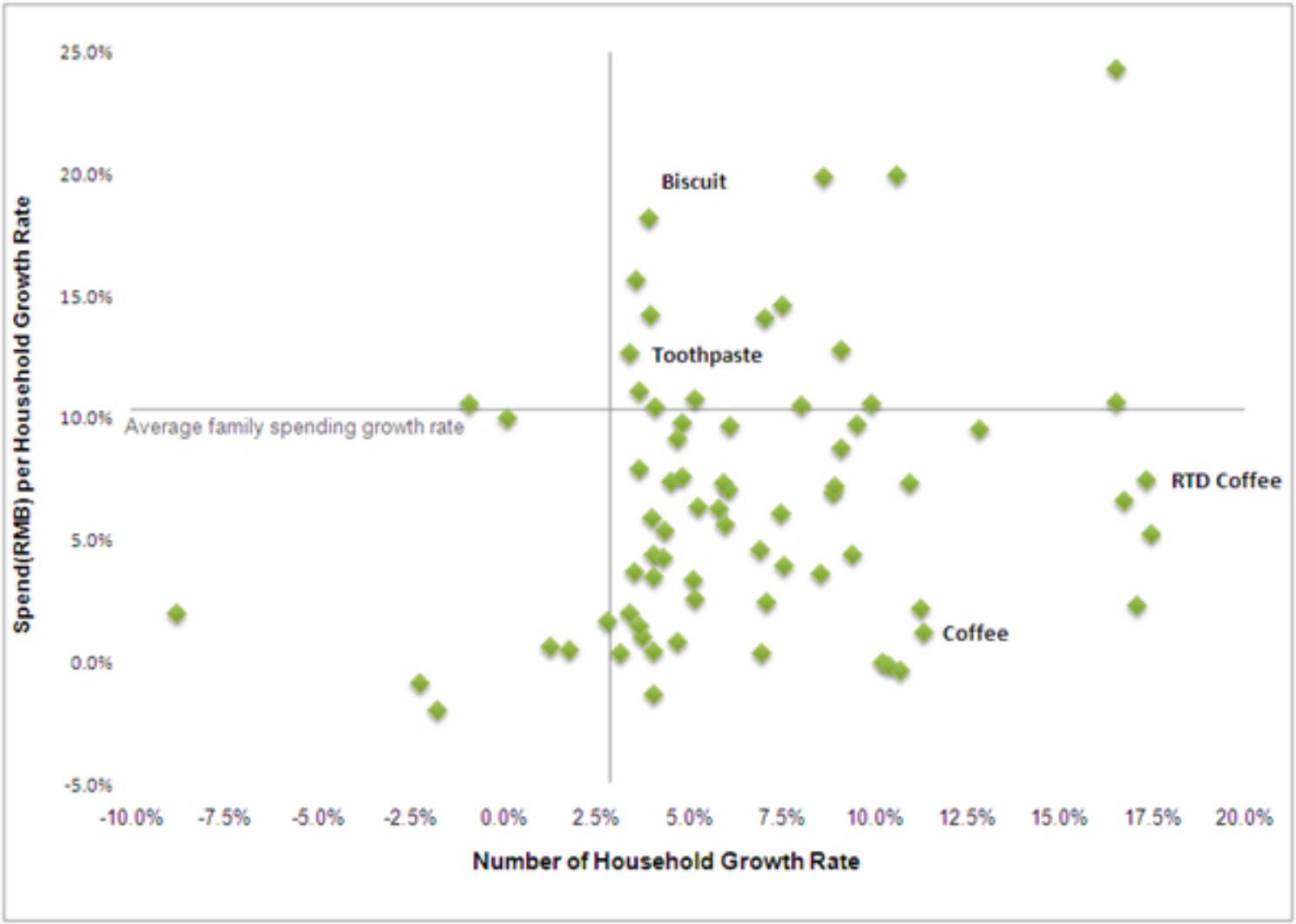
2012 China FMCG Market Drivers — Buyers and Average Spend per Family



Source: Kantar Worldpanel China

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Top 15 100-million Family FMCG companies

		Buyers (Million Households)		Penetration (%)	
		52 w/e 7 Oct '11	52 w/e 5 Oct '12	52 w/e 7 Oct '11	52 w/e 5 Oct '12
	P&G	151	156	97	97
	COFCO	145	150	93	93
	Master Kong	142	147	91	92
	Nestle	137	145	88	91
	Yili	133	139	85	87
	Unilever	131	137	84	85
	COCA COLA	133	136	85	85
	Mars	116	125	74	78
	Colgate	120	125	77	78
	Liby	120	123	77	76
	Want Want	118	123	76	76
	Wahaha	119	121	76	75
	Uni-President	105	115	67	72
	PepsiCo	111	115	71	72
	Mondelez(Kraft)	101	114	64	71

Source: Kantar Worldpanel China

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