



ACNielsen Retail Groups Ranking – Total FMCG

Retail Groups Market Share Development 5 consecutive Quarters, value Market Shares

	Q3/2006	Q2/2006	Q1/2006	Q4/2005	Q3/2005
Shufersal Group	36.9%	37.4%	38.5%	39.5%	39.3%
Blue Square Group	25.3%	25.4%	25.0%	24.6%	25.7%
Independent Retail Chains	25.3%	24.3%	23.1%	22.7%	22.2%
Private Minimarkets	9.9%	10.7%	9.7%	10.0%	9.6%

- Independent Chains includes Private Chains (Such as: Hatzi-Hinam, Co-Op Jerusalem, Haviv, Aba Victory etc).
- Pharms are not included to the ranking.

Chain Brand Leaders – Total FMCG Value Market Shares, 3rd Quarter 2006

	Q3/2006	Q3/2006	Q2/2006	Q3/2005
	Market Share	Ranking	Ranking	Ranking
Shufersal Deal	12.4%	1	2	2
Mega	12.2%	2	1	1
Shufersal Big	8.5%	3	3	***
Super Center	8.0%	4	4	3
Hatzi Chinam	5.5%	5	5	5
Shefa Shuk	5.0%	6	7	7
Shufersal	4.1%	7	6	4
Shufersal Sheli	2.7%	8	15	***
Hyper Neto	2.7%	9	8	6
Mister Zol	2.4%	10	11	14

For any further information you may contact Michal, Trade Department, ACNielsen Israel

Tel.: 03-9200751, e-mail: michal.brummer@acnielsen.co.il

איי סי נילסן (ישראל) בע"מ, אפעל 35, מגדל אדגר, ת.ד. 3851, קרית אריה פתח תקוה 49130,

טל. 03-9200700, פקס 03-9200777

ACNielsen (Israel) LTD. 35 Efal st., Adgar Tower, P.O.Box 3851, Kiryat Arie Petach Tikva 49130,

Tel:972-3-9200700, Fax:972-3-9200777

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