

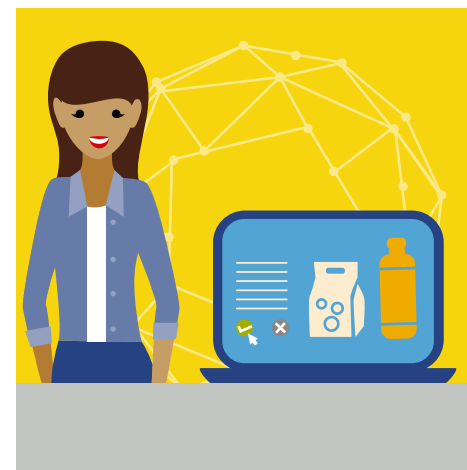
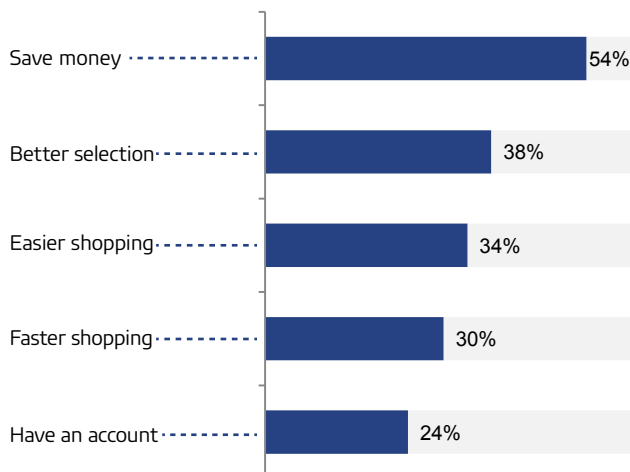
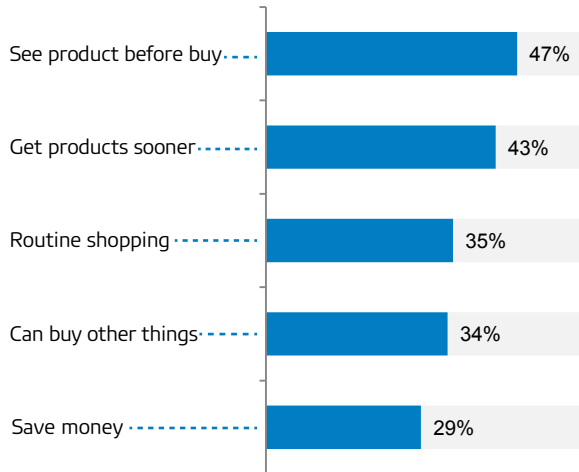
OMNICHANNEL SHOPPING RISING RAPIDLY FOR EVERYDAY ITEMS



Omnichannel accelerating in FMCG



Bricks and clicks deliver distinct benefits



For additional information, please contact Joe Beier, joe.beier@gfk.com

Source: GfK FutureBuy® 2017 online survey among 35,000 shoppers (ages 18+) in 35 countries

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