

# Offline media investments Q1 2021: product categories contributions

## Categories most contributive to growth

Categories	Value Q1 2019	Value Q1 2020	Value Q1 2021	Index 2021/2020	Contribution to growth 2021/2020
Store	124.097	113.398	<b>137.801</b>	122	83%
Media	78.460	82.947	<b>91.310</b>	110	28%
Distance shopping	31.924	28.239	<b>36.479</b>	129	28%
Gambling - lottery - casino	15.468	11.549	<b>17.788</b>	154	21%
Energy	7.533	7.136	<b>12.051</b>	169	17%
Publishers	14.577	12.734	<b>17.494</b>	137	16%
Kitchen furniture - equipment	11.610	8.693	<b>12.089</b>	139	12%
Building materials	12.741	8.619	<b>11.809</b>	137	11%
Mineral water	1.306	1.712	<b>4.773</b>	279	10%
Maintenance products home	6.398	5.373	<b>8.379</b>	156	10%
Games - toys	6.819	4.413	<b>7.048</b>	160	9%
Other house furniture	3.506	3.400	<b>5.888</b>	173	8%
Belgian public institution	11.739	10.425	<b>12.796</b>	123	8%
Beers	7.608	1.839	<b>3.958</b>	215	7%
Operators Telecom	21.882	21.995	<b>23.946</b>	109	7%

## Categories least contributive to growth

Categories	Value Q1 2019	Value Q1 2020	Value Q1 2021	Index 2021/2020	Contribution to growth 2021/2020
Clothing-tailoring	4.052	3.343	<b>2.315</b>	69	-3,5%
Cultural tourism, leisure, sport - regional	3.653	2.886	<b>1.604</b>	56	-4,4%
Federations associations	2.956	3.860	<b>2.529</b>	66	-4,5%
Yogurt	2.819	2.815	<b>1.430</b>	51	-4,7%
Real estate	10.472	10.283	<b>8.808</b>	86	-5,0%
Care products	11.117	10.905	<b>9.050</b>	83	-6,3%
HORECA	16.070	15.227	<b>12.624</b>	83	-8,9%
Non-profit association - public initiatives	12.211	10.198	<b>6.678</b>	65	-12,0%
Associated event - shows	9.536	5.641	<b>2.091</b>	37	-12,1%
Store regional sales	26.930	19.398	<b>15.624</b>	81	-12,8%
Fair - market	9.119	7.922	<b>1.786</b>	23	-20,9%
Services	10.297	9.439	<b>2.696</b>	29	-22,9%
Banks credit insurance	43.457	37.147	<b>29.029</b>	78	-27,6%
Events - shows	31.949	22.718	<b>8.429</b>	37	-48,6%
Tourism services - leisure	26.823	27.099	<b>3.997</b>	15	-78,6%