Times & Trends

Center Store:
At Center Stage for Future CPG Success

NOVEMBER 2010

SymphonyIRI Group

Insight.
Innovation.
Impact.

Center Store: Front & Center in the Battle for Shoppers' Hearts & Minds

The center store is a critical battleground for manufacturers and retailers alike. Because the category includes many "staples" of the home, such as beauty care, health care and home care products, it would be easy to assume that center store unit and dollar volume has grown handsomely over the past three years as shoppers tried to save money by spending more time at home, turning to home beauty treatments and increasing use of over-the-counter medications for self-treatment purposes.

However, the story of the center store proves to be much more complex. Driving this complexity are multiple factors. For instance, the center store is not a monolith: trends in beauty care have little to do with those in carbonated beverages. And, as with most CPG categories, shifting private label is also reshaping the center store. Early in the recession private label made successful advances across a range of center store categories. National brand manufacturers then stepped up the intensity of their marketing game, protecting and growing share to varying degrees across CPG categories. The battle rages on.

In addition to fighting the current battles, new fronts are opening up within center store. These new fronts are taking two forms: different types of retailers are offering an increasingly expansive selection of center store products, such as Walgreens in the drug store category. In addition, retailers are discovering underserved areas, often called "food deserts" where new opportunities exist.

Too often, manufacturers and retailers alike devote time and resources to collecting critical information about shopper attitudes and behaviors, and apply this information about past behaviors to future strategies. This is akin to fighting a new war with old weapons.

Innovative manufacturers and retailers start with information about past behaviors, but then incorporate additional information, such as macroeconomic data, and harness predictive analytics to more accurately forecast future shopper preferences. In addition to assisting with future success among traditional manufacturers and retailers that manage the center store, insights generated from predictive analytics will help ensure success in new battlegrounds, such as food deserts. These analytics may also uncover other pockets of opportunity hitherto undiscovered by even the savviest of marketers, in terms of new product, pricing, promotion and store locations.

Leveraging the insights predictive analytics offers creates another significant benefit: it allows manufacturers and retailers to compete based on innovation and move away from attracting shoppers largely based on price, which is so corrosive to manufacturer and retailer earnings.

The center store will remain a critical battleground, and as with any war, the side that collects and utilizes the best information is often the winner. In this transformational time, we welcome your perspectives and ideas.

John A. McIndoe
Senior Vice President, Marketing
SymphonyIRI Group

Executive Summary: Turning Insights into Action- Manufacturers

INSIGHT	**ACTION**
On the whole, center store experienced slow growth in the past year, but growth trends vary at the channel and department level	Closely monitor trip mission trends at the market and store level, and ensure consistent alignment of distribution, assortment and merchandising strategies against high-priority trip types
Top-growing center store categories are reflective of key consumer rituals, specifically at-home and from-home eating trends and self-reliant health and wellness	Drive demand across key categories/brands with innovative programs that reflect an intimate understanding of the needs and wants of key consumer and target groups
Pricing trends in center store have fluctuated rather sharply during the past couple of years, driven by several factors, but notably by high levels of promotional activity	Re-evaluate pricing strategies to ensure that everyday pricing is value-oriented and in alignment with your corporate goals and the goals of key partners/consumers
Promotional activity is quite high in the center store, and nearly three-quarters of categories experienced stepped-up promotional support during the past year	Test and closely monitor all promotional programs throughout development and execution to understand expected versus actual impact on sales, share and profitability; be open to mid-course adjustment, as warranted
Private label is prominent and growing across the center store, with particularly strong growth occurring in non-edible center store departments	Collaborate with retailers and private label manufacturers to develop multi-tiered and/or complementary CPG solutions that are closely targeted against high-priority and key consumer segments

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Introduction

From health care and home care, to food and beverages, center store plays a vital role in meeting consumers' everyday CPG needs. This area of the store represents about two-thirds of total CPG sales.

Long before the recession hit, competition for share of center store sales was intense. In fact, SymphonyIRI, then known as Information Resources, Inc., published a Times & Trends report, titled "Center Store Revival" in September of 2007, detailing grocers' quest to stave off competing channels as they sought to capture increased share of center store spending.

Since that time, and throughout the course of the recession, the battle for share of center store categories has remained quite intense. Across CPG channels, CPG marketers have aggressively priced and heavily promoted these categories in hopes of drawing in shoppers and winning share of wallet.

Across grocery, drug and mass merchandise channels, promotional activity is high and, in many cases, on the rise.

Still, unit sales are seeing weak growth, even among the largest center store categories.

The center store battleground continues to evolve. For instance, in addition to the ongoing battle for share of food and beverage sales among grocery, mass merchandisers, supercenters and club stores, another player is turning up the heat and looking to make a splash. Drug channel retailers are intently focused on growing their presence in the food and beverage arena.

Private label is an important differentiator for retailers looking to protect and grow their center store sales. During the course of the recession, consumers have proven to be very receptive of private label CPG solutions, and this is reflected in private label share growth trends.

That said, national brand manufacturers have turned up the heat on their competitive strategies. Recent data suggest some of these strategies are working, as private label share growth has moderated, or even turned negative, across some CPG categories.

As competition for share of center store continues to intensify, differentiation will be the key to ongoing success.

This edition of Times & Trends explores center store sales and share trends, as well as strategies CPG marketers are leveraging in an effort to protect and grow share of this valuable piece of the CPG pie.

Editorial Note

For the purposes of this report, ***Center Store*** is defined as including the following CPG departments:

- Beauty Care
- General Merchandise
- Beverages
- Health Care
- General Food
- Home Care

See appendix for detailed aisle listing.

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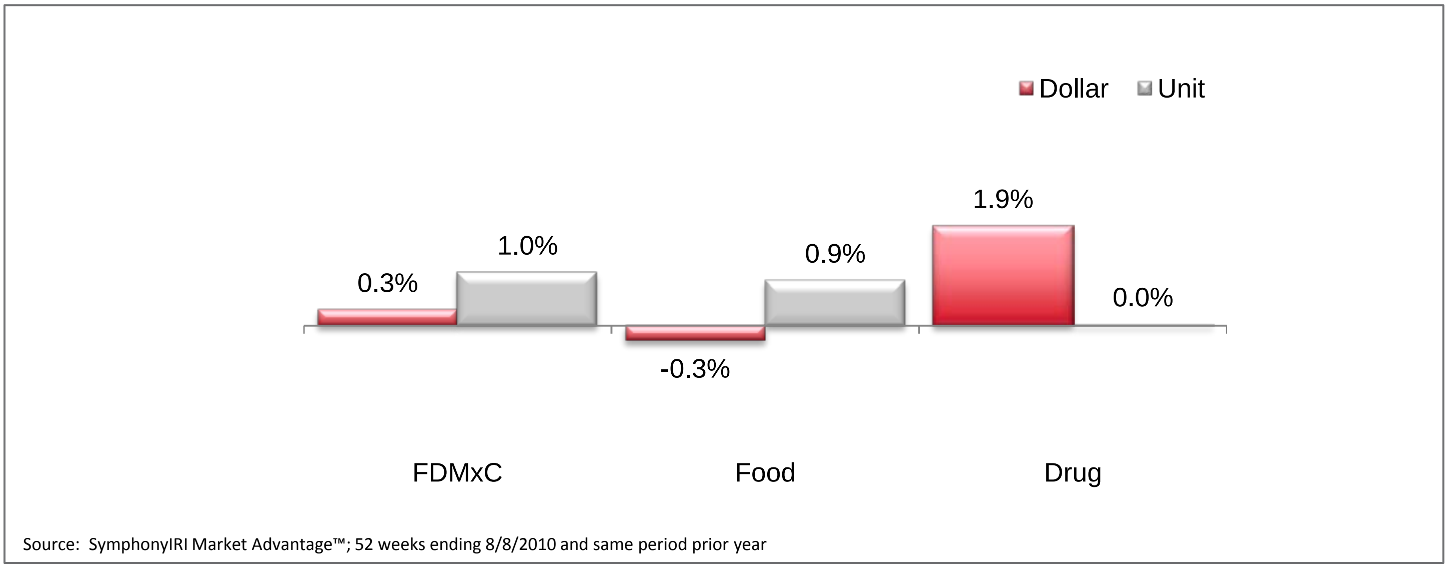
Performance Overview: CPG Industry



CPG Industry Sales, % Change versus Year Ago
FDMxC and By Channel
2010 v 2009

After a significant period of inflation in 2008, the United States entered a deflationary period in 2009. For the year, Moody's estimates that consumer prices slipped 0.3%.

In 2010, inflation resumed. To date this year, Moody's estimates pin inflation at about 1.6%. However, due to high levels of promotional activity and aggressive pricing strategies, average CPG price per volume is down 1.4% versus year ago. As a result, CPG dollar sales remained largely flat during the past one-year period despite unit sales growth of 1% across grocery, drug, mass and convenience outlets.

At the combined grocery, drug, mass and convenience level, a 1% increase marks a respectable turn around. In 2008, unit sales across these combined channels slid 2% in response to difficult economic conditions and associated conservative shopping behaviors.

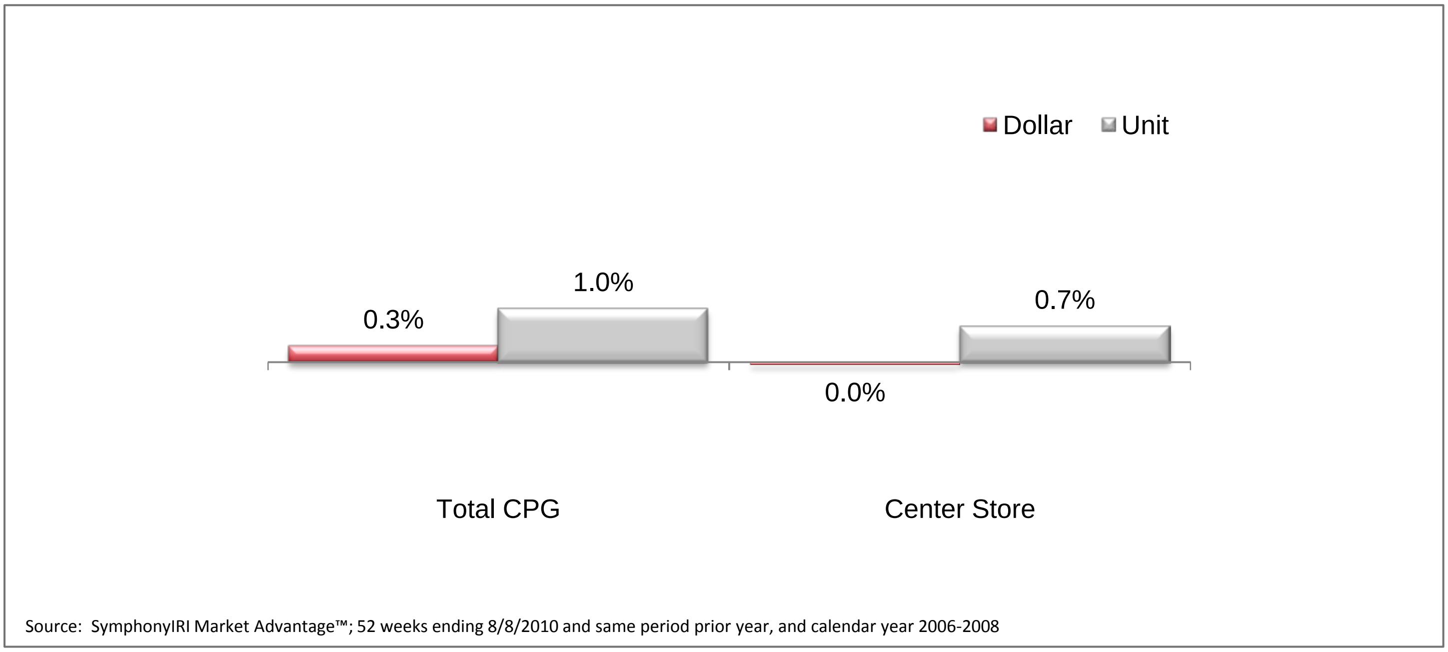
But, trends at the channel level differ. The grocery channel bore the brunt of consumers' CPG cuts in 2008, the result being a unit sales decline of 2.5% for the year. In the course of the last twelve months, in contrast, unit sales trends showed marked improvement, climbing at nearly the same rate as the industry as whole.

The drug channel has not posted year-over-year gains thus far this year. But, drug retailers saw unit sales climb in 2008, as consumers tried to quell the effects of high gas prices by shopping at close-to-home drug stores for many of their fill-in CPG needs.

As a result, during that period, drug retailers posted solid gains while other channels were struggling.

So, during the past year, drug retailers experienced flat year-over-year unit sales growth, and dollar sales climbed 1.9%.

Performance Overview: Center Store



Center Store Sales, % Change versus Year Ago
FDMx
2010

Center store is comprised of six CPG departments: beauty care, beverages, general food, general merchandise, health care and home care.

Combined and on average, these departments account for about two-thirds of CPG sales. Over the course of the past year, center store growth has been flat, lagging the industry average rate of 0.3% by only a slight margin.

Dollar sales growth was negatively impacted by pricing trends, many the result of high levels of promotional activity. These trends will be explored further throughout this report.

The beverages department experienced the sharpest decline in average price per volume at 2.3% . Bottled water saw the sharpest drop in price at 4.6%, followed by shelf stable juices and drinks, which were down 3.9%.

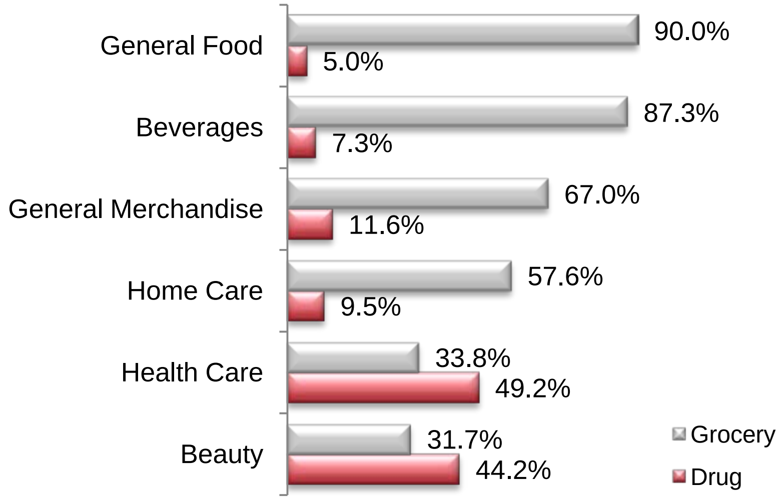
In contrast, several center store departments were relatively solid performers during the past year, countering the negative influencers, and helping to drive growth in a positive direction.

The beauty department, for instance, saw unit sales increase 1.6% versus industry average unit sales growth of 1.0%. The beverages department also outperformed industry average by a small margin, with unit sales growing 1.1%.

In addition to relatively strong unit sales growth during the past year, an increasing average price per volume, on average, within the beauty and beverages departments helped to temper the effects of price cuts across other center store departments, bringing center store dollar sales growth to a neutral position for the year.

Center Store: At Center Stage for Future CPG Success

Channel Share Shifts



	Grocery Point Change v Year Ago	Drug Point Change v Year Ago
General Food	(0.3)	0.0
Beverages	(0.3)	+0.2
General Merchandise	+0.3	(0.7)
Home Care	(0.1)	(0.2)
Health Care	(0.4)	(0.1)
Beauty	(0.2)	(0.6)

Source: SymphonyIRI Market Advantage™; 52 weeks ending 8/8/2010 and same period prior year, and calendar year 2006-2008

Center Store Departments: Share of Dollar Sales
by Channel, FDMx
2010

Share of center store categories varies significantly at the channel level. Not surprisingly, grocers hold the lion's share of food and beverage departments, while drug stores dominate the health and beauty care arena.

But, consumers have demonstrated a willingness to change their long-held shopping patterns as they seek value and affordability. Retailers have spread their wings, too. Drug retailers, for instance, have intensified their focus on select food and beverage categories.

One strategy being leveraged by drug retailers looking to increase their presence in the food and beverage arena has been targeting "food deserts." Food deserts are generally geographies with a weak presence of grocers selling fresh produce and a strong presence of fast-food outlets and convenience stores touting more indulgent food and beverage options. Oft times food deserts are lower-income neighborhoods, but they certainly can exist anywhere.

A recent trend seeks to address the nation's food desert issue. Walgreens, for instance, has expanded its food and beverage offering in a number of Chicago stores. These outlets now offer an estimated 750 new products, including fresh fruits and vegetables, even though the store footprints remain unchanged[1].

Other drug retailers and competing CPG channels are also experimenting with new assortments and formats in an effort to strengthen their position in the food and beverage arena.

Intensifying levels of competition are seen outside of food and beverage departments, as well. Grocers and drug retailers each lost share in home care, health care and beauty care during the past year. As discussed in the August issue of Times & Trends, dollar stores have gained ground in each of these areas during this time period and focus on building assortment and broadening appeal remains strong.

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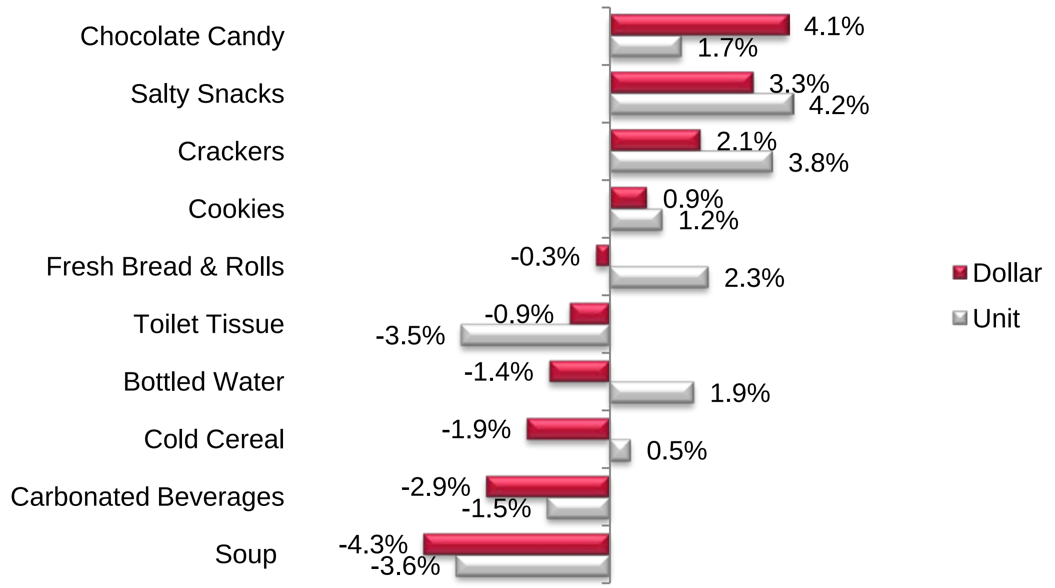
[1]New York Times, November 12, 2010

Growth Trends



*Note: Top 10 center store categories ranked by dollar sales FDMx
Source: SymphonyIRI Market Advantage™; 52 weeks ending 8/8/2010 and same period prior year

Top 10 Center Store Categories- Growth versus Year Ago
FDMx
2010 v 2009

Performance across the ten largest center store categories during the past year has been mixed. In three of the top ten categories, unit sales slid. In five of the top ten categories, unit sales grew, and actually outperformed industry average.

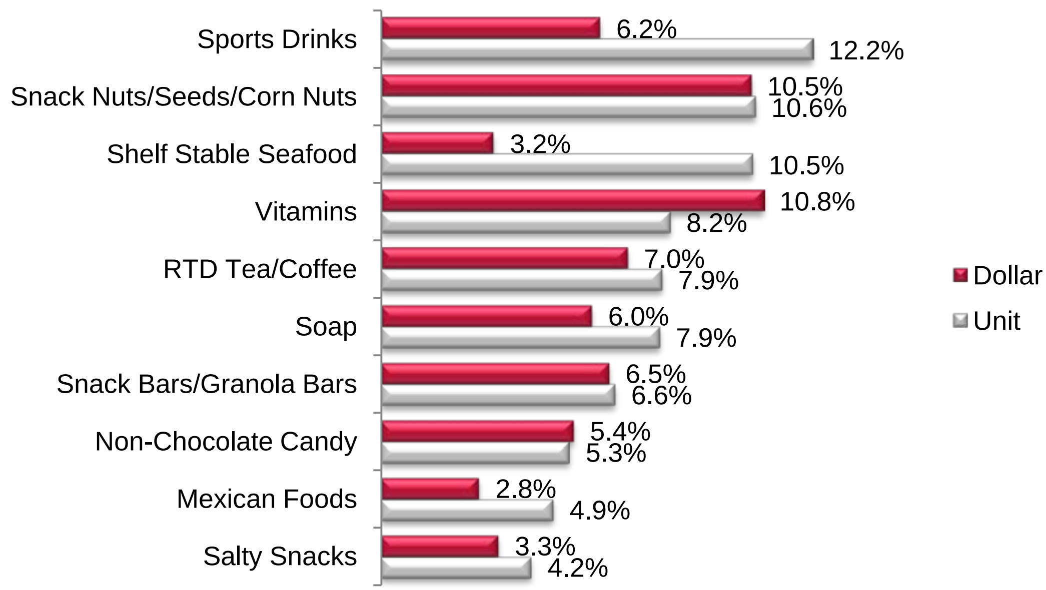
The snack segment has been strong this year, with unit sales growing across several major categories. As noted in SymphonyIRI's *2010 State of the Snack Industry* report, growth is occurring in both healthier and indulgent categories, with the healthier segment outpacing indulgent each of the past two years.

Bottled water has also seen unit sales climb at above-average rates during the past year. This category has been the focus of much promotional activity during the past couple of years as bottled water marketers worked to overcome consumers' environmental concerns while simultaneously addressing purchase behavior quieted by economy-related cut-backs. Bottled water is also being bolstered by new product introductions, such as Glaceau VitaminWater Zero.

The soup category continues to struggle with demand. This category has seen unit sales slide each of the past several years, with this year's decline of 3.6% coming on the heals of a decline of 4.9% between 2006 and 2008. Average price per volume, too, has been in a sharp slide, fed by high levels of private label and promotional activity.

Promotional support is quite prevalent across many top center store categories, and is likely playing a major role in driving purchase behavior. Promotional trends across top center store categories will be explored in more detail later in this report.

Growth Trends



*Note: Among top 50 center store categories ranked by dollar sales FDMx
Source: SymphonyIRI Market Advantage™; 52 weeks ending 8/8/2010 and same period prior year

Center Store: Top Growth Categories
FDMx, Unit Sales Growth
2010 v 2009

The ranks of center store's fastest growing categories are illustrative of key consumer rituals: self-driven health and wellness and at-home/from-home eating.

According to SymphonyIRI's August 2010 Economic Update survey, 65% of consumers are eating out less often. And, 71% of consumers are bringing snacks from home rather than purchasing them out in order to save money[1]. These types of rituals are giving a big boost to several center store categories, including shelf-stable seafood, snack nuts and salty snacks.

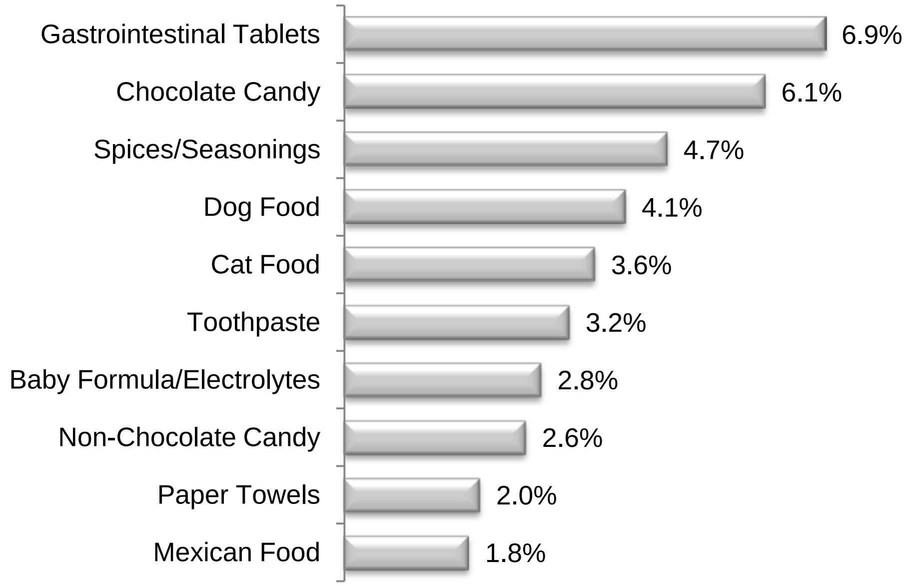
The ready-to-drink coffee and tea category also experienced solid unit sales growth during the past year. In another sign of conservative times, many consumers are choosing to enjoy their coffee and tea at-home or from-home rather than visiting the local coffee shop. Products, such as SymphonyIRI 2008 New Product Pacesetter Dunkin Donuts coffee, bring some of the indulgence of restaurant dining into the home, allowing consumers to enjoy a treat without breaking the budget.

Vitamins also enjoyed substantial growth during the past year. This category has been a top-growing category throughout much of the recession despite inflationary pricing trends. Growth is being influenced by strong health and wellness focus among consumers today, as well as the introduction of vitamin varieties, such as One A Day Menopause Formula, that help consumers address specific health concerns.

Many of center store's most rapidly growing categories are benefitting from price cuts and/or promotional activity. These factors will be discussed in more detail later in this report.

[1]SymphonyIRI Americanism Study: SymphonyIRI Economic Trend Database™, SymphonyIRI AttitudeLink™ Survey Q42008, March 2009

Pricing Trends



*Note: Among top 50 center store categories, as ranked by dollar sales FDMx
Source: SymphonyIRI Market Advantage™; 52 weeks ending 8/8/2010 and same period prior year

Center Store Categories* with the Biggest Price <u>Increase</u>
Based on Average Price Per Volume, FDMx
2010 v 2009

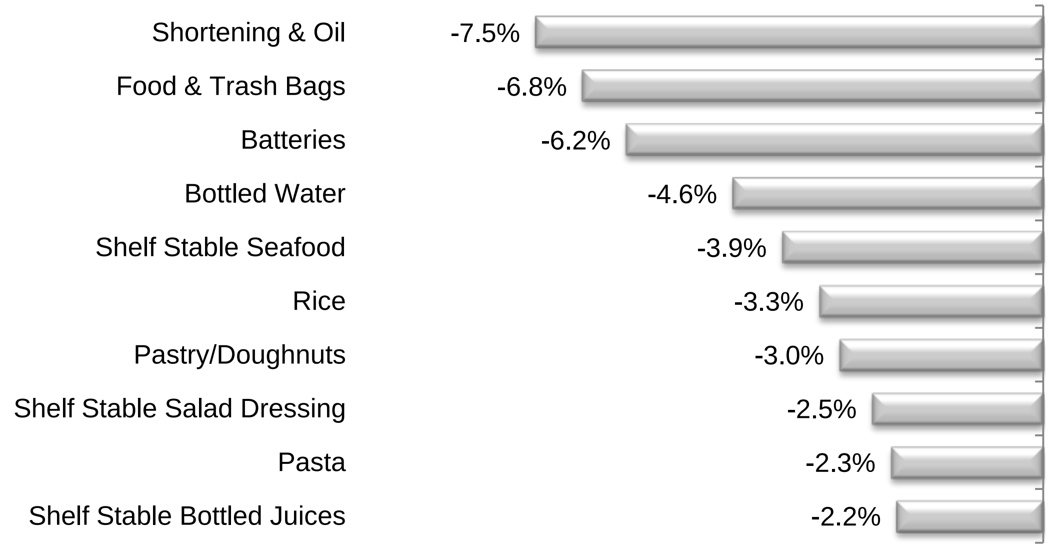
On average, price per volume across center store categories slipped 0.6% during the past year. Naturally, degree of fluctuation varied significantly at the category level. Across some center store categories, prices rose, and some of those increases were rather substantial.

For instance, average price per volume within the gastrointestinal tablets category increased 6.9% during this time period. As discussed in SymphonyIRI's recent "Over-the-Counter Medications (OTC): State of the Industry 2010" report, OTC price increases have been driven, in part, by up-end innovation and trends in health and wellness.

New, higher-priced OTC forms and benefits and the use of premium-priced ingredients are increasingly prevalent. But, as private label and lower-priced competitors catch up to the industry trail-blazers, price per volume is likely to moderate.

Other categories, including dog food and cat food, are also seeing price increases driven by high-end innovation and premium ingredients. Detailed in the March issue of Times & Trends, both of these categories are quite active in the area of innovation, and are successfully using targeted innovation to drive category growth. Iams Healthy Naturals and Pedigree's Good Bites each leveraged health-boosting ingredients to advance the health of pets as well as their own bottom lines.

Pricing Trends



*Note: Among top 50 center store categories, as ranked by dollar sales FDMx
Source: SymphonyIRI Market Advantage™; 52 weeks ending 8/8/2010 and same period prior year

Center Store Categories* with the Biggest Price <u>Decrease</u>
Based on Average Price Per Volume, FDMx
2010 v 2009

Several center store categories saw average price fall much more sharply versus the center store average of 0.6%.

Private label inroads are driving negative pricing trends across several CPG categories. In fact, in one of the categories experiencing the most significant drop in average price per volume food and trash bags, private label share growth was quite strong this past year, at1.6 share points.

SymphonyIRI has reported extensively on private label momentum and the efforts by national brand manufacturers to protect and grow share in categories with a strong presence of private label solutions. With conservative consumer behaviors expected to remain strong in the foreseeable future, it is crucial that CPG marketers continue to monitor private label developments carefully.

Another major driver of price cuts is promotional activity. Three-quarters of center store categories have seen merchandising activity increase during the past year.

Detailed later in this report, rice, pasta, batteries and pastry/doughnuts are among center store categories seeing the largest uptick in promotional activity. Each of these categories sells more than 10% of volume with price reduction-only support, and this type of action has become more prevalent during the past year as CPG marketers look to encourage purchase activity.

In the coming year, price across key center store categories will continue to be a hot issue. Inflation is expected to accelerate slightly in 2011, but the need to drive growth remains.

CPG marketers must remain vigilant and agile. They must strike a delicate balance, establishing effective everyday pricing strategies that will provide value and encourage purchase behavior but still deliver against corporate and partner revenue and margin goals.

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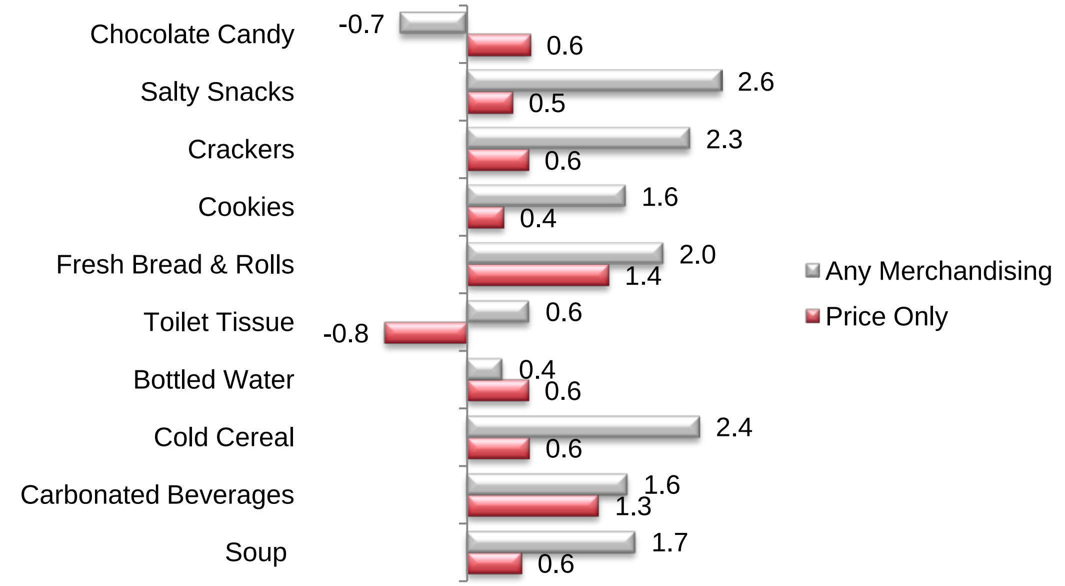
Promotion Trends



*Note: Top 10 center store categories ranked by dollar sales FDMx
Source: SymphonyIRI Market Advantage™; 52 weeks ending 8/8/2010 and same period prior year

Top 10 Center Store Categories: Change in Promotional Activity
Point Change in % Volume with Merchandising Support, FDMx
2010 v 2009

Nearly all of the top 10 center store categories saw an increase in merchandising support during the past year. It's no surprise. CPG marketers are heavily promoting products in an effort to drive purchase behavior in a down economy.

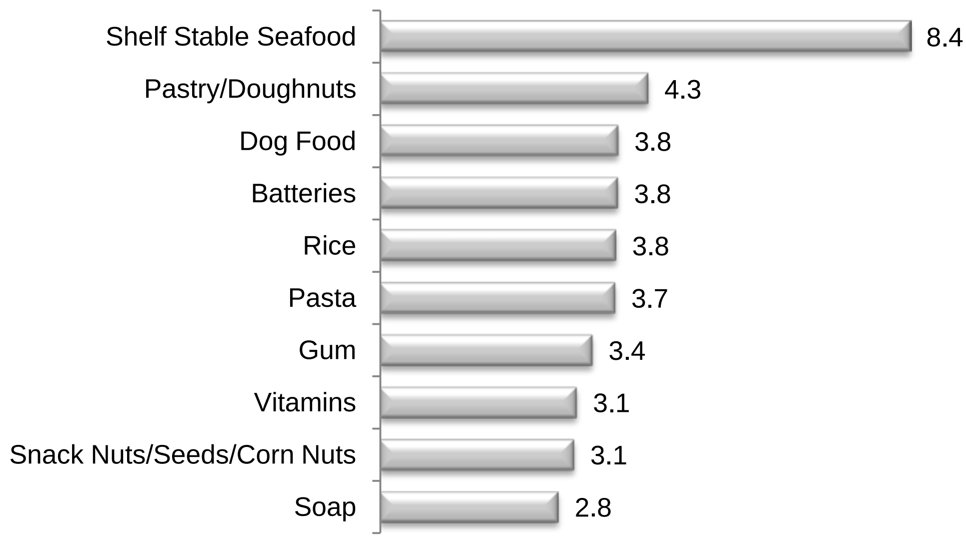
In fact, many consumers are receptive to this type of price relief. Today, 55% of consumers are saving money by stocking up on certain products when they go on sale[1].

And, for many categories, promotional support has proven effective at increasing sales volume. For instance, six of the largest 10 center store categories achieved lift of more than 100% with merchandising support during the past year. Certainly, many of these products, such as toilet tissue, soup and cereal, have a long shelf-life and are well-suited for stock-up.

Driving sales across center store categories is essential today. Discussed earlier in this report, three of the 10 largest center store categories experienced negative unit sales growth during the past year. In each of these categories, unit sales slid despite reduced average price per volume. And, conservative shopping behavior is expected to continue well into 2011 and, perhaps, beyond.

[1]SymphonyIRI Economic Update Survey, August 2010

Promotion Trends



*Note: Among top 50 center store categories, as ranked by dollar sales FDMx
Source: SymphonyIRI Market Advantage™; 52 weeks ending 8/8/2010 and same period prior year

Center Store Categories* with the Biggest Increase in Merchandising Activity Level
Point Change in % Volume with Merchandising Support, FDMx
2010 v 2009

A wide range of center store categories have seen promotional support increase significantly during the course of the past year.

Some of these categories are staple CPG solutions. For instance, pasta and rice are key meal components. As discussed earlier in this report, these categories have a long shelf-life, and are well-suited for stock-up.

Other categories are coming back from periods of exceptionally high price increases in 2008-2009. Rice is one of these categories. Shelf-stable seafood, dog food and salty snacks are other examples of categories coming back from high levels of inflation. The U.S. Department of Agriculture expects food inflation of about 0.5-1.5% for the full year of 2010, the lowest annual inflation rate since 1992.

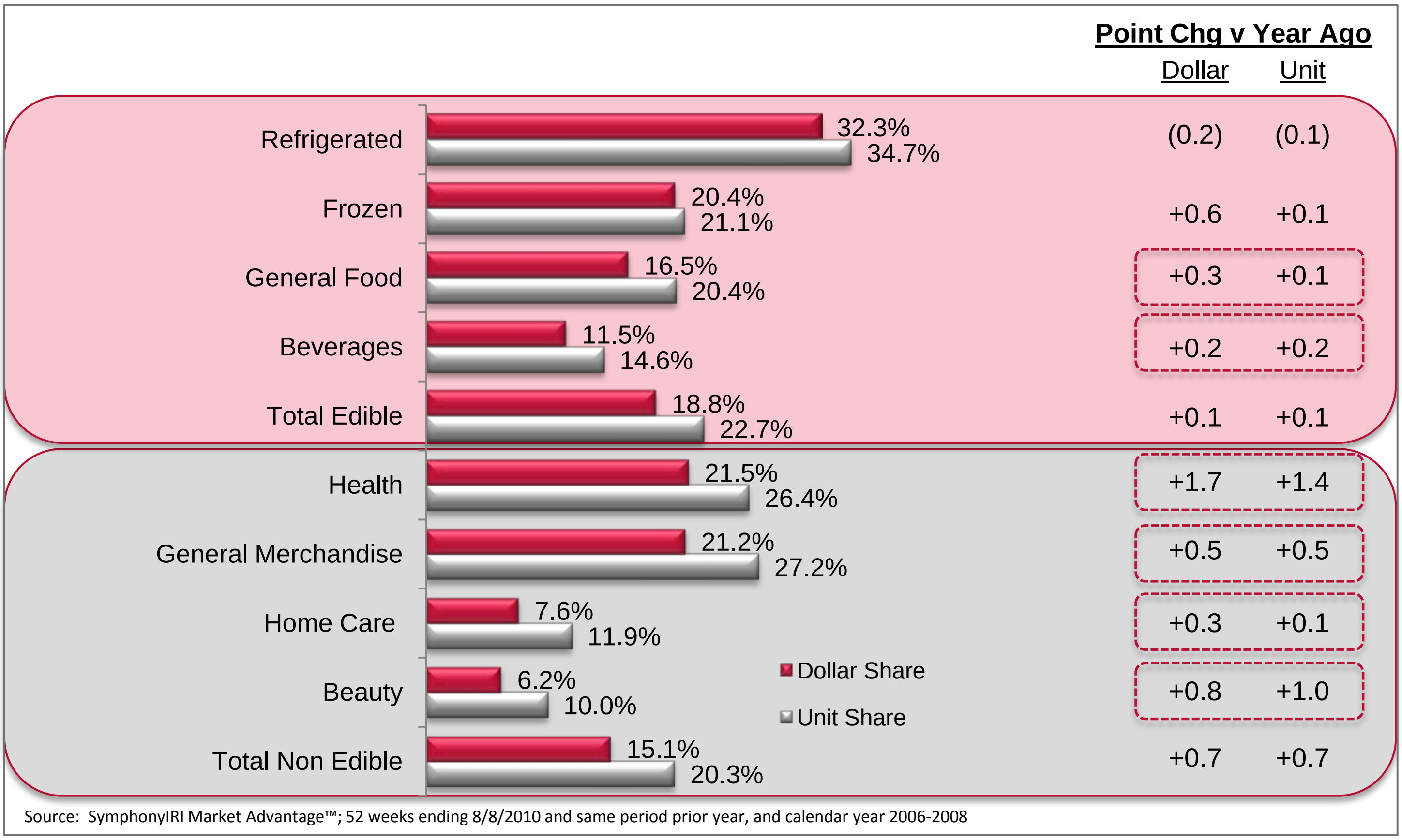
But, 2011 will bring higher levels of inflation in general, with some categories, including seafood, rising much more sharply than others[1].

High and exceptionally volatile prices during the past couple of years have created a difficult situation for CPG marketers. High prices, coupled with a recessionary economy, led to conservative shopping patterns and major scaling back in purchase activity. To drive demand and provide a measure of price relief, CPG marketers stepped up promotional activity. Consumers quickly learned to shop around for the best deal, and became “trained” to seek out promotions.

CPG marketers must work to reconstruct this reality. Overly aggressive price cutting and excessive promotional activity puts CPG marketers in danger of leaving significant money on the table. Understanding the price elasticity of key brands is critical, for it enables the creation of effective pricing strategies that will provide value to consumers without devaluing the brand.

[1]USDA, as quoted by The Food Institute

Private Label Trends



Private Label Share of Sales, by Department
FDMx
2010

Detailed in the June issue of Times & Trends, private label has played an important role in helping consumers save money in the face of difficult economic conditions. On average, private label currently accounts for 18% of CPG dollar sales and 23% of unit sales. Share increased 0.2 points in dollar and unit sales measures during the past year.

Private label share of edible center store, on average, is comparable. Private label accounts for about 19% of dollar sales and 22% of unit sales. Share inched up 0.1 share points during the past year, in dollar and unit sales.

Private label share of beverages is slightly lower versus industry average, but growth is identical.

As a whole, private label share of non-edible center store categories is slightly below average, at 15% of dollar sales and 20% of unit sales, but growth is outpacing the industry by a wide margin, at 0.7 share points for dollar and unit sales measures.

The sharpest growth is occurring in the healthcare department, an area where private label already has quite a solid footing. In this department, share increased well above one point in terms of dollar and unit sales.

Private label has become a formidable force in the packaged goods industry. In the center store, as in other areas of the CPG arena, the need to understand category and brand-specific opportunities vis-à-vis private label is high.

Marketers of national and store brands must develop strategies that are centered around the needs of their key and target shoppers. In some instances, it is collaborative efforts that will deliver the most powerful results.

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Conclusions: CPG Manufacturers

Manufacturers seeking to protect and grow share across center store should explore the following action items:

- Continually assess new growth opportunities and threats
  - Analyze share shifts on a monthly basis to identify emerging opportunities
  - Closely monitor private label trends by category and by consumer segment
  - Understand trip mix for your categories and brands, as well as alignment with trip strategies of key retailer partners
  - Assess potential share impact prior to and immediately following changes to pricing strategy
  - Monitor innovation across the packaged goods arena in search of new technologies and ideas that may be suitable for application in key categories/brands
- Explore feasibility of collaborative marketing and merchandising plans
  - Work to secure optimal shelf space and placement by demonstrating category/brand value in basket building
  - Merchandize and co-promote products with high purchase incidence in targeted trip types; include complementary products in these efforts
  - Manufacturers of products impacted by at-home rituals (food, health and beauty care, household care) should explore partnership with key retailer partners to design multi-category, affordable solutions
- Closely measure and monitor strategy execution
  - Measure actual and projected sales growth in the aggregate, across consumer segments and by store following new product, pricing and merchandising strategy introduction before and frequently following roll-out

Conclusions: CPG Retailers

Retailers seeking to protect and grow share across center store should explore the following action items:

- Continually assess new growth opportunities and threats
  - Analyze share shifts on a monthly basis to identify emerging opportunities
  - Closely monitor private label trends by category and by consumer segment
  - Identify current and desired trip mix for your stores; ensure assortment, promotions and adjacencies are in alignment with current and desired trip missions
  - Ensure adequate shelf space and optimal assortment across high-growth center store categories
- Explore feasibility of building collaborative marketing and merchandising plans with key manufacturer partners
  - Ensure that assortment and store layout are reflective of purchase patterns associated with key trip missions
  - Merchandize and co-promote products with high purchase incidence in targeted trip types; include complementary products in these efforts
  - Present multi-category, affordable solutions across categories/departments impacted by at-home rituals (food, health and beauty care, household care)
- Closely measure and monitor strategy execution
  - Measure actual and projected center store category contribution to total store sales and profits across consumer segments at the store level
  - Carefully test pricing, promotion and merchandising changes prior to and immediately following program roll-out

Appendix: Center Store Aisles

The following SymphonyIRI Market Advantage™ aisles are included in *Center Store*:

Beauty Care

- Cosmetics
- Fragrance
- Grooming Supplies
- Hair Care
- Personal Cleansing
- Shaving
- Skin Care

Beverages

- Carbonated Soft Drinks
- Coffee & Tea
- Drink Mixes
- Juices
- Non-Fruit Drinks
- Sports/Energy Drinks
- Water

General Food

- Baby Food
- Bakery
- Baking
- Breakfast
- Candy

General Food (cont'd)

- Condiments & Sauces
- Cookies & Crackers
- Ethnic
- Meals
- Snacks
- Shelf Stable Fruit
- Shelf Stable Vegetables

General Merchandise

- Automotive
- Barbecue
- Disposable Tableware
- Electronics/Photography
- Foils, Wraps & Bags
- Hosiery
- Household Plastics/Storage
- Miscellaneous General Merch.
- Office/School Supplies
- Paper Products
- Pest Control
- Pet Care
- Water Treatment

Home Care

- Air Fresheners
- Household Cleaning
- Laundry

Health Care

- Baby Care
- Family Planning
- Feminine Products
- First Aid
- Health Remedies
- Mouth Care
- Nutrition/Weight Loss
- Other Health Care Products

Resources

To gain insight into opportunities and risks related to specific categories, consumer segments, channels or retailers, contact your SymphonyIRI client service representative regarding custom analyses leveraging the following resources:

SymphonyIRI Market Advantage™	Market Advantage™ Powered by SymphonyIRI Liquid Data™ is the largest fully integrated application of all edibles and non-edibles in the CPG industry, organized into multiple business views across departments and aisles, and product and demographic segments.
SymphonyIRI MarketInsight™	Proprietary model-based sales tracking service providing superior coverage of channels, including Walmart, for which point-of-sale data are not available. Reflects sales across SymphonyIRI InfoScan® Reviews CPG categories.
SymphonyIRI Consumer Network™	Nationally representative panel of households tracking purchases with hand-held barcode scanners; extensive demographic profiles enable in-depth analysis of purchase behavior across standard or custom-defined consumer segments across channels.

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FOR MORE INFORMATION

Please contact Susan Viamari at Susan.Viamari@SymphonyIRI.com with questions or comments about this report.

About SymphonyIRI Group
SymphonyIRI Group, formerly named Information Resources, Inc. ("IRI"), is the global leader in innovative solutions and services for driving revenue and profit growth in CPG, retail and healthcare companies. SymphonyIRI offers two families of solutions: Core IRI solutions for market measurement and Symphony Advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organization. For more information, visit www.SymphonyIRI.com.

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