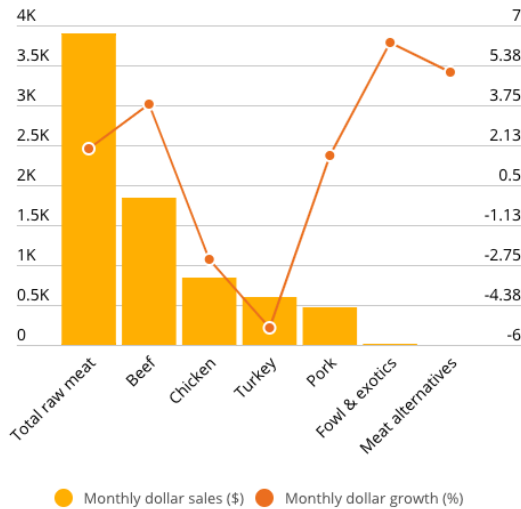


STUDENT HANDOUT

TURKEY SALES TAKE A HIT THIS THANKSGIVING



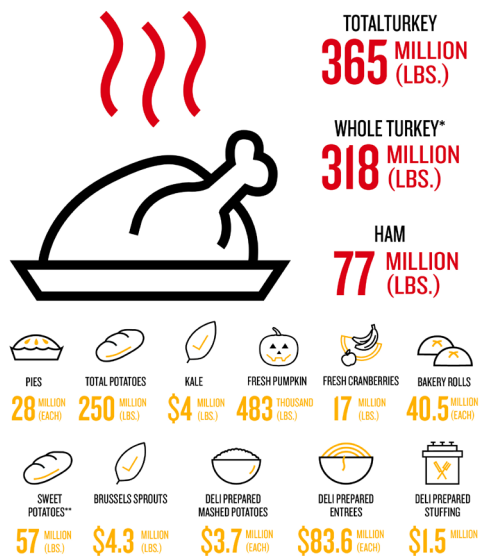
Note: Sales growth is among raw meats across the store.
Source: Nielsen Retail Measurement Services, Total U.S. All Outlets Combined (xAOC), Latest four-week period ended Nov. 24, 2018, vs. previous period a year-ago.

Nielsen: [Beyond the Bird: Turkey Tumbled as Thanksgiving Traditions Expand](#), 2018

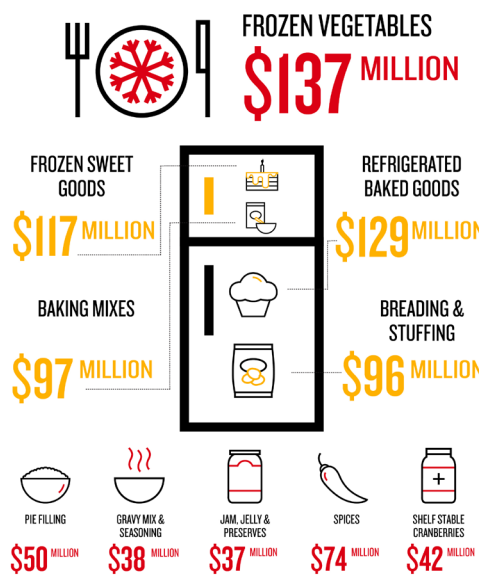
THANKSGIVING BY THE NUMBERS

WHAT AMERICANS STUFF THEIR SHOPPING CARTS WITH WEEK BEFORE & WEEK OF THANKSGIVING

FRESH PERIMETER SALES



CENTER OF STORE SALES

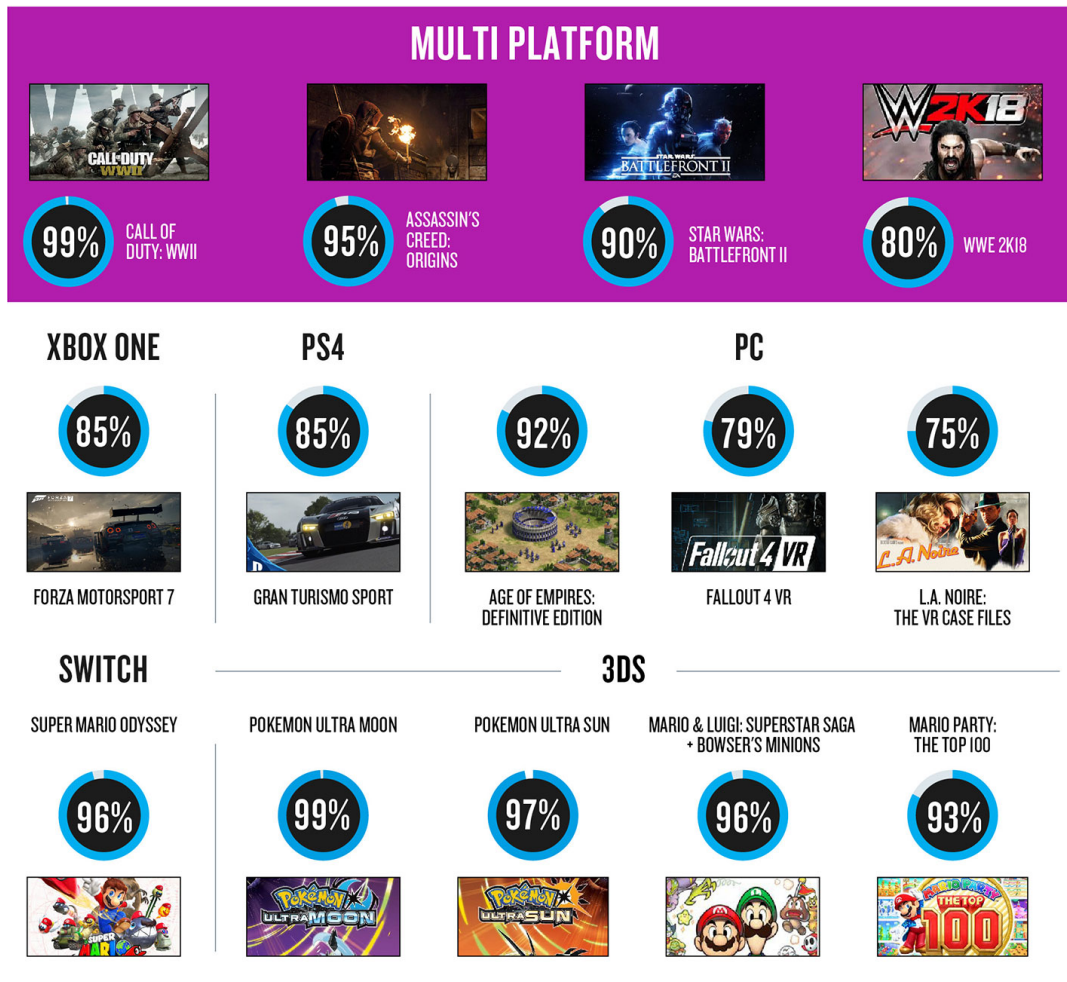


Sources: Nielsen Answers and FreshFacts, retail measurement, Total U.S., week ended 11/19/2018 through week ended 11/26/2018
*Whole Turkey is a subsegment of Total Turkey
**Sweet Potatoes is a subsegment of Total Potatoes.

Nielsen: [What Are Americans Stuffing Their Shopping Carts With for Thanksgiving?](#), 2017

STUDENT HANDOUT

MOST ANTICIPATED HOLIDAY GAMES 2017



Includes titles that have a Game Rank of 75% or higher; Data collected by surveying nearly 6,000 gamers between August 21 - September 23, 2017.
 70-79% = well above average anticipation from gamers on the platform(s)
 80-89% = very strong anticipation from gamers on the platform(s)
 90-100% = extremely high anticipation from gamers on the platform(s)

Source: Nielsen Game Rank™ represents the overall anticipation level among gamers on each platform, based on a combination of several key measures (including awareness, purchase interest, consumer rating and others). The percent value shown reflects how strong the overall anticipation level is for the title, relative to the pre-release anticipation levels of all previous titles that released on the platform(s).

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Nielsen: [Holiday 2017: The Most Anticipated Video Games, 2017](#)

STUDENT HANDOUT

MOST ANTICIPATED HOLIDAY GAMES 2018

MULTI PLATFORM

99



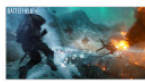
**CALL OF DUTY:
BLACK OPS III**

97



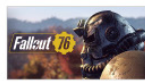
**RED DEAD
REDEMPTION 2**

94



BATTLEFIELD V

92



FALLOUT 76

91



**ASSASSIN'S CREED:
ODYSSEY**

87



FIFA 19

84



NBA 2K19

72



NBA LIVE 19

71



**SHADOW OF THE
TOMB RAIDER**

71



HITMAN 2

70

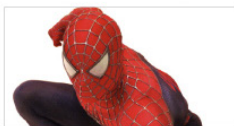


WWE 2K19

PS4

100

**MARVEL'S
SPIDER-MAN**



XBI

84

FORZA HORIZON 4



SWITCH

98

**SUPER SMASH
BROS. ULTIMATE**



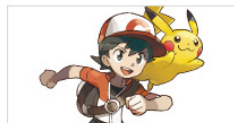
98

**SUPER MARIO
PARTY**



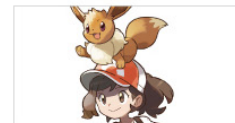
88

**POKEMON:
LET'S GO, PIKACHU!**



86

**POKEMON:
LET'S GO, EEVEE!**



Includes titles that are releasing from Sep - Dec 2018, and have a Game Rank™ of 70 or higher; Data collected by surveying nearly 6,000 gamers between Aug 19 - Sep 22, 2018.

70 - 79 = well above average anticipation from gamers on the platform(s)
80 - 89 = very strong anticipation from gamers on the platform(s)
90 - 100 = extremely high anticipation from gamers on the platform(s)

Source: Nielsen Game Rank™ represents the overall anticipation level among gamers on each platform, based on a combination of several key measures (including awareness, purchase interest, consumer rating and others). The value shown reflects how strong the overall anticipation level is for the game, relative to the pre-release anticipation levels of all previous games that released on the platform(s).

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Nielsen: [Holiday 2018: The Most Anticipated Video Games, 2018](#)

STUDENT HANDOUT

U.S. CANDY SALES



EVERYDAY VS. SEASONAL	DOLLAR SALES	DOLLARS % CHANGE VS. PREVIOUS 52 WEEKS
TOTAL CANDY SALES (EVERYDAY & SEASONAL)	\$21,509,317,710	▲▲▲▲▲ 2.6%
EVERYDAY	\$17,975,834,457	▲▲▲▲▲ 2.9%
SEASONAL	\$3,533,483,253	▲▲▲ 0.7%

Source: Nielsen AOD, 52 weeks ending April 30, 2016

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Nielsen: [America's Sweetest Treat is Delivering Candy Crushing Growth](#), 2016