

# MICRO MARKET GROWTH IS EXPLOSIVE



**35,000 LOCATIONS** ARE PROJECTED BY THE YEAR 2022<sup>1</sup>

# MICRO MARKETS ARE EXPECTED TO GENERATE



**1.6 BILLION IN REVENUE** OVER THE NEXT 10 YEARS<sup>1</sup>

MICRO MARKET SALES CAN BE **200% TO 300% MORE** THAN SALES OF **VENDING MACHINES<sup>1</sup>**



# COMPANIES WITH MICRO MARKETS ENJOY SEVERAL THINGS:



REASONS CONSUMERS LIKE MICRO MARKETS

**CONVENIENCE IS THE #1 BENEFIT<sup>2</sup>**

VARIETY



HEALTHIER CHOICES

MICRO MARKETS BEST FIT IN WORKPLACES WITH **100-500 EMPLOYEES**



500+ SUPPORTS MORE EXPENSIVE OFFERINGS SUCH AS A CAFETERIA

FEWER THAN 100 EMPLOYEES DOES NOT SUPPORT THE INVESTMENT

100-250 TRADE-UP FROM VENDING; 250-500 TRADE DOWN FROM MANNED KIOSKS/CAFES

# BENEFITS OF MICRO MARKETS VS. VENDING MAY INCLUDE:

