**Evolution des achats des ménages**

*Données sur la période du 10 août au 29 novembre 2015*

*Source KantarWordpanel (achats des ménages pour une consommation à domicile)*

<table>
<thead>
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<tbody>
<tr>
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<td>1,1</td>
<td>1,1</td>
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*ns : non significatif (taille de clientèle insuffisante, <5%)*

### En GMS

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>90</td>
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### Prix moyen en GMS

#### En GMS

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<td>Total supermarchés</td>
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<td>0,91</td>
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<td>1,35</td>
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<td>Prix moyen en GMS (évolutioen %)</td>
<td>0,97</td>
<td>0,70</td>
<td>0,94</td>
<td>0,93</td>
<td>0,68</td>
<td>0,91</td>
</tr>
<tr>
<td>Prix moyen en GMS (en €/kg)</td>
<td>0,70</td>
<td>0,94</td>
<td>0,93</td>
<td>0,68</td>
<td>0,91</td>
<td>0,91</td>
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</tbody>
</table>

05/01/2016 - Suivi consommation sur www.cnipf.fr
### Evolution des achats des ménages
**Données sur la période du 1er au 29 novembre 2015**

*Source KantarWordpanel*

(achats des ménages pour une conso à domicile)

#### Quantités achetées (évolution en %)

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<tr>
<td>Total Circuits spécialisés</td>
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<td>-12.1</td>
<td>3.3</td>
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<tr>
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ns : non significatif (taille de clientèle insuffisante, <5%)

#### Quantités achetées en GMS (évolution en %)

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<tbody>
<tr>
<td>Total pommes de terre</td>
<td>3.5</td>
<td>-1.0</td>
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<tr>
<td>Total produits conditionnés</td>
<td>3.7</td>
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<td>90</td>
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<tr>
<td>- dont moins de 2,5 kg</td>
<td>22.6</td>
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<td>- dont 2,5 kg</td>
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<td>2.9</td>
<td>43</td>
<td>47</td>
</tr>
<tr>
<td>- dont 5kg</td>
<td>13.0</td>
<td>-17.9</td>
<td>-4.1</td>
<td>17</td>
<td>20</td>
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<tr>
<td>- dont plus de 5 kg</td>
<td>15.3</td>
<td>18.4</td>
<td>-15.8</td>
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<tr>
<td>Vrac</td>
<td>1.5</td>
<td>-2.8</td>
<td>-2.7</td>
<td>11</td>
<td>10</td>
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#### Prix moyen en GMS (évolution en %)

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<tr>
<td>Total Circuits généralistes (GMS)</td>
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05/01/2016 - Suivi conso sur www.cnipt.fr