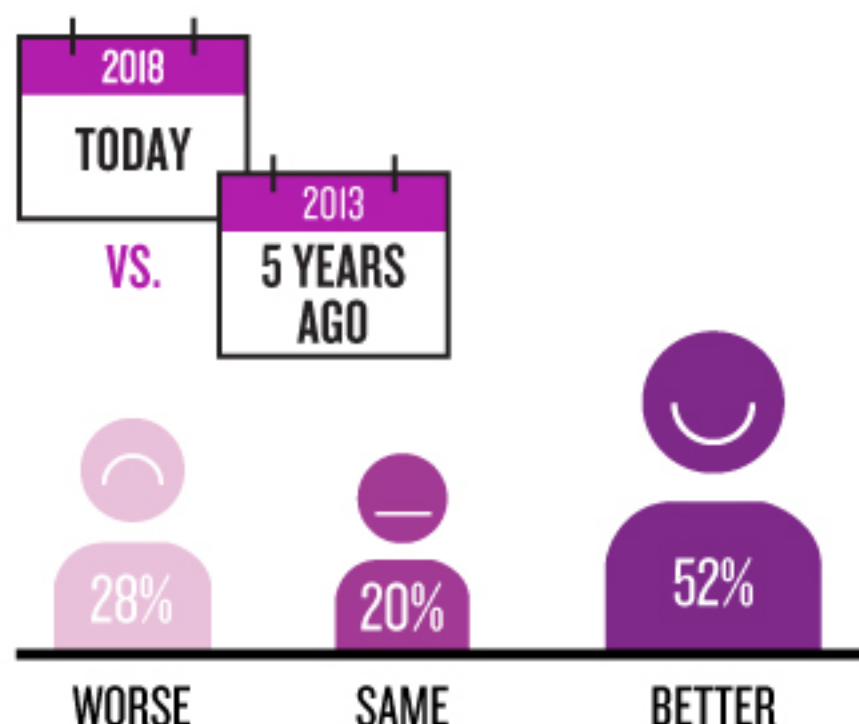


CHANGING CONSUMER PROSPERITY

For Better or Worse – How Consumer Spending is Evolving

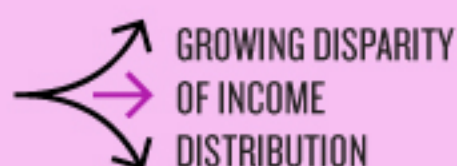
HOW CONSUMERS FEEL ABOUT THEIR FINANCIAL SITUATION



STILL NOT ALL CAN SPEND FREELY



CAUSED BY



TOP 5 CATEGORIES CONSUMERS ARE SPENDING MORE ON



TOP 5 CATEGORIES CONSUMERS ARE WILLING TO PAY A PREMIUM



FOR MORE INFORMATION ON 'CHANGING CONSUMER PROSPERITY' AND HOW TO WIN CONSUMERS' WALLETS DOWNLOAD THE REPORT AND REACH OUT TO YOUR NIELSEN CONTACT.