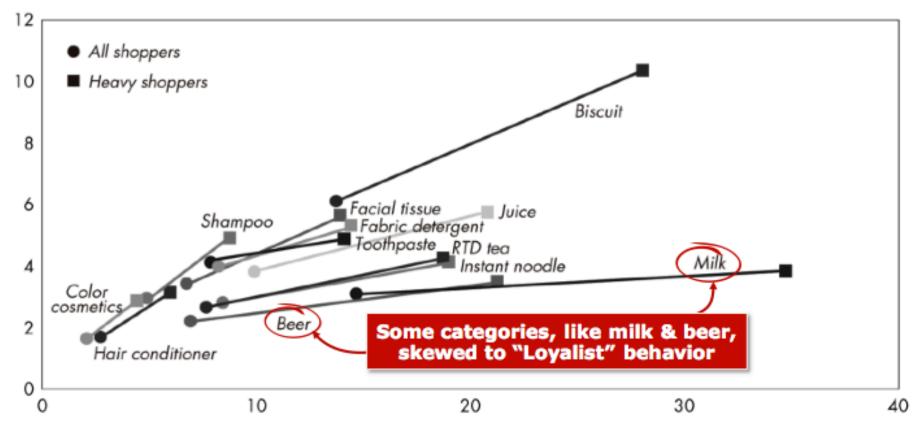
When heavy shoppers purchase more frequently in most categories, they also tend to buy more brands

Average number of brands purchased per household (2011)



Category purchasing frequency (average number of purchase occasions per household, 2011)

Note: Heavy shopper refers to top 20% of most frequent category shoppers

a CTR Service in China

Source: Kantar Worldpanel; Bain analysis