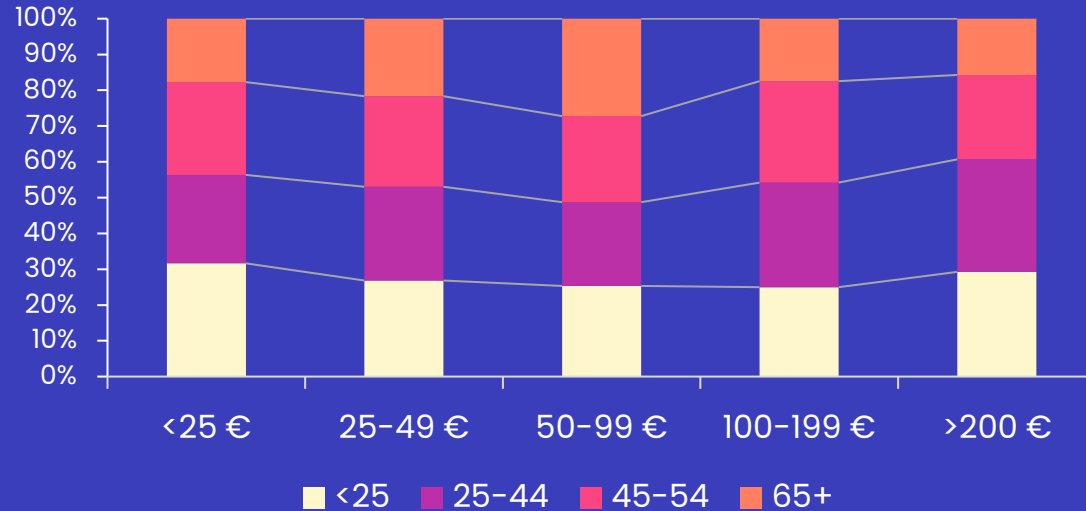


# Aged consumers still hold a significant share of wallet

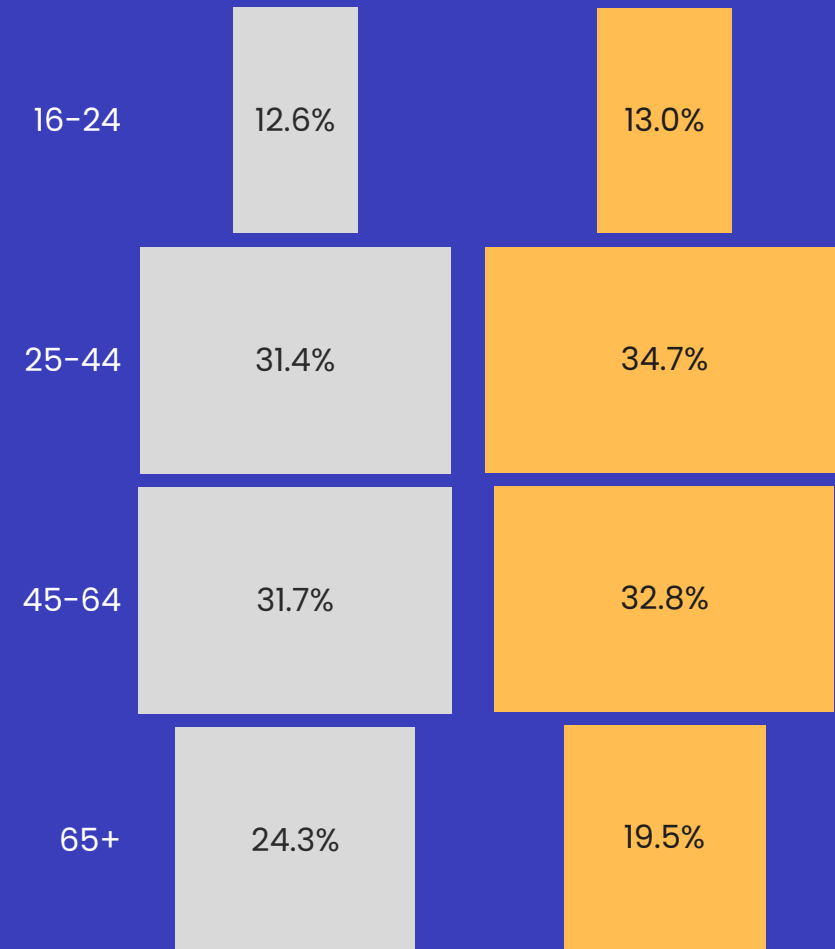
« Going big » is not forgetting them

### Age breakdown weekly mass retail spend \*

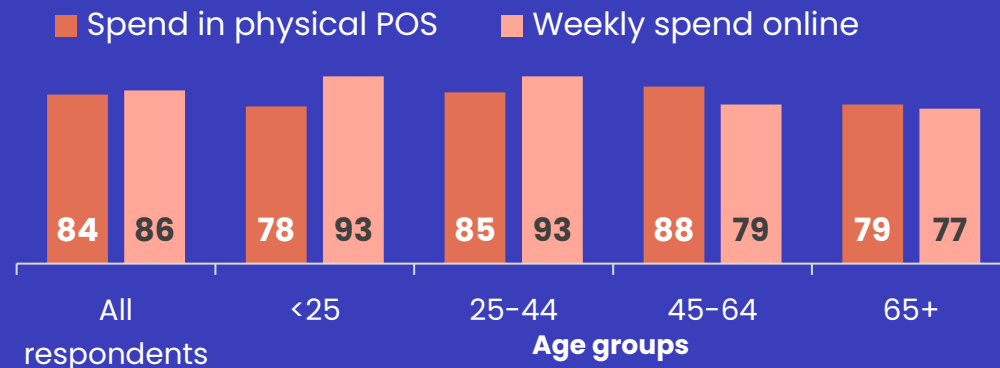


### % in population

### % of spend \*\*



### Average weekly spend value (€)



\* Either physical or online point of sales

\*\* Estimate based on spend X size of population

