UNVEILING MARKET INSIGHT

Sheet 1	Sheet 2	Sheet 3
Milk **2,550,357**	**Grocery** **3,498,562**	**Fresh** **5,280,131**

Sheet 4

Region

- 890,410
- 204,136
- 173,311

Grocery (2M, 1M, 0M) — Detergents Paper (800K, 600K, 400K, 200K, 0K)

Sheet 5

- 16.56% 1
- 9.38% 2
- 74.06% 3

Sheet 6

Delicassen — Channel

	0K	100K	200K	300K	400K
1					
2					

Frozen: 0K 200K 400K 600K 800K 1000K

Sheet 7

Region

	Detergents Paper	Zero	Delicassen
3	890,410	3	512,110
1	204,136	1	104,327
2	173,311	2	54,506

1000K 500K 0K — 0 — 0K 500K

Sheet 8

Detergents Paper — Channel

	0K	200K	400K	600K	800K	1000K
1	235,587				1,180,717	
2					1,032,270 2,317,845	

Grocery: 0K 500K 1000K 1500K 2000K 2500K

Sheet 9

Delicassen — Region

	0K	100K	200K	300K	400K	500K
1	104,327					
2	54,506					
3						512,110

Delicassen: 0K 100K 200K 300K 400K 500K 600K