.07 %	3.37 %	2.24 %	-1.13 %
Ybarra	\$100,517	\$182,559	\$82,042	81.62 %	0.55 %	1.14 %	0.50 %
Corona	\$167,466	\$90,824	(\$76,642)	-45.77 %	0.91 %	0.57 %	-0.35 %
Borges	\$17,413	\$22,994	\$5,581	32.05 %	0.10 %	0.14 %	0.05 %
Goya	\$5,998	\$19,433	\$13,435	223.98 %	0.03 %	0.12 %	0.09 %
Louana	\$11,281	\$19,005	\$7,724	68.47 %	0.06 %	0.12 %	0.06 %
Cotoliva		\$15,039	\$15,039			0.09 %	0.09 %
Wesson	\$42,957	\$10,097	(\$32,860)	-76.49 %	0.23 %	0.06 %	-0.17 %
Purela		\$7,400	\$7,400			0.05 %	0.05 %
Total	\$18,328,425	\$15,986,235	(\$2,342,189)	-12.78 %	100.00 %	100.00 %	0.00 %

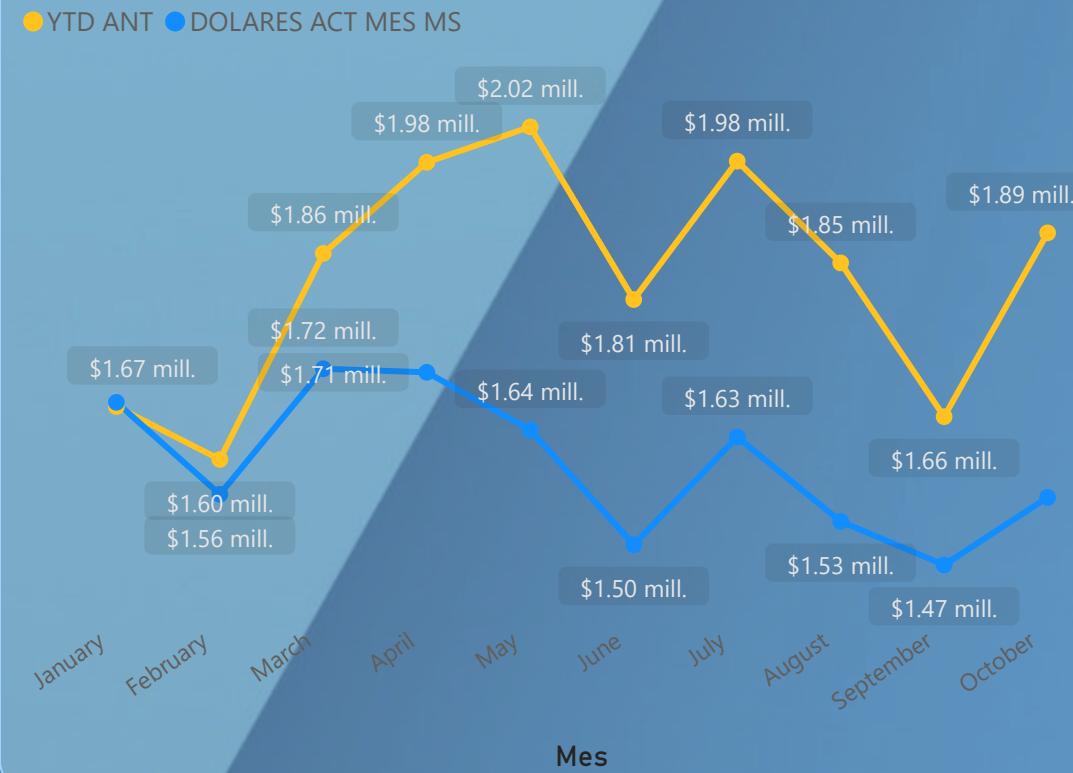
VENTAS \$ UNIMAR



%Partic \$ Año Actual



VENTAS \$ TOTAL MERCADO





MARKET-SHARE U WALMART



Año

MES

FORMATO

CATEGORIA

Aceites comestibles	Café instantáneo	Café tostado y molido	Mantequillas y margarinas	Papel aluminio	Platos desechables	Vasos, copas y tazas desechables
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VENTAS U TOTAL MERCADO

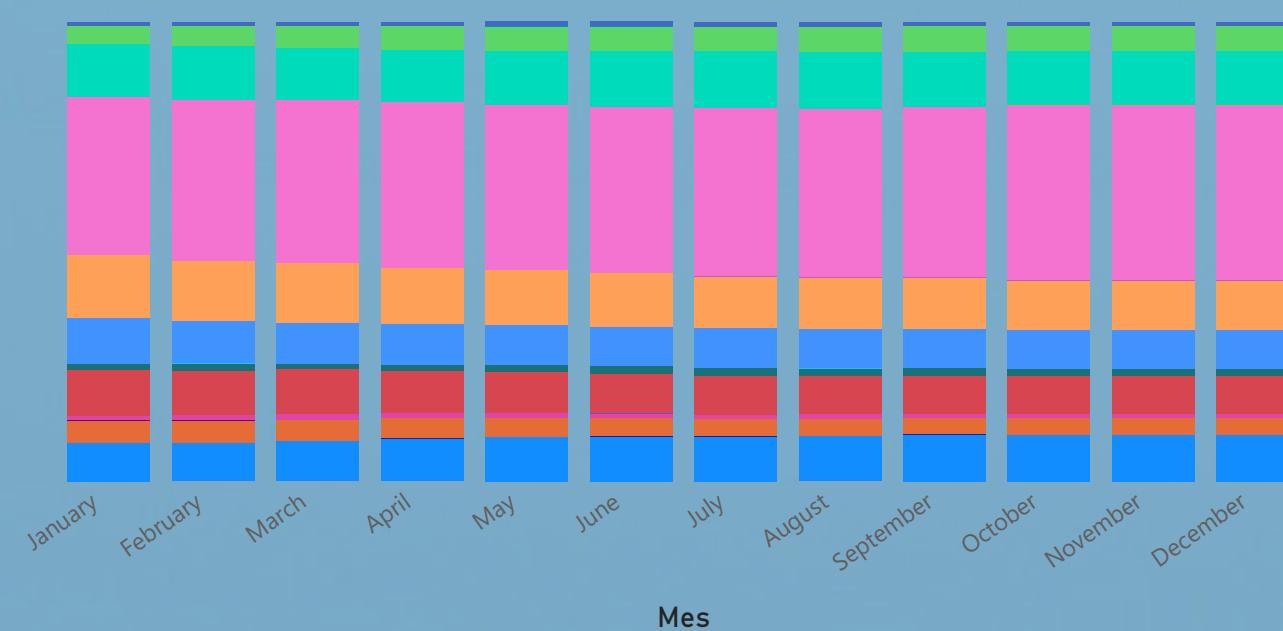
MARCA	YTD U ANT	YTD U ACT	U VAR	%VAR	%Partic ANT	%Partic ACT	% +/-
Mazola	1,588,697	1,621,048	32,351	2.04 %	33.32 %	37.87 %	4.55 %
Rico	622,100	505,543	-116,557	-18.74 %	13.05 %	11.81 %	-1.24 %
Ideal	598,107	463,902	-134,205	-22.44 %	12.54 %	10.84 %	-1.71 %
Ambar	491,100	431,340	-59,760	-12.17 %	10.30 %	10.08 %	-0.22 %
Great Value	488,248	356,934	-131,314	-26.89 %	10.24 %	8.34 %	-1.90 %
Don Juan	285,840	351,481	65,641	22.96 %	6.00 %	8.21 %	2.22 %
Sabemas	218,486	233,969	15,483	7.09 %	4.58 %	5.47 %	0.88 %
Clover	235,712	158,711	-77,001	-32.67 %	4.94 %	3.71 %	-1.24 %
El Dorado	129,493	66,369	-63,124	-48.75 %	2.72 %	1.55 %	-1.17 %
Ybarra	26,202	34,597	8,395	31.04 %	0.55 %	0.81 %	0.26 %
Corona	64,917	33,698	-31,219	-48.09 %	1.36 %	0.79 %	-0.57 %
Purela		8,357	8,357			0.20 %	0.20 %
Goya	1,645	4,757	3,112	189.18 %	0.03 %	0.11 %	0.08 %
Borges	4,838	3,711	-1,127	-23.29 %	0.10 %	0.09 %	-0.01 %
Louana	2,288	3,101	813	35.53 %	0.05 %	0.07 %	0.02 %
Cotoliva		1,874	1,874			0.04 %	0.04 %
Wesson	3,423	809	-2,614	-76.37 %	0.07 %	0.02 %	-0.05 %
Total	4,767,873	4,280,245	-487,628	-10.23 %	100.00 %	100.00 %	0.00 %

VENTAS U UNIMAR

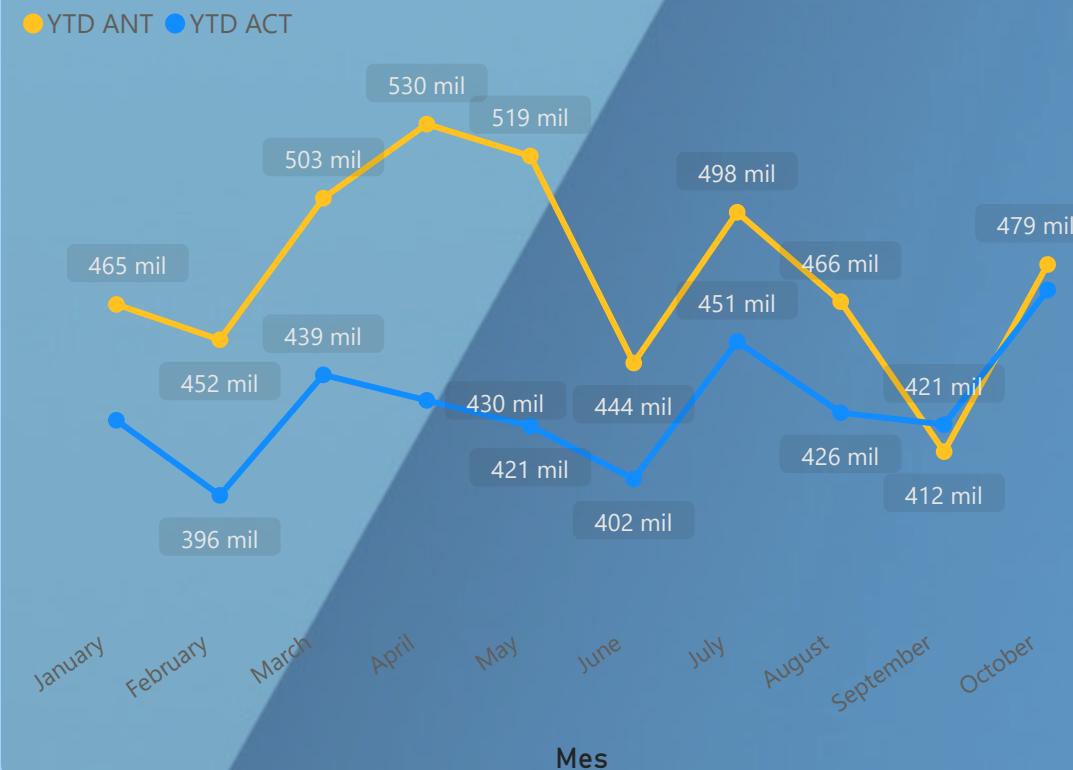


%Partic U Año Actual

MARCA ● Ambar ● Borges ● Clover ● Colavita ● Corona ● Cotoliva ● Cremy ● Don Juan ● El Dorado



VENTAS U TOTAL MERCADO





MARKET-SHARE KL WALMART



Año

MES

FORMATO

CATEGORIA

Aceites comestibles

Café instantáneo

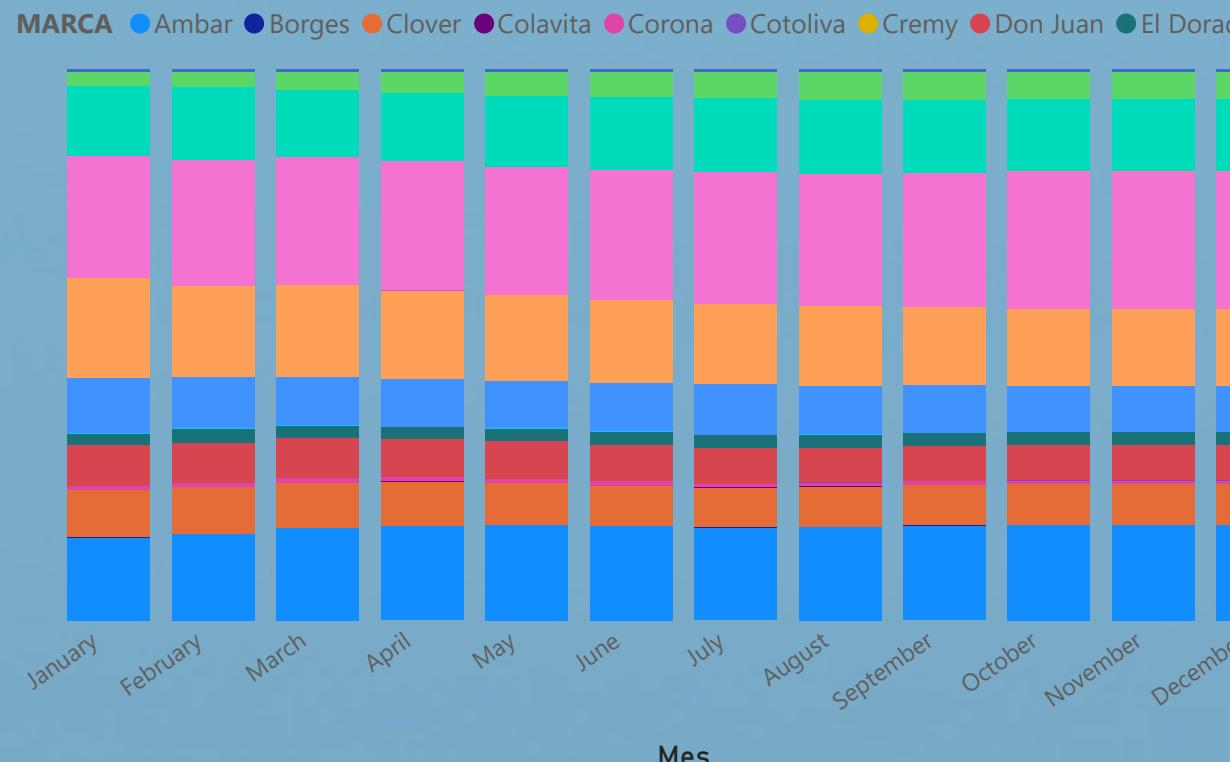
Café tostado y molido

Mantequillas y margarinas

VENTAS KL TOTAL MERCADO

MARCA	YTD ANT	YTD ACT	KL VAR	%VAR	%Partic ANT	%Partic ACT	%KL +/-
Mazola	1,366,758	1,373,591	6,834	0.50 %	20.18 %	24.92 %	4.74 %
Ambar	1,159,738	953,761	-205,977	-17.76 %	17.12 %	17.30 %	0.18 %
Ideal	1,147,628	767,171	-380,457	-33.15 %	16.94 %	13.92 %	-3.03 %
Rico	933,662	717,739	-215,924	-23.13 %	13.78 %	13.02 %	-0.76 %
Great Value	795,821	461,094	-334,728	-42.06 %	11.75 %	8.36 %	-3.38 %
Clover	558,436	412,707	-145,729	-26.10 %	8.24 %	7.49 %	-0.76 %
Don Juan	285,840	354,851	69,011	27.14 %	4.22 %	6.44 %	2.22 %
Sabemas	196,637	278,517	81,880	41.64 %	2.90 %	5.05 %	2.15 %
El Dorado	228,842	124,736	-104,107	-45.49 %	3.38 %	2.26 %	-1.12 %
Corona	64,917	33,698	-31,219	-48.09 %	0.96 %	0.61 %	-0.35 %
Ybarra	14,558	22,392	7,834	53.82 %	0.21 %	0.41 %	0.19 %
Wesson	10,717	2,737	-7,980	-74.47 %	0.16 %	0.05 %	-0.11 %
Purela		2,631	2,631			0.05 %	0.05 %
Cotoliva		2,182	2,182			0.04 %	0.04 %
Louana	1,329	1,899	570	42.87 %	0.02 %	0.03 %	0.01 %
Borges	2,257	1,856	-401	-17.79 %	0.03 %	0.03 %	0.00 %
Goya	412	1,189	778	188.84 %	0.01 %	0.02 %	0.02 %
Total	6,774,037	5,512,809	-1,261,228	-18.62 %	100.00 %	100.00 %	0.00 %

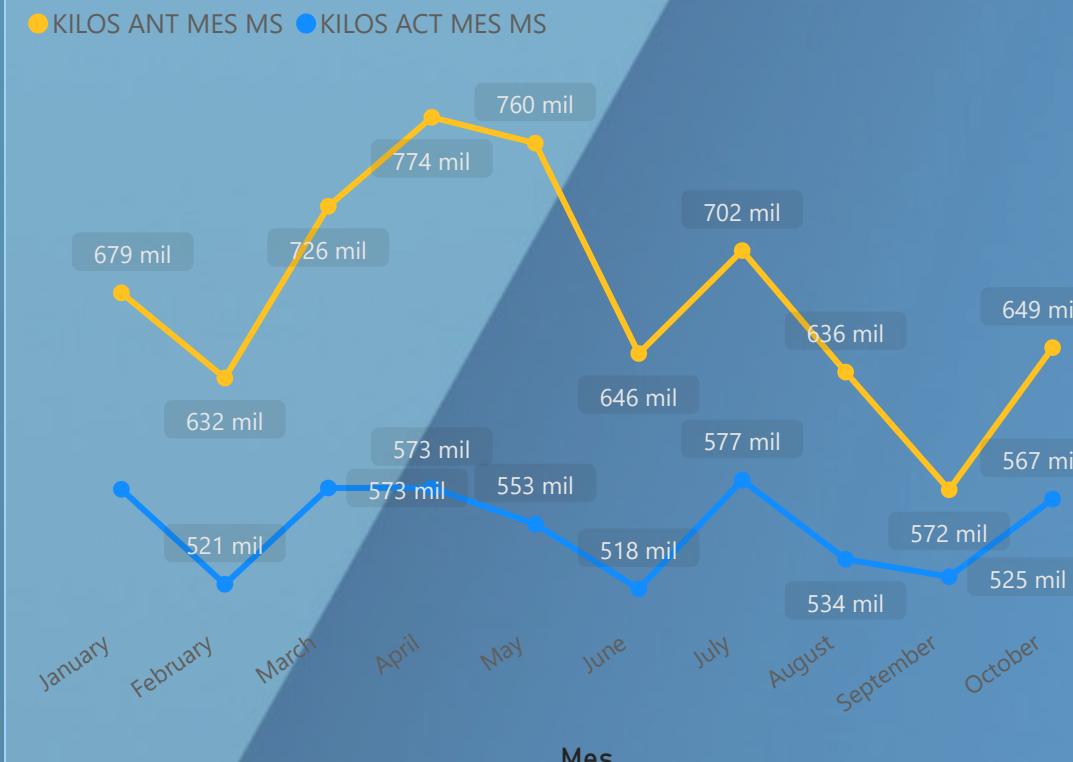
%Partic KL Año Actual



VENTAS KL UNIMAR



VENTAS KL TOTAL MERCADO





TOP TIENDAS WALMART

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

CATEGORIA_1	ACEITE	ADEREZOS	ALEN DESINFECTANTES	ALEN SUAVIZANTES	CAFÉ	EMPANIZADOR	MARGARINA	MEZCLAS NUMAR	PAPEL ALUMINIO	>

TOP 10 TIENDAS VENTAS DÓLARES



TOP 10 TIENDAS VENTAS UNIDADES



TOP 10 TIENDAS VENTAS KILOS

