


FMCG MONITOR

An integrated view of Indonesia FMCG market


June

2014

#Data up to P06 2014

executive

SUMMARY

1

Consumer Price Index (CPI) in June 2014 inflated 0.43 percent from May 2014. In Year on year basis, the CPI rose 6.7 percent.

The biggest contributor in June inflation rate is foodstuff. It was mainly due to the price increases of several commodities, e.g. chicken meat, onion, vegetables, electricity rates, cigarette and etc.

2

In Urban, FMCG growth is a bit slowing down in Q2 2014. Volume is the main driver of this movement.

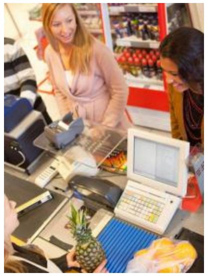
While in Rural, the volume growth keeps strengthen the FMCG position. Homecare and personal care are growing significantly in Rural.

3

Due to the simplicity in serving the dishes, Frozen foods captured an excellent growth in yearly comparison.

The incremental of spend per buyer boost the value sales by 39% compare to last year.

4



Supermarket contribution is getting bigger in Urban this quarter versus same quarter last year.

This channel successfully grew its market share by 1.4 percent, whilst in Rural Minimarket keep enhancing their wing

KEY INDICATOR

Macro Trend

+ 6.70%
CPI

GDP
+ 4%
*Prediction

Exchange Rate
+3%

Consumer Price Index (CPI) in June 2014 inflated 0.43 percent from May 2014. In Year on year basis, the CPI rose 6.7 percent.

Bank of Indonesia predicted that in the second quarter, the GDP will be around 4% (year on year basis)

Rupiah exchange rate to USD weakened to 3% in June 2014 vs. May 2014. The exchange rate weakened by 19% in this month vs. YA

Source : *BPS and Bank Indonesia*

FMCG Trend

Urban
15%

In Urban, FMCG value increased 15% in Q2 2014 vs. YA

Rural
22%

In Rural, FMCG value increased 22% in Q2 2014 vs. YA

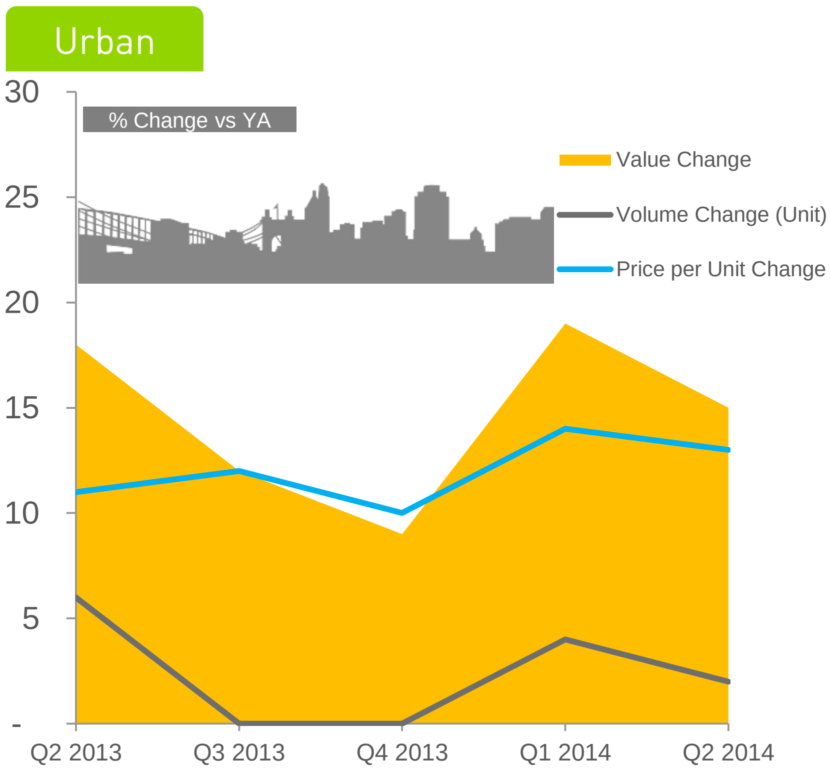
Source : *Kantar Worldpanel Indonesia / Household Panel*

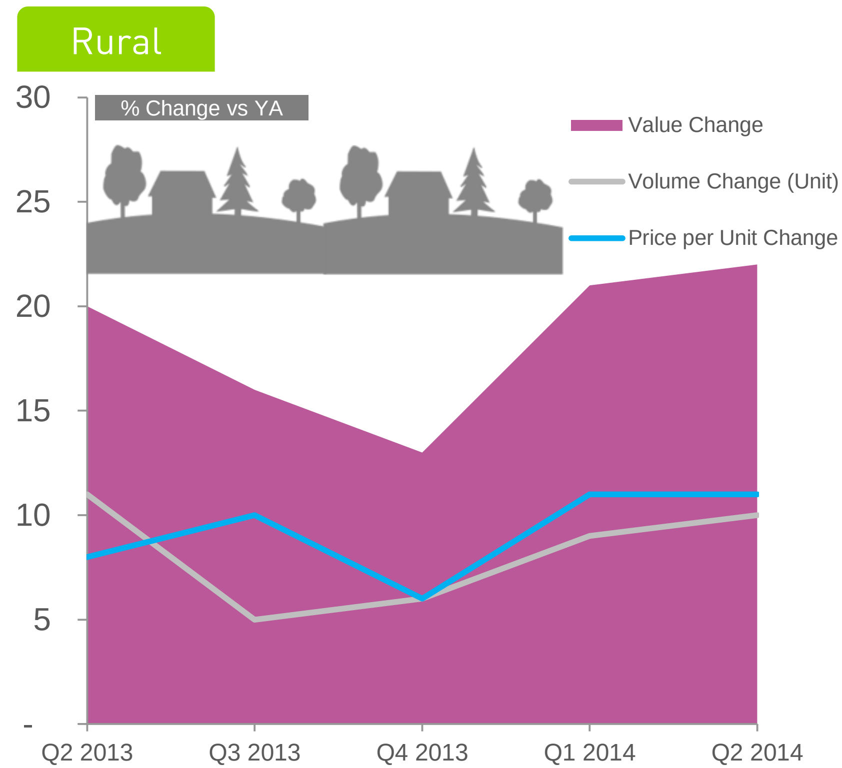
*FMCG is *excluding* rice, sugar, and fresh food

1

FMCG – 12 WEEKLY YEAR – ON – YEAR CHANGE (%)

FMCG growth slowing down movement in Q2 2014 is mostly driven by the volume. While in Rural, the volume growth keeps strengthen the FMCG position.





Source : *Kantar Worldpanel Indonesia – Household Panel – Total FMCG*

*FMCG is *excluding* rice, sugar, and fresh food

2

FMCG SEGMENTS TRENDS – VALUE CHANGE (%)

Compare to YA, all segments capture positive growth, though not as strong as Q1 growth in Urban area. Different pattern in rural, where Home care and personal care are growing significantly, even compare to Q1 Growth

Urban

Q2 2014 vs. YA

Foods	Dairy	Beverages	Home Care	Personal Care
+ 15%	+ 14%	+ 15%	+ 16%	+ 14%

Rural

Q2 2014 vs. YA

Foods	Dairy	Beverages	Home Care	
+ 20%	+ 26%	+ 20%	+ 24%	+ 27%

Source : *Kantar Worldpanel Indonesia – Household Panel – Total FMCG*

*FMCG is *excluding* rice, sugar, and fresh food

3

HOT CATEGORIES (URBAN)

Due to the simplicity in serving the dishes, Frozen foods captured an excellent growth in yearly comparison. The incremental of spend per buyer boost the value sales.

Frozen Foods

34%

Total volume per household increase in Urban Indonesia **Q2 2014 vs. YA**

5pts

Penetration increase in Urban Indonesia **Q2 2014 vs. YA**
(Base : 26.5 million households)

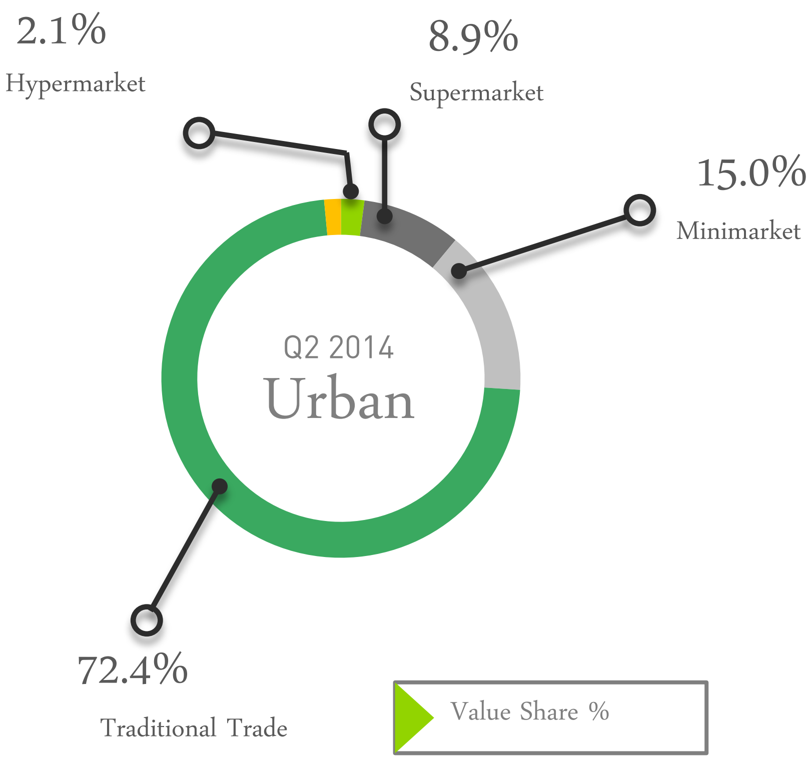
Rp.

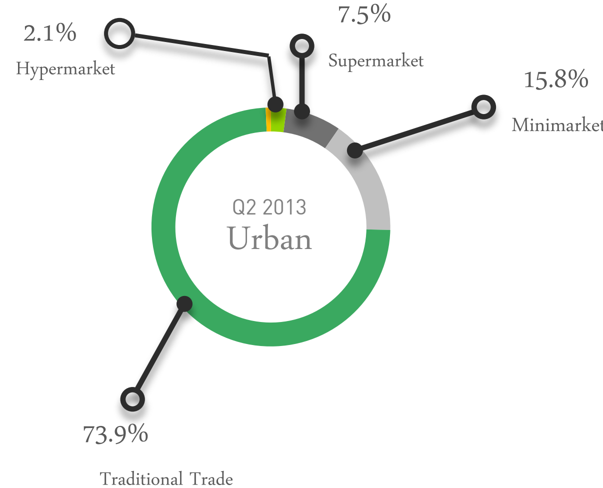
23%

Average Spending per household increase in Urban Indonesia **Q2 2014 vs. YA**

RETAILER

4 RETAILER SNAPSHOT - URBAN





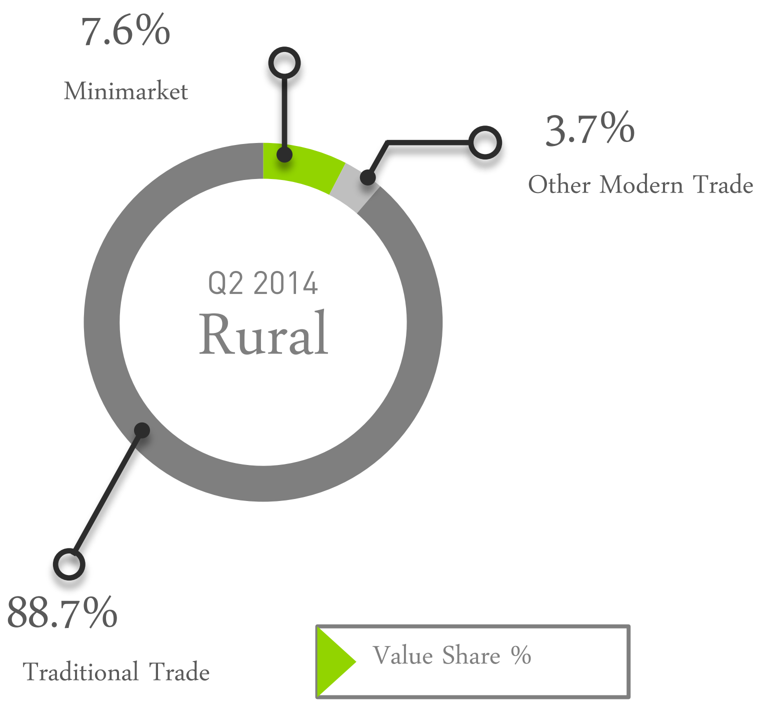
Value Change %

Value Change %	Q2 2014 vs. YA
Minimarket	+ 9%
Hyper + Supermarket	+ 32%
Traditional Trade	+ 12%

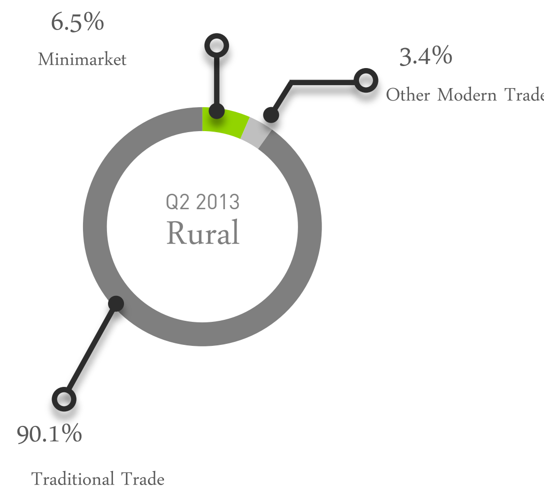
Source : *Kantar Worldpanel Indonesia – Household Panel – Total FMCG*

RETAILER

5 RETAILER SNAPSHOT - RURAL



Source : *Kantar Worldpanel Indonesia – Household Panel – Total FMCG*



Value Change %

Value Change %	Q2 2014 vs. YA
Minimarket	+ 43%
Traditional Trade	+ 21%

SPOTLIGHT ON INDONESIA

6 BRAND FOOTPRINT 2014

"A report ranking on Most Chosen Brands In the World".

- Quantifies the **interaction of brands with their shoppers**
- Each time a consumer chooses a brand at the point of purchase, **the brand earns on "reach point"**
- **Categories** In Indonesia: 80+ FMCG products
- The methodology is based on **Consumer Reach Point (CRP).**

It measures how many households a brand is reaching and how often they are being purchased. It gives a true representation of shopper choice.

HOW MANY
Penetration:
Number of households buying the brand / Universe

X

POPULATION
Universe:
Number of households in a country

X

HOW OFTEN
Frequency:
Number of times each household purchased the brand on average in a year

TOP MOST CHOSEN BRANDS In URBAN INDONESIA

01	Indomie Instant Noodles	Indofood
02	Mie Sedaap Instant	Wings Food
03	Frisian Flag	Friesland Campina
04	Royco	Unilever
05	Kapal Api	Santos Jaya Abadi
06	Masako	Ajinomoto
07	Kopi ABC	Santos Jaya Abadi
08	So Klin	Wings
09	Roma	Mayora
10	Rinso	Unilever

*Based on Brand Footprint Ranking

About Kantar Worldpanel

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. Its **High Definition Inspiration™** approach combines market monitoring, advanced analytics and tailored market research solutions to deliver both the big picture and the fine detail that inspire successful actions by its clients. Kantar Worldpanel's expertise about what people buy or use – and why – has become the market currency for brand owners, retailers, market analysts and government organizations globally.

In Indonesia, Kantar Worldpanel – high definition inspiration™ tracks household purchase of over 70 different FMCG categories across food and non food from its sample of 7,000 households across urban and rural Indonesia on a weekly basis; representing around 49.5 million households.

For further information, please visit us at www.kantarworldpanel.com/id

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