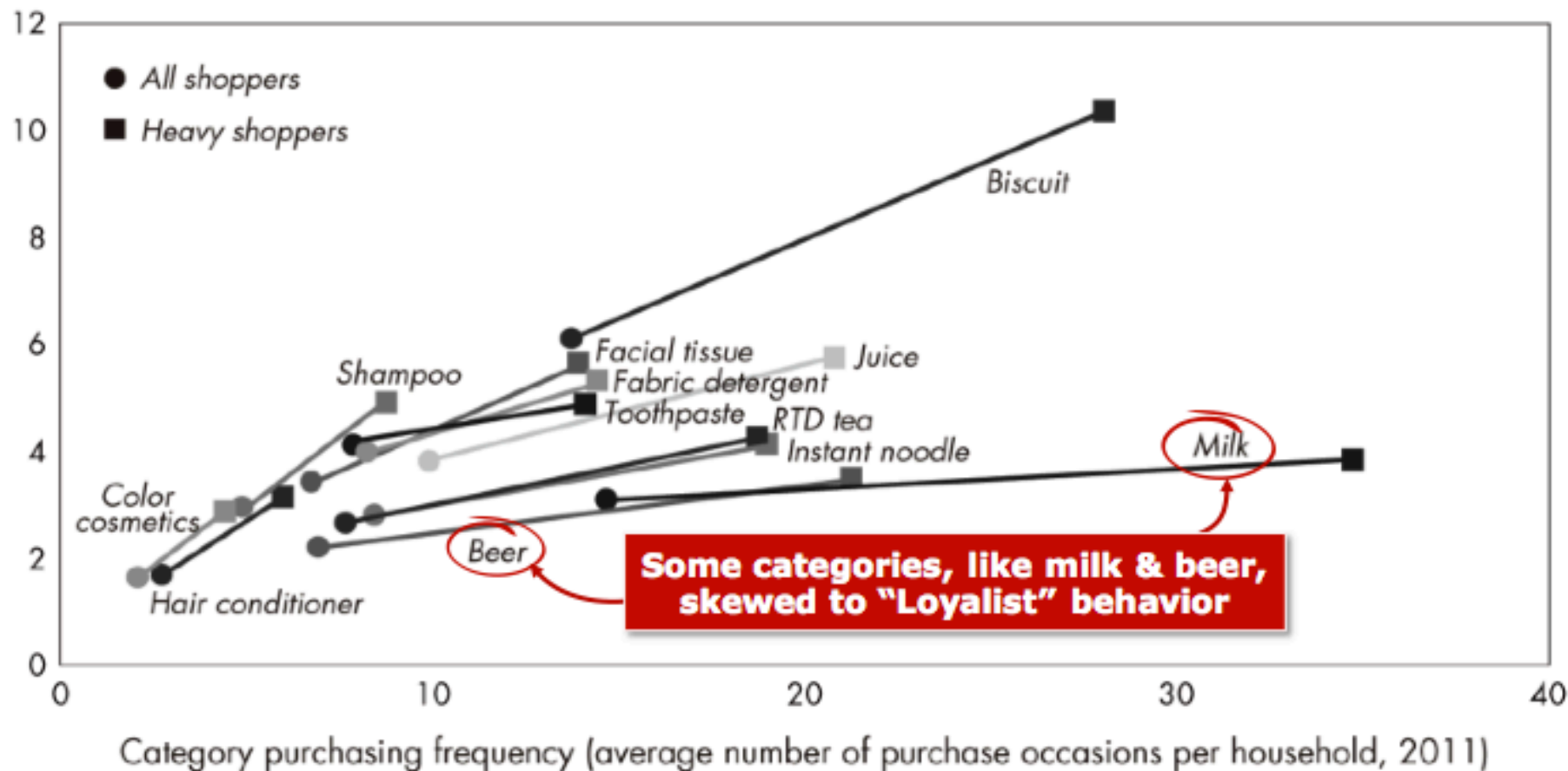


When heavy shoppers purchase more frequently in most categories, they also tend to buy more brands

Average number of brands purchased per household (2011)



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

Source: Kantar Worldpanel; Bain analysis