



ACNielsen Retail Groups Ranking – Total FMCG

Retail Groups Market Share Development 2 consecutive Years, value Market Shares

	2005	2006
Shufersal Group	39.5%	37.7%
Blue Square Group	24.8%	25.1%
Independent Retail Chains	22.4%	24.5%
Private Minimarkets	10.0%	9.9%

- Independent Chains includes Private Chains (Such as: Hatzi-Hinam, Co-Op Jerusalem, Haviv, Aba Victory etc).
- Shufersal Data includes also Clubmarket sales
- Pharms are not included to the ranking.

Chain Brand Leaders – Total FMCG Value Market Shares, 4nd Quarter 2006

	Q4/2006 Market Share	Q4/2006 Ranking	Q3/2006 Ranking	Q4/2005 Ranking
Shufersal Deal	12.7%	1	1	2
Mega	11.6%	2	2	1
Shufersal Sheli	8.1%	3	8	***
Shufersal Big	8.1%	4	3	***
Super Center	7.6%	5	4	3
Hatzi Chinam	5.4%	6	5	5
Shefa Shuk	5.3%	7	6	8
Alef	4.1%	8	11	***
Mister Zol	2.6%	9	10	12
Zol Po	2.4%	10	12	***

איי סי נילסן (ישראל) בע"מ, אפעל 35, מגדל אדגר, ת.ד. 3851, קרית אריה פתח תקוה 49130,

טל. 03-9200700, פקס 03-9200777

ACNielsen (Israel) LTD. 35 Efal st., Adgar Tower, P.O.Box 3851, Kiryat Arie Petach Tikva 49130,

Tel:972-3-9200700, Fax:972-3-9200777

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