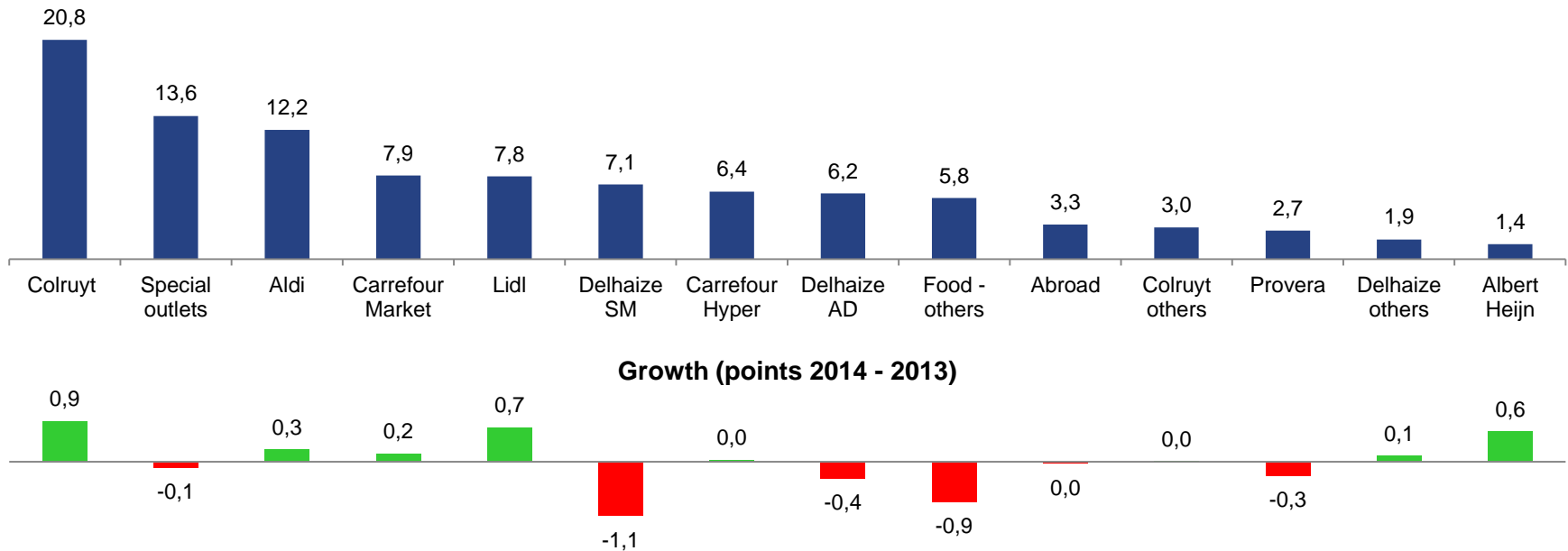


# BABM: gain & loss between retailers

Brussels, June 17, 2015

Marc Mondus – research expert consumer panel

# FMCG – Value share 2014



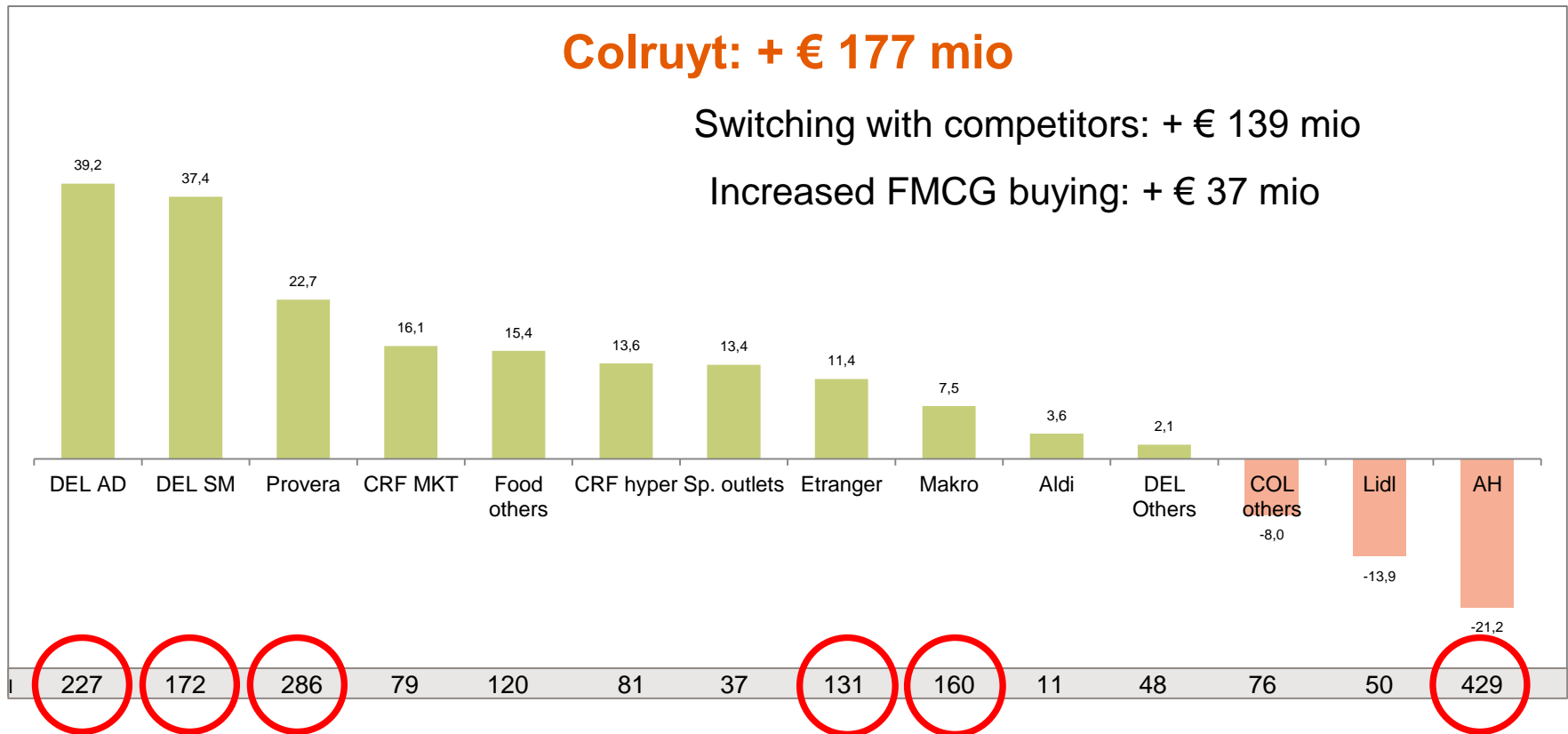
# Colruyt winning (3,5%)

from most retailers & increasing total consumption

winnining relatively more from Delhaize SM/AD, Provera, Makro & abroad



# Colruyt loosing from AH & Lidl



# Albert Heijn winning (83%)

from all retailers

winning relatively more from Lidl, Delhaize SM, Carrefour hyper & abroad



## Albert Heijn: +159,7 mio €

Switching with competitors: + €152 mio  
increased FMCG buying: + € 8,0 mio

