



JCDecaux Digital Carrefour

Influence purchase behaviour at POS

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TOTAL CARREFOUR	35.975.249 BASKETS	51 € AVG BASKET VALUE	79% FOOD 21% NON FOOD
CARREFOUR HYPER 75% of TURNOVER	22.971.505 BASKETS	60 € AVG BASKET VALUE	73% FOOD 27% NON FOOD
CARREFOUR MARKET 25% of TURNOVER	13.003.744 BASKETS	35 € AVG BASKET VALUE	89% FOOD 11% NON FOOD

Source: Carrefour 2017 – Hypermarkets + Integrated Markets



WHO ARE THE CARREFOUR CUSTOMERS?

ANALYSIS BASED ON LIFESTAGE

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NEW FAMILIES

Adults with at least 1 child under 5 yrs old

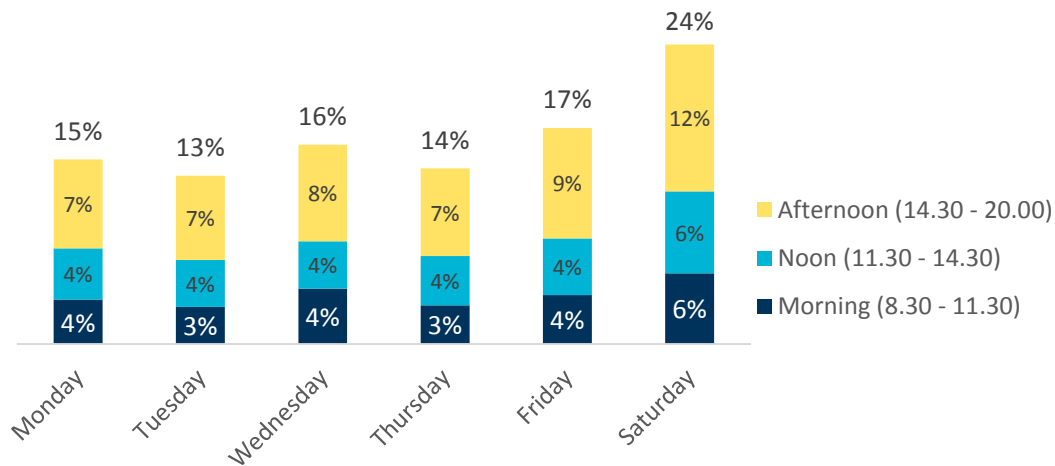
8%
OF TOTAL TURNOVER

2.461.855
BASKETS

58 €
AVG BASKET VALUE

73% HYPER
27% MARKET

DISTRIBUTION OF BASKETS PER DAY (2017)



Source: Carrefour 2017 – Hypermarkets + Integrated Markets

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HOW DO CARREFOUR CUSTOMERS SHOP?

ANALYSIS BASED ON LIFESTYLE

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HEALTHY LIFE

Small families, slightly older, loyal and healthy-balanced way of living

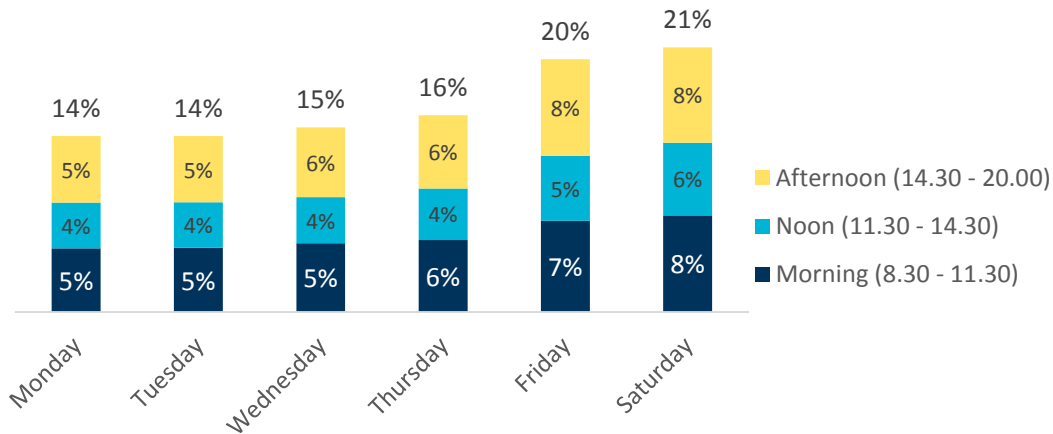
9%
OF TOTAL TURNOVER

2.844.330
BASKETS

52 €
AVG BASKET VALUE

53% HYPER
47% MARKET

DISTRIBUTION OF BASKETS PER DAY (2017)



Source: Carrefour 2017 – Hypermarkets + Integrated Markets

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More information?

Contact us via: info@jcdecaux.be

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