

Identity Card





2780 400 KM²





♣\$♣ LANGUAGE SPANISH





CATHOLICS

%CHANGE FMCG VALUE SALES, 2013





GDP PER CAPITA 14 760 \$

TOP 3 EXPORT CHINA, BRAZIL, USA

TOP 3 IMPORT BRAZIL, ECUADOR, CHILE

CURRENCY ARGENTINA PESO

HAVE SWITCHED TO CHEAPER

GROCERY BRANDS



Retail & Confidence

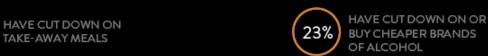
INTERNET SHOPPING





COMPARED TO THIS TIME LAST YEAR...







Fresh Products

HOW MANY PURCHASES PER WEEK?

MEAT & POULTRY	2.6

- FISH & SEAFOOD 8.0
- 3.4 FRUITS & VEGETABLES
- 3.7 DAIRY
- 4.0 **BREAD & BAKERY**



WHERE DO THEY BUY MOST OFTEN





51% FISH SHOP 19% **SUPERMARKET**

14% HYPERMARKET



58% FRUIT & VEGETABLE SHOP

> 17% SUPERMARKET

> HYPERMARKET



56% BAKERY

16% **SUPERMARKET**

9%

TRAD. GROCERY



Snacking



IN WHICH OUTLET DO YOU OFTEN BUY SNACKS?

GROCERY/FOOD SUPERMARKET STORES

CONVENIENCE STORES 43%

MASS-MERCHANDISERS 41% /HYPERMARKETS

> SMALL, LOCAL NEIGHBORHOOD 34% **STORES**

> > **SPECIALTY** 18% **STORES**

AGREE THAT MOST OF THEIR SNACK PURCHASES ARE

UNPLANNED



THINKING ABOUT THE SNACKS YOU ATE IN THE LAST MONTH, WHY DID YOU CONSUME THESE SNACKS?

TO SATISFY HUNGER BETWEEN MEALS

FOR **ENJOYMENT**

58%

TO PROVIDE NUTRITION

29%



THINKING ABOUT THE SNACKS YOU EAT. WHICH HEALTH ATTRIBUTES ARE VERY IMPORTANT TO YOU? (TOP 3)

NATURAL **FLAVOURS**

55%

ALL NATURAL

HIGH IN **FIBER**

50%

45%