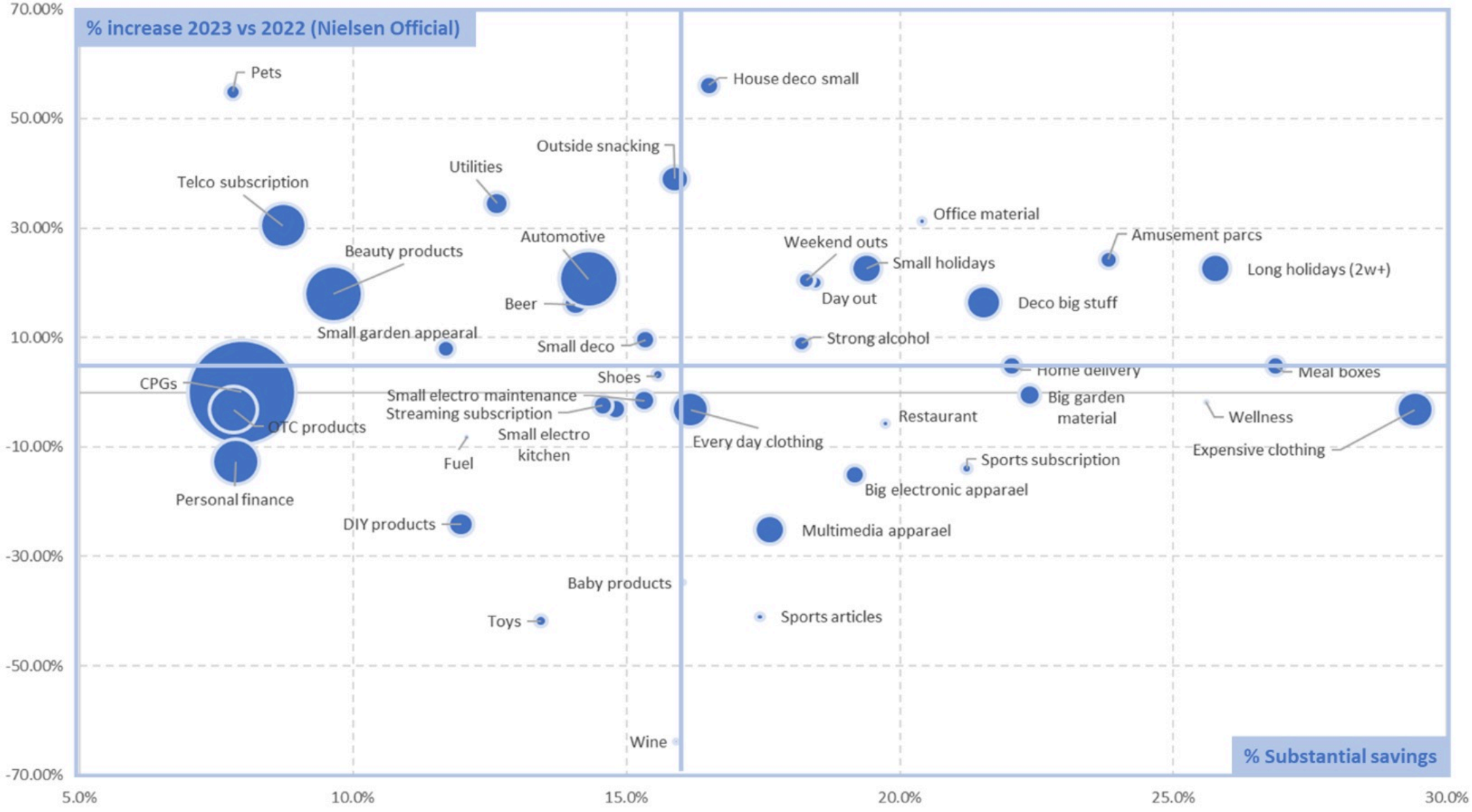
% increase 2023 vs 2022 (Nielsen Official)
% Substantial savings
70.00%
50.00%
30.00%
10.00%
-10.00%
-30.00%
-50.00%
-70.00%
5.0%
10.0%
15.0%
20.0%
25.0%
30.0%
Pets
House deco small
Outside snacking
Utilities
Telco subscription
Office material
Amusement parcs
Weekend outs
Small holidays
Long holidays (2w+)
Automotive
Beauty products
Day out
Deco big stuff
Beer
Small garden appearal
Small deco
Strong alcohol
Shoes
Home delivery
Meal boxes
CPGs
Small electro maintenance
Big garden material
Streaming subscription
Restaurant
Wellness
OTC products
Small electro kitchen
Every day clothing
Expensive clothing
Fuel
Sports subscription
Big electronic apparael
Personal finance
DIY products
Multimedia apparael
Baby products
Toys
Sports articles
Wine