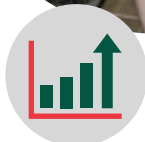


## HELPING SHOPPERS SHOP DIFFERENTLY

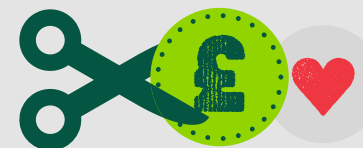
As shopper buyer habits continue to evolve here's some latest insights from our retail sales data that shows why we help independent retailers focus on fresh food and value.



### SHOPPERS HAVE SHIFTED TO VALUE

- Value ranges seeing significant growth
- BWS dominates growth areas
- Significant growth in fresh produce
- Other fresh categories also seeing uplift
  - Fresh meat & poultry (+26.3%)
  - Chilled dairy (+25.9%)

**VALUE GROWTH**  
**+22.0%**  
 vs.  
**ALL PRODUCTS**  
**+6.4%**



## COSTCUTTER SHOPPERS ARE LOVING OUR FANTASTIC FRESH RANGE

While Costcutter's top 5 best sellers this year may look like the traditional convenience mix, it's a different story when it comes to category growth.

Costcutter's Top 5 categories by volume vs. Top 5 categories by growth

#### VOLUME

- 1 SOFT DRINKS
- 2 CONFECTIONERY
- 3 CRISPS SNACKS & NUTS
- 4 FRESH MILK AND CREAM
- 5 CIGARETTES

#### GROWTH

- 1 FRESH PRODUCE ★★★ **+43%**
- 2 ALES, STOUT & LAGER **+33%**
- 3 HOME BAKING & DESSERTS **+29%**
- 4 WINE **+28%**
- 5 FRESH MEAT & POULTRY **+15%**

**+48%**  
 GROWTH FOR FRESH PRODUCE VALUE RANGES



**COSTCUTTER CAN HELP YOU MAKE THE MOST OF THIS GROWTH IN YOUR STORE.**

**GET IN TOUCH TODAY!**

[costcuttersupermarketsgroup.com/join-us](http://costcuttersupermarketsgroup.com/join-us)

Cooking and eating fresh food + changing perceptions = great sales opportunities for retailers who focus on fresh!

