

## The Eurelia “Barometer” survey 5-month update Consumption remains volatile in the countries covered by the survey.

At the end of this five-month period, one thing is clear: the sales trends (expressed as a variation percentage) are rising outside France with the exception of Spain and Portugal which have been hard hit by the economic crisis.

The excellent month of April, which was noted in almost all of the “Barometer” survey’s markets, had a massive impact upon the cumulative 5-monthly figures, transforming a trend which had stood at virtually 0% at the end of March. May was somewhat quieter but generally positive.

Despite everything, at this stage it would be hard to predict the overall closing trend for 2011. Consumption remains extremely volatile in all of the countries covered by the barometer, and is heavily affected by economic policies, the international economic situation, along with special price reductions (sale prices and promotions).



<sup>(1)</sup> In local currency (zloty) - <sup>(2)</sup> Source Panel Procos : 240 retail chains - <sup>(3)</sup> Analysed in partnership with the Retail & Trade Marketing agency of Barcelona, co-founder with Eurelia of the Eurelia Spain/Portugal - Retail & Trade Marketing retailers’ federation.

### > Methodological notes

The Eurelia « barometer » survey shows the prevailing turnover trends of the 90 member retail chains based on a comparable perimeter (for the current year compared to the previous year). According to the level of maturity of the retail infrastructure in the countries studied, from 12 to more than 30 leading retail sites (streets, shopping centers) are included in the barometer. The performances on these sites are collected on a monthly basis, analyzed and further enhanced thanks to commentary from members. The Eurelia Barometer is published every quarter.

Founded 20 years ago by Michel Pazoumian, General manager of Procos and Emmanuel de Labarre, Eurelia enables specialised retail chains to learn more about new countries offering potential sites for their businesses, providing a thorough analysis of the retail dynamics of the European markets, studies of the major European cities in addition to a database of retail projects.

In 2011, Eurelia represents 90 specialised retail chains expanding internationally, and more than 25,000 sales outlets around the world.

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