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Report
2008

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help drive your
convenience
sales

AUSTRALIAN
Convenience Store
NEWS



Consumer targeting shouldn't be a gamble.

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We're bigger than people think

By Keith Berg, Managing Editor Australian Convenience Store News

Before we look at the excellent and extensive Nielsen figures and commentary in this 2008 Nielsen Convenience Report, I'd like to call your attention to a few rough and ready statistics of my own:

There are approximately 50,000 retail outlets in Australia that sell pre-packaged groceries and beverages ⁽¹⁾. Of these some 6,000 are supermarkets, 20,000 are from the so-called "broader convenience channel" and 25,000 are specialist outlets such as video stores, delis, patisseries, liquor outlets, tobacconists, fruit & veg and so on.⁽²⁾

The major branded convenience stores sell approximately \$6.9 billion a year in merchandise.⁽⁴⁾ About \$2 billion of this passes through convenience store sites controlled by Coles or Woolworths.⁽⁵⁾ The balance of stores in the broader convenience channel are thought to be responsible for approximately \$15 billion per year in retail sales⁽⁶⁾, putting the total broader convenience channel at around \$22 billion per year in 2007. Compare this with sales in the supermarket channel:

The broader convenience channel is made up roughly as follows:

BROADER CONVENIENCE CHANNEL	STORES ⁽³⁾
Conventional service stations	1,500
Branded Convenience with fuel	3,000
Unbranded Convenience with fuel	1,500
Convenience stores without fuel (branded & unbranded)	1,500
Corner stores	6,000
Newsagents	4,000
Mini Marts	2,500
TOTAL	20,000

GROCERY OUTLET	% SALES	\$ SALES ⁽⁷⁾
Woolworths supermarkets	30%	\$33Bn
Coles supermarkets	25%	\$21Bn
Other supermarkets	19%	\$18Bn
Other including broader convenience	26%	\$22 Bn

This means that the broader convenience channel is equivalent to around 40% of the combined sales of Coles and Woolworths supermarkets and is larger than the independent super-market channel.

This, the seventh Nielsen Convenience Report, provides a solid overview of what's happening in the industry at product and department level as well as some valuable commentary. The data comes from Nielsen C*Track, which is gathered from scan data at the 2000-odd stores listed in the Report. Although these are the large branded stores, they provide the industry's most accurate guide as to sales patterns through its 20,000 retail stores.

Unless otherwise noted in this Report, all figures relate to total dollar sales for the year ending March 2008 (referred to as "MAT March 2008"). Some products launched or deleted during the survey period may be under or over represented in the rankings.

Further copies of the Nielsen Convenience Report 2008 can be obtained from Australian Convenience Store News on 02 9555 1355 viewed online or downloaded from www.c-store.com.au.

- 1) BIS Schrapnel Report: Opportunities in the Australian Route Industry presented at C-Store 2002 by Dr Sando Mangosi (unpublished) with store counts factored down by the quoted annual closure rate to provide a present day figure.
- 2) An Average of figures from three sources:
 - a) National Association of Retail Grocers of Australia & Pricewaterhouse Coopers: The Economic Contribution Of Small To Medium-Sized Grocery Retailers To The Australian Economy, With A Particular Focus On Western Australia June 2007, Page 4.
 - (b) Report of the ACCC Inquiry Into The Competitiveness Of Retail Prices For Standard Groceries August 2008 Pages 50-54.
 - (c) Store counts provided by ACNielsen February 2007 (unpublished).
- 3) Figures from the Berg Bennett magazine distribution database (unpublished) adjusted for newsagent numbers not on the database. Australasian Association of Convenience Stores: State of the Convenience Store Industry 2007 Page 20 with City Convenience, Lucky Seven and C-Store solutions sites added.
- 4) Australasian Association of Convenience Stores: State of the Convenience Store Industry 2007 Page 28 shows annual sales of \$5.808 billion. This figure has been upscaled pro-rata by the 790 sites (City Convenience, Lucky Seven and C-Store solutions) that were not included in the figures to give a total of \$6.9 billion in sales in 2007.
- 5) Australian Convenience Store News: Nielsen Convenience Report 2007 Page 4 factored up to include Woolworths Plus Petrol sites.
- 6) Data supplied by ACNielsen as at June 2004, based on dry grocery, frozen, tobacco, snacks, drinks, household, health & beauty showing sales ratio of broader convenience to 'Organised' convenience is 9.5:3
- 7) Report of the ACCC Inquiry Into The Competitiveness Of Retail Prices For Standard Groceries August 2008 Page 58

Contents

The only constant is change	4	Snacks biscuits.....	16
The effect of rising fuel prices	5	Snacks nutritious.....	17
Key category performance.....	6	Bread	18
New products drive growth	7	Health & beauty	19
Drinks & juices	8	Yoghurt	19
Ice cream.....	10	Chilled & frozen.....	19
Milk White	11	Tobacco	20
Milk Flavoured	12	Magazines	22
Confectionery	13	Communications	23
Snacks salty.....	15		

The only constant is change

As we take a look around us, today's consumers are changing in many ways. We are seeing an ageing population, increasing multicultural consumers, and consumers who are being impacted by economic pressures.

In terms of economic pressures, there is a direct correlation between the price of petrol and the amount people spend in-store within the convenience channel. Nearly three quarters of Australians (74%) say their lifestyles have been negatively affected by rising fuel prices and close to half (49%) have found the increasing interest rates to have had a negative effect on their lifestyles (source: Nielsen, May 2008). And, in responding to these pressures, consumers are looking to reduce their spend on non-essential items at the supermarket check-out as well as at the convenience counter when they're fuelling up.

In the past year alone we've seen average growth in the convenience channel drop from around eight to 10 percent at this time last year, to below two percent in February. Convenience retailers need to ensure they are staying abreast of consumer demands to be able to regain this lost ground and maintain a healthy level of growth for the sector.

Looking at how consumers are tapping into emerging trends, we've seen a prolific rise in the awareness and demand for health and wellness products and the latest diet foods. While we know that consumers demand convenience, it's important to balance this convenience with a healthy offering – nearly two thirds of Australian consumers (65%) disagree that convenience is more important than health when it comes to food.

There has also been an increase in consumers' environmental awareness and concern. In a recent Nielsen

survey an overwhelming majority of consumers (82%) said they were concerned about environmental issues, that they recycle regularly, and that they would like to do more to be 'green'.

Increasingly, the convenience channel is also seeing opportunities to capitalise on the burgeoning communications industry. Mobile ownership in Australia has reached around 92 percent (source: Nielsen Panorama) and communications is now the third largest category in the convenience channel.

These continuous changes to consumer drivers require the convenience channel to be constantly re-inventing itself in order to stay relevant and provide solutions which meet changing consumer needs.

The average time it takes a convenience customer to walk in, purchase an item and depart is three to four minutes: 35 seconds to walk from the car to the store, 71 seconds to select item(s), 42 seconds to wait in line, 21 seconds to pay and 44 seconds to leave the store

(source: NACS).

Added to this is the increasing pressure and competition being felt from other retail channels which are quickly tapping into consumers' demands for convenience and turning their attention to offering a broader array of convenient product solutions to attract a wider range of shoppers. This push by competitor retailers is being felt by the convenience channel, which recorded declines in consumer



patronage over the past year, with only around two in five (42%) consumers claiming to have visited a convenience outlet in the past seven days in 2007, compared to over half (53%) in 2006. Convenience store patronage on a four-weekly and occasional basis has also recorded declines.

In order to stay one step ahead of this competition, convenience retailers need

convenience stronghold in the future will be:

- Fully understanding consumers and what they are demanding
- Making the right new product decisions
- Getting products to the right consumers at the right place
- Focusing new product introductions on critical convenient consumer solutions

In assessing the impact of various trends on the convenience channel, operators need to ask themselves some critical questions, such as:

1. Speed: Is my convenience store meeting consumer needs?
2. Less trips: Am I offering the right products at the right price to maximise trips?
3. Healthy options: Am I fully capitalising on healthy items?
4. Shrinking space: How do I compete to maintain shelf space? Do I know what items will successfully attract customers and why?
5. Shopper base: Do I have a plan to anticipate changing demographics?

At a time when consumers are looking for fast solutions, the convenience channel offers a unique solution and, as such, retailers need to ensure they are matching their product offerings with the demographics of shoppers and utilising the channel for what it ultimately provides – convenience.

Rising fuel prices and interest rates take their toll on consumer spending in service stations

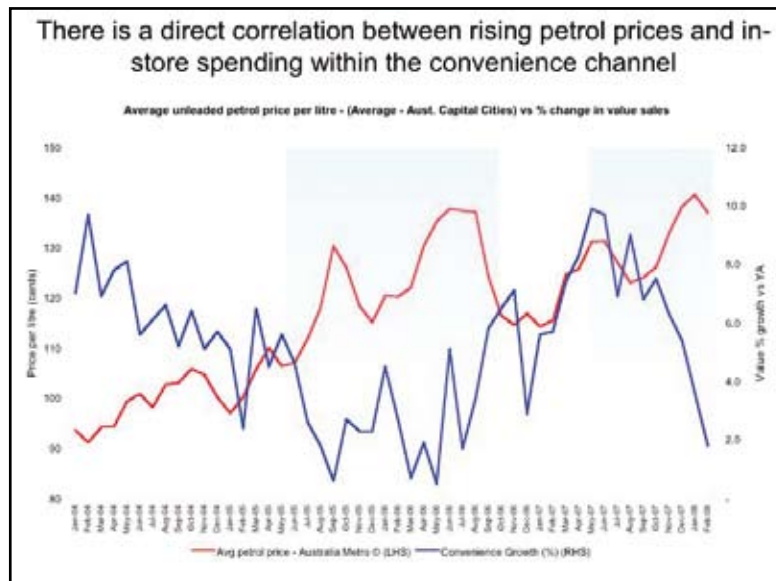
As fuel prices continue to climb and the threat of interest rate hikes remains present, in-store spending by consumers in the convenience channel is suffering. With close to three quarters of Australian consumers (74%) saying their lifestyle has been negatively affected by fuel price increases, one of the mostly common reactions cited by consumers to rising fuel prices has been to stop buying non-essential items at the petrol stations.

Growth for packaged merchandise* sales in the convenience channel plummeted to below two percent in February this year, coinciding with the latest interest rate rise and when fuel prices peaked at an Australia metro average of \$1.37 per litre. Just six months earlier, in August 2007, convenience sales were growing at a healthy nine percent when fuel prices averaged at around \$1.23 per litre.

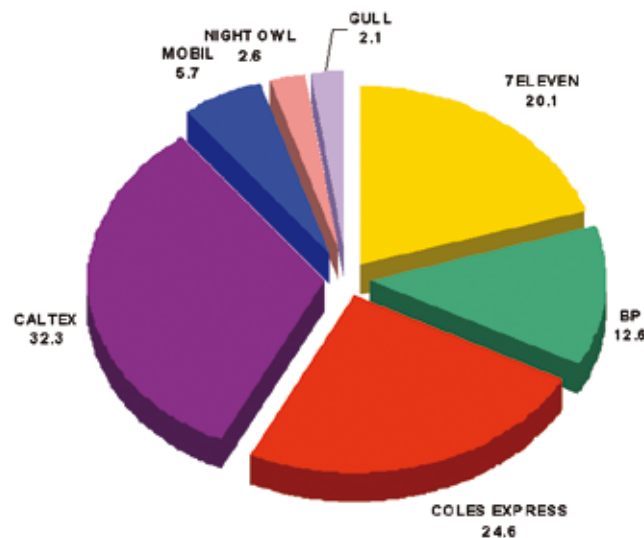
The convenience channel has also recorded declines in consumer patronage over the past year, with only around two in five (42%) consumers claiming to have visited a convenience outlet in the past seven days in 2007, compared to over half (53%) in 2006. Convenience store patronage on a four-weekly and occasional basis had also recorded declines.

The issues of fuel prices and interest rates are not likely to disappear any time soon, and convenience operators need to look at ways to stay relevant and continue to drive consumers to their stores.

* Convenience growth is measured by Nielsen's ScanTrack Convenience service which measures a fixed number of packaged merchandise/grocery categories. Sales for non-branded proprietary products e.g. fresh sandwiches, hot snacks and bakery are not included in this measure.



VALUE % SHARE OF TRADE - NATIONAL



Key Category Performance

The grocery category in the convenience channel enjoyed strong growth in the past year, up 12 percent. With consumers wanting convenience coupled with healthy options, this growth was primarily driven by cereal (up 25%), particularly products such as Sanitarium Up and Go 350ml which is capitalising on ease of use on the go as well as offering good nutritional benefits.

Carbonated beverages, the second biggest category

Now the fifth largest category in the convenience sector, milk has experienced significant growth in the past year – up 11 percent

in convenience, has also experienced steady growth in the past year, with an increase in sales of \$40 million (9%). This strong performance was again driven by products with a health and wellness focus such as water (up 9%) and energy drinks (up 23%), although more mature categories such as cola and flavoured carbonated beverages are also maintaining moderate growth (both up 4%).

Now the fifth largest category in the convenience sector, milk has experienced significant growth in the past year – up 11 percent. Flavoured milk, which accounts for

59 percent of the category's overall value, can be credited for much of this growth (up 13%) led by Dairy Farmers' Dare which had an annual growth of 55 percent. Private Label has also contributed significantly to the growth of the category, doubling its share of the category to nearly nine percent, with growth of 124%. In particular, Coles Express and Caltex Woolworths were the major contributors to this growth, capitalising on their relationships with their supermarket partners.

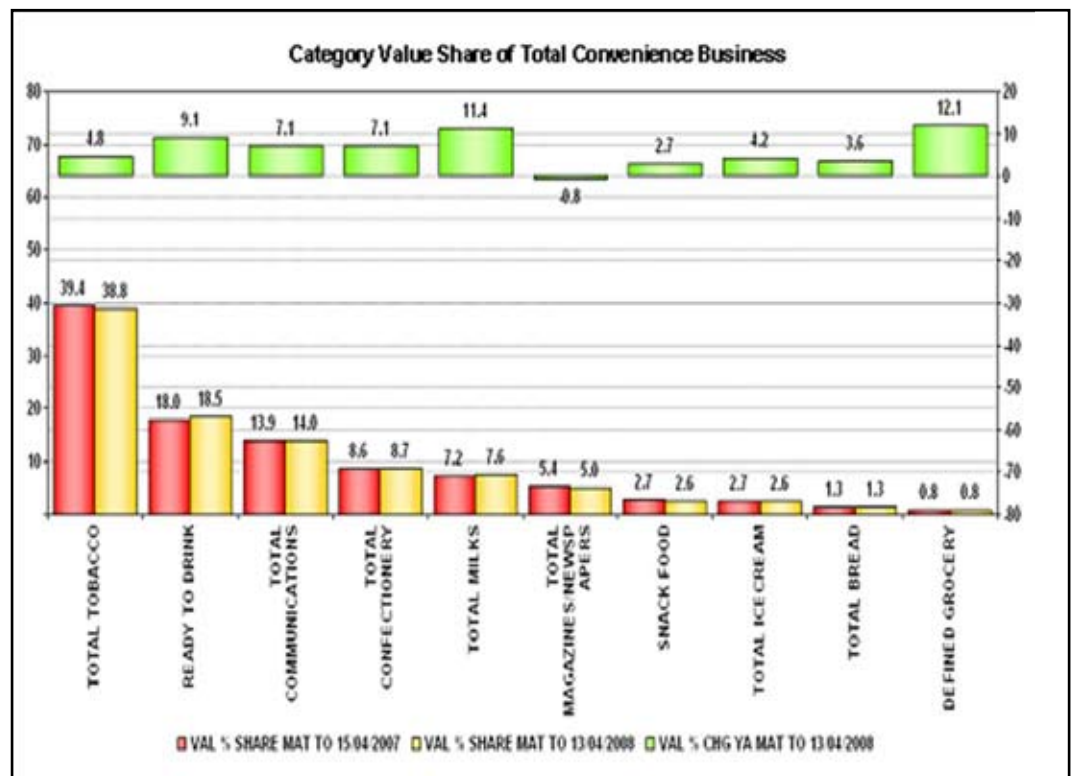
Cigarettes and tobacco maintain their dominance within the convenience channel, accounting for over one third of shop sales. Category growth was coming through the smaller pack formats such as 25s which were up nearly 10 percent, although larger pack sizes experienced a decline in sales – 40s were down nearly two percent and 50s dropped by around 17 percent.

Other declines came from



magazines and newspapers which were down nearly one percent, representing a loss of \$1.1 million to the industry. Newspapers mostly contributed to this loss, down \$661,000, closely followed by women's magazines, down

\$430,000. Men's magazines continued to buck the trend, however, with growth of nearly two percent, led by weekly magazine Zoo which recorded an annual increase in sales of 33 percent or \$1.4 million.



GROWING OR SLOWING

New product development continues to drive convenience channel growth

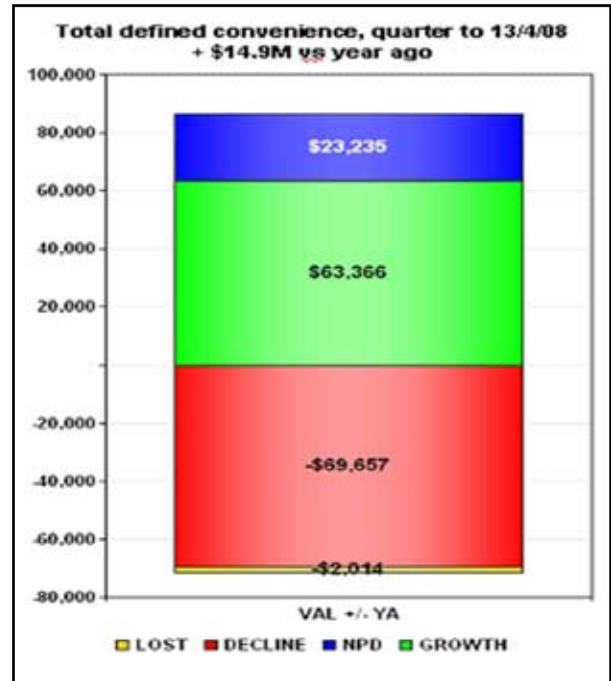
New product development remains a key driver of growth for the convenience channel, accounting for over a quarter (27%) of incremental sales in the latest quarter to April 2008. And although there were no particular stand-out performers, with over 100 products accounting for 80 percent of the value of sales of new products, there were a couple of notable products leading the charge:

- Capitalising on the 'me moment', Magnum launched Indulgent White Chocolate and Hazelnut 120ml, both of which made the list of top 10 product launches in the industry for the latest quarter.
- As the communications sector continues to expand (the industry is now valued at \$367 million, mobile ownership in Australia is at 92%, and communications is the third largest category in the convenience channel) Telstra's \$40 pre-paid card was the most successful new product launch for the quarter. And while Vodafone's \$29 pre-paid card enjoyed 15 percent growth, its launch may have cannibalised sales of the \$49 pre-paid card which experienced declining sales following the launch of the \$29 card.

Sales of energy drinks in recent years have enjoyed strong growth, and in the latest quarter the energy drinks category was the fastest growing category in the convenience channel, up 12 percent in the latest quarter and featuring heavily in the list of the 10 biggest contributors to growth in the convenience channel. The two biggest players, Red Bull and V Energy, continue to dominate the category, with a combined share of 97 percent.

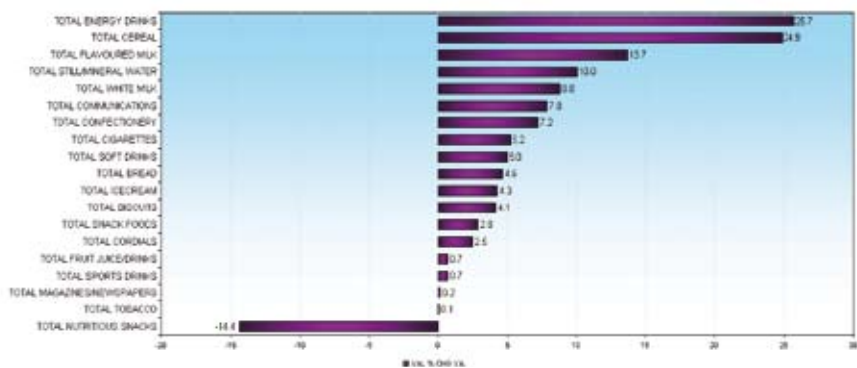
Looking ahead, Private Label remains a largely un-

tapped category for the convenience channel with just 1.3 percent share compared to the 20.8 percent it holds in the grocery sector. Up until now, commodity categories such as milk and bread, with shares of 10 percent and 25 percent respectively, have been the categories where Private Label has become most established – in particular, Private Label milk accounts for 4.3 percent of total convenience new product development, almost doubling its category share from 5.2 percent a year ago to 9.9 percent in the latest quarter. As perceptions of Private Label quality improve (source: Nielsen Private Label Report, Q307), Private Label products present an attractive proposition to consumers, particularly given their competitive market price point.



TOP 20 PRODUCTS

CONVENIENCE CATEGORIES VALUE % GROWTH VS YA



TOP 20 NEWITEMS BASED ON SALES VALUE (\$'000)



DRINKS & JUICES

TOTAL DRINKS TOP 50 VALUE % SHARE

RANKING AUSTRALIA

1	COCA-COLA (REG) 600 ML PET
2	V GUARANA BVIT 350ML BTL
3	RED BULL ENERGY DRINK 250ML CAN
4	MOUNT FRANKLN SPRNG WATR NATURL 600ML PT
5	COCA-COLA (REG) 1.25 L PET
6	RED BULL ENERGY DRINK 330ML
7	V GUARANA BVIT 250ML CAN
8	COCA-COLA (REG) 2 L PET
9	MOUNT FRANKLN SPRNG WATR NATURL 1.5 L PT
10	ICEBREAK ICED COFFE 750ML
11	ICEBREAK ICED COFFE 500ML
12	COCA-COLA (REG) 375 ML CAN
13	PUMP PURE WATER NATURAL 750ML
14	DIET COKE 600 ML PET
15	COCA-COLA ZERO 600ML
16	COCA-COLA (REG) 385ML
17	POWERADE ISOTONIC BERY IC SPRTS CP 600ML
18	COL RIDGE SPRING WATER NATURAL 600ML PET
19	COL RIDGE SPRING WATER NATURAL 1.5LT PET
20	FARMERS UNION ICED COFFE CTN 600ML
21	POWERAD ISOTONIC MOUNTN BLST SPRTS CP 600ML
22	MASTERS ICED COFFE CTN 600ML
23	POWERADE ISOTONIC GLD RSH SPRTS CP 600ML
24	PEPSI MAX PEPSI 600ML
25	PUMP PURE WATER NATURAL 1.25LT
26	V GUARANA BVIT 4X250ML
27	GATORADE (REG) LEMON LIME 600 ML PET
28	V BLACK BLACK 350ML
29	V BERRY ENERGY DRINK 350ML
30	GATORADE (REG) ORANGE ICE 600 ML PET
31	POWERADE ISOTONIC LEMN LIM SPRTS CP 600ML
32	HOUSEBRANDS STILL WATER
33	DIET COKE 1.25 L PET
34	COCA-COLA ZERO 1.25LT
35	RED BULL ENERGY DRINK 355ML
36	DARE COF EXPRSO PVC 500ML
37	RED BUL SUGARFR ENRGY DRNK SUGR FR 250ML
38	RED BULL ENERGY DRINK 4X250ML
39	MASTERS MOCHA 600ML
40	V SUGARFREE GUARANA BVIT SUGAR FRE 350ML
41	COCA-COLA (REG) 390ML PET
42	BROWNES CHILL COFF CHILL 600ML
43	SPRITE (REG) 1.25 L PET
44	DAILY JUICE OR P'FREE P'TOP 500M
45	SPRITE (REG) 600 ML PET
46	VANILLA COKE 600ML
47	DARE DBL ESPRES 500ML
48	OAK CLASSIC CHOCOLATE 600ML
49	LIPTON ICE TEA PEACH TEA 500ML
50	GATORADE (REG) BLUE BOLT 600 ML PET

RANKING NEW SOUTH WALES

1	COCA-COLA (REG) 600 ML PET
2	V GUARANA BVIT 350ML BTL
3	MOUNT FRANKLN SPRNG WATR NATURL 600ML PT
4	RED BULL ENERGY DRINK 250ML CAN
5	COCA-COLA (REG) 1.25 L PET
6	RED BULL ENERGY DRINK 330ML
7	V GUARANA BVIT 250ML CAN
8	COCA-COLA (REG) 2 L PET
9	MOUNT FRANKLN SPRNG WATR NATURL 1.5 L PT
10	DIET COKE 600 ML PET
11	COCA-COLA (REG) 375 ML CAN
12	COCA-COLA ZERO 600ML
13	PUMP PURE WATER NATURAL 750ML
14	COCA-COLA (REG) 385ML
15	COL RIDGE SPRING WATER NATURAL 600ML PET
16	DARE COF EXPRSO PVC 500ML
17	POWERADE ISOTONIC BERY IC SPRTS CP 600ML
18	OAK CLASSIC CHOCOLATE 600ML
19	POWERD ISOTONIC MOUNTN BLST SPRTS CP 600ML
20	COL RIDGE SPRING WATER NATURAL 1.5LT PET
21	DARE COF EXPRSO 750ML
22	POWERADE ISOTONIC GLD RSH SPRTS CP 600ML
23	DARE DBL ESPRES 500ML
24	PEPSI MAX PEPSI 600ML
25	V GUARANA BVIT 4X250ML
26	V BERRY ENERGY DRINK 350ML
27	JUST NATURAL MLT/HOV/CH 500ML
28	GATORADE (REG) LEMON LIME 600 ML PET
29	V BLACK BLACK 350ML
30	PUMP PURE WATER NATURAL 1.25LT
31	V SUGARFREE GUARANA BVIT SUGAR FRE 350ML
32	GATORADE (REG) ORANGE ICE 600 ML PET
33	DIET COKE 1.25 L PET
34	COCA-COLA (REG) 390ML PET
35	COCA-COLA ZERO 1.25LT
36	POWERADE ISOTONIC LEMN LIM SPRTS CP 600ML
37	JUST NATURAL MLT/HOV/CH 500ML
38	RED BUL SUGARFR ENRGY DRNK SUGR FR 250ML
39	RED BULL ENERGY DRINK 4X250ML
40	SPRITE (REG) 600 ML PET
41	OAK CLASSIC ICED COFFE CTN 600ML
42	DARE CAPPUCCINO PVC 500ML
43	SPRITE (REG) 1.25 L PET
44	VANILLA COKE 600ML
45	HOUSEBRANDS STILL WATER
46	RED BULL ENERGY DRINK 355ML
47	DAILY JUICE OR P'FREE P'TOP 500M
48	LIPTON ICE TEA PEACH TEA 500ML
49	GATORADE (REG) BLUE BOLT 600 ML PET
50	MOOVE CHOC PVC 300ML

RANKING WESTERN AUSTRALIA

1	MASTERS ICED COFFE CTN 600ML
2	RED BULL ENERGY DRINK 250ML CAN
3	COCA-COLA (REG) 600 ML PET
4	MASTERS MOCHA 600ML
5	COCA-COLA (REG) 1.25 L PET
6	MOUNT FRANKLN SPRNG WATR NATURL 600ML PT
7	BROWNES CHILL COFF CHILL 600ML
8	RED BULL ENERGY DRINK 330ML
9	COCA-COLA (REG) 2 L PET
10	V GUARANA BVIT 350ML BTL
11	MOUNT FRANKLN SPRNG WATR NATURL 1.5 L PT
12	COL RIDGE SPRING WATER NATURAL 1.5LT PET
13	V GUARANA BVIT 250ML CAN
14	PUMP PURE WATER NATURAL 750ML
15	MASTERS CHOCOLATE CTN 600ML
16	COCA-COLA (REG) 375 ML CAN
17	MASTERS ICD COF LT 600ML
18	COL RIDGE SPRING WATER NATURAL 600ML PET
19	POWERADE ISOTONIC BERY IC SPRTS CP 600ML
20	DIET COKE 600 ML PET
21	POWERD ISOTONIC MOUNTN BLST SPRTS CP 600ML
22	MASTERS DBL COFFE 600ML
23	COCA-COLA ZERO 600ML
24	PUMP PURE WATER NATURAL 1.25LT
25	COCA-COLA (REG) 385ML
26	POWERADE ISOTONIC GLD RSH SPRTS CP 600ML
27	BROWNES CHILL MCHA CHILL CTN 750ML
28	BROWNES CHILL ICED COFFE CTN 600ML
29	MASTERS PREMIUM BLEND ESP ICED 600ML
30	BROWNES CHILL CHOC CHILL 600ML
31	POWERADE ISOTONIC LEMN LIM SPRTS CP 600ML
32	BROWNES CHILL COFF LGHT 600ML
33	RED BULL ENERGY DRINK 355ML
34	RED BULL ENERGY DRINK 4X250ML
35	RED BUL SUGARFR ENRGY DRNK SUGR FR 250ML
36	GATORADE (REG) LEMON LIME 600 ML PET
37	PEPSI MAX PEPSI 600ML
38	GATORADE (REG) ORANGE ICE 600 ML PET
39	SPRITE (REG) 1.25 L PET
40	V BLACK BLACK 350ML
41	V BERRY ENERGY DRINK 350ML
42	GATORADE FIERCE GRAPE 600ML
43	DIET COKE 1.25 L PET
44	V GUARANA BVIT 4X250ML
45	SPRITE (REG) 600 ML PET
46	COCA-COLA ZERO 1.25LT
47	MASTERS SPEARMINT CTN 600ML
48	GATORADE (REG) BLUE BOLT 600 ML PET
49	MASTERS STRAWBERRY CTN 600ML
50	MASTERS MOCHA LT 600ML CTN

RANKING VICTORIA

1	COCA-COLA (REG) 600 ML PET
2	V GUARANA BVIT 350ML BTL
3	RED BULL ENERGY DRINK 250ML CAN
4	MOUNT FRANKLN SPRNG WATR NATURL 600ML PT
5	V GUARANA BVIT 250ML CAN
6	RED BULL ENERGY DRINK 330ML
7	COCA-COLA (REG) 1.25 L PET
8	ICEBREAK ICED COFFE 500ML
9	PUMP PURE WATER NATURAL 750ML
10	COCA-COLA (REG) 375 ML CAN
11	ICEBREAK ICED COFFE 750ML
12	MOUNT FRANKLN SPRNG WATR NATURL 1.5 L PT
13	BIG M CHOCOLATE CTN 600ML
14	DIET COKE 600 ML PET
15	COCA-COLA ZERO 600ML
16	COCA-COLA (REG) 2 L PET
17	COCA-COLA (REG) 385ML
18	POWERADE ISOTONIC BERY IC SPRTS CP 600ML
19	BIG M COFFEE CTN 600ML
20	HOUSEBRANDS STILL WATER
21	POWERADE ISOTONIC GLD RSH SPRTS CP 600ML
22	POWERD ISOTONIC MOUNTN BLST SPRTS CP 600ML
23	COL RIDGE SPRING WATER NATURAL 600ML PET
24	PEPSI MAX PEPSI 600ML
25	GATORADE (REG) ORANGE ICE 600 ML PET
26	GATORADE (REG) LEMON LIME 600 ML PET
27	V GUARANA BVIT 4X250ML
28	COL RIDGE SPRING WATER NATURAL 1.5LT PET
29	RED BUL SUGARFR ENRGY DRNK SUGR FR 250ML
30	V BERRY ENERGY DRINK 350ML
31	V BLACK BLACK 350ML
32	FARMERS UNION ICED COFFE CTN 600ML
33	COCA-COLA (REG) 390ML PET
34	V SUGARFREE GUARANA BVIT SUGAR FRE 350ML
35	POWERADE ISOTONIC LEMN LIM SPRTS CP 600ML
36	COCA-COLA ZERO 1.25LT
37	DIET COKE 1.25 L PET
38	PUMP PURE WATER NATURAL 1.25LT
39	BIG M STRAWBERRY CTN 600ML
40	GATORADE (REG) TROPICAL FRUIT 600 ML PET
41	VANILLA COKE 600ML
42	RED BULL ENERGY DRINK 355ML
43	V SUGARFREE GUARANA BVIT SUGAR FRE 250ML
44	RED BULL ENERGY DRINK 4X250ML
45	V BERRY ENERGY DRINK 250ML
46	LIPTON ICE TEA PEACH TEA 500ML
47	COCA-COLA (REG) 300 ML CAN
48	BIG M CHOCOLATE 500ML
49	DAILY JUICE OR P'FREE P'TOP 500M
50	DIET COKE 375 ML CAN

RANKING QUEENSLAND

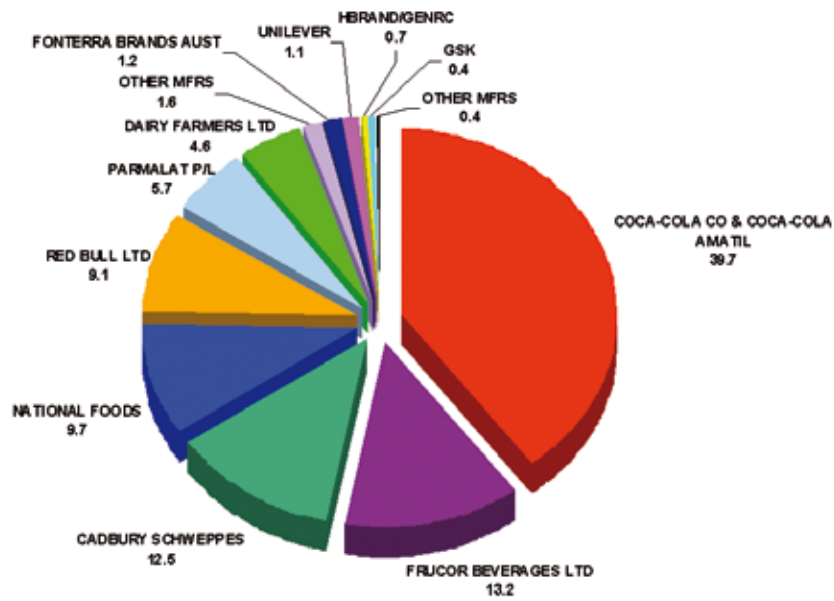
1	ICEBREAK ICED COFFE 750ML
2	COCA-COLA (REG) 600 ML PET
3	ICEBREAK ICED COFFE 500ML
4	V GUARANA BVIT 350ML BTL
5	COCA-COLA (REG) 1.25 L PET
6	RED BULL ENERGY DRINK 250ML CAN
7	MOUNT FRANKLN SPRNG WATR NATURL 600ML PT
8	COCA-COLA (REG) 2 L PET
9	V GUARANA BVIT 250ML CAN
10	RED BULL ENERGY DRINK 330ML
11	MOUNT FRANKLN SPRNG WATR NATURL 1.5 L PT
12	COCA-COLA (REG) 375 ML CAN
13	PUMP PURE WATER NATURAL 750ML
14	DIET COKE 600 ML PET
15	COCA-COLA ZERO 600ML
16	COCA-COLA (REG) 385ML
17	COL RIDGE SPRING WATER NATURAL 1.5LT PET
18	POWERADE ISOTONIC BERY IC SPRTS CP 600ML
19	COL RIDGE SPRING WATER NATURAL 600ML PET
20	POWERD ISOTONIC MOUNTN BLST SPRTS CP 600ML
21	BREAKA ICED COFFE CTN 600ML
22	POWERADE ISOTONIC GLD RSH SPRTS CP 600ML
23	BREAKA CHOCOLATE CTN 600ML
24	HOUSEBRANDS STILL WATER
25	PEPSI MAX PEPSI 600ML
26	V BLACK BLACK 350ML
27	PUMP PURE WATER NATURAL 1.25LT
28	V GUARANA BVIT 4X250ML
29	V BERRY ENERGY DRINK 350ML
30	JACARANDA COFFEE CTN 600ML
31	GATORADE (REG) LEMON LIME 600 ML PET
32	GATORADE (REG) ORANGE ICE 600 ML PET
33	COCA-COLA ZERO 1.25LT
34	RED BULL ENERGY DRINK 355ML
35	DIET COKE 1.25 L PET
36	DARE DBL ESPRES 500ML
37	POWERADE ISOTONIC LEMN LIM SPRTS CP 600ML
38	ICEBREAK ICED COFFE 1.25 LT
39	DAILY JUICE OR P'FREE P'TOP 500M
40	PEPSI MAX SUGAR FREE 1.25 L PET
41	V SUGARFREE GUARANA BVIT SUGAR FRE 350ML
42	DARE COF EXPRSO PVC 500ML
43	SPRITE (REG) 1.25 L PET
44	VANILLA COKE 600ML
45	BREAKA CHOCOLATE PVC 500ML
46	SCHWEPPES (REG) LEMONADE 1.25 L PET
47	RED BUL SUGARFR ENRGY DRNK SUGR FR 250ML
48	LIPTON ICE TEA PEACH TEA 500ML
49	RED BULL ENERGY DRINK 4X250ML
50	OAK CLASSIC CHOCOLATE 600ML

RANKING SOUTH AUSTRALIA

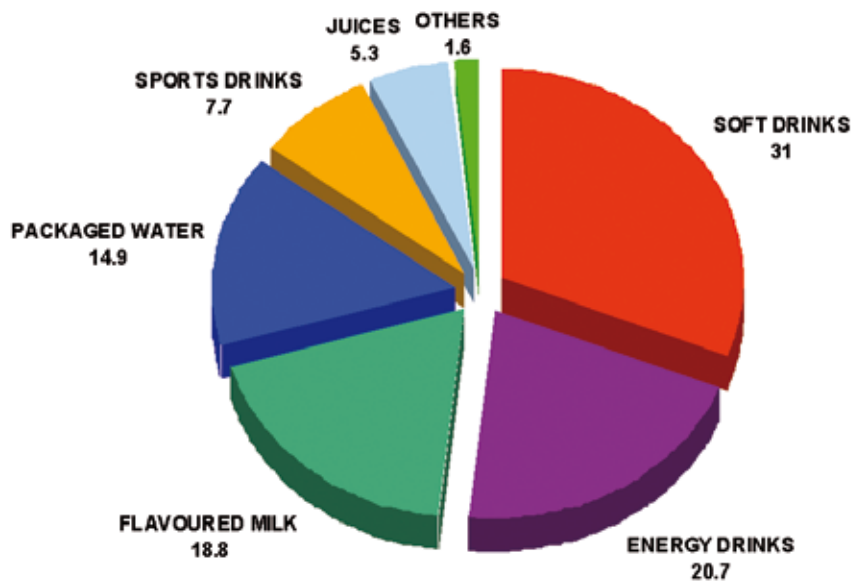
1	FARMERS UNION ICED COFFE CTN 600ML
2	COCA-COLA (REG) 600 ML PET
3	RED BULL ENERGY DRINK 250ML CAN
4	COCA-COLA (REG) 1.25 L PET
5	FARMERS UNION FEEL GOOD COFFEE 600ML
6	FARMERS UNION STRNG COFF 600ML
7	MOUNT FRANKLN SPRNG WATR NATURL 600ML PT
8	COCA-COLA (REG) 2 L PET
9	CLASSIC CHOCOLATE 600ML
10	MOUNT FRANKLN SPRNG WATR NATURL 1.5 L PT
11	V GUARANA BVIT 350ML BTL
12	CLASSIC COFFEE 600ML CTN
13	COCA-COLA (REG) 375 ML CAN
14	RED BULL ENERGY DRINK 330ML
15	PUMP PURE WATER NATURAL 750ML
16	V GUARANA BVIT 250ML CAN
17	COL RIDGE SPRING WATER NATURAL 1.5LT PET
18	PURA CLASSIC MOCHA 600ML
19	FARMERS UNION STNG LIGHT 600ML
20	COCA-COLA ZERO 600ML
21	DIET COKE 600 ML PET
22	POWERADE ISOTONIC BERY IC SPRTS CP 600ML
23	COL RIDGE SPRING WATER NATURAL 600ML PET
24	POWERD ISOTONIC MOUNTN BLST SPRTS CP 600ML
25	FARMERS UNION ICED COFFE CTN 375ML
26	POWERADE ISOTONIC GLD RSH SPRTS CP 600ML
27	FARMERS UNION FEEL GOOD COFFEE CTN 375ML
28	COCA-COLA (REG) 385ML
29	PUMP PURE WATER NATURAL 1.25LT
30	PAULS ICED COFFE CTN 600ML
31	PEPSI MAX PEPSI 600ML
32	RED BULL ENERGY DRINK 4X250ML
33	V GUARANA BVIT 4X250ML
34	FARMERS UNION ICED COFFE PVC 2LT
35	CLASSIC STRAWBERRY CTN 600ML
36	COCA-COLA ZERO 1.25LT
37	SPRITE (REG) 1.25 L PET
38	DIET COKE 1.25 L PET
39	POWERADE ISOTONIC LEMN LIM SPRTS CP 600ML
40	RED BULL ENERGY DRINK 355ML
41	SPRITE (REG) 600 ML PET
42	GATORADE (REG) LEMON LIME 600 ML PET
43	COCA-COLA (REG) 390ML PET
44	GATORADE (REG) ORANGE ICE 600 ML PET
45	DAILY JUICE OR P'FREE P'TOP 500M
46	CLASSIC CHOCOLATE 375ML
47	V BERRY ENERGY DRINK 350ML
48	DAILY JUICE ORANGE 500ML
49	CLASSIC BANANA CTN 600ML
50	PURA CLASSIC CHOC MINT 600ML

DRINKS & JUICES CARBONATED

TOTAL DRINKS MANUFACTURER VALUE % SHARE



TOTAL DRINKS SEGMENT VALUE % SHARE



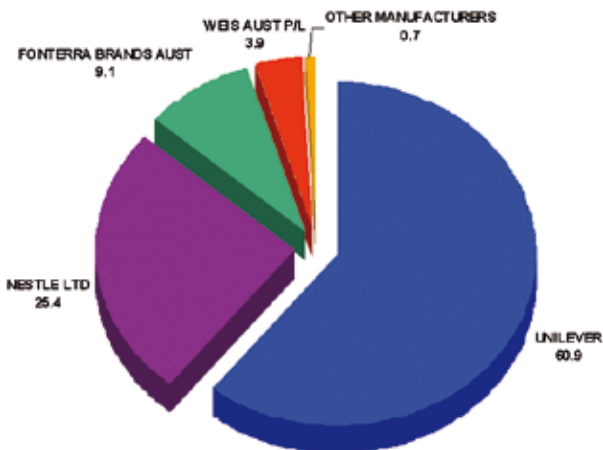
ICE CREAM

ICE CREAM TOP 20 ITEMS BASED ON VALUE % SHARE

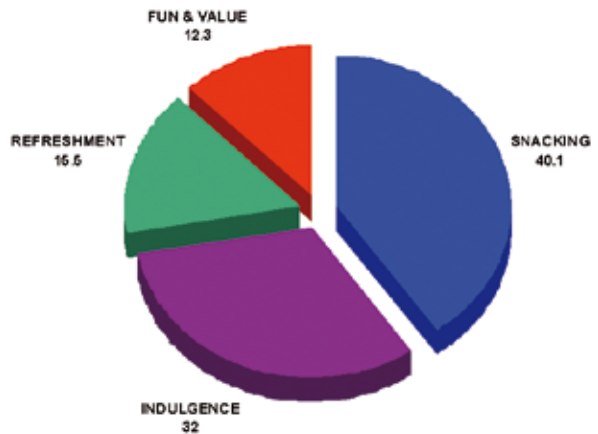
AUSTRALIA		NEW SOUTH WALES		WESTERN AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	STREETS GOLDEN GAYTIME GAYTIME 1PK 100ML	1	STREETS GOLDEN GAYTIME GAYTIME 1PK 100ML	1	PETERS WA GINT SANDWCH GT SWCH 1PK 100ML
2	STREETS MAGNUM CLSSC 1PK 122ML	2	STREETS MAGNUM CLSSC 1PK 122ML	2	STREETS MAGNUM EGO CARAMEL 1PK 125ML
3	STREETS MAGNUM ALMND 1PK 120ML	3	STREETS MAGNUM ALMND 1PK 120ML	3	STREETS MAGNUM CLSSC 1PK 122ML
4	STREETS MAGNUM EGO CARAMEL 1PK 125ML	4	STREETS MAGNUM EGO CARAMEL 1PK 125ML	4	STREETS MAGNUM ALMND 1PK 120ML
5	PETERS MAXIBON VN 1PK 100ML	5	PETERS MAXIBON VN 1PK 100ML	5	TIP TOP MEMPHIS MELTDOWN BIG BIKIE 105ML
6	STREETS MAGNUM PEPP ENVY 1PK 120ML	6	STREETS CORNETTO VANL SNDAE 1PK 122ML	6	CADBURY MEMPHIS MELTDOWN M/D BG NT 123ML
7	STREETS CORNETTO VANL SNDAE 1PK 122ML	7	STREETS MAGNUM PEPP ENVY 1PK 120ML	7	STREETS MAGNUM PEPP ENVY 1PK 120ML
8	STREETS MAGNUM WHT CHOC 120ML	8	STREETS PADDLE POP CHC 1PK 82ML	8	PETERS WA CHOC WEDGE VANILLA 1PK 100ML
9	NESTLE DRUMSTICK VN 1PK 120ML	9	STREETS MAGNUM WHT CHOC 120ML	9	STREETS GOLDEN GAYTIME GAYTIME 1PK 100ML
10	STREETS PADDLE POP CHC 1PK 82ML	10	NESTLE DRUMSTICK VN 1PK 120ML	10	STREETS CORNETTO VANL SNDAE 1PK 122ML
11	NESTLE DRUMSTICK SUPER CHOC 1PK 120ML	11	NESTLE DRUMSTICK SUPER CHOC 1PK 120ML	11	STREETS MAGNUM WHT CHOC 120ML
12	STREETS MAGNUM CHC HZLNT 120ML	12	STREETS MAGNUM CHC HZLNT 120ML	12	PETERS WA HAZELNUT RL HZLNT RL 1PK 100ML
13	STREETS CORNETTO CHOC TWST 1PK 122ML	13	STREETS CORNETTO CHOC TWST 1PK 122ML	13	TIP TOP TRUMPET VN 1PK 120ML
14	STREETS CORNETTO TIM TAM 1PK 122ML	14	STREETS CALIPPO SPLICE PIN LIM 1PK 82ML	14	CADBURY CRUNCHIE CRNCHI 1PK 70ML
15	STREETS PADDLE POP RNBOW 1PK 82ML	15	STREETS CORNETTO TIM TAM 1PK 122ML	15	CADBURY FLAKE FLAKE 1PK 120ML
16	STREETS CALIPPO SPLICE PIN LIM 1PK 82ML	16	PETERS MAXIBON COOKIE 150ML	16	CADBURY PICNIC PICNIC 1PK 100ML
17	WEIS BARS MNGO ICE 1PK 70ML	17	WEIS BARS MNGO ICE 1PK 70ML	17	STREETS CORNETTO CHOC TWST 1PK 122ML
18	PETERS MAXIBON COOKIE 150ML	18	STREETS PADDLE POP RNBOW 1PK 82ML	18	STREETS MAGNUM CHC HZLNT 120ML
19	STREETS BUBBLE O BIL BUB O BIL 1PK 100ML	19	STREETS BUBBLE O BIL BUB O BIL 1PK 100ML	19	CADBRY MPMHS MLTDWN MPHs MLTDN 1PK 100ML
20	NESTLE MILO SCP SHAKE 1PK 240ML	20	NESTLE MILO SCP SHAKE 1PK 240ML	20	STREETS BUBBLE O BIL BUB O BIL 1PK 100ML

VICTORIA		QUEENSLAND		SOUTH AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	STREETS MAGNUM CLSSC 1PK 122ML	1	STREETS GOLDEN GAYTIME GAYTIME 1PK 100ML	1	STREETS MAGNUM ALMND 1PK 120ML
2	STREETS GOLDEN GAYTIME GAYTIME 1PK 100ML	2	STREETS MAGNUM EGO CARAMEL 1PK 125ML	2	STREETS GOLDEN GAYTIME GAYTIME 1PK 100ML
3	STREETS MAGNUM ALMND 1PK 120ML	3	STREETS MAGNUM ALMND 1PK 120ML	3	STREETS MAGNUM CLSSC 1PK 122ML
4	STREETS MAGNUM EGO CARAMEL 1PK 125ML	4	STREETS MAGNUM CLSSC 1PK 122ML	4	STREETS MAGNUM EGO CARAMEL 1PK 125ML
5	PETERS MAXIBON VN 1PK 100ML	5	PETERS MAXIBON VN 1PK 100ML	5	STREETS MAGNUM PEPP ENVY 1PK 120ML
6	STREETS MAGNUM PEPP ENVY 1PK 120ML	6	NESTLE DRUMSTICK VN 1PK 120ML	6	PETERS MAXIBON VN 1PK 100ML
7	NESTLE DRUMSTICK VN 1PK 120ML	7	STREETS MAGNUM PEPP ENVY 1PK 120ML	7	STREETS CORNETTO VANL SNDAE 1PK 122ML
8	NESTLE DRUMSTICK SUPER CHOC 1PK 120ML	8	NESTLE DRUMSTICK SUPER CHOC 1PK 120ML	8	NESTLE DRUMSTICK VN 1PK 120ML
9	STREETS MAGNUM WHT CHOC 120ML	9	STREETS CORNETTO VANL SNDAE 1PK 122ML	9	STREETS MAGNUM WHT CHOC 120ML
10	STREETS CORNETTO VANL SNDAE 1PK 122ML	10	STREETS MAGNUM WHT CHOC 120ML	10	NESTLE DRUMSTICK SUPER CHOC 1PK 120ML
11	STREETS MAGNUM CHC HZLNT 120ML	11	WEIS BARS MNGO ICE 1PK 70ML	11	STREETS MAGNUM CHC HZLNT 120ML
12	PETERS MAXIBON COOKIE 150ML	12	STREETS PADDLE POP CHC 1PK 82ML	12	STREETS CORNETTO CHOC TWST 1PK 122ML
13	STREETS PADDLE POP CHC 1PK 82ML	13	STREETS MAGNUM CHC HZLNT 120ML	13	STREETS CALIPPO SPLICE PIN LIM 1PK 82ML
14	STREETS CORNETTO TIM TAM 1PK 122ML	14	STREETS CORNETTO TIM TAM 1PK 122ML	14	STREETS PADDLE POP RNBOW 1PK 82ML
15	STREETS CALIPPO SPLICE PIN LIM 1PK 82ML	15	WEIS BARS MAC MG 1PK 70ML	15	STREETS CORNETTO TIM TAM 1PK 122ML
16	PETERS FROSTY FRUITS TROP 1PK 75ML	16	STREETS CORNETTO CHOC TWST 1PK 122ML	16	STREETS BUBBLE O BIL BUB O BIL 1PK 100ML
17	STREETS PADDLE POP RNBOW 1PK 82ML	17	PETERS MAXIBON COOKIE 150ML	17	STREETS PADDLE POP CHC 1PK 82ML
18	NESTLE MILO SCP SHAKE 1PK 240ML	18	STREETS PADDLE POP RNBOW 1PK 82ML	18	STREETS CORNETTO MINT SLC 1PK 122ML
19	STREETS CORNETTO CHOC TWST 1PK 122ML	19	NESTLE MILO SCP SHAKE 1PK 240ML	19	NESTLE MILO SCP SHAKE 1PK 240ML
20	PETERS KIT KAT KAT KAT 119ML	20	STREETS BUBBLE O BIL BUB O BIL 1PK 100ML	20	STREETS PADDLE POP BAN 1PK 82ML

ICE CREAM MANUFACTURER VALUE % SHARE



ICE CREAM SEGMENT VALUE % SHARE



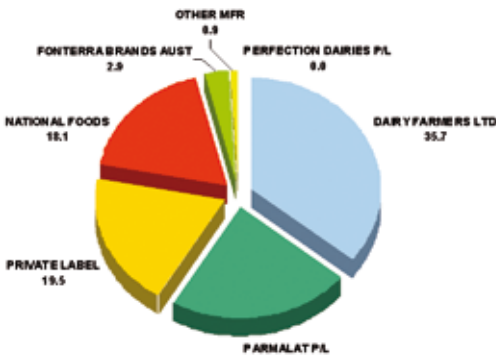
MILK

WHITE MILK TOP 20 ITEMS BASED ON VALUE % SHARE

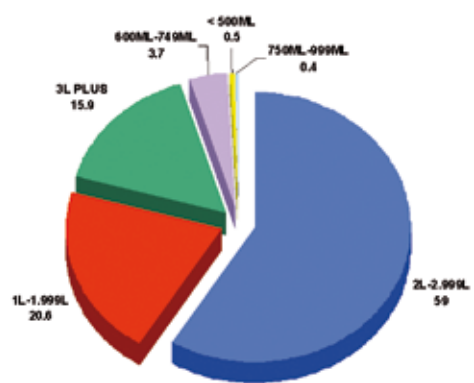
AUSTRALIA		NEW SOUTH WALES		WESTERN AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	DAIRY FARMERS F/CRM PVC 2LT	1	DAIRY FARMERS F/CRM PVC 2LT	1	MASTERS MILK PVC 2LT
2	YOU'LL LOVE COLES FULL CRM 2LT	2	DAIRY FARMERS F/CRM PVC 3LT	2	BROWNES MILK PVC 2LT
3	DAIRY FARMERS F/CRM PVC 3LT	3	DAIRY FARMERS LT WHITE 2LT PVC	3	PURA HILO 2LT
4	YOU'LL LOVE COLES LITE 2LT	4	YOU'LL LOVE COLES FULL CRM 2LT	4	BROWNES HILO 2LT
5	PURA MILK PVC 2LT	5	DAIRY FARMERS F/CRM F/CRM PET 1LT	5	YOU'LL LOVE COLES FULL CRM 2LT
6	DAIRY FARMERS LT WHITE 2LT PVC	6	YOU'LL LOVE COLES LITE 2LT	6	PURA MILK 3LT PVC
7	PAULS MILK PVC 2LT	7	DAIRY FARMERS LT WHITE PET 1LT	7	BROWNES MILK CTN 1LT
8	DAIRY FARMERS F/CRM F/CRM PET 1LT	8	DAIRY FARMERS F/CRM MILK CTN 600ML	8	PURA MILK 11LT
9	PURA MILK 3LT PVC	9	DAIRY FARMERS SHAPE NO FAT 2LT PVC	9	YOU'LL LOVE COLES HILO RFAT 2LT
10	REV REDCD FAT PVC 2LT	10	DAIRY FARMERS SHAPE 0.1%FAT 1LT	10	PURA LGHT START START PVC 2LT
11	PURA LGHT START START PVC 2LT	11	DAIRY FARMERS SKIM MILK PET 1LT	11	BROWNES HILO CTN 1LT
12	DAIRY FARMERS LT WHITE PET 1LT	12	YOU'LL LOVE COLES BNS 2@5 2X2LT	12	PURA FCM CTN 1LT
13	PAULS MILK TRIM PVC 2LT	13	PURA MILK PVC 2LT	13	WOOLWORTHS F/CRM PVC 2LT
14	PAULS F/CRM MILK 3LT	14	PURA MILK 3LT PVC	14	BROWNES MILK PVC 3LT
15	PURA FCM CTN 1LT	15	DAIRY FARMERS SKIM MILK PVC 2LT	15	PURA MILK CTN 600ML
16	MASTERS MILK PVC 2LT	16	WOOLWORTHS F/CRM PVC 2LT	16	PURA HILO 11LT
17	WOOLWORTHS F/CRM PVC 2LT	17	DAIRY FARMERS LT WHITE 3LT PVC	17	PURA HILO PVC 3LT
18	DAIRY FARMERS F/CRM MILK CTN 600ML	18	CANBERRA F/CRM MILK 2LT PVC	18	PURA HILO CTN 1LT
19	PAULS SMARTER WHITE MILK 2LT	19	DAIRY FARMERS F/CRM MILK CTN 300ML	19	BROWNES MILK CTN 600ML
20	7-ELEVEN MILK 2LT	20	DAISY FRESH MILK PVC PVC 2LT	20	PURA LGHT START STRT 1.1LT

VICTORIA		QUEENSLAND		SOUTH AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	PURA MILK PVC 2LT	1	PAULS MILK PVC 2LT	1	PURA MILK PVC 2LT
2	REV REDCD FAT PVC 2LT	2	PAULS MILK TRIM PVC 2LT	2	YOU'LL LOVE COLES FULL CRM 2LT
3	YOU'LL LOVE COLES FULL CRM 2LT	3	DAIRY FARMERS F/CRM PVC 2LT	3	PURA LGHT START START PVC 2LT
4	YOU'LL LOVE COLES LITE 2LT	4	YOU'LL LOVE COLES FULL CRM 2LT	4	YOU'LL LOVE COLES LITE 2LT
5	PURA LGHT START START PVC 2LT	5	PAULS F/CRM MILK 3LT	5	PURA MILK 3LT PVC
6	REV REDCD FAT 1LT PVC	6	DAIRY FARMERS F/CRM PVC 3LT	6	PURA FCM CTN 1LT
7	PURA FCM CTN 1LT	7	PAULS F/CRM MILK 1LT	7	DAIRY FARMERS F/CRM PVC 2LT
8	PAULS MILK PVC 2LT	8	PAULS SMARTER WHITE MILK 2LT	8	PURA SKIMMER PVC 2LT
9	7-ELEVEN MILK 2LT	9	YOU'LL LOVE COLES LITE 2LT	9	PURA LGHT START START CTN 1LT
10	PURA MILK 3LT PVC	10	DAIRY FARMERS F/CRM F/CRM PET 1LT	10	DAIRY FARMERS F/CRM MILK CTN 1LT
11	PAULS SKINNY 1LT	11	DAIRY FARMERS LT WHITE 2LT PVC	11	PURA SKIMMER CTN 1LT
12	PAULS PHYSICAL H/CALC L/F 2LT	12	PAULS MILK TRIM PVC 1LT	12	PURA MILK CTN 1LT
13	PURA LGHT START START CTN 1LT	13	WOOLWORTHS F/CRM PVC 2LT	13	DAIRY FARMERS F/CRM PVC 3LT
14	PAULS SMARTER WHITE MILK 2LT	14	7-ELEVEN MILK 2LT	14	DAIRY FARMERS LITE WHITE LTE WHITE 1LT
15	PAULS SKINNY 2LT	15	PAULS PHYSICAL SKIM 2LT	15	DAIRY FARMERS LT WHITE 2LT PVC
16	DAIRY FARMERS F/CRM PVC 2LT	16	PAULS SMARTER WHITE MILK 1LT	16	WOOLWORTHS F/CRM PVC 2LT
17	PURA MILK CTN 600ML	17	BEST BUY F/CREAM 2LT	17	TAKE CARE WHITE L/F PVC 2LT
18	YOU'LL LOVE COLES BNS 2@5 2X2LT	18	PAULS MILK CTN 600ML	18	YOU'LL LOVE COLES BNS 2@5.20 2X2LT
19	PAULS PHYSICAL H/CALC L/F 1LT	19	PAULS TRIM BTTLE 3LT PVC	19	PURA MILK CTN 600ML
20	PAULS SMARTER WHITE MILK 1LT	20	PAULS PHYSICAL SKIM 1LT	20	PAULS MILK PVC 2LT

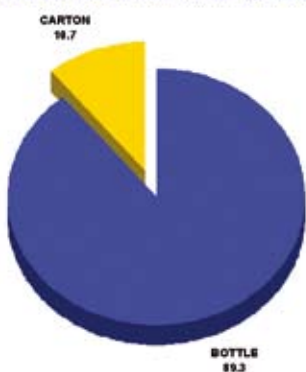
WHITE MILK MANUFACTURER VALUE % SHARE



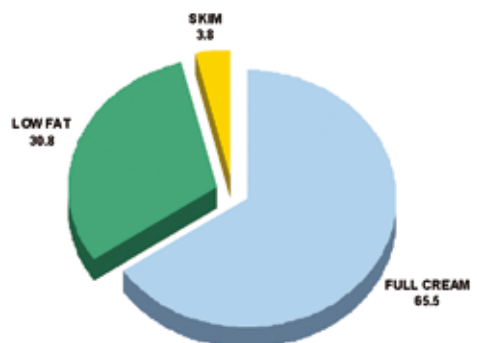
WHITE MILK PACK SIZE VALUE % SHARE



WHITE MILK PACK TYPE VALUE % SHARE



WHITE MILK SEGMENT VALUE % SHARE



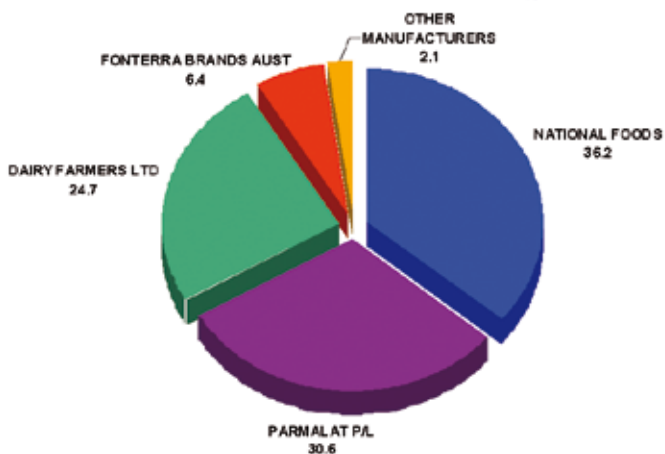
FLAVOURED MILK

FLAVOURED MILK TOP 20 ITEMS BASED ON VALUE % SHARE

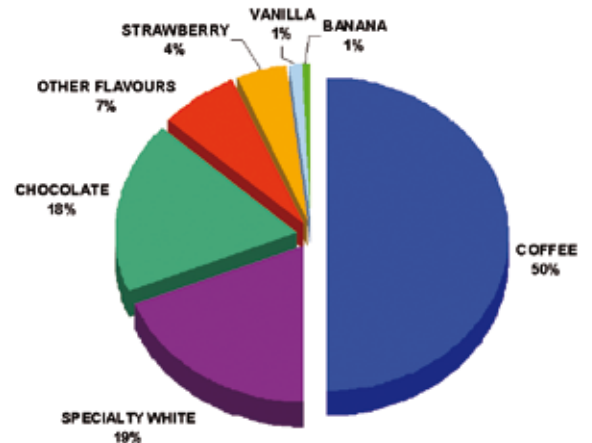
AUSTRALIA		NEW SOUTH WALES		WESTERN AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	ICEBREAK ICED COFFE 750ML	1	DARE COF EXPRSO PVC 500ML	1	MASTERS ICED COFFE CTN 600ML
2	ICEBREAK ICED COFFE 500ML	2	OAK CHOCOLATE 600ML	2	MASTERS MOCHA 600ML
3	FARMERS UNION ICED COFFE CTN 600ML	3	DARE COF EXPRSO 750ML	3	BROWNES CHILL COFF CHILL 600ML
4	MASTERS ICED COFFE CTN 600ML	4	DARE DBL ESPRES 500ML	4	MASTERS CHOCOLATE CTN 600ML
5	DARE COF EXPRSO PVC 500ML	5	JUST NATURAL MLT/HON/CH 500ML	5	MASTERS ICD COF LT 600ML
6	MASTERS MOCHA 600ML	6	JUST NATURAL MLT/HNY/CH 500ML	6	MASTERS DBL COFFEE 600ML
7	BROWNES CHILL COFF CHILL 600ML	7	OAK ICED COFFE CTN 600ML	7	BROWNES CHILL MCHA CHILL CTN 750ML
8	DARE DBL ESPRES 500ML	8	DARE CAPPUCCINO PVC 500ML	8	BROWNES CHILL ICED COFFE CTN 600ML
9	OAK CHOCOLATE 600ML	9	MOOVE CHOC PVC 300ML	9	MASTERS PREMIUM BLEND ESP ICED 600ML
10	DARE COF EXPRSO 750ML	10	OAK STRAWBERRY CTN 600ML	10	BROWNES CHILL CHOC CHILL 600ML
11	BIG M CHOCOLATE CTN 600ML	11	PROTEIN REVIVAL CHO LOWFT UHT 375ML	11	BROWNES CHILL COFF LGHT 600ML
12	PROTEIN REVIVAL CHO LOWFT UHT 375ML	12	MOOVE CHOCOLATE CTN 600ML	12	MASTERS SPEARMINT CTN 600ML
13	JUST NATURAL MLT/HON/CH 500ML	13	OAK CHOCOLATE CTN 375ML	13	MASTERS STRAWBERRY CTN 600ML
14	MASTERS CHOCOLATE CTN 600ML	14	OAK VANIL/MALT CTN 600ML	14	MASTERS MOCHA LT 600ML CTN
15	OAK ICED COFFE CTN 600ML	15	MOOVE STRWBV PVC 300ML	15	MASTERS CHOCOLATE CTN 300ML
16	BREAKA ICED COFFE CTN 600ML	16	MOOVE WICK CHOC 500ML	16	MASTERS ICED COFFE CTN 300ML
17	DARE CAPPUCCINO PVC 500ML	17	DARE CRML LATTE 500ML	17	CLASSIC CHOC CTN 600ML
18	BIG M COFFEE CTN 600ML	18	DARE MOCHA MUD 500ML	18	CLASSIC IC ICED COFFE 600ML
19	BREAKA CHOCOLATE CTN 600ML	19	OAK CHOCLATE UHT 500ML	19	MASTERS PREMIUM BLEND ICED CAPP 600ML
20	FEEL GOOD COFFEE 600ML	20	MOOVE CHOCOLATE UHT 500ML	20	BROWNES SUPASHAKE CHOC H/CMB 500ML

VICTORIA		QUEENSLAND		SOUTH AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	ICEBREAK ICED COFFE 500ML	1	ICEBREAK ICED COFFE 750ML	1	FARMERS UNION ICED COFFE CTN 600ML
2	ICEBREAK ICED COFFE 750ML	2	ICEBREAK ICED COFFE 500ML	2	FEEL GOOD COFFEE 600ML
3	BIG M CHOCOLATE CTN 600ML	3	BREAKA ICED COFFE CTN 600ML	3	FARMERS UNION STRNG COFF 600ML
4	BIG M COFFEE CTN 600ML	4	BREAKA CHOCOLATE CTN 600ML	4	CLASSIC CHOC CTN 600ML
5	FARMERS UNION ICED COFFE CTN 600ML	5	JACARANDA COFFEE CTN 600ML	5	CLASSIC COFFEE 600ML CTN
6	BIG M STRAWBERRY CTN 600ML	6	DARE DBL ESPRES 500ML	6	PURA CLASSIC MOCHA 600ML
7	PROTEIN REVIVAL CHO LOWFT UHT 375ML	7	ICEBREAK ICED COFFE 1.25 LT	7	FARMERS UNION STNG LIGHT 600ML
8	BIG M CHOCOLATE UHT 500ML	8	DARE COF EXPRSO PVC 500ML	8	FARMERS UNION ICED COFFE CTN 375ML
9	BIG M CHOCOLATE CTN 300ML	9	BREAKA CHOCOLATE PVC 500ML	9	FEEL GOOD COFFEE CTN 375ML
10	PURA CLASSIC ICED COFFE 500ML	10	OAK CHOCOLATE 600ML	10	PAULS ICED COFFE CTN 600ML
11	PURA CLASSIC CHOCOLATE 500ML CTN	11	DARE DBL ESPRES 750ML	11	FARMERS UNION ICED COFFE PVC 2LT
12	BIG M DBLE ICED 500ML	12	BREAKA ICED COFFE CTN 750ML	12	CLASSIC STRAWBERRY CTN 600ML
13	BIG M COFFEE CTN 300ML	13	DARE COF EXPRSO 750ML	13	CLASSIC CHOC CTN 375ML
14	BIG M STRAWBERRY UHT 500ML	14	BREAKA CHOCOLATE CTN 750ML	14	CLASSIC BANANA CTN 600ML
15	RUSH CF/LTTE FF 500ML	15	OAK ICED COFFE CTN 600ML	15	PURA CLASSIC CHOC MINT 600ML
16	RUSH CHOC N/F 500ML	16	BREAKA ICED COFFE PVC 500ML	16	PURA CLASSIC FNCH VNLA 600ML
17	BIG M BANANA CTN 600ML	17	BREAKA CHOCOLATE CTN 300ML	17	FARMERS UNION ICED COFFE CTN 1LT
18	BIG M COFFEE UHT 500ML	18	JUST NATURAL MLT/HON/CH 500ML	18	FEEL GOOD CHOCOLATE 600ML
19	PROTEIN REVIVAL VAN LOWFT UHT 375ML	19	RUSH CHOC N/F 500ML	19	PAULS LITE/COFFE CTN 600ML
20	SUSTAGEN DUTCH CHOC UHT 250ML	20	BREAKA STRAWBERRY CTN 600ML	20	FARMERS UNION COFF 2@5 2X600ML

FLAVOURED MILK MANUFACTURER VALUE % SHARE



FLAVOURED MILK SEGMENT VALUE % SHARE



CONFECTIONERY
CONFECTIONERY TOP 50 ITEMS BASED ON VALUE % SHARE

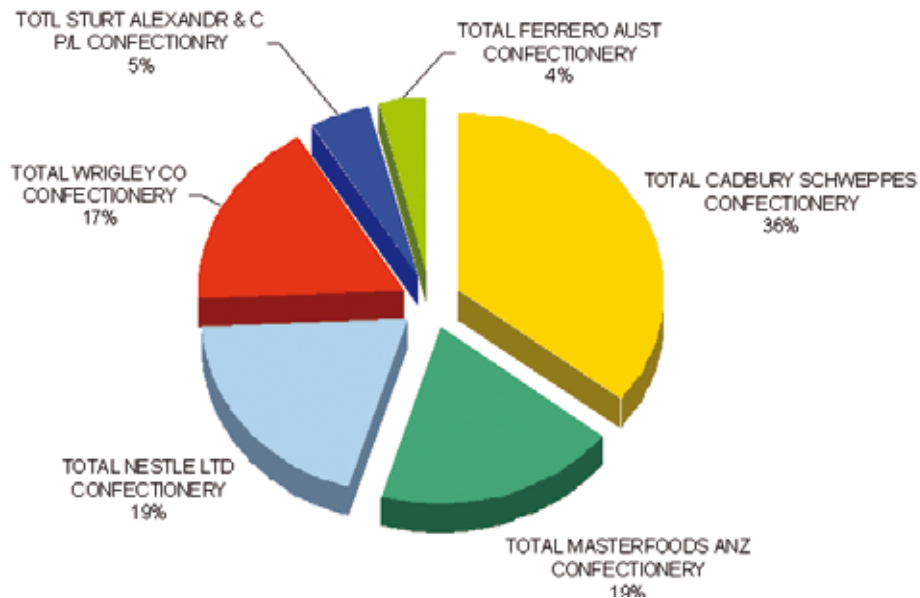
AUSTRALIA		NEW SOUTH WALES		WESTERN AUSTRALIA	
RANKING		RANKING		RANKING	
1	EXTRA SPEARM TAB 28G ENVIPK	1	EXTRA SPEARM TAB 28G ENVIPK	1	CHERRY RIPE CHERRY RPE 85G
2	MARS MARS BAR 60G	2	MARS MARS BAR 60G	2	MARS MARS BAR 60G
3	CHERRY RIPE CHERRY RPE 85G	3	MARS MARS 2PAK 80G	3	EXTRA SPEARM TAB 28G ENVIPK
4	EXTRA P'MINT TAB 28G ENVIPK	4	EXTRA P'MINT TAB 28G ENVIPK	4	MARS MARS 2PAK 80G
5	MARS MARS 2PAK 80G	5	ECLIPSE MINTS SPEARMINTS 50 34G	5	SNICKERS SNKRS 2PAK 80G
6	ECLIPSE MINTS SPEARMINTS 50 34G	6	CHERRY RIPE CHERRY RPE 85G	6	CADBURY BOOST BOOST 80G
7	SNICKERS SNKRS 2PAK 80G	7	TWIRL BAR TWIRL BAR K/SIZE 63G	7	SNICKERS SNICKERS 60G
8	TWIRL BAR TWIRL BAR K/SIZE 63G	8	ECLIPSE MINTS PEPPERMINT 50 34G	8	EXTRA P'MINT TAB 28G ENVIPK
9	ECLIPSE MINTS PEPPERMINT 50 34G	9	SNICKERS SNKRS 2PAK 80G	9	TWIRL BAR TWIRL BAR K/SIZE 63G
10	SNICKERS SNICKERS 60G	10	SNICKERS SNICKERS 60G	10	CADBURY TURK.DELT TWIN 76G
11	CADBURY BOOST BOOST 80G	11	CADBURY BOOST BOOST 80G	11	PICNIC PICNIC 70G
12	EXTRA WHITE PEPPERMINT 1PK	12	KIT KAT KIT KAT 45G	12	CHERRY RIPE CHERRY RPE 55G
13	CHERRY RIPE CHERRY RPE 55G	13	PICNIC PICNIC 70G	13	ECLIPSE MINTS SPEARMINTS 50 34G
14	CADBURY TURK.DELT TWIN 76G	14	EXTRA WHITE PEPPERMINT 1PK	14	CADBURY DAIRY MILK 150G
15	PICNIC PICNIC 70G	15	CADBURY DAIRY MILK 150G	15	ECLIPSE MINTS PEPPERMINT 50 34G
16	KIT KAT KIT KAT 45G	16	CADBURY TURK.DELT TWIN 76G	16	KIT KAT KIT KAT 45G
17	CADBURY DAIRY MILK 150G	17	CHERRY RIPE CHERRY RPE 55G	17	CADBURY BOOST BOOST 60G
18	MENTOS MINTS ROLL 38G	18	MENTOS MINTS ROLL 38G	18	TWIX TWIX BAR K/SIZE 80G
19	MENTOS FRUIT ROLL 38G	19	THE NAT CONFECT CO BINKAS SNAKES 200G	19	EXTRA WHITE PEPPERMINT 1PK
20	THE NAT CONFECT CO BINKAS SNAKES 200G	20	MENTOS FRUIT ROLL 38G	20	THE NAT CONFECT CO BINKAS SNAKES 200G
21	KIT KAT KIT KAT K/S 65G	21	KIT KAT KIT KAT K/S 65G	21	PICNIC PICNIC 50G
22	CADBURY BOOST BOOST 60G	22	CADBURY BOOST BOOST 60G	22	MALTESERS MALTESERS 165G
23	TWIX TWIX BAR K/SIZE 80G	23	TWIRL BAR TWIRL BAR 42G	23	KIT KAT KIT KAT K/S 65G
24	TWIRL BAR TWIRL BAR 42G	24	TWIX TWIX BAR K/SIZE 80G	24	CRUNCHIE CRUNCHIE 80G
25	CRUNCHIE CRUNCHIE 80G	25	PICNIC PICNIC 50G	25	CADBURY DAIRY MILK 250G
26	PICNIC PICNIC 50G	26	CRUNCHIE CRUNCHIE 80G	26	TWIRL BAR TWIRL BAR 42G
27	CADBURY DAIRY MILK 250G	27	BUTTER MENTHOL B'MENTHOL STICK 40G	27	BOUNTY MILK 50G
28	BUTTER MENTHOL B'MENTHOL STICK 40G	28	CADBURY DAIRY MILK 250G	28	CADBURY TURK.DELT 55G
29	KINDER BUENO CHOCOLATE 2X215 43G	29	FLAKE FLAKE 30G	29	MENTOS FRUIT ROLL 38G
30	BOUNTY MILK 50G	30	KINDER BUENO CHOCOLATE 2X215 43G	30	KIT KAT KIT KAT K/S 78G
31	EXTRA SWEETM TAB 28G ENVIPK	31	CHUPA CHUPS CHUPA CHUP 13G	31	M & M'S PEANUTS 250G
32	MALTESERS MALTESERS 165G	32	BOUNTY MILK 50G	32	MENTOS MINTS ROLL 38G
33	P.K. GOLD P/LT 1 PACK	33	CADBURY DAIRY MILK 55G	33	CADBURY FRT & NUT 150G
34	FLAKE FLAKE 30G	34	EXTRA SWEETM TAB 28G ENVIPK	34	TIME OUT TIME OUT K/SIZE 60G
35	CHUPA CHUPS CHUPA CHUP 13G	35	P.K. GOLD P/LT 1 PACK	35	KINDER BUENO CHOCOLATE 2X215 43G
36	CADBURY TURK.DELT 55G	36	MILKY BAR PLAIN 50G	36	FLAKE FLAKE 30G
37	MILKY BAR PLAIN 50G	37	CADBURY DAIRY MILK K/S 75G	37	CADBURY SNACK CHOC 150G
38	CADBURY DAIRY MILK 55G	38	ANTICOL ANTICOL STICK 40G	38	P.K. GOLD P/LT 1 PACK
39	KIT KAT KIT KAT K/S 78G	39	MALTESERS MALTESERS 165G	39	CHUPA CHUPS CHUPA CHUP 13G
40	ANTICOL ANTICOL STICK 40G	40	KIT KAT KIT KAT K/S 78G	40	EXTRA SWEETM TAB 28G ENVIPK
41	TIME OUT TIME OUT K/SIZE 60G	41	TIME OUT TIME OUT K/SIZE 60G	41	EXTRA WHITE MEGAPACK 64G 1PK
42	CADBURY DAIRY MILK K/S 75G	42	CADBURY TURK.DELT 55G	42	THE NAT CONFECT CO BINKAS SQUIRMS 180G
43	M & M'S PEANUTS 250G	43	KINDER SURPRISE 20G	43	AERO (NESTLE) AERO P'MINT 45G
44	CADBURY FRT & NUT 150G	44	THE NAT CONFECT CO BINKAS JUNG JELY 180G	44	ALLEN'S SNKES ALVE 175G
45	CADBURY SNACK CHOC 150G	45	CADBURY FRT & NUT 150G	45	TWIX TWIX BAR 58G
46	KINDER SURPRISE 20G	46	EXTRA GREEN APPL 28G ENVIPK	46	KINDER SURPRISE 20G
47	THE NAT CONFECT CO BINKAS JUNG JELY 180G	47	THE NAT CONFECT CO BINKAS SQUIRMS 180G	47	THE NAT CONFECT CO BINKAS JUNG JELY 180G
48	AERO (NESTLE) AERO P'MINT 45G	48	CADBURY HAZELNUT 150G	48	CADBURY HAZELNUT 150G
49	THE NAT CONFECT CO BINKAS SQUIRMS 180G	49	M & M'S PEANUTS 250G	49	BUTTER MENTHOL B'MENTHOL STICK 40G
50	CRUNCHIE CRUNCHIE 50G	50	ALLEN'S SNKES ALVE 175G	50	ALLEN'S CHICOS CHICOS 170G

VICTORIA		QUEENSLAND		SOUTH AUSTRALIA	
RANKING		RANKING		RANKING	
1	EXTRA SPEARM TAB 28G ENVIPK	1	CHERRY RIPE CHERRY RPE 85G	1	CHERRY RIPE CHERRY RPE 85G
2	EXTRA P'MINT TAB 28G ENVIPK	2	MARS MARS BAR 60G	2	MARS MARS BAR 60G
3	MARS MARS BAR 60G	3	EXTRA SPEARM TAB 28G ENVIPK	3	EXTRA SPEARM TAB 28G ENVIPK
4	ECLIPSE MINTS SPEARMINTS 50 34G	4	MARS MARS 2PAK 80G	4	MARS MARS 2PAK 80G
5	CHERRY RIPE CHERRY RPE 85G	5	ECLIPSE MINTS SPEARMINTS 50 34G	5	EXTRA P'MINT TAB 28G ENVIPK
6	ECLIPSE MINTS PEPPERMINT 50 34G	6	EXTRA P'MINT TAB 28G ENVIPK	6	SNICKERS SNKRS 2PAK 80G
7	MARS MARS 2PAK 80G	7	SNICKERS SNKRS 2PAK 80G	7	SNICKERS SNICKERS 60G
8	SNICKERS SNICKERS 60G	8	SNICKERS SNICKERS 60G	8	CHERRY RIPE CHERRY RPE 55G
9	TWIRL BAR TWIRL BAR K/SIZE 63G	9	TWIRL BAR TWIRL BAR K/SIZE 63G	9	ECLIPSE MINTS SPEARMINTS 50 34G
10	SNICKERS SNKRS 2PAK 80G	10	EXTRA WHITE PEPPERMINT 1PK	10	TWIRL BAR TWIRL BAR K/SIZE 63G
11	EXTRA WHITE PEPPERMINT 1PK	11	ECLIPSE MINTS PEPPERMINT 50 34G	11	CADBURY TURK.DELT TWIN 76G
12	CADBURY BOOST BOOST 80G	12	CADBURY TURK.DELT TWIN 76G	12	PICNIC PICNIC 70G
13	CHERRY RIPE CHERRY RPE 55G	13	CHERRY RIPE CHERRY RPE 55G	13	ECLIPSE MINTS PEPPERMINT 50 34G
14	KIT KAT KIT KAT 45G	14	CADBURY BOOST BOOST 80G	14	CADBURY BOOST BOOST 80G
15	MENTOS FRUIT ROLL 38G	15	PICNIC PICNIC 70G	15	KIT KAT KIT KAT 45G
16	MENTOS MINTS ROLL 38G	16	CADBURY DAIRY MILK 150G	16	CADBURY DAIRY MILK 150G
17	PICNIC PICNIC 70G	17	KIT KAT KIT KAT 45G	17	CADBURY BOOST BOOST 60G
18	CADBURY TURK.DELT TWIN 76G	18	KIT KAT KIT KAT K/S 65G	18	PICNIC PICNIC 50G
19	EXTRA SWEETM TAB 28G ENVIPK	19	CADBURY BOOST BOOST 60G	19	MENTOS FRUIT ROLL 38G
20	THE NAT CONFECT CO BINKAS SNAKES 200G	20	MENTOS MINTS ROLL 38G	20	MENTOS MINTS ROLL 38G
21	KIT KAT KIT KAT K/S 65G	21	CRUNCHIE CRUNCHIE 80G	21	THE NAT CONFECT CO BINKAS SNAKES 200G
22	CADBURY BOOST BOOST 60G	22	THE NAT CONFECT CO BINKAS SNAKES 200G	22	TWIRL BAR TWIRL BAR 42G
23	BUTTER MENTHOL B'MENTHOL STICK 40G	23	TWIX TWIX BAR K/SIZE 80G	23	EXTRA WHITE PEPPERMINT 1PK
24	TWIX TWIX BAR K/SIZE 80G	24	CADBURY DAIRY MILK 250G	24	CADBURY DAIRY MILK 250G
25	KINDER BUENO CHOCOLATE 2X215 43G	25	P.K. GOLD P/LT 1 PACK	25	BUTTER MENTHOL B'MENTHOL STICK 40G
26	CADBURY DAIRY MILK 150G	26	MENTOS FRUIT ROLL 38G	26	CRUNCHIE CRUNCHIE 80G
27	BOUNTY MILK 50G	27	MALTESERS MALTESERS 165G	27	MALTESERS MALTESERS 165G
28	TWIRL BAR TWIRL BAR 42G	28	TWIRL BAR TWIRL BAR 42G	28	CADBURY TURK.DELT 55G
29	ANTICOL ANTICOL STICK 40G	29	PICNIC PICNIC 50G	29	TWIX TWIX BAR K/SIZE 80G
30	CHUPA CHUPS CHUPA CHUP 13G	30	FLAKE FLAKE 30G	30	P.K. GOLD P/LT 1 PACK
31	CADBURY DAIRY MILK 250G	31	M & M'S PEANUTS 250G	31	KIT KAT KIT KAT K/S 65G
32	CRUNCHIE CRUNCHIE 80G	32	KINDER BUENO CHOCOLATE 2X215 43G	32	KINDER BUENO CHOCOLATE 2X215 43G
33	P.K. GOLD P/LT 1 PACK	33	CADBURY TURK.DELT 55G	33	FLAKE FLAKE 30G
34	PICNIC PICNIC 50G	34	BOUNTY MILK 50G	34	BOUNTY MILK 50G
35	MILKY BAR PLAIN 50G	35	BUTTER MENTHOL B'MENTHOL STICK 40G	35	CHUPA CHUPS CHUPA CHUP 13G
36	AERO (NESTLE) AERO P'MINT 45G	36	MILKY BAR PLAIN 50G	36	ANTICOL ANTICOL STICK 40G
37	TIME OUT TIME OUT K/SIZE 60G	37	KIT KAT KIT KAT K/S 78G	37	TIME OUT TIME OUT K/SIZE 60G
38	MALTESERS MALTESERS 165G	38	CHUPA CHUPS CHUPA CHUP 13G	38	CADBURY SNACK CHOC 150G
39	CADBURY DAIRY MILK K/S 75G	39	CADBURY DAIRY MILK 55G	39	CADBURY FRT & NUT 150G
40	EXTRA GREEN APPL 28G ENVIPK	40	CADBURY SNACK CHOC 150G	40	KINDER SURPRISE 20G
41	CADBURY DAIRY MILK 55G	41	CADBURY FRT & NUT 150G	41	EXTRA SWEETM TAB 28G ENVIPK
42	CADBURY TURK.DELT 55G	42	CADBURY DAIRY MILK K/S 75G	42	M & M'S PEANUTS 250G
43	FLAKE FLAKE 30G	43	EXTRA SWEETM TAB 28G ENVIPK	43	AERO (NESTLE) AERO P'MINT 45G
44	KIT KAT KIT KAT K/S 78G	44	KINDER SURPRISE 20G	44	MILKY BAR PLAIN 50G
45	EXTRA FRUIT PELLET STRAWBERRY 27G ENVIPK	45	ANTICOL ANTICOL STICK 40G	45	MENTOS BRY BLAST 37.5G
46	THE NAT CONFECT CO BINKAS JUNG JELY 180G	46	ECLIPSE SPEARMINT 14G 1PK	46	MENTOS SPEARMINT ROLL 38G
47	MENTOS SPEARMINT ROLL 38G	47	ALLEN'S CHICOS CHICOS 170G	47	KIT KAT KIT KAT K/S 78G
48	TWIX TWIX BAR 58G	48	ALLEN'S SNKES ALVE 175G	48	KIT KAT FMYL BLOCK 170G
49	SOOTHERS S'THRS B/C 43G	49	TIME OUT TIME OUT K/SIZE 60G	49	CADBURY HAZELNUT 150G
50	EXTRA PROFESSIONAL STRNG MINT 1PK	50	CRUNCHIE CRUNCHIE 50G	50	CRUNCHIE CRUNCHIE 50G

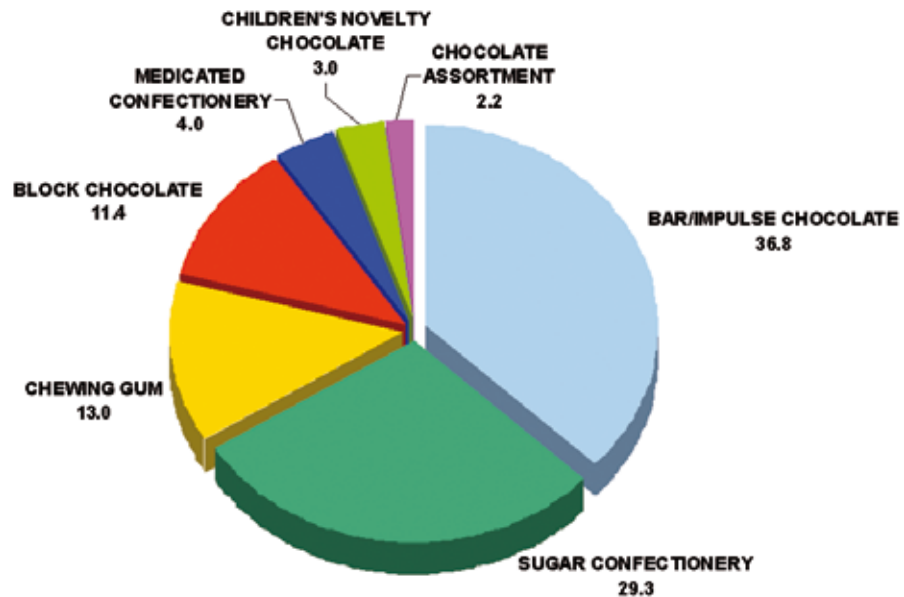
CONFECTIONERY



CONFECTIONERY MANUFACTURER VALUE % SHARE



TOTAL CONFECTIONERY SEGMENT VALUE % SHARE



SALTY SNACKS

SNACKFOODS TOP 20 ITEMS BASED ON VALUE % SHARE

RANKING AUSTRALIA

1	DORITOS CHS SUPRM 230G
2	R/RCK DL/STYL POTAT CHPS HNY SY CHK 100G
3	TWISTIES CHEESE 100G
4	R/ROCK DL/STYL POTAT CHPS CHL SRCRM 100G
5	SMITH'S CRINKLES S&V 100G
6	SMITH'S CRINKLES S&V 185G
7	KETTLE CHIP ORG 100G
8	R/ROCK DEL/STYL POTATO CHIPS SE SLT 100G
9	SMITH'S CRINKLES S&V 50G
10	SMITH'S CRINKLES PLAIN 100G
11	DORITOS NACHO CHS 230G
12	KETTLE CHIP HONEY HAM 100G
13	SMITH'S CRINKLES PLAIN 185G
14	SMITH'S CRINKLES PLAIN 50G
15	TWISTIES CHEESE 50G
16	BURGER RINGS BURGER 100G
17	DORITOS CHS SUPRM 100G
18	SMITH'S CRINKLES BBQ 185G
19	SMITH'S CRINKLES C&O 100G
20	TWISTIES CHICKEN 100G

RANKING NEW SOUTH WALES

1	KETTLE CHIP ORG 100G
2	R/RCK DL/STYL POTAT CHPS HNY SY CHK 100G
3	DORITOS CHS SUPRM 230G
4	R/ROCK DL/STYL POTAT CHPS CHL SRCRM 100G
5	TWISTIES CHEESE 100G
6	R/ROCK DEL/STYL POTATO CHIPS SE SLT 100G
7	SMITH'S CRINKLES S&V 100G
8	SMITH'S CRINKLES S&V 50G
9	SMITH'S CRINKLES PLAIN 50G
10	KETTLE CHIP HONEY HAM 100G
11	SMITH'S CRINKLES PLAIN 100G
12	SMITH'S CRINKLES S&V 185G
13	KETTLE CHIP CHILLI 100G
14	TWISTIES CHEESE 50G
15	SMITH'S CRINKLES PLAIN 185G
16	DORITOS NACHO CHS 230G
17	TOOBS TASTY 35G
18	DORITOS CHS SUPRM 50G
19	DORITOS CHS SUPRM 100G
20	SMITH'S CRINKLES C&O 100G

RANKING WESTERN AUSTRALIA

1	DORITOS CHS SUPRM 230G
2	SMITH'S CRINKLES S&V 185G
3	TWISTIES CHEESE 100G
4	R/ROCK DL/STYL POTAT CHPS CHL SRCRM 100G
5	SMITH'S CRINKLES S&V 100G
6	SMITH'S CRINKLES BBQ 185G
7	BURGER RINGS BURGER 100G
8	R/RCK DL/STYL POTAT CHPS HNY SY CHK 100G
9	SMITH'S CRINKLES S&V 50G
10	DORITOS NACHO CHS 230G
11	SMITH'S CRINKLES PLAIN 185G
12	SMITH'S CRINKLES C&O 185G
13	TWISTIES CHEESE 50G
14	TWISTIES CHICKEN 100G
15	R/ROCK DEL/STYL POTATO CHIPS SE SLT 100G
16	SMITH'S CRINKLES C&O 100G
17	SMITH'S SELECTIONS SRCRM ONI 185G
18	SMITH'S CRINKLES PLAIN 100G
19	KETTLE CHIP ORG 100G
20	SMITH'S CRINKLES BBQ 50G

RANKING VICTORIA

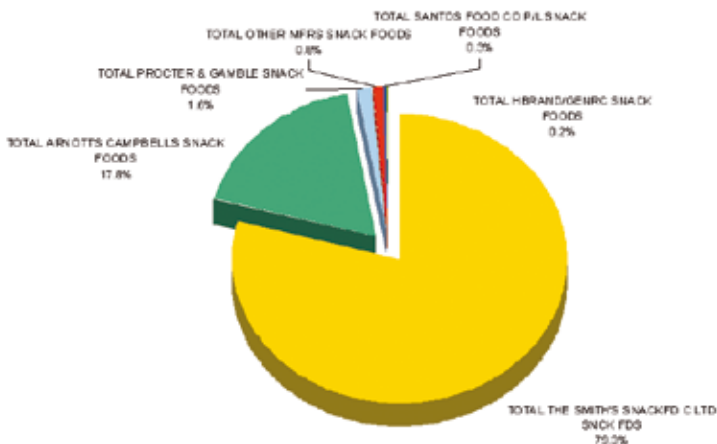
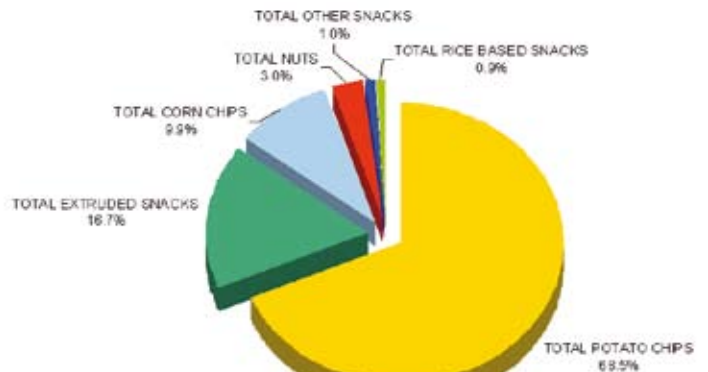
1	TWISTIES CHEESE 100G
2	DORITOS CHS SUPRM 230G
3	SMITH'S CRINKLES S&V 100G
4	R/ROCK DL/STYL POTAT CHPS CHL SRCRM 100G
5	R/RCK DL/STYL POTAT CHPS HNY SY CHK 100G
6	SMITH'S CRINKLES S&V 185G
7	SMITH'S CRINKLES S&V 50G
8	R/ROCK DEL/STYL POTATO CHIPS SE SLT 100G
9	SMITH'S CRINKLES PLAIN 100G
10	TWISTIES CHEESE 50G
11	KETTLE CHIP ORG 100G
12	DORITOS NACHO CHS 230G
13	DORITOS CHS SUPRM 100G
14	SMITH'S CRINKLES PLAIN 185G
15	BURGER RINGS BURGER 100G
16	SMITH'S CRINKLES PLAIN 50G
17	TWISTIES CHICKEN 100G
18	DORITOS CHS SUPRM 50G
19	R/ROCK DEL/STYL POTAT CHPS LM BLKPR 100G
20	KETTLE CHIP HONEY HAM 100G

RANKING QUEENSLAND

1	DORITOS CHS SUPRM 230G
2	R/RCK DL/STYL POTAT CHPS HNY SY CHK 100G
3	TWISTIES CHEESE 100G
4	R/ROCK DL/STYL POTAT CHPS CHL SRCRM 100G
5	SMITH'S CRINKLES S&V 185G
6	SMITH'S CRINKLES S&V 100G
7	DORITOS NACHO CHS 230G
8	R/ROCK DEL/STYL POTATO CHIPS SE SLT 100G
9	SMITH'S CRINKLES BBQ 185G
10	SMITH'S CRINKLES S&V 50G
11	KETTLE CHIP ORG 100G
12	SMITH'S CRINKLES PLAIN 185G
13	KETTLE CHIP HONEY HAM 100G
14	SMITH'S CRINKLES PLAIN 100G
15	BURGER RINGS BURGER 100G
16	TWISTIES CHEESE 50G
17	SMITH'S CRINKLES PLAIN 50G
18	SMITH'S CRINKLES BBQ 50G
19	DORITOS CHS SUPRM 100G
20	R/ROCK DL/STYL POTAT CHPS CHL SRCRM 200G

RANKING SOUTH AUSTRALIA

1	DORITOS CHS SUPRM 230G
2	R/RCK DL/STYL POTAT CHPS HNY SY CHK 100G
3	TWISTIES CHEESE 100G
4	SMITH'S CRINKLES S&V 185G
5	R/ROCK DL/STYL POTAT CHPS CHL SRCRM 100G
6	SMITH'S CRINKLES S&V 100G
7	KETTLE CHIP HONEY HAM 100G
8	KETTLE CHIP ORG 100G
9	DORITOS NACHO CHS 230G
10	BURGER RINGS BURGER 100G
11	R/ROCK DEL/STYL POTATO CHIPS SE SLT 100G
12	SMITH'S CRINKLES PLAIN 185G
13	SMITH'S CRINKLES BBQ 185G
14	SMITH'S CRINKLES PLAIN 100G
15	SMITH'S CRINKLES C&O 100G
16	SMITH'S CRINKLES S&V 50G
17	SMITH'S CRINKLES C&O 185G
18	TWISTIES CHEESE 50G
19	TWISTIES CHICKEN 100G
20	TOOBS TASTY 35G

SNACKFOODS MANUFACTURER VALUE % SHARE

SNACKFOODS SEGMENT VALUE % SHARE


BISCUITS

BISCUITS TOP 20 ITEMS BASED ON VALUE % SHARE

RANKING AUSTRALIA

- 1 ARNOTT'S TIM TAM CHOCOLATE 200G
- 2 ARNOTT'S SHAPES BBQ BAG 200G
- 3 ARNOTT'S SHAPES PIZZA BAG 200G
- 4 ARNOTT'S MINT SLC CHOC MINT 200G
- 5 ARNOTT'S SCOTCH FINGER REGULAR 250G
- 6 HOUSEBRANDS COOKIES
- 7 PODS MARS 180G
- 8 ARNOTT'S TIM TAM DOUBL COAT 200G
- 9 ARNOTT'S ASSORTED CREAM ASST CREAM 500G
- 10 ARNOTT'S JATZ ORIGINAL 250G
- 11 ARNOTT'S SHAPES CHKN CRMPY 200G
- 12 ARNOTT'S TEE VEE SNACKS ORIGINAL 175G
- 13 ARNOTT'S SHORTBREAD CREAM CREAM 250G
- 14 ARNOTT'S TIM TAM CARAMEL 175G
- 15 PODS SNICKERS 180G
- 16 ARNOTT'S TIM TAM LV CH/MUD 200G
- 17 ARNOTT'S TEE VEE SNACKS MALT STCKS 175G
- 18 ARNOTT'S TIM TAM LV DC RASP 175G
- 19 ARNOTT'S WAGON WHEEL CHOC GP 48G
- 20 ARNOTT'S CHOC SCTCH FINGR CHC SC/FNG 250G

RANKING NEW SOUTH WALES

- 1 ARNOTT'S TIM TAM CHOCOLATE 200G
- 2 ARNOTT'S SHAPES PIZZA BAG 200G
- 3 ARNOTT'S SHAPES BBQ BAG 200G
- 4 HOUSEBRANDS COOKIES
- 5 ARNOTT'S SCOTCH FINGER REGULAR 250G
- 6 ARNOTT'S MINT SLC CHOC MINT 200G
- 7 ARNOTT'S ASSORTED CREAM ASST CREAM 500G
- 8 ARNOTT'S TIM TAM DOUBL COAT 200G
- 9 PODS MARS 180G
- 10 ARNOTT'S JATZ ORIGINAL 250G
- 11 ARNOTT'S SHAPES CHKN CRMPY 200G
- 12 ARNOTT'S SHORTBREAD CREAM CREAM 250G
- 13 ARNOTT'S TEE VEE SNACKS ORIGINAL 175G
- 14 ARNOTT'S TIM TAM CARAMEL 175G
- 15 ARNOTT'S TEE VEE SNACKS MALT STCKS 175G
- 16 ARNOTT'S TIM TAM LV CH/MUD 200G
- 17 ARNOTT'S CHOC MONTE 200G
- 18 ARNOTT'S TIM TAM LV DC RASP 175G
- 19 PODS SNICKERS 180G
- 20 ARNOTT'S WAGON WHEEL MINI TRAY 190G

RANKING

WESTERN AUSTRALIA

- 1 ARNOTT'S TIM TAM CHOCOLATE 200G
- 2 ARNOTT'S SHAPES BBQ BAG 200G
- 3 ARNOTT'S SHAPES PIZZA BAG 200G
- 4 ARNOTT'S MINT SLC CHOC MINT 200G
- 5 ARNOTT'S TIM TAM DOUBL COAT 200G
- 6 HOUSEBRANDS COOKIES
- 7 PODS MARS 180G
- 8 ARNOTT'S SCOTCH FINGER REGULAR 250G
- 9 ARNOTT'S ASSORTED CREAM ASST CREAM 500G
- 10 ARNOTT'S SHORTBREAD CREAM CREAM 250G
- 11 ARNOTT'S SHAPES CHKN CRMPY 200G
- 12 PODS SNICKERS 180G
- 13 ARNOTT'S JATZ ORIGINAL 250G
- 14 ARNOTT'S TIM TAM CARAMEL 175G
- 15 ARNOTT'S TIM TAM LV CH/MUD 200G
- 16 ARNOTT'S KINGSTON CRM 200G
- 17 ARNOTT'S TEE VEE SNACKS MALT STCKS 175G
- 18 ARNOTT'S TEE VEE SNACKS ORIGINAL 175G
- 19 ARNOTT'S TIM TAM LV DC RASP 175G
- 20 ARNOTT'S MILK ARROWROOT MILK ARWRT 250G

RANKING VICTORIA

- 1 ARNOTT'S TIM TAM CHOCOLATE 200G
- 2 ARNOTT'S SHAPES BBQ BAG 200G
- 3 ARNOTT'S SHAPES PIZZA BAG 200G
- 4 ARNOTT'S MINT SLC CHOC MINT 200G
- 5 ARNOTT'S SCOTCH FINGER REGULAR 250G
- 6 PODS MARS 180G
- 7 ARNOTT'S ASSORTED CREAM ASST CREAM 500G
- 8 ARNOTT'S TIM TAM DOUBL COAT 200G
- 9 ARNOTT'S TEE VEE SNACKS ORIGINAL 175G
- 10 ARNOTT'S CHOC SCTCH FINGR CHC SC/FNG 250G
- 11 PODS SNICKERS 180G
- 12 ARNOTT'S WAGON WHEEL CHOC GP 48G
- 13 ARNOTT'S TIM TAM CARAMEL 175G
- 14 ARNOTT'S SHORTBREAD CREAM CREAM 250G
- 15 ARNOTT'S TEE VEE SNACKS MALT STCKS 175G
- 16 ARNOTT'S JATZ ORIGINAL 250G
- 17 ARNOTT'S SALADA REGULAR 250G
- 18 ARNOTT'S SHAPES CHKN CRMPY 200G
- 19 ARNOTT'S TIM TAM LV CH/MUD 200G
- 20 ARNOTT'S WATER CRACKERS REGULAR 125G

RANKING QUEENSLAND

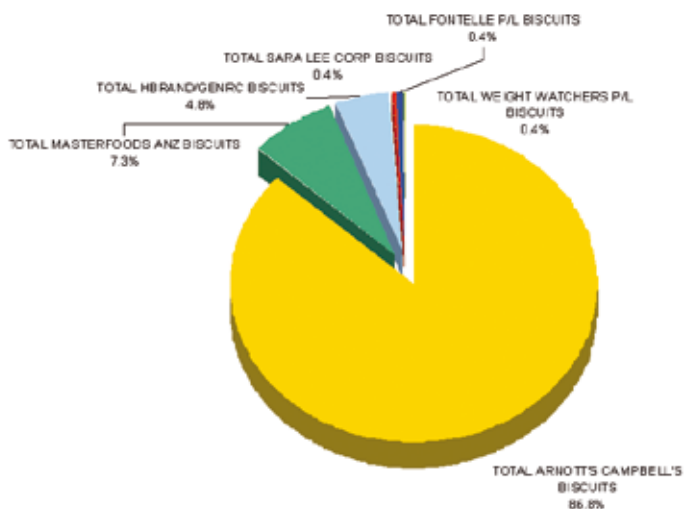
- 1 ARNOTT'S TIM TAM CHOCOLATE 200G
- 2 ARNOTT'S SHAPES BBQ BAG 200G
- 3 ARNOTT'S SHAPES PIZZA BAG 200G
- 4 HOUSEBRANDS COOKIES
- 5 ARNOTT'S MINT SLC CHOC MINT 200G
- 6 PODS MARS 180G
- 7 ARNOTT'S SCOTCH FINGER REGULAR 250G
- 8 ARNOTT'S TIM TAM DOUBL COAT 200G
- 9 ARNOTT'S JATZ ORIGINAL 250G
- 10 ARNOTT'S ASSORTED CREAM ASST CREAM 500G
- 11 ARNOTT'S SHAPES CHKN CRMPY 200G
- 12 ARNOTT'S TEE VEE SNACKS ORIGINAL 175G
- 13 ARNOTT'S SHORTBREAD CREAM CREAM 250G
- 14 ARNOTT'S TIM TAM CARAMEL 175G
- 15 PODS SNICKERS 180G
- 16 ARNOTT'S TIM TAM LV CH/MUD 200G
- 17 ARNOTT'S WAGON WHEEL CHOC GP 48G
- 18 ARNOTT'S TEE VEE SNACKS MALT STCKS 175G
- 19 ARNOTT'S TIM TAM LV DC RASP 175G
- 20 ARNOTT'S CHOC SCTCH FINGR CHC SC/FNG 250G

RANKING

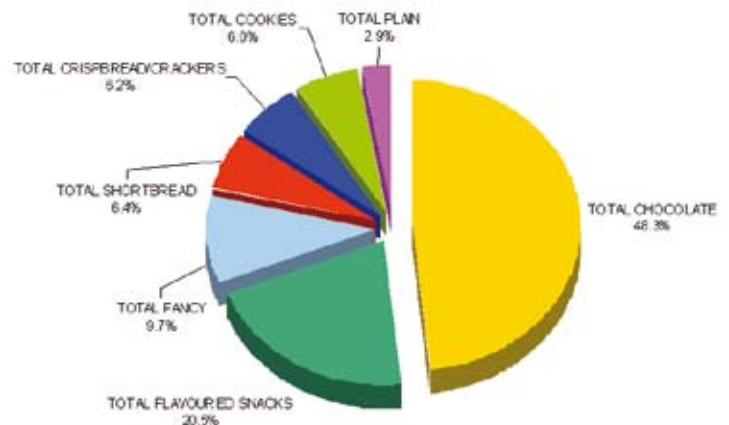
SOUTH AUSTRALIA

- 1 ARNOTT'S TIM TAM CHOCOLATE 200G
- 2 ARNOTT'S SHAPES BBQ BAG 200G
- 3 ARNOTT'S SHAPES PIZZA BAG 200G
- 4 ARNOTT'S MINT SLC CHOC MINT 200G
- 5 ARNOTT'S TEE VEE SNACKS ORIGINAL 175G
- 6 ARNOTT'S SCOTCH FINGER REGULAR 250G
- 7 HOUSEBRANDS COOKIES
- 8 ARNOTT'S TIM TAM DOUBL COAT 200G
- 9 PODS MARS 180G
- 10 ARNOTT'S JATZ ORIGINAL 250G
- 11 ARNOTT'S SHAPES CHKN CRMPY 200G
- 12 ARNOTT'S TIM TAM LV DC RASP 175G
- 13 ARNOTT'S SHORTBREAD CREAM CREAM 250G
- 14 ARNOTT'S ASSORTED CREAM ASST CREAM 500G
- 15 ARNOTT'S TIM TAM LV CH/MUD 200G
- 16 ARNOTT'S TIM TAM BALL 180G
- 17 ARNOTT'S YO-YO PLN 250G
- 18 ARNOTT'S TIM TAM CARAMEL 175G
- 19 ARNOTT'S TEE VEE SNACKS MALT STCKS 175G
- 20 ARNOTT'S MONTE CARLO ORIGINAL 250G

BISCUITS MANUFACTURER VALUE % SHARE



BISCUITS SEGMENT VALUE % SHARE



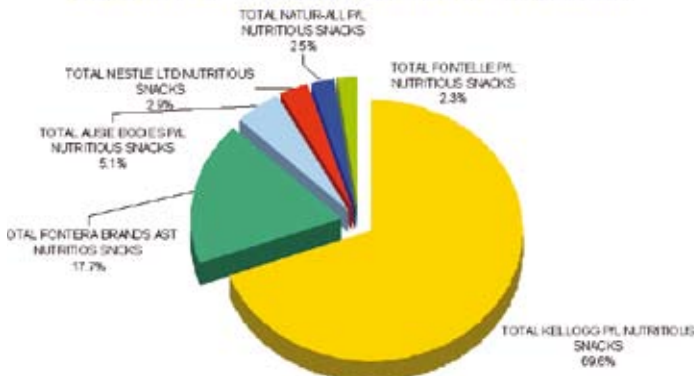
NUTRITIOUS SNACKS

NUTRITIOUS SNACKS TOP 20 ITEMS BASED ON VALUE % SHARE

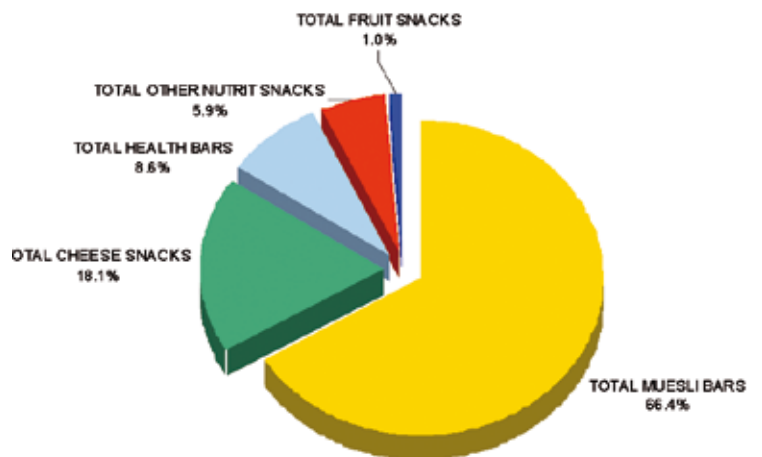
AUSTRALIA		NEW SOUTH WALES		WESTERN AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	BE NATURAL BR NUT DEL 50G	1	BE NATURAL BR NUT DEL 50G	1	BE NATURAL BR NUT DEL 50G
2	MAINLAND ON THE GO TASTY 50G	2	MAINLAND ON THE GO TASTY 50G	2	BE NATURAL FRT & NUT 50G
3	SUNIBRITE APR YOGHT 90G	3	BE NATURAL FRT & NUT 50G	3	BE NATURAL ALM APR/YO BAR 50G
4	SUNIBRITE S/TRM BANA 2X45G	4	SUNIBRITE S/TRM BANA 2X45G	4	MAINLAND ON THE GO TASTY 50G
5	BE NATURAL FRT & NUT 50G	5	SUNIBRITE APR YOGHT 90G	5	SUNIBRITE APR YOGHT 90G
6	BE NATURAL ALM APR/YO BAR 50G	6	BE NATURAL ALM APR/YO BAR 50G	6	BE NATURAL ALMND/APRC 50G
7	SUNIBRITE STRAW/MSLI 100G	7	BE NATURAL MACD /APRI KSIZE 50G	7	BE NATURAL MACD /APRI KSIZE 50G
8	MAINLAND ON THE GO SPEC RSRV 50G	8	SUNIBRITE STRAW/MSLI 100G	8	SUNIBRITE STRAW/MSLI 100G
9	BE NATURAL MACD /APRI KSIZE 50G	9	BE NATURAL ALMND/APRC 50G	9	MAINLAND ON THE GO COLBY 50G
10	BE NATURAL ALMND/APRC 50G	10	MAINLAND ON THE GO SPEC RSRV 50G	10	SUNIBRITE S/TRM BANA 2X45G
11	SUNIBRITE MSLI SLC 90G	11	SUNIBRITE MSLI SLC 90G	11	MAINLAND ON THE GO SPEC RSRV 50G
12	MAINLAND ON THE GO LIGHT 50G	12	KELLOGG NUTRI-GRAIN NTGN OR BR 35G	12	BE NATURAL FRT/NT YG 50G
13	KELLOGG NUTRI-GRAIN NTGN OR BR 35G	13	PROTEIN FX PRT CH MLT 65G	13	BE NATURAL SSME NUT SPILT 50G
14	PROTEIN FX PRT CH MLT 65G	14	MAINLAND ON THE GO LIGHT 50G	14	BE NATURAL MACAD HNY 50G
15	SUNIBRITE MSLI&APRCT 90G	15	BE NATURAL FRT/NT YG 50G	15	MAINLAND ON THE GO LIGHT 50G
16	MAINLAND ON THE GO COLBY 50G	16	MAINLAND ON THE GO COLBY 50G	16	SUNIBRITE MSLI SLC 90G
17	BE NATURAL FRT/NT YG 50G	17	SUNIBRITE MSLI&APRCT 90G	17	PROTEIN FX PRT CH MLT 65G
18	K-TIME TWISTS RASP APPL 50G	18	BE NATURAL SSME NUT SPILT 50G	18	SUNIBRITE MSLI&APRCT 90G
19	BE NATURAL SSME NUT SPILT 50G	19	K-TIME TWISTS RASP APPL 50G	19	KELLOGG NUTRI-GRAIN NTGN OR BR 35G
20	BE NATURAL MACAD HNY 50G	20	BE NATURAL MACAD HNY 50G	20	K-TIME TWISTS RASP APPL 50G

VICTORIA		QUEENSLAND		SOUTH AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	BE NATURAL BR NUT DEL 50G	1	BE NATURAL BR NUT DEL 50G	1	BE NATURAL BR NUT DEL 50G
2	SUNIBRITE APR YOGHT 90G	2	MAINLAND ON THE GO TASTY 50G	2	SUNIBRITE APR YOGHT 90G
3	SUNIBRITE S/TRM BANA 2X45G	3	SUNIBRITE APR YOGHT 90G	3	MAINLAND ON THE GO TASTY 50G
4	MAINLAND ON THE GO TASTY 50G	4	BE NATURAL MACD /APRI KSIZE 50G	4	SUNIBRITE S/TRM BANA 2X45G
5	MAINLAND ON THE GO SPEC RSRV 50G	5	SUNIBRITE S/TRM BANA 2X45G	5	BE NATURAL ALM APR/YO BAR 50G
6	SUNIBRITE STRAW/MSLI 100G	6	MAINLAND ON THE GO SPEC RSRV 50G	6	SUNIBRITE STRAW/MSLI 100G
7	BE NATURAL FRT & NUT 50G	7	BE NATURAL FRT & NUT 50G	7	BE NATURAL FRT & NUT 50G
8	BE NATURAL ALM APR/YO BAR 50G	8	BE NATURAL ALM APR/YO BAR 50G	8	BE NATURAL ALMND/APRC 50G
9	MAINLAND ON THE GO LIGHT 50G	9	SUNIBRITE STRAW/MSLI 100G	9	SUNIBRITE MSLI&APRCT 90G
10	PROTEIN FX PRT CH MLT 65G	10	SUNIBRITE MSLI SLC 90G	10	BE NATURAL MACD /APRI KSIZE 50G
11	KELLOGG NUTRI-GRAIN NTGN OR BR 35G	11	BE NATURAL ALMND/APRC 50G	11	MAINLAND ON THE GO COLBY 50G
12	BE NATURAL ALMND/APRC 50G	12	MAINLAND ON THE GO LIGHT 50G	12	KELLOGG NUTRI-GRAIN NTGN OR BR 35G
13	BE NATURAL MACD /APRI KSIZE 50G	13	KELLOGG NUTRI-GRAIN NTGN OR BR 35G	13	SUNIBRITE MSLI SLC 90G
14	SUNIBRITE MSLI SLC 90G	14	PROTEIN FX PRT CH MLT 65G	14	MAINLAND ON THE GO SPEC RSRV 50G
15	K-TIME TWISTS RASP APPL 50G	15	SUNIBRITE MSLI&APRCT 90G	15	BE NATURAL FRT/NT YG 50G
16	SUNIBRITE MSLI&APRCT 90G	16	MAINLAND ON THE GO COLBY 50G	16	BE NATURAL MACAD HNY 50G
17	PROTEIN DELITE DBL CHOC 50G	17	K-TIME TWISTS RASP APPL 50G	17	MAINLAND ON THE GO LIGHT 50G
18	PROTEIN FX PRT CH MIN 65G	18	BE NATURAL FRT/NT YG 50G	18	K-TIME TWISTS RASP APPL 50G
19	MUSASHI P40 CHC HZLNUT 90G	19	BE NATURAL MACAD HNY 50G	19	BE NATURAL KSZE MA CA 45G
20	BE NATURAL FRT/NT YG 50G	20	BE NATURAL SSME NUT SPILT 50G	20	SUNIBRITE CHR CRBAPP 100G

NUTRITIOUS SNACKS MANUFACTURER VALUE % SHARE



NUTRITIOUS SNACKS SEGMENT VALUE % SHARE



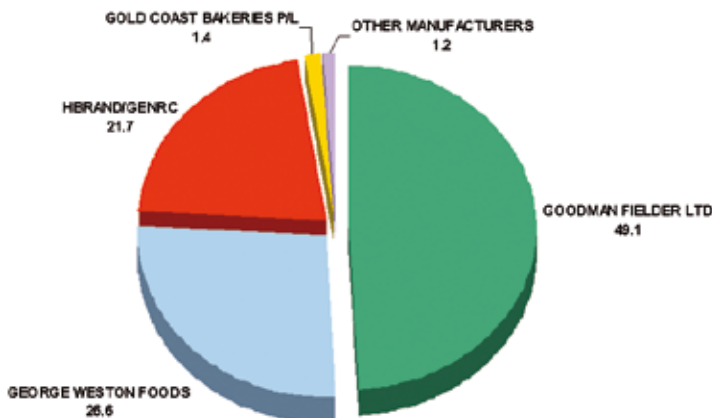
BREAD

BREAD TOP 20 ITEMS BASED ON VALUE % SHARE

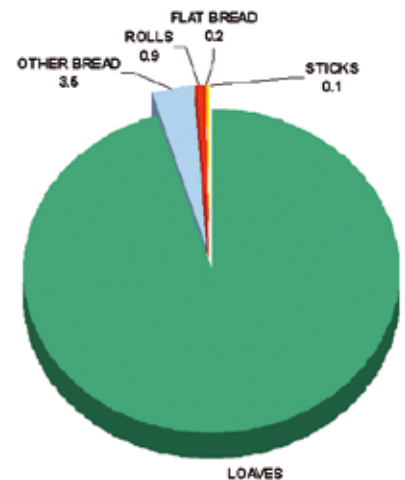
AUSTRALIA		NEW SOUTH WALES		WESTERN AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	HOUSEBRANDS LOAVES	1	HOUSEBRANDS LOAVES	1	HOUSEBRANDS LOAVES
2	WONDER WHITE 7 VIT SWCH 700G	2	WONDER WHITE 7 VIT SWCH 700G	2	TIP TOP SUNBLEST WHITE SWCH 650G
3	MIGHTY SOFT WHT SWCH 650G	3	MIGHTY SOFT WHT SWCH 650G	3	TIP TOP SUNBLEST WHT THICK 650G
4	HELGA'S TRADITIONL WMEAL 750G	4	TIP TOP SUNBLEST WHITE SWCH 650G	4	MIGHTY SOFT WHT SWCH 650G
5	TIP TOP SUNBLEST WHITE SWCH 650G	5	HELGA'S TRADITIONL WMEAL 750G	5	TIP TOP SUNBLEST WHITE SWCH 680G
6	TIP TOP UP WHT SWH 700G	6	WONDER WHITE 7 VIT TST 700G	6	WONDER WHITE 7 VIT SWCH 700G
7	HELGA'S TRADITIONL WHITE 750G	7	HELGA'S TRADITIONL WHITE 750G	7	TIP TOP UP WHT SWH 700G
8	MIGHTY SOFT WHT THICK 650G	8	TIP TOP UP WHT SWH 700G	8	WONDER WHITE 7 VIT TST 700G
9	WONDER WHITE 7 VIT TST 700G	9	MIGHTY SOFT WHT THICK 650G	9	HELGA'S TRADITIONL WMEAL 750G
10	TIP TOP UP NRG WHT SW 700G	10	TIP TOP SUNBLEST WHITE SWCH 680G	10	MIGHTY SOFT WHT THICK 650G
11	TIP TOP SUNBLEST WHT THICK 650G	11	TIP TOP SUNBLEST WHT THICK 650G	11	HOUSEBRANDS ROLLS
12	HELGA'S MXD GRAIN 850G	12	HELGA'S MXD GRAIN 850G	12	HELGA'S TRADITIONL WHITE 750G
13	TIP TOP SUNBLEST WHITE SWCH 680G	13	TIP TOP SUNBLEST WHLML SDWH 650G	13	TIP TOP SUNBLEST WHLML SDWH 650G
14	TIP TOP 9 GRAIN MEDIUM 700G	14	MIGHTY SOFT WHOLEMEAL 650G	14	TIP TOP SUNBLEST WHITE TOAST 680G
15	MIGHTY SOFT WHOLEMEAL 650G	15	TIP TOP 9 GRAIN MEDIUM 700G	15	TIP TOP UP NRG WHT SW 700G
16	TIP TOP SUNBLEST WHITE SWCH 700G	16	MIGHTY SOFT M/GRAIN 650G	16	TIP TOP SUNBLEST M/GRN SDWH 650G
17	TIP TOP SUNBLEST WHLML SDWH 650G	17	TIP TOP SUNBLEST M/GRN SDWH 650G	17	HELGA'S MXD GRAIN 850G
18	MIGHTY SOFT M/GRAIN 650G	18	TIP TOP SUNBLEST WHITE TOAST 680G	18	PRIDMORE WHITE SLCD 680G
19	MIGHTY SOFT WHT SWCH 700G	19	TIP TOP UP NRG WHT SW 700G	19	TIP TOP UP WHT TST 700G
20	MIGHTY SOFT ENG MUFFIN 6PK	20	TIP TOP RAISIN TST 520G	20	NOBLE RISE WHT W/OATS 750G

VICTORIA		QUEENSLAND		SOUTH AUSTRALIA	
RANKING	ITEM	RANKING	ITEM	RANKING	ITEM
1	HOUSEBRANDS LOAVES	1	WONDER WHITE 7 VIT SWCH 700G	1	HOUSEBRANDS LOAVES
2	MIGHTY SOFT WHT SWCH 650G	2	HOUSEBRANDS LOAVES	2	TIP TOP UP WHT SWH 700G
3	WONDER WHITE 7 VIT SWCH 700G	3	TIP TOP UP NRG WHT SW 700G	3	WONDER WHITE 7 VIT SWCH 700G
4	HELGA'S TRADITIONL WMEAL 750G	4	TIP TOP UP WHT SWH 700G	4	MIGHTY SOFT WHT SWCH 650G
5	MIGHTY SOFT WHT THICK 650G	5	TIP TOP SUNBLEST WHITE SWCH 700G	5	TIP TOP SUNBLEST WHITE SWCH 680G
6	HELGA'S TRADITIONL WHITE 750G	6	MIGHTY SOFT WHT SWCH 700G	6	WONDER WHITE WHT SWCH 700G
7	TIP TOP SUNBLEST WHITE SWCH 650G	7	HELGA'S TRADITIONL WMEAL 750G	7	TIP TOP SUNBLEST WHITE SWCH 650G
8	TIP TOP SUNBLEST WHT THICK 650G	8	TIP TOP GOLD MAX WHITE BRD 700G	8	HELGA'S TRADITIONL WHITE 750G
9	MIGHTY SOFT WHOLEMEAL 650G	9	TIP TOP 9 GRAIN MEDIUM 700G	9	HELGA'S TRADITIONL WMEAL 750G
10	HELGA'S MXD GRAIN 850G	10	BUTTERCUP WHT SNDWCH 700G	10	WONDER WHITE 7 VIT TST 700G
11	HELGA'S LIGHT RYE 680G	11	MIGHTY SOFT WHOLEMEAL 700G	11	BUTTERCUP WHT SNDWCH 650GM
12	MIGHTY SOFT ENG MUFFIN 6PK	12	MIGHTY SOFT M/GRAIN 700G	12	GOLDEN SUN THICK SLCD 680G
13	WONDER WHITE 7 VIT TST 700G	13	HELGA'S SOY/LINSO 850G	13	HELGA'S MXD GRAIN 850G
14	MIGHTY SOFT M/GRAIN 650G	14	WONDER WHITE 7 VIT TST 700G	14	GOLDEN CRUMPETS 6PK 300G
15	MIGHTY SOFT RND CRMP 6PK	15	TIP TOP UP WMEAL SWCH 700G	15	HOUSEBRANDS ROLLS
16	VOGEL'S MIXED GRN 700G	16	GOLDEN HEARTH WHITE 900G	16	BUTTERCUP WHITE 680G
17	TIP TOP SUNBLEST WHLML SDWH 650G	17	GOLD COAST MILK SANDW 680G	17	TIP TOP ENG MUFFIN 6PK 400G
18	TIP TOP UP NRG WHT SW 700G	18	HELGA'S MXD GRAIN 850G	18	TIP TOP UP NRG WHT SW 700G
19	BUTTERCUP MIGHTY SOFT RAISIN TST 600G	19	TIP TOP SUNBLEST WHLML SDWH 700G	19	HOUSEBRANDS STICKS
20	WONDER WHITE WHT LOW GI 700G	20	TIP TOP RAISIN TST 520G	20	TIP TOP SUNBLEST WHLML SDWH 650G

PACKAGED BREAD MANUFACTURER VALUE % SHARE



PACKAGED BREAD SEGMENT VALUE % SHARE



HEALTH & BEAUTY, CHILLED & FROZEN, HOUSEHOLD, YOGHURT

TOP 5 BRANDS BY CATEGORY

CHILLED & FROZEN DEPARTMENT

RANKING FROZEN SAVOURIES

- 1 MRS MAC'S
- 2 FOUR N TWENTY
- 3 CLANCYS
- 4 HERBERT ADAMS
- 5 NATIONAL

RANKING SMALLGOODS

- 1 PRIMO
- 2 HANS
- 3 JACK LINK'S
- 4 D JAYS GOURMET
- 5 NOBBYS

RANKING CHEESE

- 1 MAINLAND
- 2 COON
- 3 KRAFT
- 4 PHILADELPHIA
- 5 BEGA (FONTERRA)

RANKING FROZEN MEALS

- 1 MCCAIN
- 2 MICRO EASY
- 3 LEAN CUISINE
- 4 GRIFFS
- 5 MAGGI

RANKING EGGS

- 1 PACE FARMS
- 2 GOLDEN EGG FARMS
- 3 MEGGLES
- 4 FARM FRESH (HUHTAMAKI)
- 5 SUNSHINE (EGGS)

HOUSEHOLD DEPARTMENT

RANKING AIR FRESHENERS

- 1 AMBI PUR
- 2 MAGIC TREE
- 3 ULTRA NORSK
- 4 AUTO KOLONE
- 5 LITTLE TREE

RANKING LAUNDRY DETERGENT

- 1 SPREE
- 2 COLD POWER
- 3 RADIANT
- 4 DYNAMO
- 5 OMOMATIC

RANKING INSECTICIDES & PEST KILLERS

- 1 AEROGARD
- 2 MORTEIN
- 3 BAYGON
- 4 RID
- 5 PEA BEU

RANKING DISHWASHING DETERGENT

- 1 MORNING FRESH
- 2 PALMOLIVE
- 3 FINISH
- 4 TRIX
- 5 HOUSEBRAND

RANKING DISPOSABLE PARTY ACCESSORIES

- 1 DEEKO
- 2 LILY
- 3 HOUSEBRAND
- 4 ALPEN
- 5 CHINET

HEALTH & BEAUTY DEPARTMENT

RANKING MEDICINAL

- 1 NUROFEN
- 2 PANADOL
- 3 WALCO
- 4 NO DOZ
- 5 HERRON

RANKING FAMILY PLANNING

- 1 ANSELL
- 2 FOUR SEASONS
- 3 DUREX
- 4 SATURN
- 5 K-Y

RANKING SANITARY PROTECTION

- 1 LIBRA
- 2 CAREFREE
- 3 STAYFREE
- 4 MEDS
- 5 DE JOUR

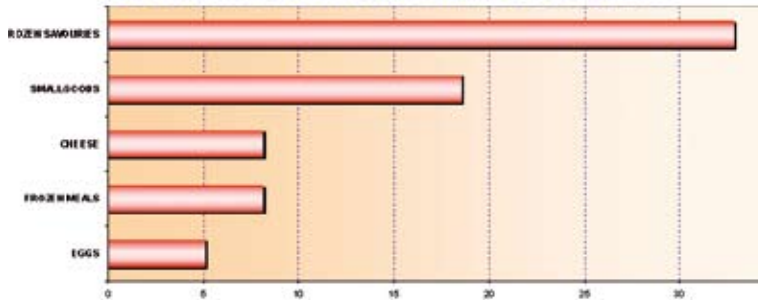
RANKING DEODORANT

- 1 LYNX
- 2 REXONA
- 3 IMPULSE
- 4 DOVE
- 5 NORSCA

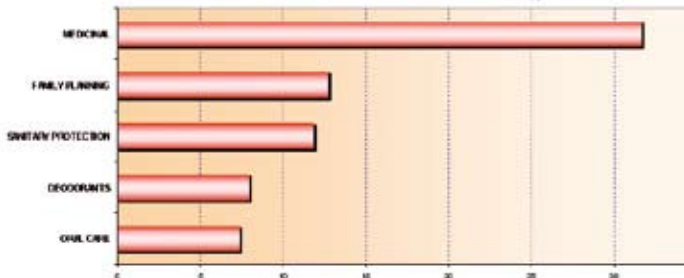
RANKING ORAL CARE

- 1 COLGATE
- 2 LISTERINE
- 3 TEK
- 4 ORAL-B
- 5 REACH

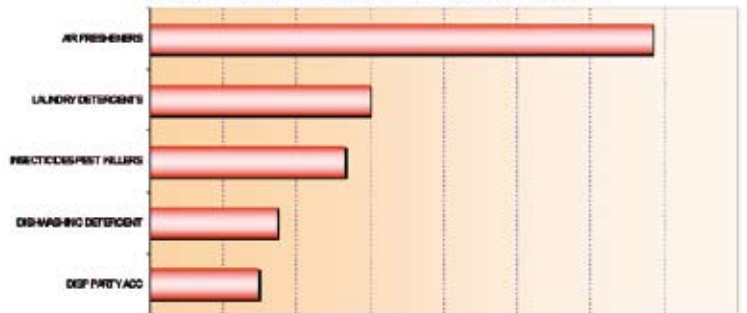
TOP 5 CATEGORIES IN CHILLED & FROZEN BASED ON VALUE % SHARE



TOP 5 CATEGORIES IN HEALTH & BEAUTY BASED ON VALUE % SHARE



TOP 5 CATEGORIES IN HOUSEHOLD BASED ON VALUE % SHARE



MAGAZINES

MAGAZINES TOP 20 ITEMS BASED ON VALUE % SHARE

RANKING	AUSTRALIA
1	ZOO ZOO
2	WOMAN'S DAY MAGAZINE
3	NEW WEEKLY
4	PICTURE MAGAZINE
5	NEW IDEA NEW IDEA
6	PEOPLE MAGAZINE
7	WHO
8	OK! WEEKLY
9	RALPH RALPH
10	THAT'S LIFE MAGAZINE
11	FAMOUS (PACIFIC) MAGAZINE
12	FHM FHM
13	TAKE 5 TAKE 5
14	TV WEEK (ACP) TVWEEK
15	COSMOPOLITAN MAGAZINE
16	AUST WOM/WKLY AUST.
17	PICTURE PREMIUM
18	STREET MACHINE MAGAZINE
19	UNIQUE CARS MAGAZINE
20	CLEO MAGAZINE

RANKING	NEW SOUTH WALES
1	ZOO ZOO
2	WOMAN'S DAY MAGAZINE
3	NEW WEEKLY
4	PICTURE MAGAZINE
5	NEW IDEA NEW IDEA
6	WHO
7	PEOPLE MAGAZINE
8	OK! WEEKLY
9	RALPH RALPH
10	THAT'S LIFE MAGAZINE
11	AUST WOM/WKLY AUST.
12	TV WEEK (ACP) TVWEEK
13	FAMOUS (PACIFIC) MAGAZINE
14	FHM FHM
15	COSMOPOLITAN MAGAZINE
16	TAKE 5 TAKE 5
17	PICTURE PREMIUM
18	UNIQUE CARS MAGAZINE
19	CLEO MAGAZINE
20	STREET MACHINE MAGAZINE

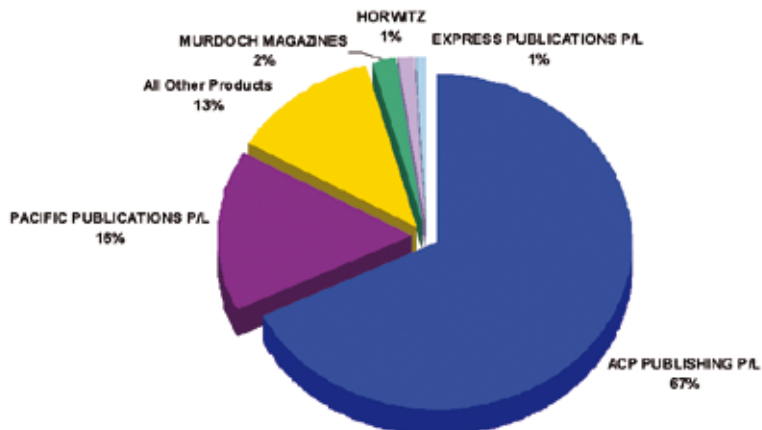
RANKING	WESTERN AUSTRALIA
1	ZOO ZOO
2	WOMAN'S DAY MAGAZINE
3	WA AUTO TRADER MAG
4	PICTURE MAGAZINE
5	NEW WEEKLY
6	NEW IDEA NEW IDEA
7	PEOPLE MAGAZINE
8	RALPH RALPH
9	FHM FHM
10	PACIFIC OPTICS SINGLE PK
11	PACIFIC OPTICS TWIN PACK
12	THAT'S LIFE MAGAZINE
13	PICTURE PREMIUM
14	FAMOUS (PACIFIC) MAGAZINE
15	WHO
16	TAKE 5 TAKE 5
17	OK! WEEKLY
18	COSMOPOLITAN MAGAZINE
19	STREET MACHINE MAGAZINE
20	CLEO MAGAZINE

RANKING	VICTORIA
1	ZOO ZOO
2	NEW WEEKLY
3	WOMAN'S DAY MAGAZINE
4	PICTURE MAGAZINE
5	NEW IDEA NEW IDEA
6	WHO
7	PEOPLE MAGAZINE
8	OK! WEEKLY
9	FAMOUS (PACIFIC) MAGAZINE
10	RALPH RALPH
11	TV WEEK (ACP) TVWEEK
12	UNIQUE CARS MAGAZINE
13	COSMOPOLITAN MAGAZINE
14	FHM FHM
15	THAT'S LIFE MAGAZINE
16	AUST WOM/WKLY AUST.
17	CLEO MAGAZINE
18	PICTURE PREMIUM
19	TAKE 5 TAKE 5
20	STREET MACHINE MAGAZINE

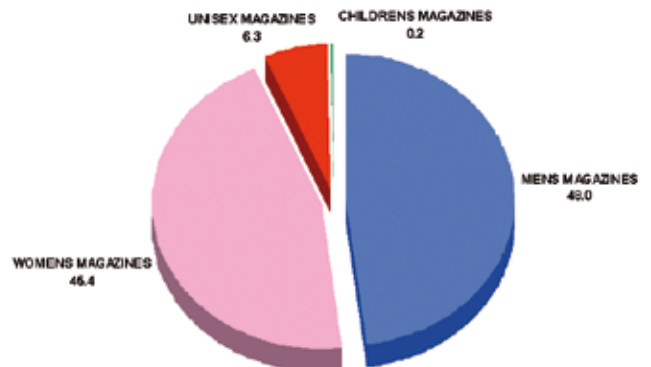
RANKING	QUEENSLAND
1	ZOO ZOO
2	PICTURE MAGAZINE
3	WOMAN'S DAY MAGAZINE
4	NEW WEEKLY
5	NEW IDEA NEW IDEA
6	PEOPLE MAGAZINE
7	WHO
8	THAT'S LIFE MAGAZINE
9	OK! WEEKLY
10	FAMOUS (PACIFIC) MAGAZINE
11	TAKE 5 TAKE 5
12	RALPH RALPH
13	FHM FHM
14	AUST WOM/WKLY AUST.
15	COSMOPOLITAN MAGAZINE
16	TV WEEK (ACP) TVWEEK
17	STREET MACHINE MAGAZINE
18	PICTURE PREMIUM
19	CLEO MAGAZINE
20	UNIQUE CARS MAGAZINE

RANKING	SOUTH AUSTRALIA
1	ZOO ZOO
2	WOMAN'S DAY MAGAZINE
3	PICTURE MAGAZINE
4	NEW WEEKLY
5	PEOPLE MAGAZINE
6	NEW IDEA NEW IDEA
7	RALPH RALPH
8	THAT'S LIFE MAGAZINE
9	WHO
10	TAKE 5 TAKE 5
11	FHM FHM
12	STREET MACHINE MAGAZINE
13	UNIQUE CARS MAGAZINE
14	PICTURE PREMIUM
15	TV WEEK (ACP) TVWEEK
16	FAMOUS (PACIFIC) MAGAZINE
17	OK! WEEKLY
18	PACIFIC OPTICS SINGLE PK
19	COSMOPOLITAN MAGAZINE
20	AUST WOM/WKLY AUST.

MAGAZINES MANUFACTURER VALUE % SHARE



MAGAZINES SEGMENT VALUE % SHARE



COMMUNICATIONS

COMMUNICATIONS TOP 20 ITEMS BASED ON VALUE % SHARE

RANKING AUSTRALIA

1	OPTUS PRE-PAID CARD \$100 1PK
2	TELSTRA PRE-PAID PLUS PR-PAD CRD \$30 1PK
3	OPTUS PRE-PAID CARD \$40 1PK (VAB)
4	FASTFONE PRE-PAID CARD \$30 1PK
5	VODAFONE PRE-PAID CARD \$30 1PK
6	TELSTRA PRE-PAID CARD \$50 1PK
7	3 PRE-PAID CARD \$30 1PK
8	VODAFONE PRE-PAID CARD \$20 1PK
9	FASTFONE PRE-PAID CARD \$20 1PK
10	3 PRE-PAID CARD \$50 1PK
11	OPTUS PRE-PAID CARD \$10 1PK
12	TELSTRA PRE-PAID PLUS PR-PAD CRD \$20 1PK
13	OPTUS SMS TEXT CARD \$10 1PK
14	TELSTRA PRE-PAID CARD \$30 1PK
15	VODAFONE PRE-PAID CARD \$79 1PK
16	TELSTRA PRE-PAID CARD \$20 1PK
17	OPTUS PRE-PAID CARD \$50 1PK
18	VODAFONE PRE-PAID CARD \$29 1PK
19	VODAFONE PRE-PAID CARD \$49 1PK
20	OPTUS PRE-PAID CARD \$30 1PK

RANKING NEW SOUTH WALES

1	OPTUS PRE-PAID CARD \$40 1PK
2	VIRGIN MOBILE PRE-PAID CARD \$15 1PK
3	3 PRE-PAID CARD \$30 1PK
4	OPTUS PRE-PAID CARD \$40 1PK (VAB)
5	OPTUS PRE-PAID CARD \$100 1PK
6	3 PRE-PAID CARD \$50 1PK
7	TELSTRA PRE-PAID PLUS PR-PAD CRD \$20 1PK
8	TELSTRA PRE-PAID CARD \$30 1PK
9	OPTUS PRE-PAID CARD \$10 1PK
10	VODAFONE PRE-PAID CARD \$30 1PK
11	VODAFONE PRE-PAID CARD \$20 1PK
12	FASTFONE PRE-PAID CARD \$30 1PK
13	FASTFONE PRE-PAID CARD \$20 1PK
14	TELSTRA PRE-PAID CARD \$20 1PK
15	OPTUS SMS TEXT CARD \$10 1PK
16	VODAFONE PRE-PAID CARD \$79 1PK
17	OPTUS PRE-PAID CARD \$50 1PK
18	VODAFONE PRE-PAID CARD \$29 1PK
19	VODAFONE PRE-PAID CARD \$49 1PK
20	OPTUS PRE-PAID CARD \$30 1PK

RANKING WESTERN AUSTRALIA

1	TELSTRA PRE-PAID PLUS PR-PAD CRD \$40 1PK
2	VIRGIN MOBILE PRE-PAID CARD \$30 1PK
3	OPTUS PRE-PAID CARD \$100 1PK
4	TELSTRA PRE-PAID PLUS PR-PAD CRD \$30 1PK
5	VIRGIN MOBILE PRE-PAID CARD \$15 1PK
6	OPTUS PRE-PAID CARD \$10 1PK
7	OPTUS PRE-PAID CARD \$40 1PK (VAB)
8	VODAFONE PRE-PAID CARD \$30 1PK
9	TELSTRA PRE-PAID PLUS PR-PAD CRD \$20 1PK
10	VODAFONE PRE-PAID CARD \$20 1PK
11	3 PRE-PAID CARD \$30 1PK
12	VODAFONE PRE-PAID CARD \$79 1PK
13	3 PRE-PAID CARD \$50 1PK
14	TELSTRA PRE-PAID CARD \$50 1PK
15	TELSTRA PRE-PAID CARD \$30 1PK
16	OPTUS PRE-PAID CARD \$50 1PK
17	TELSTRA PRE-PAID CARD \$20 1PK
18	VODAFONE PRE-PAID CARD \$29 1PK
19	VODAFONE PRE-PAID CARD \$49 1PK
20	OPTUS PRE-PAID CARD \$30 1PK

RANKING VICTORIA

1	OPTUS PRE-PAID CARD \$40 1PK (VAB)
2	VODAFONE PRE-PAID CARD \$20 1PK
3	VIRGIN MOBILE PRE-PAID CARD \$15 1PK
4	FASTFONE PRE-PAID CARD \$30 1PK
5	OPTUS PRE-PAID CARD \$100 1PK
6	OPTUS PRE-PAID CARD \$40 1PK
7	TELSTRA PRE-PAID CARD \$30 1PK
8	3 PRE-PAID CARD \$30 1PK
9	TELSTRA PRE-PAID PLUS PR-PAD CRD \$30 1PK
10	3 PRE-PAID CARD \$50 1PK
11	FASTFONE PRE-PAID CARD \$20 1PK
12	VODAFONE PRE-PAID CARD \$79 1PK
13	OPTUS SMS TEXT CARD \$10 1PK
14	OPTUS PRE-PAID CARD \$10 1PK
15	TELSTRA PRE-PAID PLUS PR-PAD CRD \$20 1PK
16	TELSTRA PRE-PAID CARD \$20 1PK
17	VODAFONE PRE-PAID CARD \$29 1PK
18	OPTUS PRE-PAID CARD \$50 1PK
19	VODAFONE PRE-PAID CARD \$49 1PK
20	OPTUS PRE-PAID CARD \$30 1PK

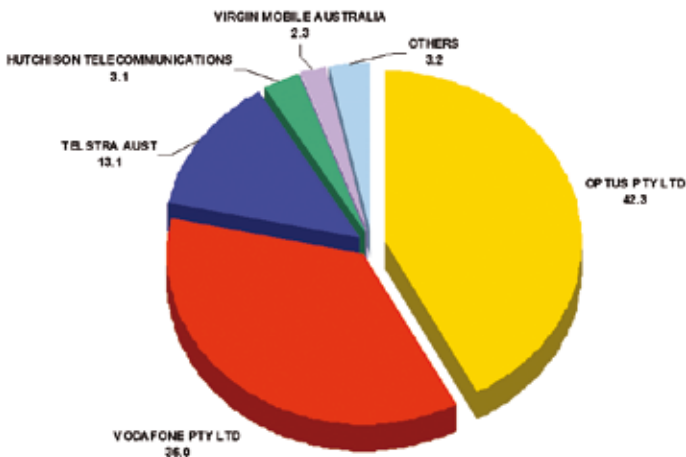
RANKING QUEENSLAND

1	VIRGIN MOBILE PRE-PAID CARD \$15 1PK
2	FASTFONE PRE-PAID CARD \$30 1PK
3	OPTUS PRE-PAID CARD \$40 1PK (VAB)
4	VODAFONE PRE-PAID CARD \$20 1PK
5	TELSTRA PRE-PAID CARD \$50 1PK
6	OPTUS PRE-PAID CARD \$40 1PK
7	TELSTRA PRE-PAID PLUS PR-PAD CRD \$30 1PK
8	3 PRE-PAID CARD \$30 1PK
9	FASTFONE PRE-PAID CARD \$20 1PK
10	OPTUS SMS TEXT CARD \$10 1PK
11	3 PRE-PAID CARD \$50 1PK
12	VODAFONE PRE-PAID CARD \$79 1PK
13	OPTUS PRE-PAID CARD \$10 1PK
14	TELSTRA PRE-PAID CARD \$30 1PK
15	TELSTRA PRE-PAID PLUS PR-PAD CRD \$20 1PK
16	TELSTRA PRE-PAID CARD \$20 1PK
17	OPTUS PRE-PAID CARD \$50 1PK
18	VODAFONE PRE-PAID CARD \$29 1PK
19	VODAFONE PRE-PAID CARD \$49 1PK
20	OPTUS PRE-PAID CARD \$30 1PK

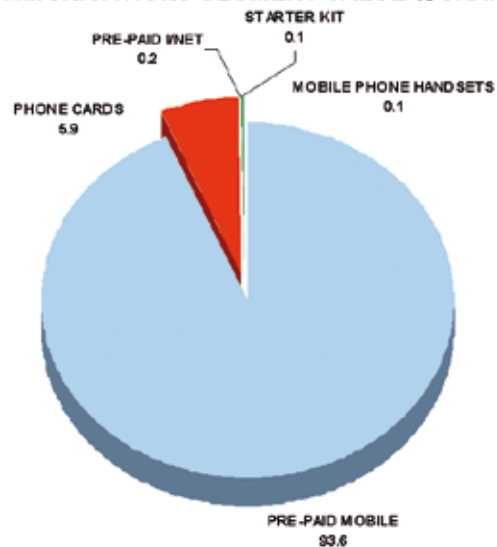
RANKING SOUTH AUSTRALIA

1	VIRGIN MOBILE PRE-PAID CARD \$30 1PK
2	TELSTRA PRE-PAID PLUS PR-PAD CRD \$30 1PK
3	OPTUS PRE-PAID CARD \$100 1PK
4	VODAFONE PRE-PAID CARD \$79 1PK
5	VIRGIN MOBILE PRE-PAID CARD \$15 1PK
6	TELSTRA PRE-PAID PLUS PR-PAD CRD \$20 1PK
7	OPTUS PRE-PAID CARD \$40 1PK (VAB)
8	VODAFONE PRE-PAID CARD \$30 1PK
9	OPTUS PRE-PAID CARD \$10 1PK
10	VODAFONE PRE-PAID CARD \$20 1PK
11	TELSTRA PRE-PAID CARD \$50 1PK
12	3 PRE-PAID CARD \$30 1PK
13	OPTUS SMS TEXT CARD \$10 1PK
14	3 PRE-PAID CARD \$50 1PK
15	TELSTRA PRE-PAID CARD \$30 1PK
16	OPTUS PRE-PAID CARD \$50 1PK
17	TELSTRA PRE-PAID CARD \$20 1PK
18	VODAFONE PRE-PAID CARD \$29 1PK
19	VODAFONE PRE-PAID CARD \$49 1PK
20	OPTUS PRE-PAID CARD \$30 1PK

COMMUNICATIONS MANUFACTURER VALUE % SHARE



COMMUNICATIONS SEGMENT VALUE % SHARE



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