



>50%
OF FMCG TURNOVER
IS BEING **SPENT**
WITH AN
OCCASION
IN MIND



ACTIVATING
SSD BRANDS/PACKS
LINKED TO KEY **CONSUMPTION**
OCCASIONS IMPROVES
THE **SHOPPING EXPERIENCE**
AND MORE IMPORTANTLY,
DELIVERS +3%
INCREMENTAL
CATEGORY **REVENUE**



ACTIVATING RELEVANT
OCCASIONS DRIVES
X2 STORE
ENGAGEMENT
FROM SHOPPERS