

Times & Trends

A Snapshot of Trends Shaping
the CPG and Retail Industries



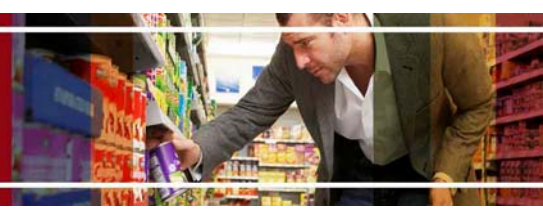
June 2008

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Wal-Mart

Helping Consumers Navigate a Transforming Economy





EXECUTIVE SUMMARY: TURNING INSIGHTS INTO ACTION

INSIGHT

- » Wal-Mart's share of CPG spending has increased as gas and CPG prices have escalated; sizable share gains occurred across income segments, but at different stages of the economic downturn
- » While economic conditions are playing a major role in Wal-Mart's rebound, company strategies delivering affordable products, affordable healthcare and an enhanced shopping experience are also a driving force that will ensure continued positive momentum after economic conditions improve
- » Wal-Mart's share gains occurred in 84 of the top 100 categories (up from two-thirds last year), as consumers step-up pantry stocking within supercenters
- » Increased Wal-Mart share across meal ingredients, meal components and convenience meals is further evidence that Wal-Mart is playing an important role in helping consumers navigate this economy; these categories are growing as consumers get back-to-basics in meal preparation to save money
- » While Wal-Mart private label share has declined throughout this period overall, emerging trends suggest that private label could take on a more prominent role within Wal-Mart

ACTION

- » Track shopping and purchase behavior shifts on a monthly basis by consumer segment, by market; continuously refine strategies vis-a-vis Wal-Mart as new consumer shopping patterns emerge
- » Identify potential longer-term implications for your brands, categories and stores, recognizing that while additional shifts will occur, a return to pre-downturn conditions is not likely in the foreseeable future
- » Brands in every category need to explore category and brand development opportunities within Wal-Mart; competing retailers need to re-assess category development priorities and overall positioning relative to Wal-Mart
- » Manufacturers within these categories should explore partnership opportunities with Wal-Mart and competing retailers to offer consumers affordable meal solutions
- » Closely track category private label share shifts within Wal-Mart, particularly in healthcare where the new \$4 non-prescription program has been implemented

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INTRODUCTION

Struggling to navigate in a transforming economy, consumers turn to Wal-Mart.

“Wal-Mart is uniquely positioned to succeed, not just in this economy, but in these times...we are best positioned to lead in the world of tomorrow.”

Lee Scott,
Wal-Mart CEO

The transformation underway in the U.S. economy has left consumers struggling to make ends meet. Roughly half of U.S. consumers in households with income under \$55,000 per year -- 60% of the population -- are having difficulty buying the groceries they need.¹

This environment has driven unprecedented changes in what consumers buy, where they shop and even how they eat. For many consumers, these changes have included an increased reliance on supercenters.

Low prices and one-stop shopping have proven to be an incredibly powerful combination at a time when consumers are forced to strategize to maximize gas and stretch budgets as far as they will go.

Wal-Mart is exceptionally well-positioned for growth. Not only has the company put measures in place to ensure that prices stay low, but Wal-Mart has also invested heavily to make stores “look better, cleaner, friendlier.”² These initiatives will help to ensure that consumers who are stepping up trips to Wal-Mart stores will have a positive shopping experience.

As Wal-Mart supercenters continue to attract a broader mix of consumers across income segments, a positive experience now could have major implications for growth down the road. Economic conditions are not expected to alleviate before the second quarter of 2009 – leaving ample time for new shopping habits to form that could outlast the worst of the economy.

Wal-Mart strategies, coupled with economic conditions and resulting shifts in consumer shopping habits, drove a rebound in the first quarter of fiscal year 2009 and strong momentum likely to carry through the balance of the year.

This report explores Wal-Mart’s role in helping consumers navigate this transforming economy and what this means for manufacturers and competing retailers.

1. IRI Competing in a Transforming Economy
2. Progressive Grocer, 6/9/08

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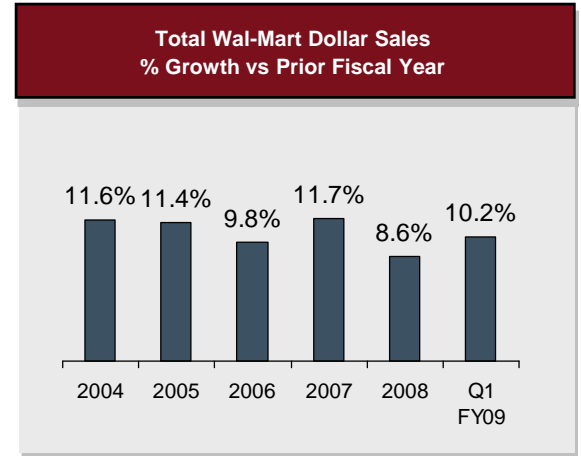
Wal-Mart sales gained momentum in the first quarter of FY2009 as growth rates improved across all divisions.

WAL-MART PERFORMANCE TOTAL COMPANY

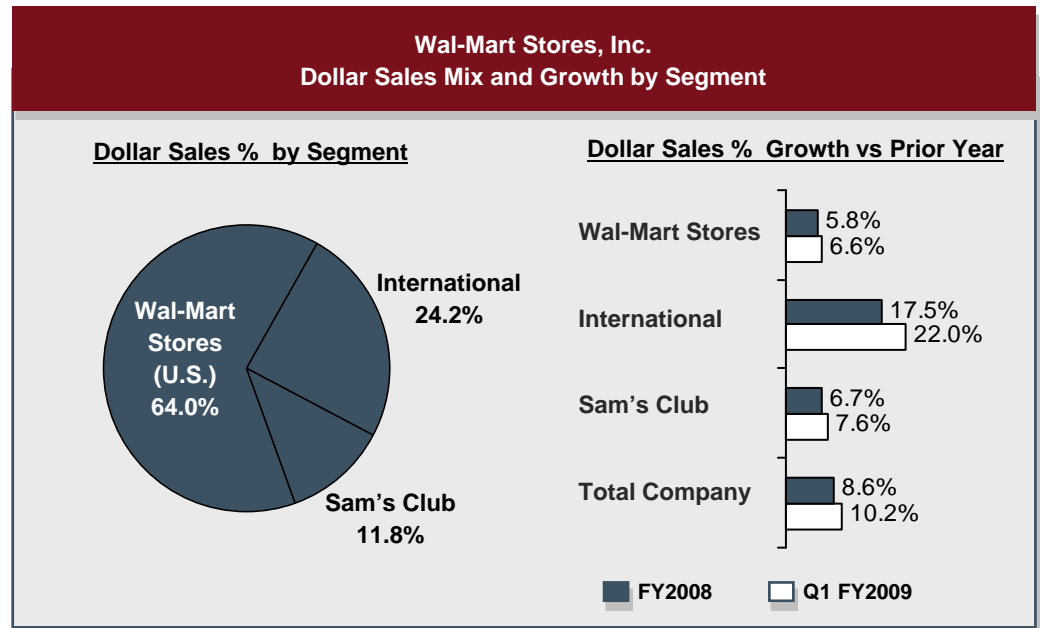
After a slowdown in fiscal year 2008, Wal-Mart's sales strengthened significantly in the first quarter of fiscal year 2009, with improvements across all divisions.

As detailed throughout this report, the U.S. Wal-Mart Stores division is experiencing a rebound, as Wal-Mart's strategies gain traction in a transforming economy and consumers across income segments allocate a greater share of their spending to Wal-Mart stores.

The international division also continues to play a vital role in Wal-Mart's growth, reaching nearly a quarter of total company sales on 22% sales growth.



Source: Wal-Mart Annual Report; Q1 Earnings Release
Note: Fiscal year ends January 31



Source: Wal-Mart Annual Report; Q1 Earnings Release; Fiscal Year ends January 31



WAL-MART PERFORMANCE WAL-MART STORES DIVISION - OVERVIEW

Wal-Mart posted favorable U.S. revenue and comp store trends in Q12009, after two years of decelerated growth rates.

The U.S. Wal-Mart Stores division's growth continued its slide in FY2008, ending the year with a 5.8% increase over FY2007. First quarter FY2009, however, showed positive momentum, with growth accelerating to 6.6%.

Wal-Mart's more selective U.S. store expansion efforts are reflected in a significant drop in the net number of new store openings to 107 in fiscal year 2008 -- a move that appears to be positively influencing sales at existing stores.

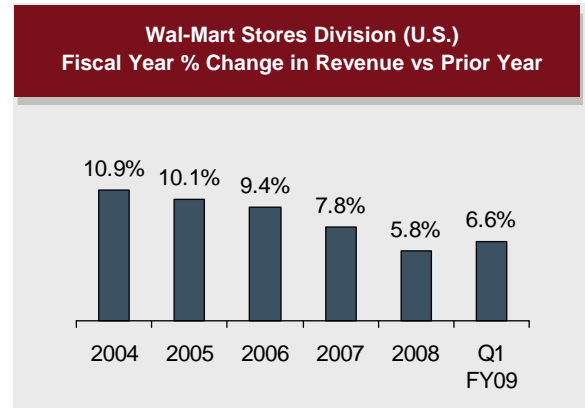
For Q12009, comp store sales have nearly returned to 2006 levels, posting solid growth of 2.7% after two straight years of softening.

These gains point to the success of Wal-Mart's multi-year efforts to improve same store sales, with a major focus on improving the store experience. They are also a sign of the times.

Consumers are facing a full-on financial assault as prices for gas, energy, food and other necessities rise to historic or near-historic levels.

As detailed in the May 2008 Times & Trends, IRI's *Competing in a Transforming Economy* study found that as beleaguered consumers look for value, supercenters have been major beneficiaries. Supercenters are growing trips and earning share gains across many categories as consumers attempt to streamline pantry stocking efforts. Wal-Mart is playing a major role in assisting consumers through today's economic challenges.

U.S. growth rates show positive momentum.



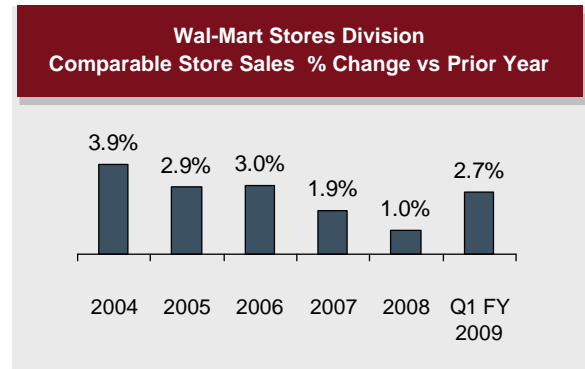
Source: Wal-Mart Annual Reports, Q1 Earnings Release

Net new store openings dropped sharply in 2008.



Source: Wal-Mart Annual Reports

Same store sales rebounded in Q1 FY2009.



Source: Wal-Mart Annual Reports, Q1 Earnings Release
Fiscal Year Ends January 31



U.S. DRIVERS OF GROWTH ECONOMIC ENVIRONMENT

[There is a dire need for affordable solutions among consumers who cannot afford their groceries.]

Nearly half of consumers earning less than \$55,000 per year -- 60% of the U.S. population -- are unable to afford their groceries, as noted in the chart below.

If ever there were a single statement on the extent to which consumers have been impacted by economic conditions, this is it.

Consumers have been forced to make significant tradeoffs. The IRI Competing in a Transforming Economy Study found, for instance, that nearly half of lower-income consumers are buying less fresh produce than they were six months ago, and a similar proportion are buying fewer healthier foods.

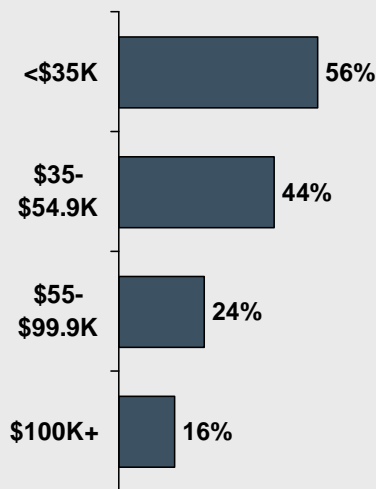
There is a dire need for affordable solutions for these consumers. In addition, while upper-income consumers may not be feeling as much strain, they, too, are making sacrifices, with over 40% cutting back spending on non-essential groceries, for example.

As outlined on the following pages, Wal-Mart's focus on low-cost products and healthcare is resonating with consumers across income groups as they seek new ways to make more limited funds go further.

"We see it in our stores every day -- working men and women living paycheck to paycheck and making more and more difficult decisions. We serve millions of customers like this every week in the U.S. We understand them."

Lee Scott,
Wal-Mart CEO

% of Consumers Having Difficulty Buying Their Groceries by Income Segment



60% Of U.S. Households Earn Under \$55K per Year

Sources: IRI Economic Trend Database™, IRI AttitudeLink™ Survey of 1,000 Consumers, U.S. Census Bureau

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Wal-Mart share of CPG spending jumped as CPG and gas price increases took hold.

U.S. DRIVERS OF GROWTH ECONOMY: IMPACT OF RISING CONSUMER PRICES

Two of the most challenging trends facing consumers today are rising gas prices and rising prices on food and other necessities.

These trends have a direct impact on consumer shopping behavior, including the proportion of consumer CPG budgets allocated to Wal-Mart.

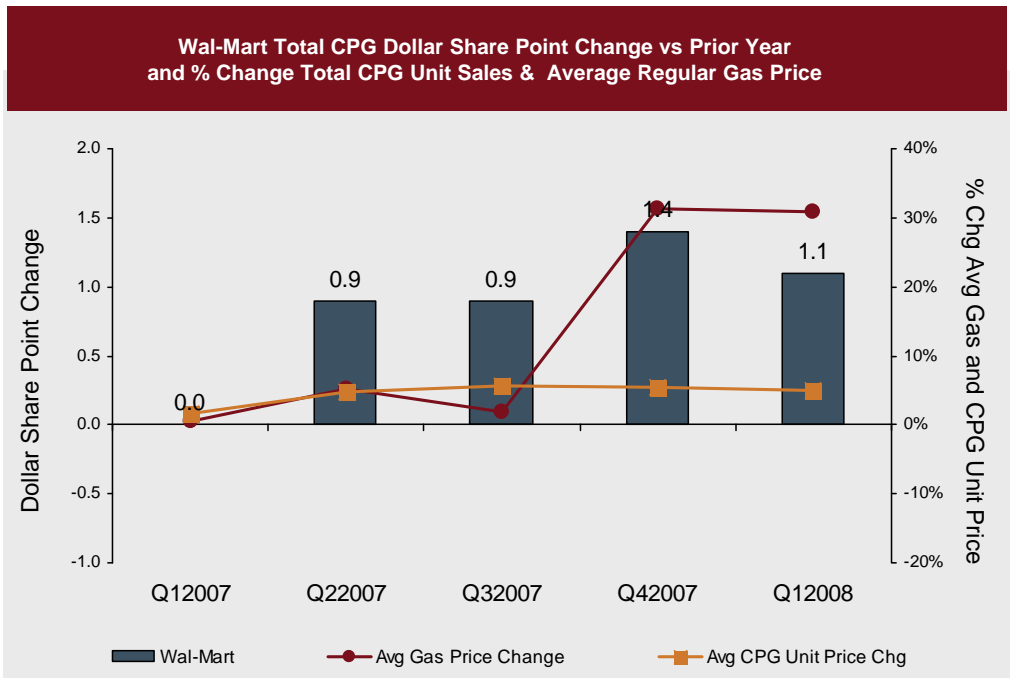
As the chart below illustrates, Wal-Mart share began to accelerate in the second quarter of 2007, when both CPG and gas prices initially spiked.

Wal-Mart share shot up again in the fourth quarter of 2007 when gas prices increased 30% vs prior year and consumers increasingly turned to supercenters for low-cost one-stop shopping.

With the rise in gas prices not expected to ease until the second quarter of 2009, and prices on CPG products expected to further escalate, Wal-Mart's accelerated share gains are likely to continue for the foreseeable future.

*"We expect Wal-Mart to have a stronger market share coming out of the slowdown than when they went in."*¹

Bill Dreher
Analyst, Deutsche Bank



1. USNews.com, May 13, 2008

Source: IRI Economic Shopping Behavior Longitudinal Database™, IRI Consumer Network®, U.S. Department of Energy

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A Snapshot of Trends Shaping the CPG and Retail Industries



[Consumers across income brackets stepped up purchases at Wal-Mart, but at different stages of the economic downturn.]

U.S. DRIVERS OF GROWTH ECONOMY: IMPACT ACROSS INCOME SEGMENTS

Not surprisingly, the economic downturn has impacted consumer shopping patterns differently across income segments. All income segments have stepped up share of CPG spending at Wal-Mart, but the timing has varied.

Early in the economic downturn, lower-income consumers began to turn to Wal-Mart in an effort to stretch their CPG dollars. As CPG and food prices rose sharply in the second quarter of fiscal year 2007, middle-income consumers increased purchases at Wal-Mart. And, when gas prices spiked dramatically in the fourth quarter of 2007, upper-income consumers joined them.

Wal-Mart has a unique window of opportunity to not only expand sales among core lower-income consumers but also to build relationships with middle and upper-income shoppers that will last beyond the current economic crisis.

Relevant assortments by market combined with a positive shopping experience and tangible savings will be critical to solidifying Wal-Mart as a favored shopping destination across a broad mix of consumers.

Income Segment Definition

Getting By

- One member households, income up to \$19.9K
- Two or more member households, income up to \$34.9K

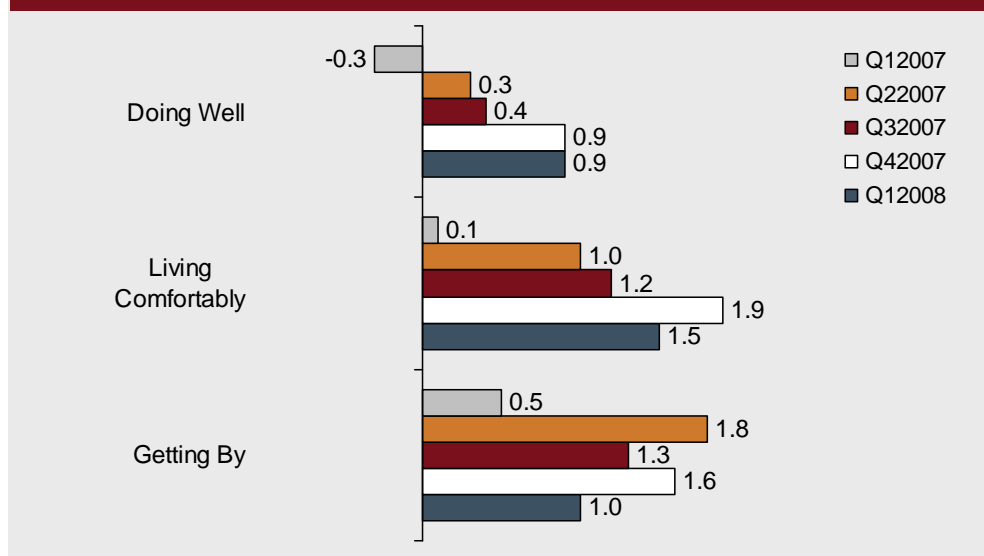
Living Comfortably

- One member households, income \$20K - \$34.9K
- Two or more member households, income \$35K - \$54.9K

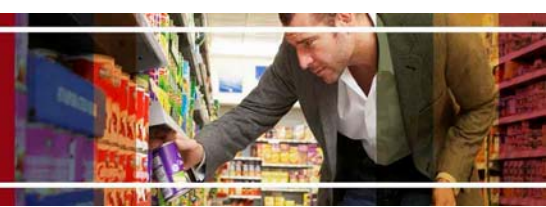
Doing Well

- One member households, income \$35K+
- Two or more member households, income \$55K+

Wal-Mart Total CPG Dollar Share Point Change vs Prior Year by Calendar Year Quarter by Income Segment



Source: IRI Economic Shopping Behavior Longitudinal Database™, IRI Consumer Network®



While the economy is providing the ideal environment for Wal-Mart growth, company strategies are a driving force behind the success.

“We’re succeeding in our efforts to deliver simple, affordable, quality pharmacy solutions for families struggling with the rising costs of health care. And, our customers – and their budgets – are seeing a dramatic difference.”

Dr. John Agwunobi
Wal-Mart Senior Vice President,
President Health and Wellness

U.S. DRIVERS OF GROWTH WAL-MART STRATEGIES

Wal-Mart has a number of major strategic initiatives underway under the company’s “Save Money. Live Better”™ mantra that are hitting the mark with consumers and reinvigorating company growth:

Affordable Products

At a time when the cost of a typical grocery market basket has gone up 6.9%, and prices on staples, including eggs, milk, and pasta are 20-55% higher than they were 18 months ago, Wal-Mart’s commitment to low prices holds significant meaning for consumers.

Supporting this strategy, the company has reduced prices on hundreds of food products by as much as 30% this past year.¹ An affordable product mix, particularly on staples, is essential to effectively competing in this economic environment.

Affordable Healthcare

It has been over a year and a half since Wal-Mart first introduced \$4 generic prescriptions. During that period, the program has evolved and expanded to include a broader mix of drugs and 90-day supplies on some medicines for \$10.00.

Last month, the company launched a \$4 over-the-counter medicine program, including over 1,000 OTC products, primarily under Wal-Mart’s Equate private label brand.²

Wal-Mart’s focus on affordable healthcare for consumers extends beyond medication.

Wal-Mart currently offers 78 in-store clinics, offering low-cost care to consumers. Clinic visits cost a flat fee of \$45, and insurance is not required.³ In fact, 55% of Wal-Mart’s clinic patients do not have health insurance. The company plans to have 400 clinics by 2010.⁴

These healthcare initiatives offer significant cost savings to consumers but also serve as a solid platform for total store growth and have the potential to revolutionize healthcare.

Enhanced Shopping Experience

Wal-Mart embarked upon a multi-year effort to improve the shopping experience, leaving the company particularly well-positioned as consumers across income segments are visiting Wal-Mart stores more frequently now due to economic conditions. While still investing in brighter and wider aisles, Wal-Mart is also investing to improve category and product relevance, and to improve associated merchandising and promotional programs. Assortment is being reassessed, with best-selling brands being added and highlighted to build credibility (think iPod, Apple). And offerings are being streamlined to enable customers to better understand quality and price differences.

1. Fortune, 6/9/08
2. Wal-Mart website
3. rncentral.com
4. New York Times, 2/7/08

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SHIFTING SHOPPING PATTERNS SHOPPING TRIP SHIFTS BY CHANNEL

Supercenters are the big winners as consumers strive to save on gas and CPG expenses.

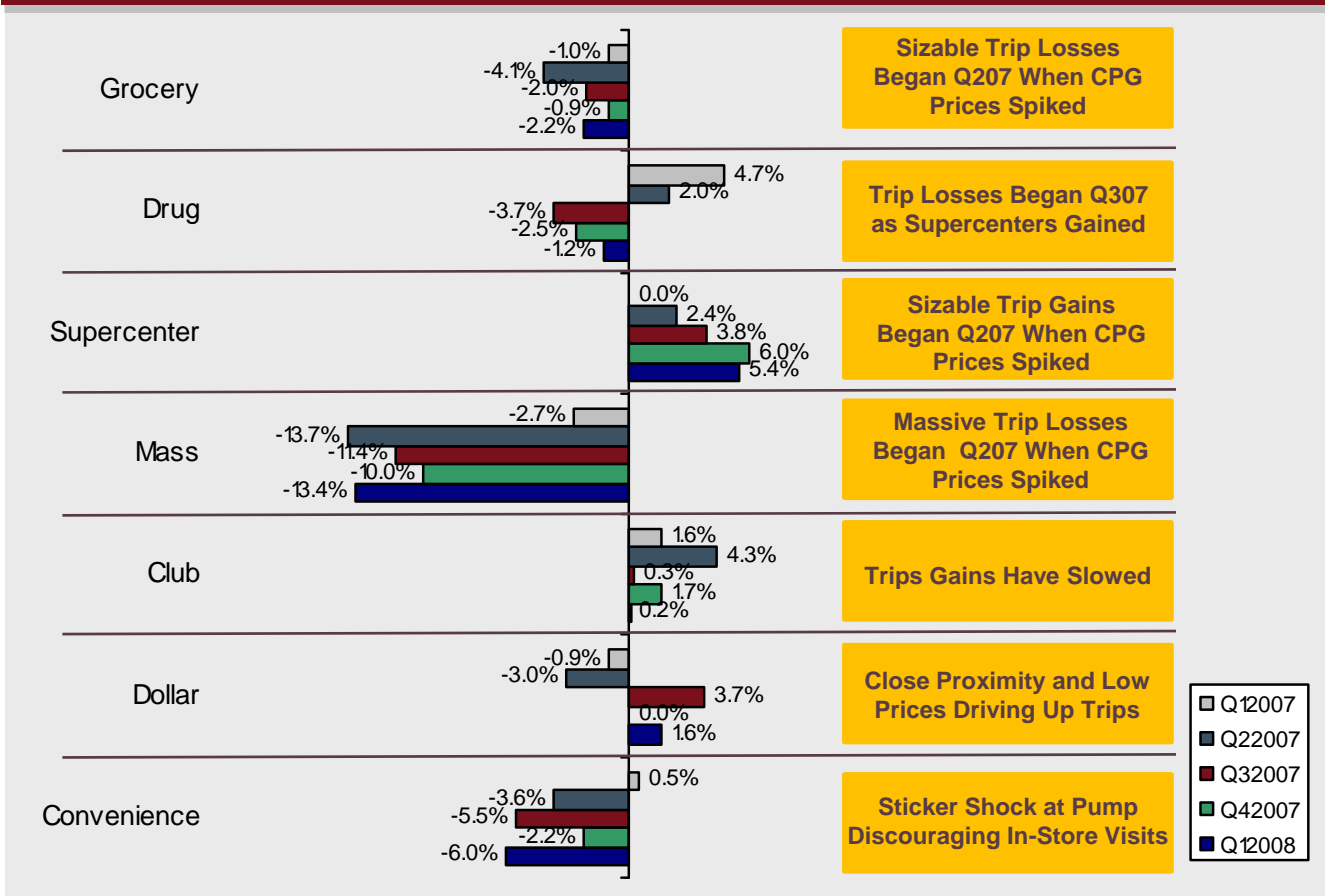
As consumers modify shopping patterns to try to save money on both their gas and CPG expenditures, supercenters have been the big winners.

As highlighted below, supercenters and dollar stores were the only channels to grow trips last quarter, reflecting the strong appeal of value retailers offering low cost pantry stocking or close-to-home, affordable fill-in.

Mass channel trips are down substantially; the lure of values is apparently not nearly as strong when stores are a distance from home but do not enable one-stop shopping for groceries and other necessities.

The subsequent section details the shopping shifts behind Wal-Mart's U.S. Stores division's growth, where supercenter gains are offsetting traditional mass merchandise declines.

CPG Purchase Occasions per Household % Change vs Prior Year by Quarter



Sources: IRI Economic Shopping Behavior Longitudinal Database™, IRI Consumer Network™



SHIFTING SHOPPING PATTERNS WAL-MART STORES IMPACT

[Wal-Mart is successfully bringing consumers into the store more often and is building baskets on each trip.]

With roughly 80% of U.S. households shopping at Wal-Mart, growth is far more likely to come from growing baskets and trip frequency than bringing in new consumers. And, in fact, Wal-Mart's penetration rate declined significantly in the first quarter of calendar year 2008, which likely reflects a slowdown in the number of net new stores.

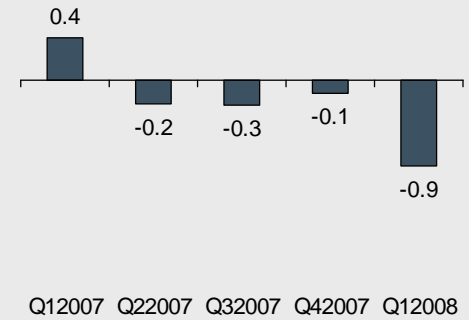
Trips, however, are growing. While trips took a hit in the second quarter of 2007 when gas and CPG prices first spiked, they began to rebound and grew significantly in the fourth quarter of 2007, when gas prices skyrocketed and one-stop shopping took on greater importance.

Basket size has also improved. Increases in dollars per trip softened as the number of trips grew over the past two quarters, but show strong momentum.

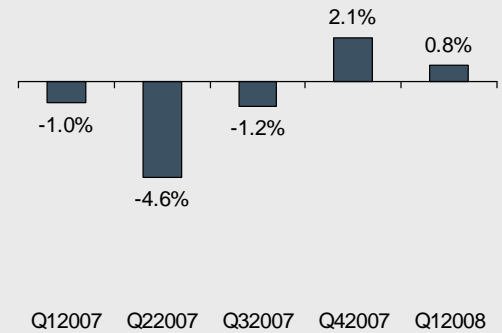
Wal-Mart's "Save Money. Live Better" strategy has reaped commendable results in this difficult economy. The company's \$4 prescription program, aimed at building Wal-Mart pharmacy as a destination location, is coupling well with strategies establishing Wal-Mart as a price leader in core food categories. Meanwhile, new, more focused merchandising strategies capitalize on in-store opportunities to build basket size.

Competing retailers require targeted strategies to protect and grow pantry-stocking trips. Manufacturers who can demonstrate their value in building baskets will likely find additional growth opportunities across all channels.

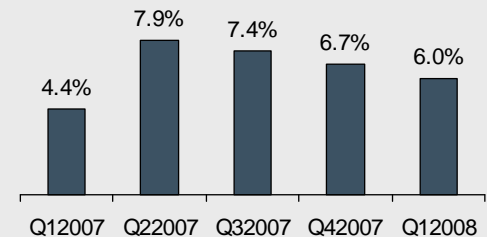
**Total U.S. Wal-Mart Stores Division
Shopper Penetration Point Change**



**Total U.S. Wal-Mart Stores Division
% Change CPG Purchase Occasions**



**Total U.S. Wal-Mart Stores Division
% Change Average Dollars per Trip**



Sources: IRI Economic Shopping Behavior Longitudinal Database™, IRI Consumer Network™



SHIFTING PURCHASE PATTERNS SHARE SHIFTS BY CATEGORY

Wal-Mart is posting share gains in 84% of top 100 CPG categories.

Just last year, the May issue of Times & Trends reported that Wal-Mart's share of one-third of the top 100 CPG categories was in decline. What a difference a year can make.

Wal-Mart is now enjoying increased share of consumer spending in an astounding 84% of the top 100 CPG categories.

In addition, as outlined in the following pages, Wal-Mart is gaining among categories that are aligned with recent shifts in consumer consumption patterns in response to the economic environment, including high-demand meal ingredients and components, for instance, which are growing as consumers eat out less and get back to basics with cooking.

Wal-Mart gains are also occurring in several categories that have seen declining demand overall as consumers scale back on "non-essentials", such as frozen novelties, and ultra-convenient foods, including frozen pizza – suggesting that consumers will add these products back to their baskets when affordable options are available.

Finally, among the categories in which Wal-Mart is losing ground, it is somewhat surprising to see a number of healthcare products, given Wal-Mart's healthcare focus, but, as will be described in more detail, drug stores are giving all competitors a run for their money in this space.

Wal-Mart Stores Division (U.S.) CPG Category Performance Wal-Mart Dollar Share & Share Change vs Prior Year		
Above Average Share	<p><u>Losing Ground</u></p> <p>14% of Categories (Eg: Dog Food, Vitamins)</p> <ul style="list-style-type: none"> ✓ Vast majority non-foods ✓ All flat or declining demand 	<p><u>Protecting Position</u></p> <p>31% of Categories (Eg: Toilet Tissue, Laundry Detergent)</p> <ul style="list-style-type: none"> ✓ Majority non-foods ✓ Virtually all increasing demand
	<p><u>Limited Focus</u></p> <p>2% of Categories (Eg: Eggs, Pastry/Doughnuts)</p> <ul style="list-style-type: none"> ✓ Food ✓ Mixed demand change; growing categories 	<p><u>Up & Coming</u></p> <p>53% of Categories (Eg: Bottled Juices, Natural Cheese)</p> <ul style="list-style-type: none"> ✓ Majority food & beverage ✓ Increasing demand; growing categories
Below Average Share	Decreasing Share	Increasing Share

Source: IRI MarketInsight™; 52 weeks ending 5/18/2008; Top 100 Categories



Wal-Mart holds above average and growing share in one-third of leading CPG categories.

SHIFTING PURCHASE PATTERNS

CATEGORY: WAL-MART PROTECTING POSITION

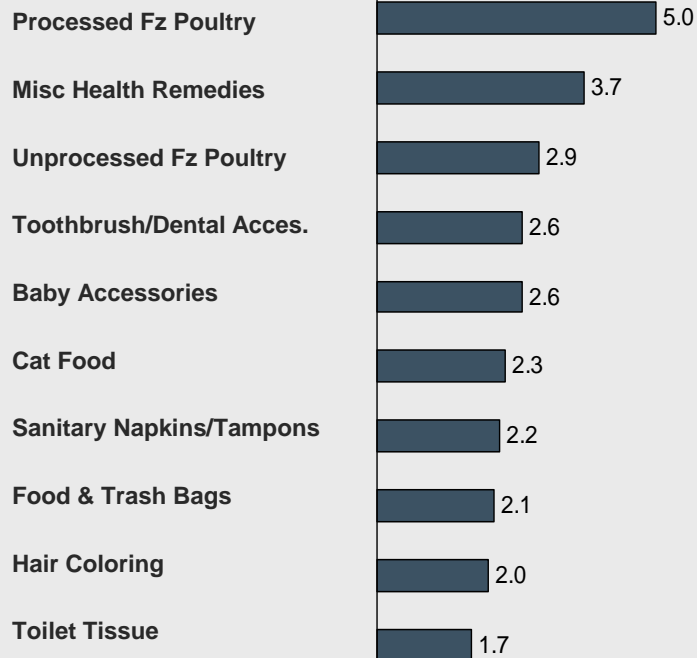
Non-foods have long been a strong suit for Wal-Mart, and this past year has been no exception. Wal-Mart holds above average and growing share in one-third of the top 100 CPG categories. The majority of these categories are non-foods, but processed and fresh-frozen poultry are notable exceptions.

While the categories below in which Wal-Mart has protected an already strong position cut across

several departments, what most have in common is relatively high category price increases. Average prices on toilet tissue, for instance are 16% higher than they were 18 months ago, while sanitary napkins and food & trash bag pricing is up nearly 10%.

Wal-Mart gains in frozen poultry are also significant, as they point to the company's ability to capture a share of the growing at-home meal solutions market, which is poised for further growth as consumers prepare/assemble more meals at home.

Wal-Mart FDMW Dollar Share Point Change vs Prior Year



Source: IRI MarketInsight™; 52 weeks ending 5/18/2008 (FDMW = Food, Drug Mass Incl. Wal-Mart)

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Wal-Mart is taking on a greater role in consumers' return to at-home meal preparation.

SHIFTING PURCHASE PATTERNS CATEGORY: WAL-MART UP AND COMING

The top ten "up and coming" categories -- those in which Wal-Mart share of sales is below average but on the rise -- are all food categories.

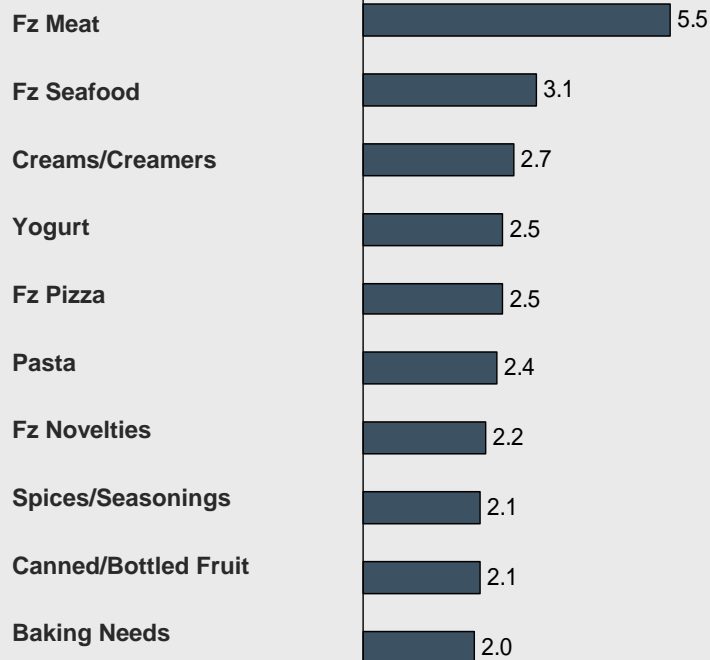
These gains illustrate Wal-Mart's growing role in consumers' return to at-home meal preparation. Wal-Mart is gaining across meal ingredients (spices, baking needs), meal components (frozen meat, frozen seafood, pasta) and convenience meals (frozen pizza).

Wal-Mart's increased presence in this critical area points to new opportunities

for manufacturers and new risks for competing retailers. Manufacturers across these and related categories have an opportunity to work with Wal-Mart to develop and market cross-category solutions, such as dinner for four for \$10 or less.

Competing grocers must invest to win in this space. This is where the consumer is headed. This is where the growth is.

Wal-Mart FDMW Dollar Share Point Change vs Prior Year



Source: IRI MarketInsight™; 52 weeks ending 5/18/2008 (FDMW = Food, Drug Mass Incl. Wal-Mart)



SHIFTING PURCHASE PATTERNS CATEGORY: WAL-MART LOSING GROUND

Wal-Mart is losing ground across several self-care categories.

Wal-Mart is incurring share losses in 14 of the retailer's "stronghold" categories – top 100 categories in which Wal-Mart holds an above-average share.

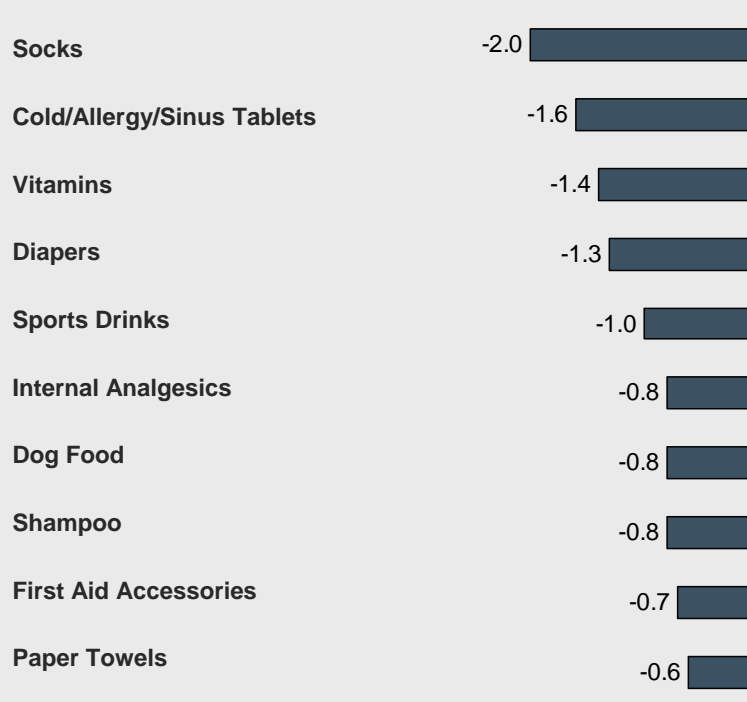
Several self-care categories, including cold/allergy/sinus tablets, vitamins, internal analgesics and first aid accessories are among those losing ground.

As highlighted in the IRI Competing in a Transforming Economy study, self-care is on the rise, pointing to a potential untapped opportunity at Wal-Mart to grow share across these and related categories

through tie-ins to the company's affordable healthcare positioning.

Drug stores have made a major play for self-care categories, earning share gains across the categories below in which Wal-Mart share has declined. Given the strong growth potential across many of these categories and importance to healthcare leadership, we can expect continued strong competitive tension between Wal-Mart and drug store retailers in this area.

Wal-Mart FDMW Dollar Share Point Change vs Prior Year



Source: IRI MarketInsight™; 52 weeks ending 5/18/2008 (FDMW = Food, Drug Mass Incl. Wal-Mart)



SHIFTING PURCHASE PATTERNS WAL-MART PRIVATE LABEL

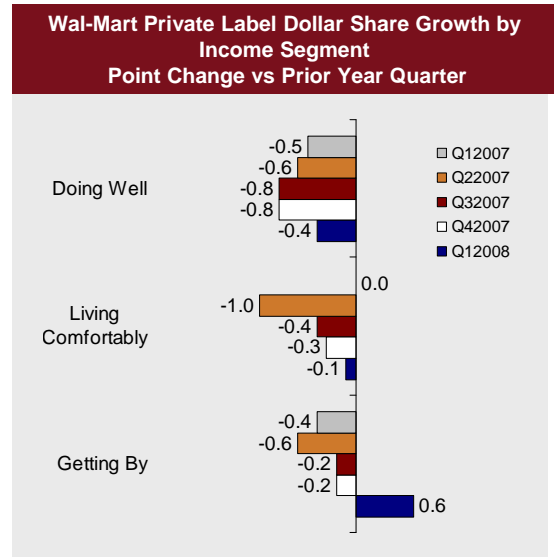
Private label has not played a prominent role in Wal-Mart's rebound; however, emerging trends suggest imminent gains.

Over the past five quarters, private label has increased share at the all outlet level; this trend has not held true at Wal-Mart.

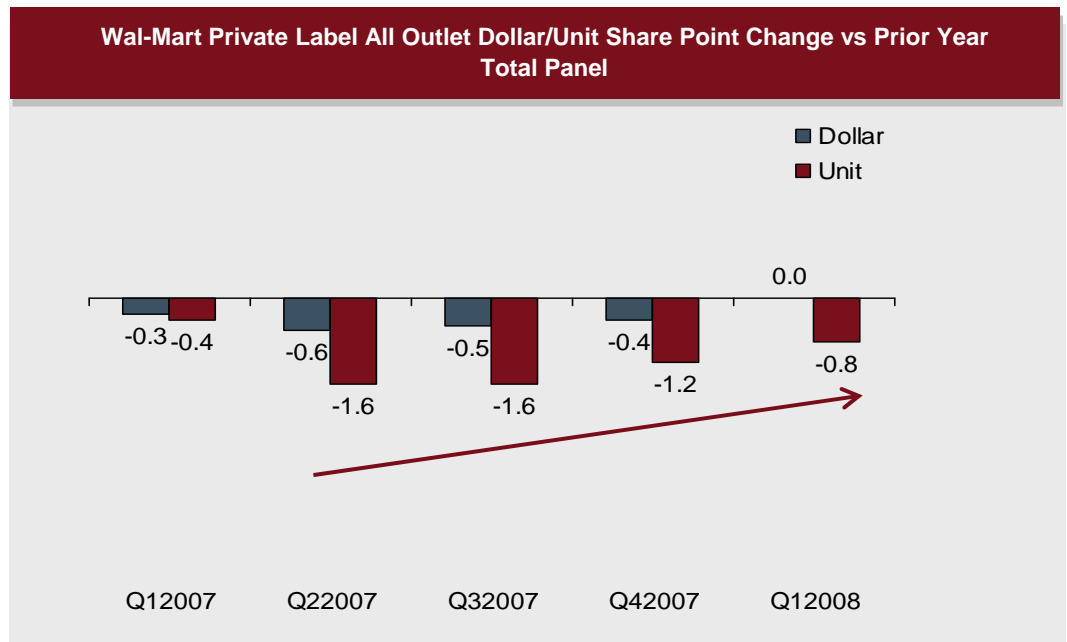
As illustrated in the chart below, private label share trends have steadily improved at Wal-Mart. Dollar share is now flat vs prior year; unit share is still down but is moving in a positive direction.

Consumers appear to be turning to Wal-Mart for low prices on national brands, more so than private label options.

However, private label share increases in Q12008 among lower-income consumers, combined with Wal-Mart's increased private label marketing focus with the \$4 non-prescription program suggest that private label may be poised for growth at Wal-Mart.



Sources: IRI Economic Shopping Behavior Longitudinal Database™, IRI Consumer Network™



Sources: IRI Economic Shopping Behavior Longitudinal Database™, IRI Consumer Network™



CONCLUSIONS CPG MANUFACTURERS

Manufacturers seeking to capture incremental growth within Wal-Mart should explore the following action items:

- » Step up frequency and granularity of consumer and market assessments
 - Analyze share shifts on a monthly, not semi-annual basis, to identify emerging opportunities, given the rapid pace of change over the past twelve months
 - Identify shifts at the market level
 - Track shifts by income segment
 - Understand emerging Wal-Mart private label trends by category by consumer segment

- » Align strategies with shifting shopping patterns
 - Work to secure optimal shelf space and placement within supercenters
 - Identify specific trip missions on which your categories and brands are purchased within Wal-Mart stores and identify cross-merchandising opportunities to maximize lift on high priority trip types
 - Demonstrate category/brand value in building baskets

- » Align strategies with shifting purchase patterns
 - Manufacturers of meal ingredients, meal components and low-cost convenient meals should explore a partnership with Wal-Mart to design multi-category, affordable meal solutions (eg. feed a family of four for \$10 or under every day of the week.)
 - Manufacturers of self-care products should explore opportunities to help Wal-Mart win in this critical high-growth area
 - Partner with Wal-Mart in identifying the role of your brand(s) in delivering a relevant assortment by market



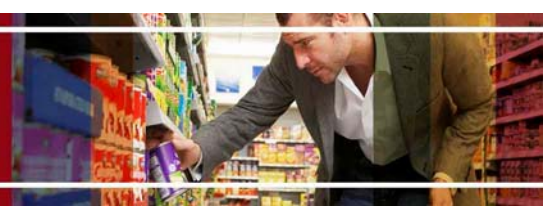
CONCLUSIONS CPG RETAILERS

CPG retailers should consider the following action items within competitive strategies with respect to Wal-Mart strategic initiatives and growth trends:

- » Step up frequency and granularity of consumer and market assessments
 - Analyze share shifts on a monthly, not semi-annual basis, to identify emerging opportunities, given the rapid pace of change over the past twelve months
 - Identify shifts at the store level
 - Track shifts by income segment
 - Understand emerging Wal-Mart private label trends by category by consumer segment

- » Align strategies with shifting shopping patterns
 - Protect and grow share of pantry stocking trips, which are moving to supercenters at an increasing rate, through a focus on staples and affordability in advertising, promotions and product mix
 - Identify other trip types that are not currently well-served by supercenters and design merchandising, assortment and advertising to specifically target and capture a greater share of these trips
 - Implement basket-building strategies to maximize store visits, including cross-merchandising among related categories and multi-unit discounts

- » Align strategies with shifting purchase patterns
 - Invest to win across high-demand meal ingredients, meal components and low-cost convenient meals as consumers go back-to-basics in meal preparation and assembly; localize by market, as “affordable” meal solutions will vary by income
 - Explore opportunities to tap into the growing at-home self-care trend; while Wal-Mart has gained significant traction in healthcare, there are a number of critical categories in which Wal-Mart share is declining



RESOURCES

To gain insight into opportunities and risks related to Wal-Mart growth trends and strategic initiatives, contact your IRI client service representative regarding custom analyses leveraging the following resources:

IRI MarketInsight™

Proprietary model-based sales tracking service providing superior coverage of channels, including Wal-Mart, for which point-of-sale data are not available. Reflects sales across IRI InfoScan® Reviews CPG categories.

IRI Consumer Network™

Nationally representative panel of households tracking purchases with hand-held barcode scanners; extensive demographic profiles enable in-depth analysis of purchase behavior across standard or custom-defined consumer segments across channels.

IRI RxPulse™

Integrated longitudinal Rx and OTC panel of individual patient/consumers providing perspectives on demographics, lifestyles and ailments. The service provides a means to monitor total Rx & OTC drug usage on an ongoing basis across key segments.

IRI *Competing in a Transforming Economy*

This just-released, ground-breaking study reveals fundamental changes in where consumers shop, what they buy, and even how they eat in response to shifting economic conditions. The study presents specific recommendations for retailers and manufacturers to successfully compete within this environment and includes a monthly tracking service to empower industry participants to get ahead of emerging trends.

For More Information, contact your client service representative or Sheila McCusker at sheila.mccusker@infores.com

See the May 2008 issue of Times & Trends for high-level findings from this study.

[Times & Trends]

A Snapshot of Trends Shaping the CPG and Retail Industries



>>> MORE INFORMATION

Please contact Sheila McCusker at sheila.mccusker@infores.com with questions or comments about this report.

About IRI

IRI is the world's leading provider of consumer, shopper, and retail market intelligence and insights supporting 95 percent of the FORTUNE Global 500 consumer packaged goods (CPG), retail and healthcare companies. Only IRI offers the unique combination of integrated market information, automated and predictive analytics, innovative enabling technologies, and domain expertise. With IRI, leading retailers and manufacturers are able to quickly discover breakthrough insights driving smarter decisions and actions across the enterprise for breakthrough results. Companies around the world depend on IRI for improved productivity, stronger brands, and dramatic revenue growth. For more information, visit

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