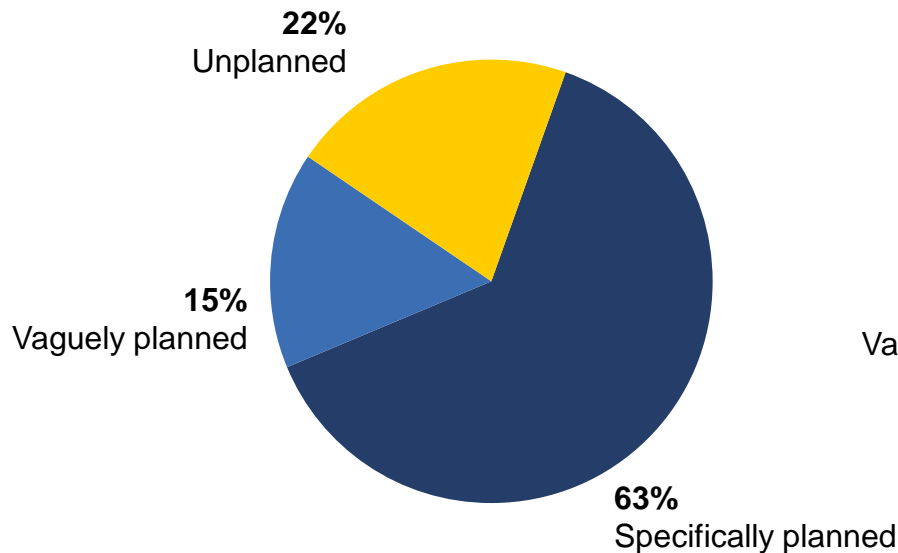


# Evolution of the Purchase Decisions at POP

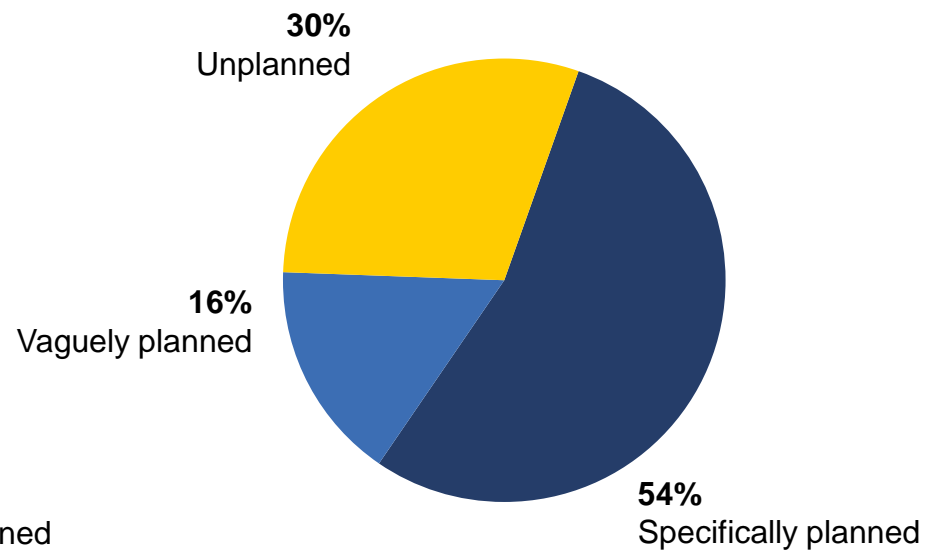
Within the last 8 years, the share of spontaneous purchasing decisions at POP has increased significantly from 37% to 46%!

Purchasing decisions at POP  
(Non-alcoholic beverages - Germany)

2008



2017



**Instore  
Decision Rate: 37%**

**46%**

Based on 2008: 485 purchasing decisions at POP  
Based on 2017: 500 purchasing decisions at POP