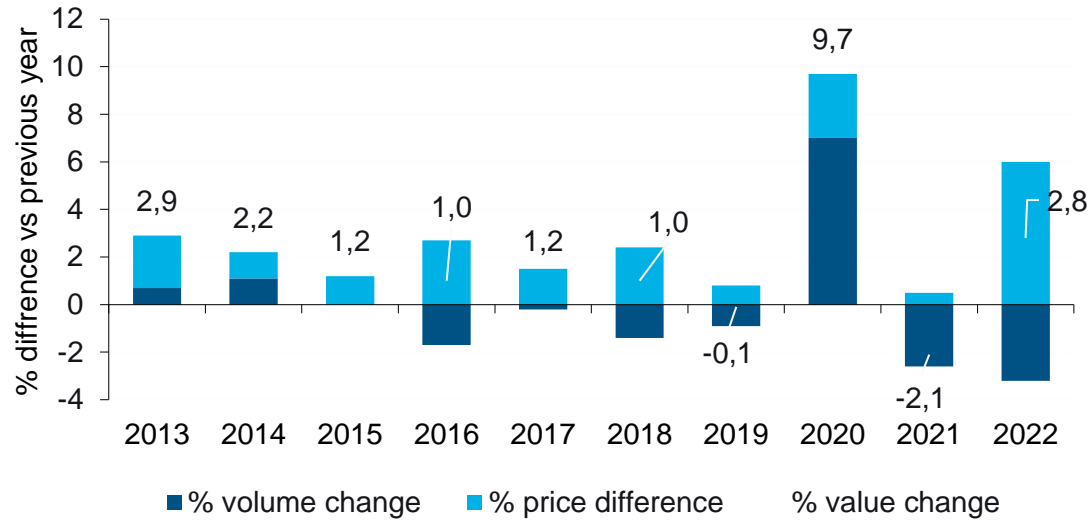
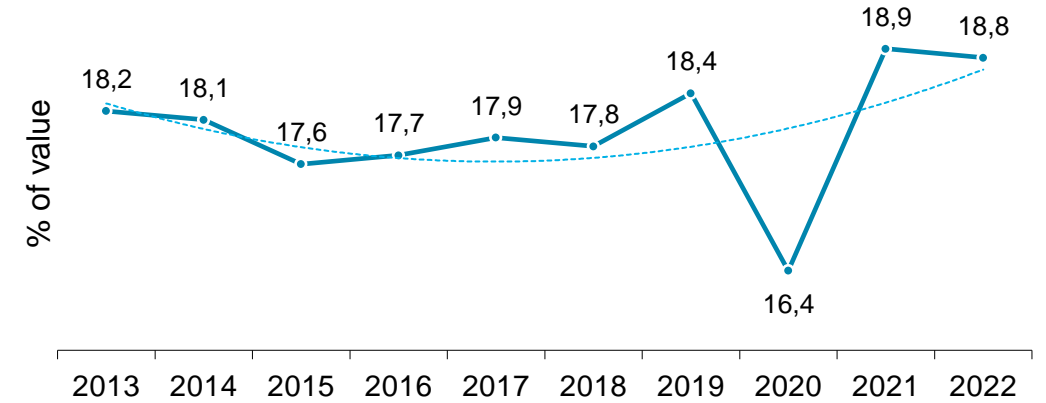


Macro-trends in Belgian FMCG markets

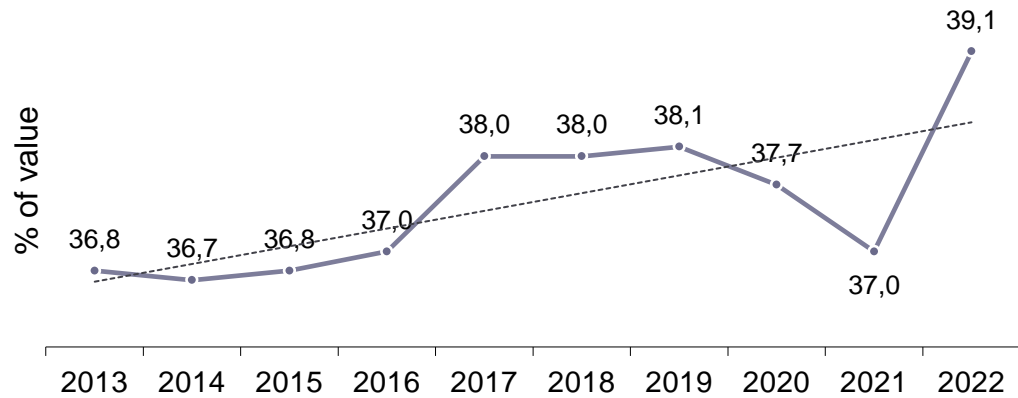
FMCG global yearly evolutions



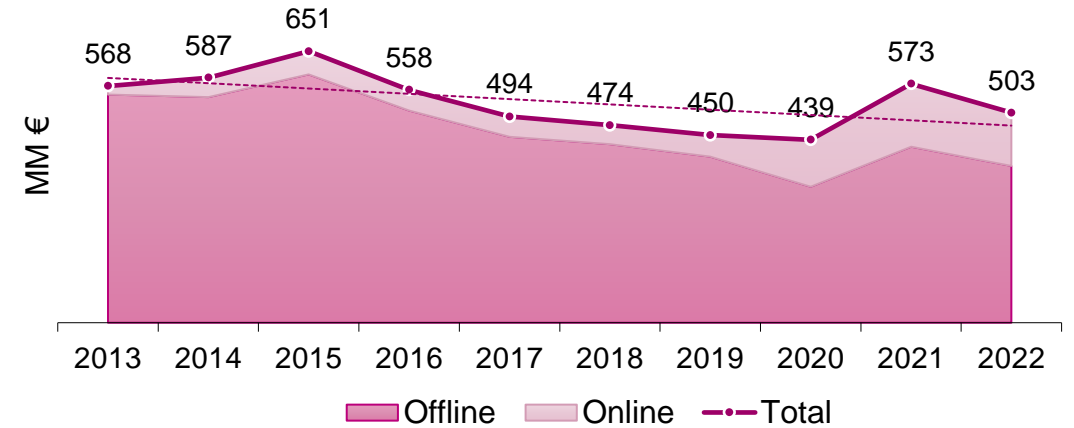
FMCG global promo pressure



FMCG value share of private labels



FMCG * estimated value of media support



* WARC categories involved: food, soft drinks, alcoholic drinks, toiletries & cosmetics, household & domestic