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Macro Data - FMCG Market			
Total Market	Q3/06	Q3/07	Growth Rate
Food	5,265	5,496	4.4%
Beverages	628	674	7.3%
Personal Care	610	631	3.4%
House Care	410	411	0.2%
Total	6,914	7,212	4.3%

Private Market*	Q3/06	Q3/07	Growth Rate
Food	1,902	2,027	6.6%
Beverages	227	250	10.1%
Personal Care	173	157	-9.2%
House Care	139	139	0.2%
Total	2,440	2,573	5.5%

Organized Market**	Q3/06	Q3/07	Growth Rate
Food	3,363	3,469	3.1%
Beverages	401	424	5.7%
Personal Care	438	475	8.4%
House Care	272	272	0.2%
Total	4,474	4,639	3.7%

Private Minimarkets	Q3/06	Q3/07	Growth Rate
Food	566	602	6.4%
Beverages	48	58	20.4%
Personal Care	28	29	3.6%
House Care	27	28	6.9%
Total	669	718	7.3%

Independent Chains***	Q3/06	Q3/07	Growth Rate
Food	1,335	1,425	6.7%
Beverages	179	192	7.4%
Personal Care	144	128	-11.7%
House Care	112	110	-1.4%
Total	1,771	1,855	4.8%

Definitions

Data: Q3/2007 Vs. Q3/2006, Million 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).