

Discover: Total Market Supply

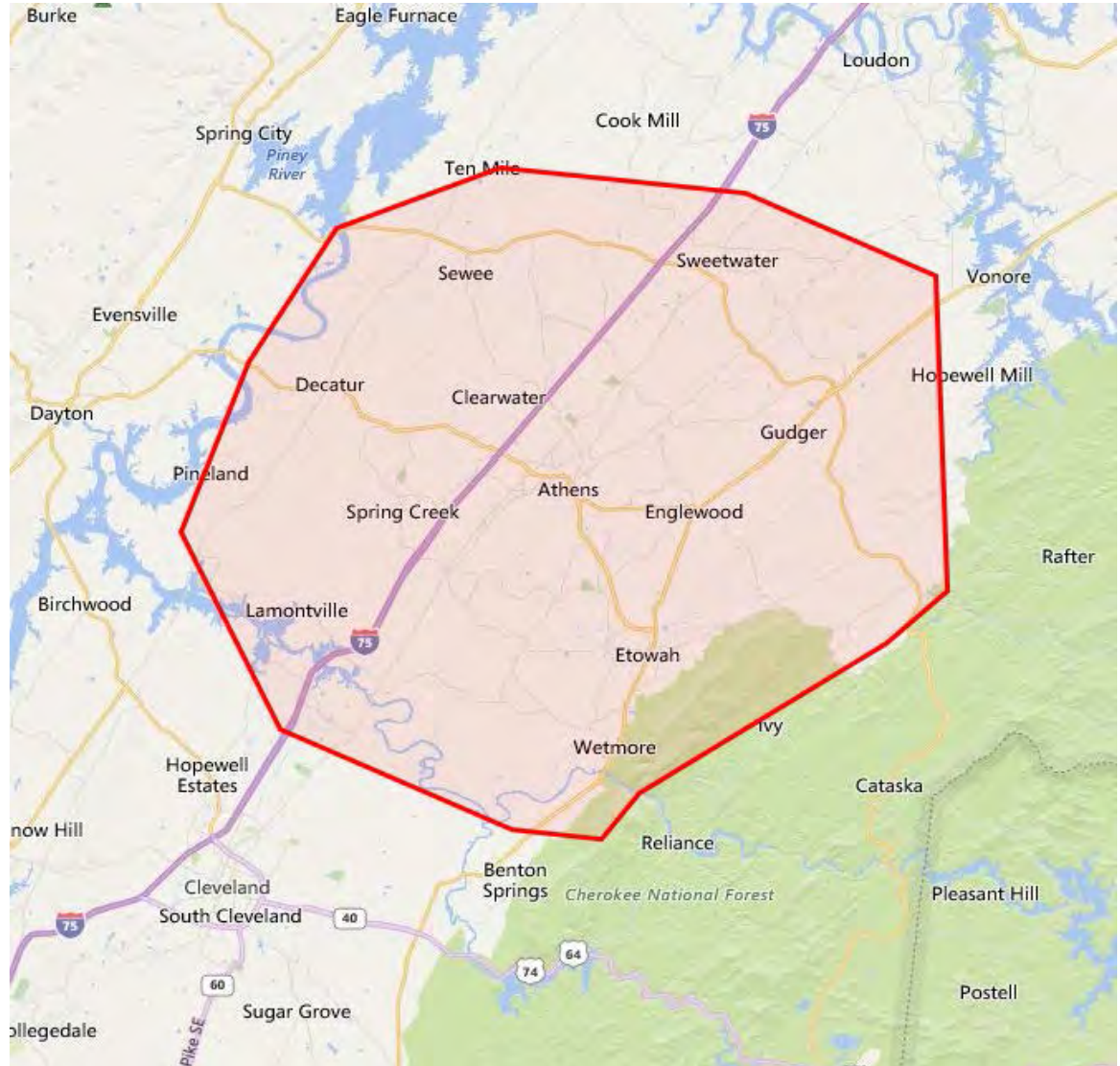


Total Market Supply
\$1.9 billion

Total Market Demand
\$1.5 billion

Total Market Surplus
\$387 million

Total Market Surplus
(without auto and mail-order)
\$75 million





Customized Retail Category GAP Analysis

