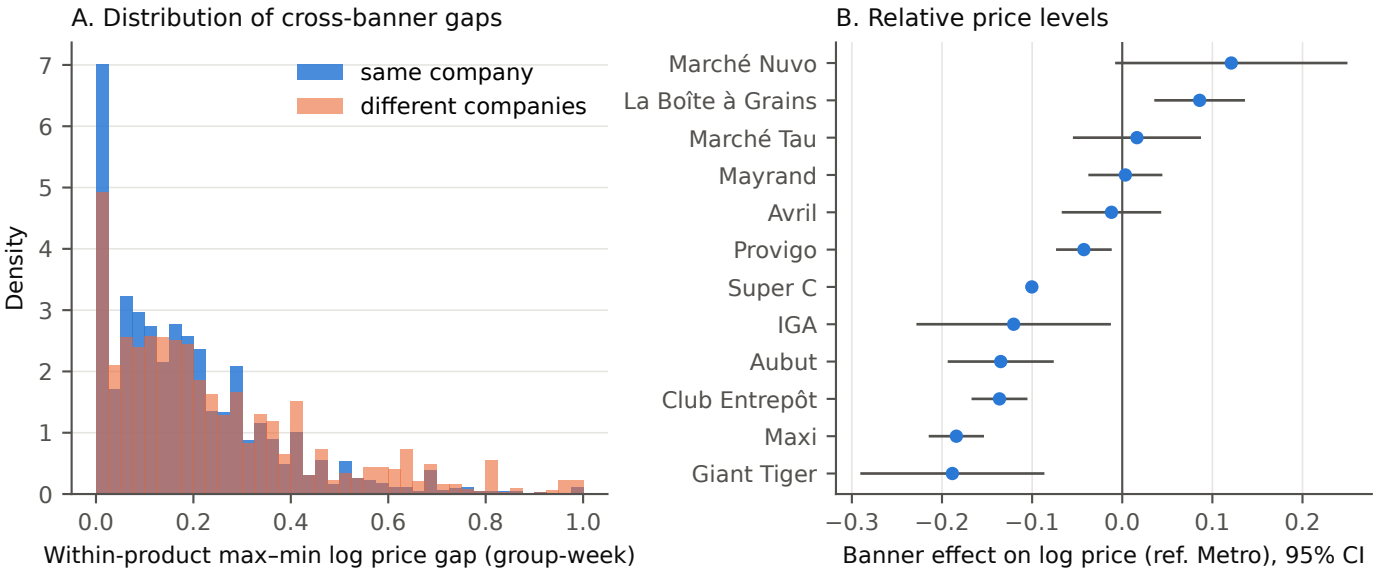

A. Distribution of cross-banner gaps
same company
different companies
Density
0
1
2
3
4
5
6
7
0.0
0.2
0.4
0.6
0.8
1.0
Within-product max–min log price gap (group-week)
B. Relative price levels
Marché Nuvo
La Boîte à Grains
Marché Tau
Mayrand
Avril
Provigo
Super C
IGA
Aubut
Club Entrepôt
Maxi
Giant Tiger
−0.3
−0.2
−0.1
0.0
0.1
0.2
Banner effect on log price (ref. Metro), 95% CI