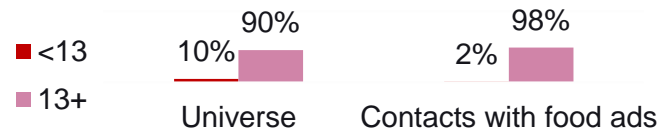


Breakdown TV ad pressure in food(+beverage) macro-category 2022

North (top 20)

| Category | Weekly 30" equ. GRPs | |
|----------------------------|----------------------|-----------|
| | 13+ | <13 |
| SOFT DRINKS | 509 | 98 |
| BISCUITS - SNACKS - PASTRY | 317 | 72 |
| CHOCOLATE - CANDY | 227 | 51 |
| CHEESE | 147 | 32 |
| COFFEE - TEA - CHICORY | 142 | 30 |
| SAUCES - SPICES | 133 | 29 |
| SOUP | 133 | 30 |
| BEERS | 130 | 29 |
| MILK SUBSTITUTES & DRINKS | 129 | 23 |
| PREPARED DISHES | 125 | 26 |
| DESSERTS | 123 | 25 |
| SPIRITS | 121 | 26 |
| MINERAL WATER | 108 | 22 |
| DAIRY | 103 | 27 |
| JAM - SPREADS | 88 | 20 |
| CEREALS - FIBRE | 77 | 41 |
| MEAT AND SUBSTITUTES | 72 | 16 |
| FISH | 72 | 15 |
| GENERAL NUTRITION | 69 | 12 |
| VEGETABLES | 68 | 15 |
| All food categories | 126 | 28 |



South (top 20)

| Category | Weekly 30" equ. GRPs | |
|----------------------------|----------------------|-----------|
| | 13+ | <13 |
| SOFT DRINKS | 561 | 132 |
| BISCUITS - SNACKS - PASTRY | 356 | 88 |
| CHOCOLATE - CANDY | 276 | 66 |
| CHAMPAGNE WINE CIDER | 195 | 47 |
| SOUP | 192 | 21 |
| BEERS | 154 | 36 |
| COFFEE - TEA - CHICORY | 146 | 30 |
| SAUCES - SPICES | 122 | 43 |
| PREPARED DISHES | 121 | 23 |
| SPREAD CHEESE | 121 | 33 |
| DESSERTS | 114 | 31 |
| FRUIT | 113 | 57 |
| CHEESE | 112 | 31 |
| JAM - SPREADS | 111 | 27 |
| MINERAL WATER | 110 | 34 |
| YOGURT | 101 | 21 |
| FISH | 95 | 22 |
| APERITIF SNACKS | 79 | 21 |
| VEGETABLES | 68 | 15 |
| CEREALS - FIBRE | 65 | 19 |
| All food categories | 147 | 36 |

