

COUNTRY	MBD
Estonia	Hypermarkets, Large Supermarkets, Small Supermarkets/Discounters, Superettes/Groceries, Convenienses/Petrol Stations, Drug
Austria	Hypermarkets > 2500 sqm, Consumer Markets 1000-2500 sqm, Supermarkets 400-999 sqm, Large Groceries 251-399 sqm Small Groceries
Bulgaria	SUPERMARKETS/HYPERMARKETS />301 sq.m/ EXTRA LARGE FOOD STORES /101-300 sq.m/ LARGE FOOD STORES /41-100 sq.m/ MEDIUM/SMALL/MIXED GROCERIES (0-40M2) COSMETICS/CHEMICAL/DRUG STORES PHARMACIES PETROL STATION
Canada	Grocery Supermarket Banners, Drug, Mass Merchandiser, General Merchandiser + Warehouse Clubs
Czech Republic	Hypermarkets, Supermarkets, Discounters, Chemical stores, Medium / Large Groceries, Small Groceries.
Denmark	Hypermarkets, Large Supermarkets, Small Supermarkets, Superettes, Hard Discount, Matas (Drug)
France	HMSM + PROXI + DRIVE + SDMP
Germany	Hypermarkets (VM INSG), Small Supermarkets (SM GROSS), Superettes (SM KLEIN), Discounter (DISCOUNTER GESAMT), Drug Discounter
Greece	HYPERMARKETS, LARGE SUPERMARKETS, SMALL SUPERMARKETS, SUPERETTES
Italy	Tampons: hyp, sup, superette, grocery, discounters, drug specialists, pharmacies, Parapharma Male blades and razors: hyp, sup, self service, grocery, discounters, drug specialists Mouth wash: hyp+sup+self service+grocery+discounters+drug
Latvia	Hypermarkets, Large Supermarkets, Small Supermarkets/Discounters, Superettes/Groceries, Convenienses/Petrol Stations, Drug
Netherlands	Chains, Independents
New Zealand	Supermarkets
Portugal	HYPERMARKETS, SUPERMARKETS, TRADITIONAL STORES – Including:SELF-SERVICE, GROCERS and DRUG STORES
Qatar	Supermarkets, Self service, Groceries
Romania	Hypermarket, Supermarket, Discounters, Food stores small, Medium, Large and drugstores&Pharmacies.
Slovenia	Hyper/Supermarkets, Groceries, Kiosks, Drugstores, Gas station
South Korea	Hypermarket Offline+Online, 'Chain Large Smkt, 'Union Shop,'CVS
Spain	Supermarkets > 100² and hypermarkets including discounters storesn and SELFERVICE DRUGSTORES & PERFUMERIES + department stores
Sweden	Shopes>2500 sqm, Large and Small Supermarkets, Suprettes and Hard discount.
UK	GROCERY MULTIPLES, Forecourts, Convenience, Symbol Groups, Chemical stores, Independents
USA	Food Stores, Drug Stores, Mass Merchandisers (including Walmart), Club Stores, Dollar Stores, & Military Stores/DECA)