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Macro Data - FMCG Market			
Total Market	2006	2007	Growth Rate
Food	20,832	22,166	6.4%
Personal Care	2,425	2,544	4.9%
Beverages	2,269	2,435	7.3%
House Care	1,620	1,676	3.5%
Total	27,145	28,821	6.2%

Private Market*	2006	2007	Growth Rate
Food	7,387	8,158	10.4%
Personal Care	647	657	1.4%
Beverages	814	897	10.2%
House Care	543	568	4.6%
Total	9,391	10,279	9.5%

Organized Market**	2006	2007	Growth Rate
Food	13,445	14,008	4.2%
Personal Care	1,777	1,887	6.2%
Beverages	1,455	1,539	5.7%
House Care	1,077	1,108	2.9%
Total	17,755	18,542	4.4%

Private Minimarkets	2006	2007	Growth Rate
Food	2,267	2,403	6.0%
Personal Care	117	123	5.3%
Beverages	184	201	9.5%
House Care	111	113	1.2%
Total	2,679	2,840	6.0%

Independent Chains***	2006	2007	Growth Rate
Food	5,120	5,754	12.4%
Personal Care	531	534	0.6%
Beverages	630	695	10.4%
House Care	432	455	5.5%
Total	6,712	7,439	10.8%

Definitions

Data: 2007 Vs. 2006, Milion NIS (Nominal).

***Private Market** includes Barcoded Private Minimarkets and Independent Chains.

****Organized Market** includes the following retail chains: Supersol, Blue Square, Superpharm and Newpharm.

*****Independent Chains** includes Private Chains (Such as: Hatzi-Hinam, Haviv, Co-op Jerusalem, Aba Victory etc).