HELEY INTERNATIONAL
Discount Channel Overview

Below is an intriguing look at the discount channel in the UK and Europe, this insight is only a snapshot of the wealth of knowledge that we have on an ever-growing channel. Having pioneered this channel we hope you'll recognise the opportunity that your business and brands can share by working with Heley International through our wholesale, retail and on-line distribution channels.

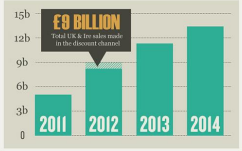
Visits to Discounters

40%

40% shoppers visit a discounter once a week

That's up 8% from the same question in 2009

Total UK & Ire sales



5% of UK retail sales are made in a discounter

69% SUPERMARKETS

18% CONVENIENCE

Heley Bargains sales up 300% from last year

Discount shoppers up by 25% over past 2 years

Discount channel due to increase 10% in next year

Portrait of a discount shopper

A new generation of power spenders

60 PLUS

Predominant age group of a discount shopper

Discount Shoppers Average Income:

£24,000

Predominant Socio-Economic Grouping C1

40% of discount shoppers are male

29% Live in the North of England

2/3 Are in full or part time employment

87% Compare & Check Prices **"CONSTANTLY"**

52% prefer to shop in town centres

40% prefer out of town shopping

77% Recommend using a discounter to friends & family

WEEKEND SHOPPING:

34% 34% do all of their discount shopping at the weekends

24% 24% of weekday shoppers return to a discounter at the weekend

27% 27% consider Sunday an important day for discounters to be open

The changing landscape of the discount channel

7,700 Number of discount & value stores operating in the UK. 18% of which are owned by the Big 5 discounters

14.8% Ready to Drink & Soft Drinks — **No 1** Product by Sales Volume

10.4% Paper Products Kitchen and Toilet Roll — **No 2** Product by Sales Volume

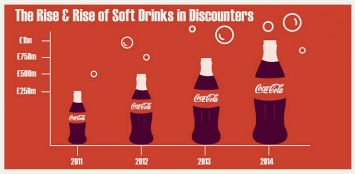
6.3% Hot Drinks Tea, Coffee & Hot Chocolate — **No 3** Product by Sales Volume

4. 5.1% - Confectionery
5. 5.8% - Snacks & Crisps
6. 4.8% - Petfood (Wet & Dry)
7. 4.7% - Sweets & Candy
8. 4.2% - Laundry Products
9. 3.8% - Feminine Hygiene
10. 3.4% - Wine

Turnover by discounter size (Billion)

Discount Channels expected share increase over next 10 Years **62%**

The Rise & Rise of Soft Drinks in Discounters



74,628 Estimated number of European discount stores

SOURCES:
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