

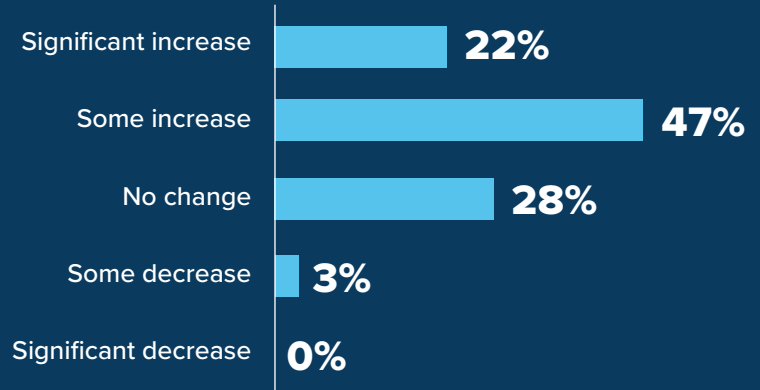
# RETAILERS VALUE POWER AND POTENTIAL OF BRICK-AND-MORTAR STORES

While the consumer packaged goods and retail industry continues to invest in e-commerce initiatives, nearly 70% of the retailers surveyed by Advantage Sales in May said they plan to increase their investments in physical locations in the next year compared to their pre-pandemic investment level.

While nearly half of retailers anticipate growth in online sales to be a top driver of growth when the supply chain normalizes, few consider online sales growth a key measure of success this year.

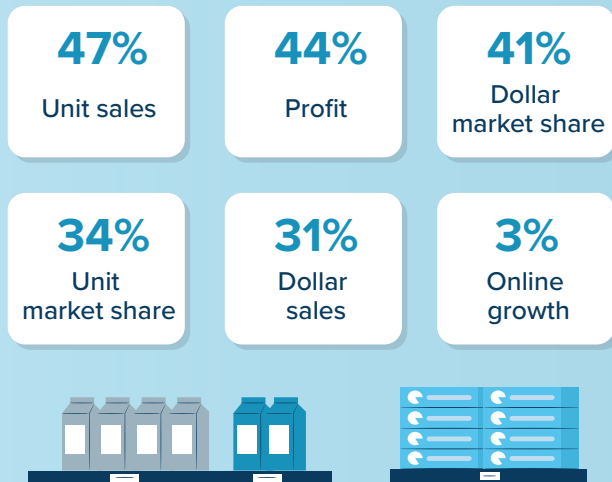
## Retailers Investing in Physical Stores, Next 12 Months

(Compared to pre-COVID investments)



## Retailers' Key Measures of Success in 2022

(Respondents selected Top 2)



## Retailers' Top Growth Drivers When Supply Normalizes

(Percent of respondents who described drivers as "significant")

