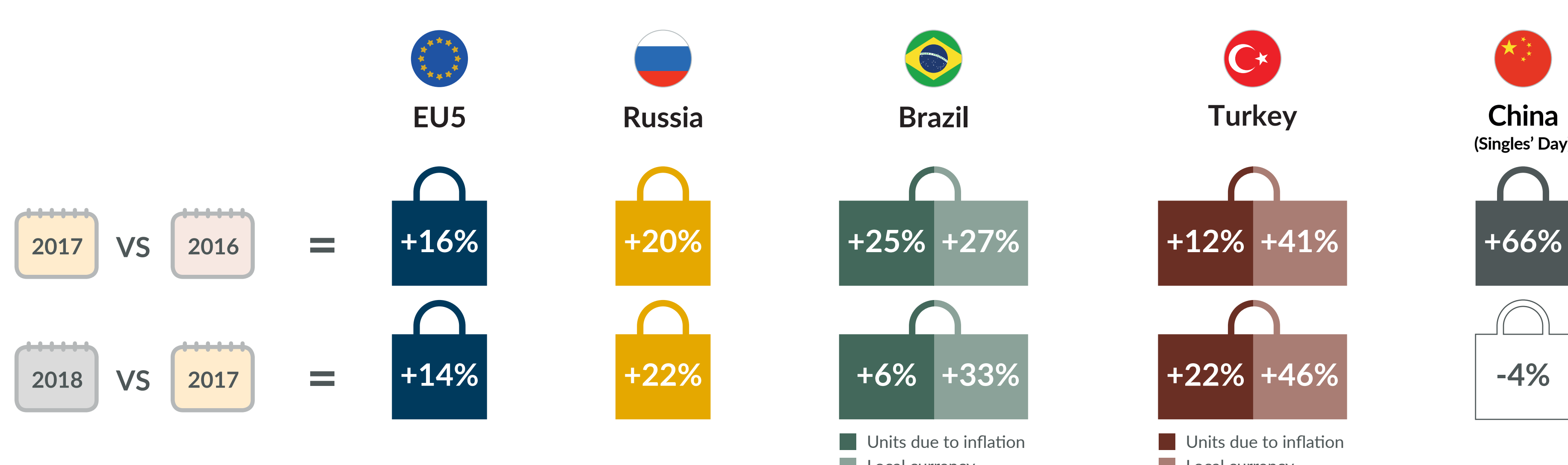
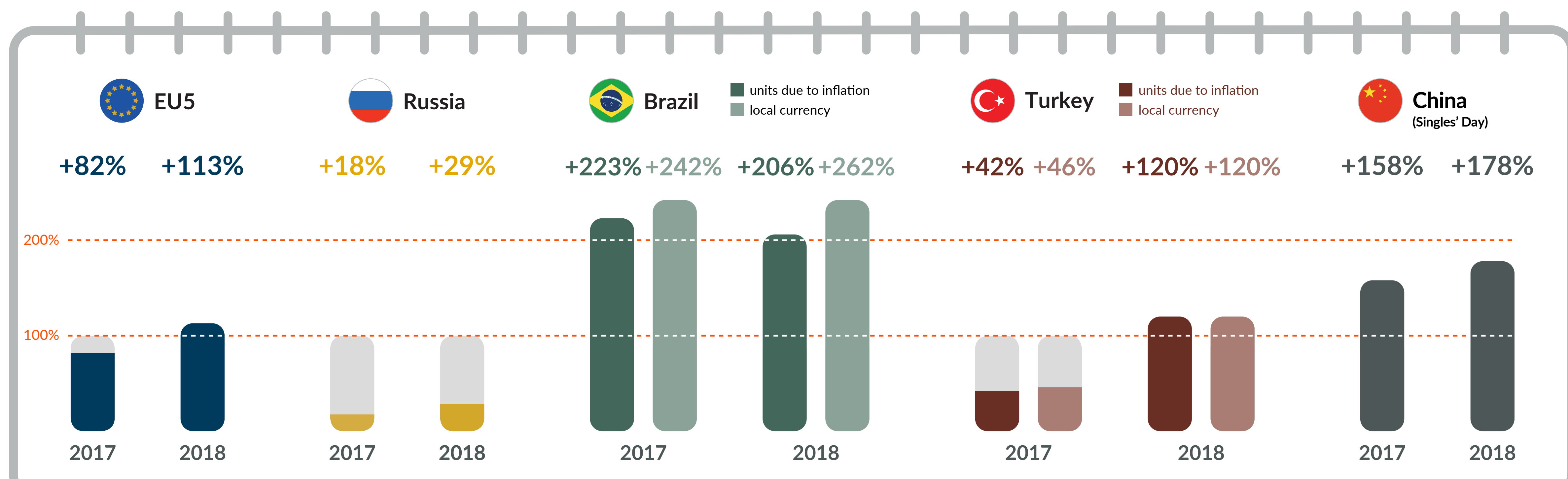


## November sales events' sales value growth

### Black Friday week

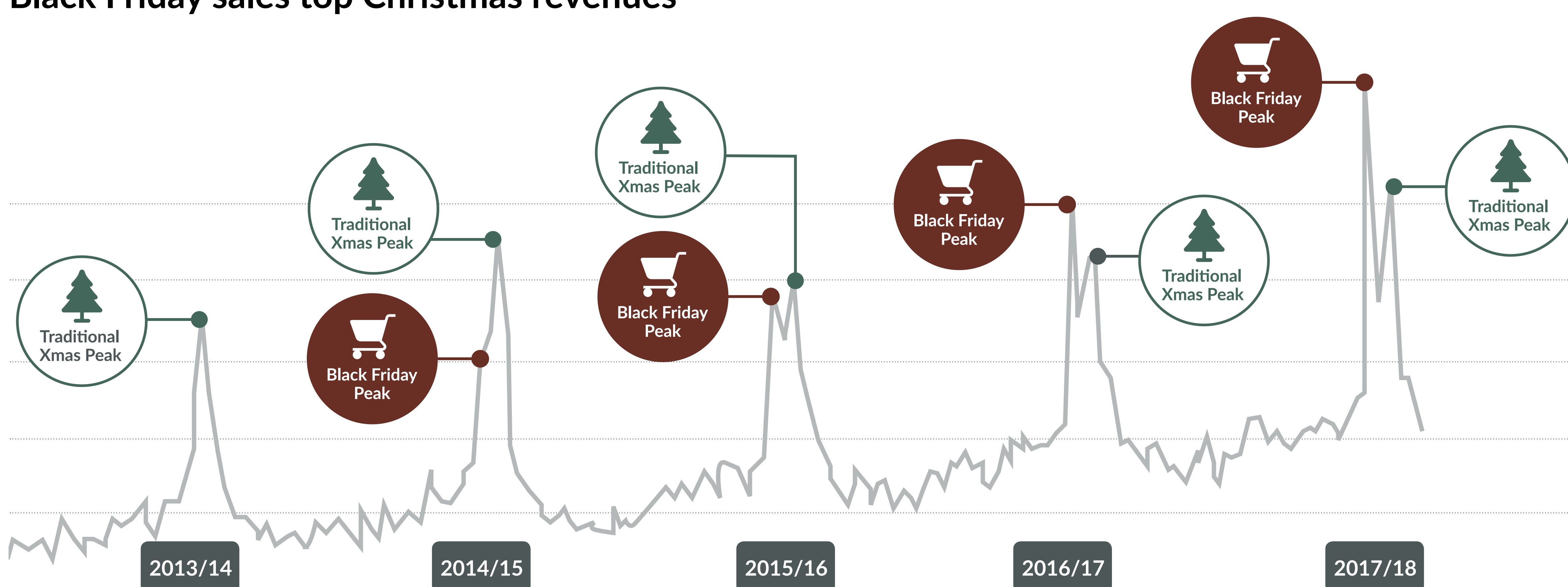


### Black Friday week versus previous week

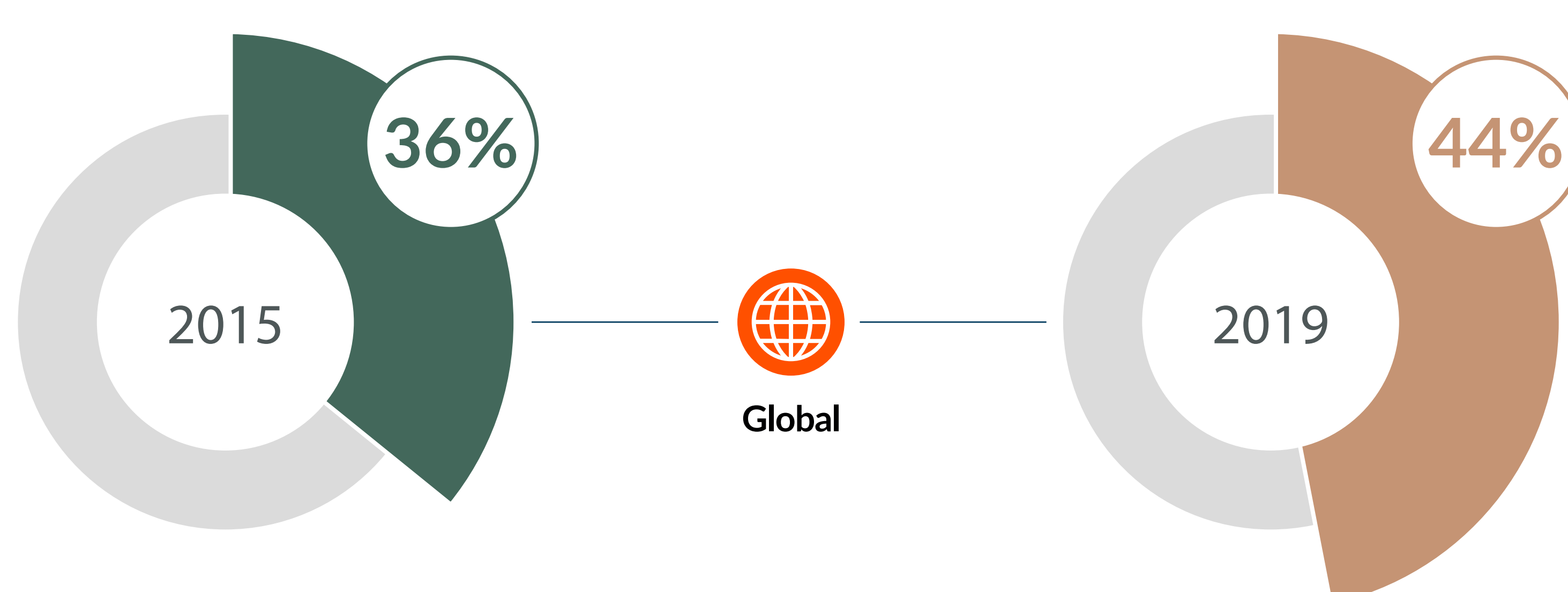


EU5 = France, Germany, Italy, Spain, UK  
Source: GfK Point of Sales Tracking

## Black Friday sales top Christmas revenues

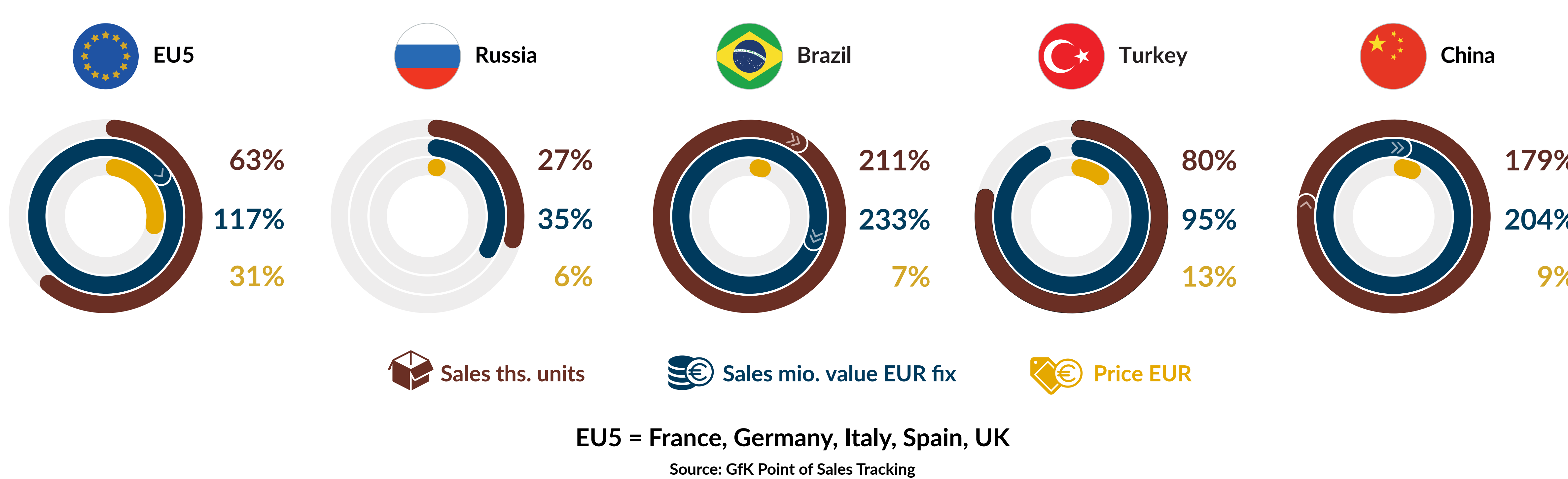


## Price comparison on the rise

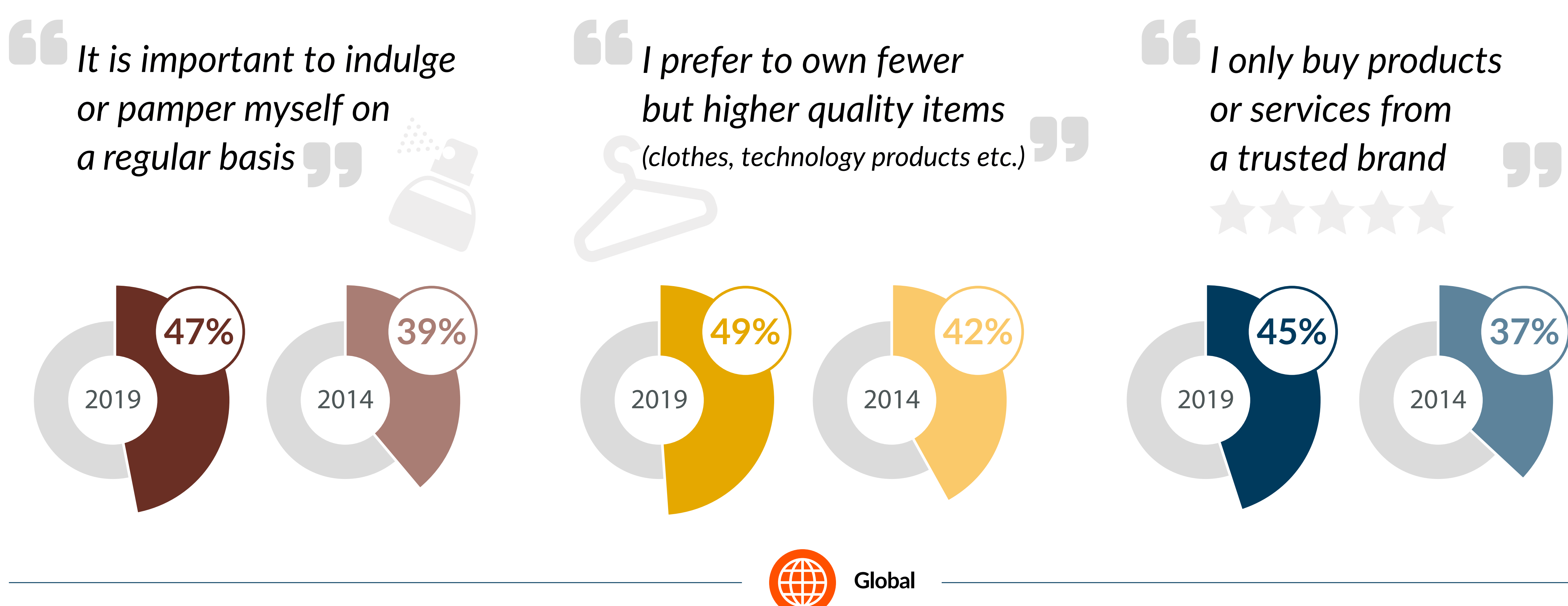


## Value is growing more strongly than volume

### Discounted premium sells on promotion



## Consumer attitudes to shopping



## People want a bit less choice!

### “Too many choices in many of the categories I shop”

