

DATAPOINTS

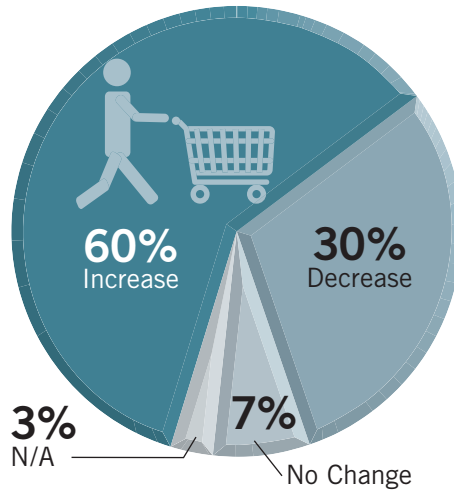
Supermarket Sales Lag Inflation

Supermarket industry sales growth in 2012 did not keep pace with inflation, according to the Food Retailing Financial and Business Review 2013, released last week by Food Marketing Institute. It found that same-store sales increases in the industry averaged 1.6% in 2012,

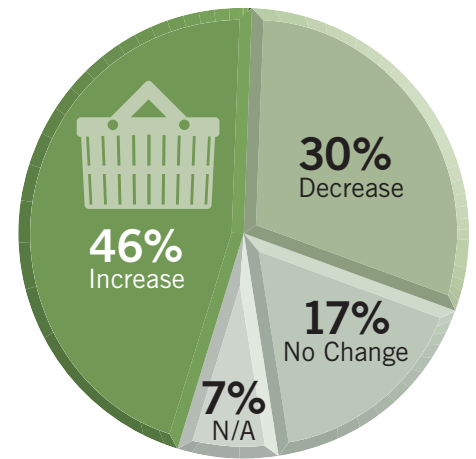
excluding fuel, and noted that 72.3% of companies posted sales gains below the estimated 2.6% rate of food-at-home inflation. The report was based on data from 66 food retailers compiled by 210 Analytics. **SOURCE: FMI**

78%
of food retailers expect their total sales to improve in 2013.

Customer Counts
2012 vs. 2011



Transaction Size
2012 vs. 2011

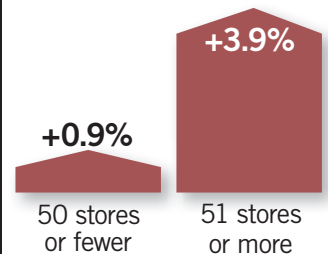


“Like the economy, the food retailing business environment improved somewhat with more companies reporting positive gains in sales, profits, customer counts and basket size.”

—FMI Food Retailing Financial and Business Review 2013

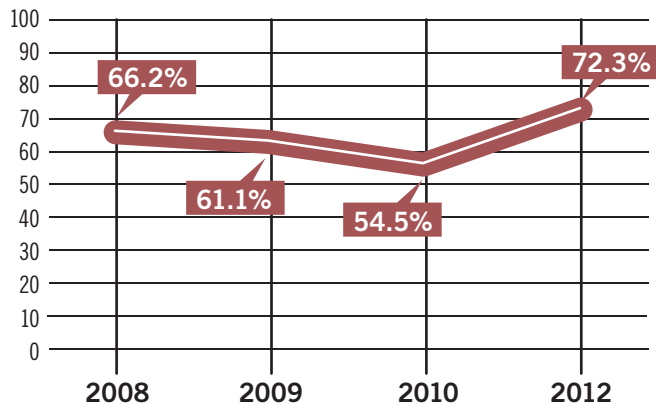
Large Chains Perform Better

(2012 average same-store sales)



Sales Below Inflation*

(% of retailers with sales gains less than inflation)



* 2011 data not available

63%

of food retailers expect an improvement in net income in 2013.

IMPACT OF HEALTH CARE REFORM

(% who expect increased expenses in each year)

