

# Consumer Sector Profile



Jun-11 Mkt Cap \$173.9b no. of companies 214 12 month index performance S&P/ASX200 Discretionary -5%  
S&P/ASX200 Staples 8%

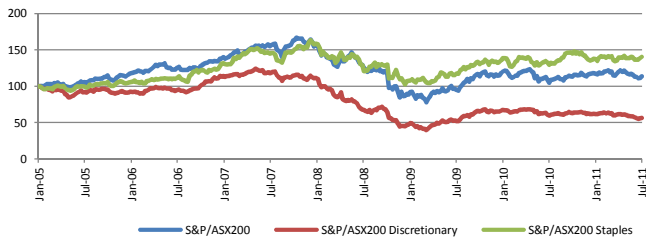
## Overview

Companies operating in the consumer sector are distinguished by the discretionary or staple nature of their product offering. Companies involved in the production and distribution of food and beverages are considered to be staples, whereas companies involved in media, general retailing and gambling make up the consumer discretionary sector. Consumer discretionary companies are generally regarded as being cyclical as they tend to provide earnings leverage to levels of consumer spending in the economy. Staples are considered to be the more defensive of the two sectors.

## Top 100 stocks<sup>A</sup>

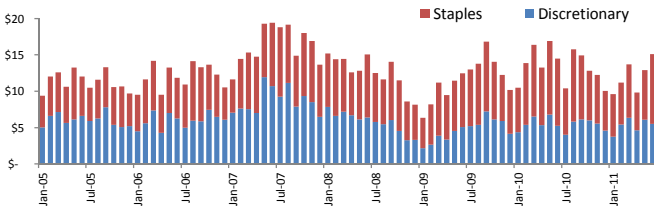
ASX Code	Company Name	Market Cap	Sector
WOW	Woolworths	\$33,758 m	Food & Staples Retailing
WES	Wesfarmers	\$32,023 m	Food & Staples Retailing
NWS	News Corporation	\$13,287 m	Media
FGL	Foster's Group	\$9,996 m	Beverages
CCL	Coca-Cola Amatil	\$8,656 m	Beverages
CWN	Crown	\$6,734 m	Gaming & Leisure
MTS	Melcash	\$3,191 m	Food & Staples Retailing
TTS	Tatts Group	\$3,165 m	Gaming & Leisure
EGP	Echo Entertainment Group	\$2,828 m	Gaming & Leisure
HVN	Harvey Norman	\$2,645 m	Retailing
SWM	Seven West Media	\$2,472 m	Media
FXJ	Fairfax Media	\$2,305 m	Media
TAH	Tabcorp	\$2,264 m	Gaming & Leisure
TWE	Treasury Wine Estates	\$2,201 m	Food Beverage & Tobacco
FLT	Flight Centre	\$2,161 m	Consumer Services
DJS	David Jones	\$2,114 m	Retailing
AUN	Austar United Communications	\$1,710 m	Media
JBH	JB Hi-Fi	\$1,682 m	Retailing
SKT	Sky Network Television	\$1,673 m	Media
GNC	Graincorp	\$1,646 m	Food, Beverage & Tobacco
SKC	Sky City Entertainment Group	\$1,610 m	Gaming & Leisure
REA	REA Group	\$1,552 m	Media
MYR	Myer Holdings	\$1,539 m	Retailing
BBG	Billabong International	\$1,527 m	Consumer Durables & Apparel
NVT	Navitas	\$1,512 m	Consumer Services
CMJ	Consolidated Media	\$1,466 m	Media
GFF	Goodman Fielder	\$1,463 m	Food, Beverage & Tobacco
ALL	Aristocrat Leisure	\$1,298 m	Consumer Services
TEN	Ten Network	\$1,108 m	Media
SXL	Southern Cross Media	\$1,094 m	Media
WTF	Wotif.Com	\$991 m	Retailing
PMV	Premier Investments	\$943 m	Food & Staples Retailing
AHD	Amalgamated	\$913 m	Media
SUL	Super Cheap Auto Group	\$910 m	Automobiles & Components
WHS	Warehouse Group (The)	\$837 m	Retailing
IVC	Invocare	\$830 m	Consumer Services
APN	APN News & Media	\$813 m	Media
VTA	Viterra Inc	\$675 m	Food & Staples Retailing
FWD	Fleetwood	\$655 m	Automobiles & Components
PBG	Pacific Brands	\$647 m	Retailing
GUD	G.U.D.	\$629 m	Consumer Durables & Apparel
URL	Village Roadshow	\$619 m	Media
AHE	Automotive Group	\$581 m	Retailing
ARP	ARB	\$549 m	Retailing
AAC	Australian Agricultural Company	\$432 m	Food, Beverage & Tobacco
BRG	Breville	\$429 m	Retailing
DMP	Domino's Pizza Enterprises	\$414 m	Consumer Services
AAD	Ardent Leisure Group	\$406 m	Hotels, Restaurants & Leisure
RIC	Ridley	\$379 m	Food, Beverage & Tobacco
SGN	STW Communications Group	\$373 m	Media
JET	Jetset Travelworld	\$351 m	Consumer Services
KMD	Kathmandu	\$349 m	Retailing
SGH	Slater & Gordon	\$343 m	Consumer Services
APE	AP Eagers	\$321 m	Retailing
FPA	Fisher & Paykel Appliances	\$319 m	Consumer Durables & Apparel
ORL	Orotongroup	\$315 m	Retailing
TRS	The Reject Shop	\$303 m	Retailing
CCV	Cash Converters International	\$275 m	Retailing
CTY	Country Road	\$270 m	Retailing
RFG	Retail Food Group	\$260 m	Consumer Services
PRT	Prime Media Group	\$251 m	Media
TGA	Thorn Group	\$247 m	Retailing
WCB	Warmambool Cheese and Butter Factory	\$245 m	Food, Beverage & Tobacco
MSF	Manyborough Sugar Factory	\$241 m	Food, Beverage & Tobacco
PFL	Patties Foods	\$238 m	Food, Beverage & Tobacco
SDT	Shandong Tianye Australia	\$230 m	Food Beverage & Tobacco
MCP	Mcperson's	\$219 m	Consumer Durables & Apparel
ION	Ion	\$215 m	Hotels, Restaurants & Leisure
LWB	Little World Beverages	\$208 m	Beverages
TGR	Tassal Group	\$206 m	Food, Beverage & Tobacco
FAN	Fantastic	\$204 m	Retailing
PAG	Primeag Australia	\$193 m	Food, Beverage & Tobacco
RHL	Ruralco	\$176 m	Retailing
CIL	Centrebet International	\$175 m	Gaming & Leisure
GPJ	Guinness Peat Group Plc	\$171 m	Diversified Financials
SFH	Speciality Fashion Group	\$169 m	Retailing
ELD	Elders	\$166 m	Food & Staples Retailing
GEM	G8 Education	\$157 m	Consumer Services
IPP	Ippa	\$156 m	Publishing
WEB	Webjet	\$152 m	Consumer Services
AKP	Audio Pixels	\$149 m	Consumer Durables & Apparel
RCG	RCG	\$148 m	Retailing
NCK	Nick Scali	\$139 m	Retailing
CTD	Corporate Travel Management	\$137 m	Provider of travel management serv
GZL	Gazal	\$115 m	Consumer Durables & Apparel
TYO	Treyo Leisure and Entertainment	\$104 m	Consumer Durables & Apparel
SHV	Select Harvests	\$103 m	Food, Beverage & Tobacco
AGI	Ainsworth Game Technology	\$100 m	Consumer Services
OOH	Oohmedia Group	\$100 m	Media
MRN	Macquarie Radio Network	\$97 m	Media
TWD	Tamawood	\$90 m	Consumer Durables & Apparel
RCT	Reef Casino Trust	\$81 m	Consumer Services
PGA	Photon Group	\$62 m	Media
TAN	Tandou	\$60 m	Food, Beverage & Tobacco
GAP	Gale Pacific	\$59 m	Consumer Durables & Apparel
CSS	Clean Seas Tuna	\$53 m	Food, Beverage & Tobacco
SFC	Schaffer	\$46 m	Automobiles & Components
SHU	Shenhua International	\$45 m	Consumer Durables & Apparel
MLC	Mothercare Australia	\$44 m	Consumer Durables & Apparel
MES	Mesbon China Nylon	\$43 m	Consumer Durables & Apparel

## S&P/ASX200 vs Consumer Indices

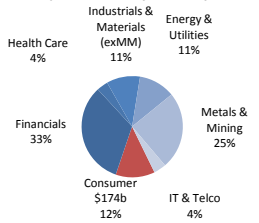


Source: IRESS

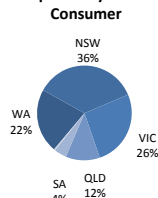
## Value Traded - Consumer Sectors, monthly \$billion



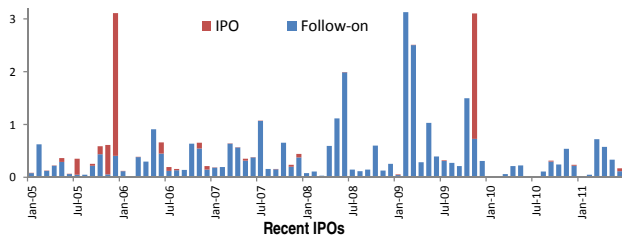
## Market Capitalisation by Industry Sector



## % of Companies by Head Office - Consumer



## Monthly Equity Capital Raising- Consumer, \$billion raised



ASX Code	Company Name	Capital Listed, \$m	Lead Manager
EGP	Echo Entertainment Group	\$ 2,992.9	N/A
TWE	Treasury Wine Estates	\$ 2,077.6	N/A
CTD	Corporate Travel Management	\$ 70.4	RBS Morgans
OTH	Onthehouse Holdings	\$ 62.2	N/A
RDH	Redhill Education	\$ 27.0	N/A

## Top subsequent issuers FY11

ASX Code	Company Name	Capital Raised, \$m
TAH	Tabcorp	\$475.5
SXL	Southern Cross Media	\$474.4
WOW	Woolworths	\$293.3
JET	Jetset Travelworld	\$188.8
PGA	Photon Group	\$135.3
NVT	Navitas	\$124.9
NWS	News Corporation	\$86.2
AHE	Automotive Group	\$82.9
TTS	Tatts Group	\$82.0
AAC	Australian Agricultural Company	\$67.7

<sup>A</sup>Ranked by market capitalisation. May exclude companies with suspended securities or subject to poor liquidity where mkt cap cannot be determined.

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