FMCG MONITOR

An integrated view of Indonesia FMCG market

April 2015

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executive SUMMARY

1

Compared to March 2015, ID inflation continue to increase in April 2015 from 0.17% to 0.36% compared to March 2015.

The inflation in April 2015 happened because price increased for some categories such as RTE food, beverages.

2

In FMCG Market, the decelerating trend in last month still continue in April. The decelerating happened in both area, urban and rural.

Price growth remains the same as in first quarter of 2015

3

Shampoo still show positive movement in Urban Indonesia. The double sachet enjoy significant growth in this category. Lately consumers purchased double sachet more frequent if we compare to single or multipack sachet.

4

The most contributor among trade channel is still goes to Traditional Market both in urban and rural area.

Traditional trade still dominates rural area with single digit growth

5

58% of the FMCG categories have less than 50% penetration. This shows that FMCG market still don't penetrate the majority of national households.

Brands need to recruit new users to grow. New shoppers grow your brands.

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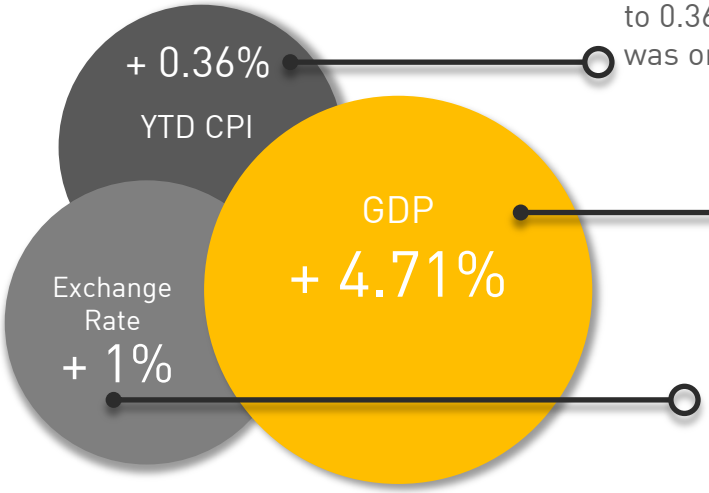
KEY INDICATOR

Macro Trend



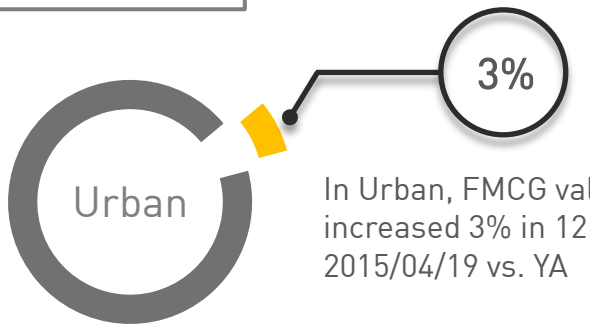
Compared to March 2015, ID inflation raised from 0.17% to 0.36%. Price increase from RTE foods and beverages was one of the factors for this issue.

In year on year basis, the GDP in first quarter 2015 is 4.71%

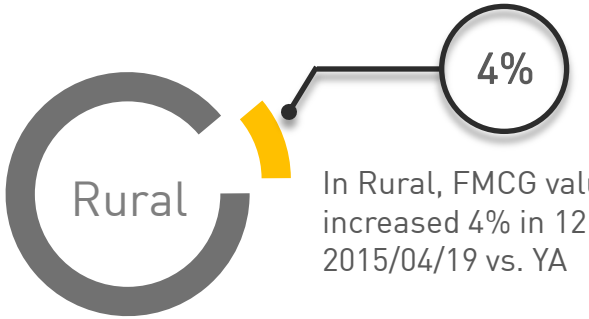
Rupiah exchange rate to USD is slightly getting stronger in April 2015 compared to a month ago, yet the exchange rate weakened by 13% in this month vs. YA, Rupiah is still striving to reach the initial value.

Source : *BPS and Bank Indonesia*

FMCG Trend



In Urban, FMCG value increased 3% in 12 w/e 2015/04/19 vs. YA



In Rural, FMCG value increased 4% in 12 w/e 2015/04/19 vs. YA

Source : *Kantar Worldpanel Indonesia | Household Panel*

*FMCG is excluding rice, sugar, and fresh food

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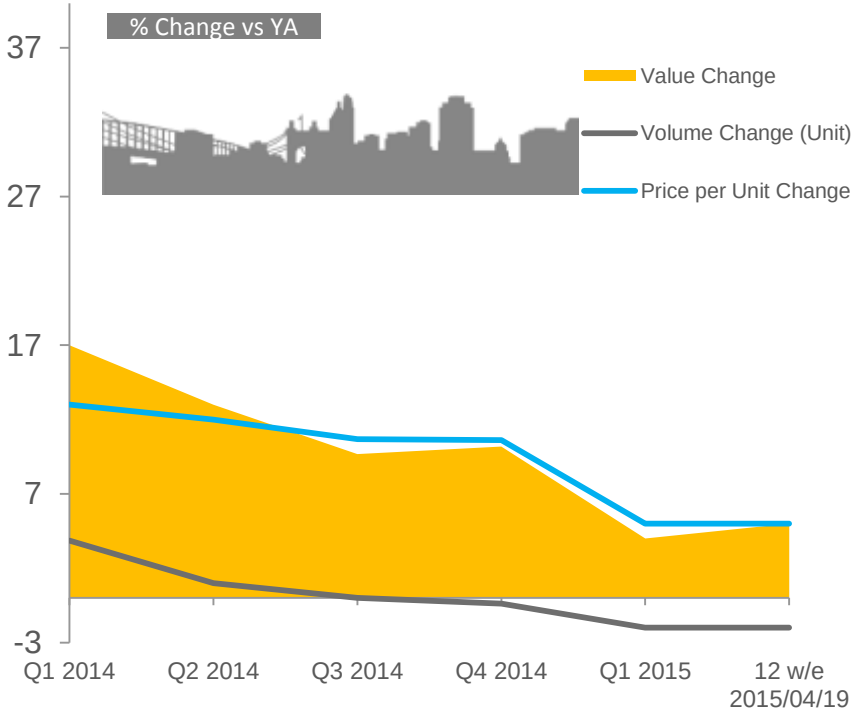
1

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

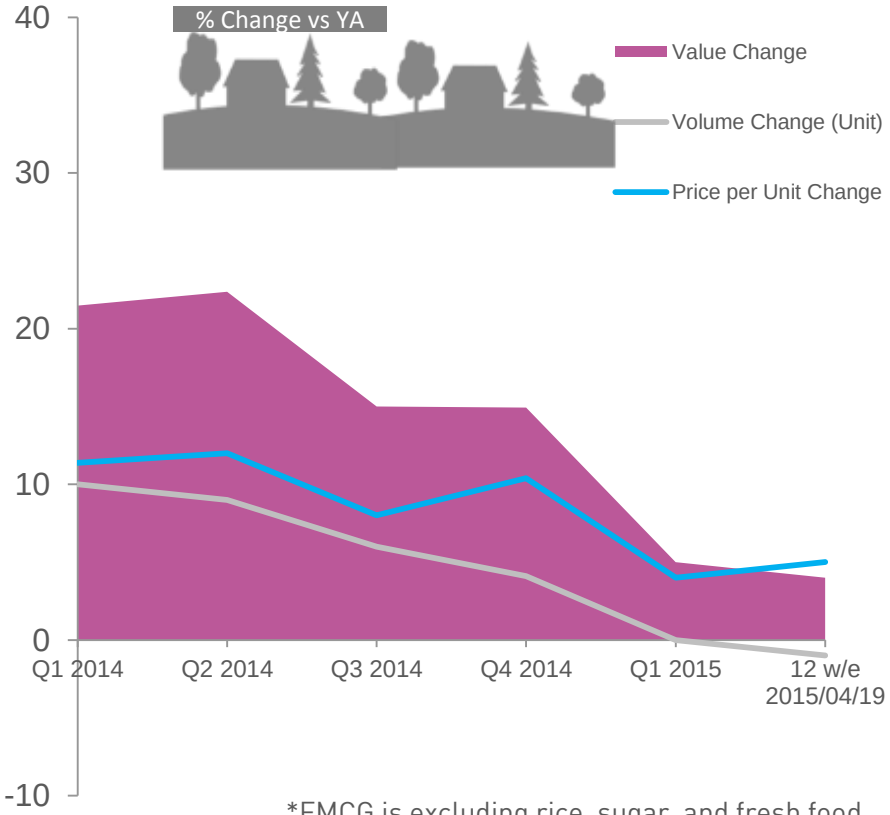
The volume decelerating trend from Q3 2014 keep continuing until this April 2015. The trend happened in both in urban and rural area. Price growth remains the same as in first quarter of 2015

Urban



Source : *Kantar Worldpanel Indonesia – Household*

Rural



*FMCG is excluding rice, sugar, and fresh food

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2

FMCG SEGMENTS TRENDS – VALUE CHANGE (%)

Continuing last period trends, while other segments are growing, the dairy segment in Urban area still suffer decreased growth by 4%. Compare to previous year performance, the FMCG growth are still not more than 4% in Indonesia.

Urban

12 w/e 2015/04/19 vs. YA

Foods	Dairy	Beverages	Home Care	Personal Care
+2 %	-4 %	+3%	+10 %	+9 %

Rural

12 w/e 2015/04/19 vs. YA

Foods	Dairy	Beverages	Home Care	Personal Care
+ 2%	+7%	+ 1%	+ 10%	+ 5%

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

*FMCG is excluding rice, sugar, and fresh food

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3

HOT CATEGORIES (URBAN) 12 w/e 2015/04/19

Shampoo still show positive movement in Urban Indonesia. The **double sachet** enjoy significant growth in this category. Lately consumers purchased double sachet **more frequent** if we compare to single or multipack sachet.

Shampoo

4%

Total volume (in L) increase in Urban Indonesia
12 w/e 2015/04/19 vs. YA

1%

Average volume per HHs increase in Urban Indonesia
12 w/e 2015/04/19 vs. YA

Rp:

11%

The value growth increased in Urban Indonesia
12 w/e 2015/04/19 vs. YA

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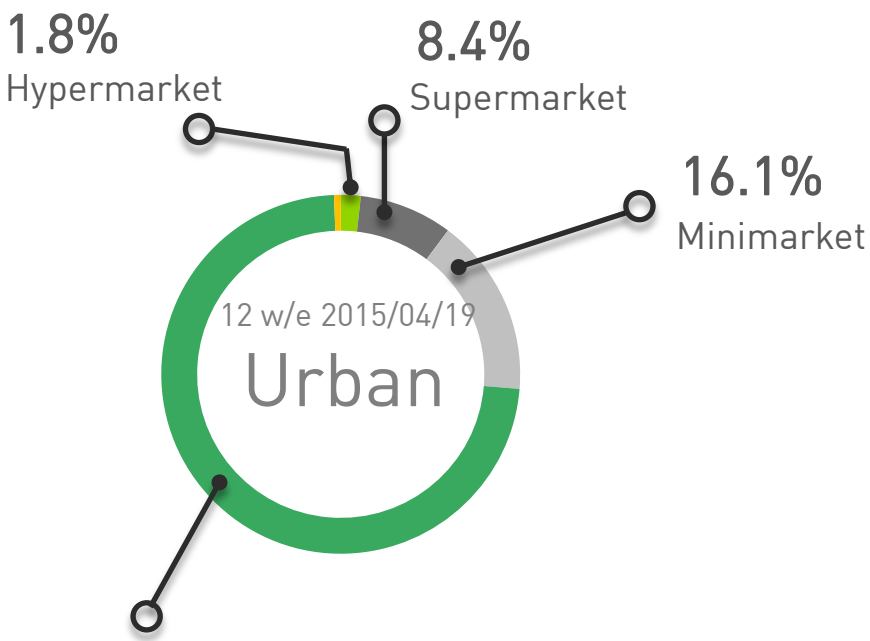
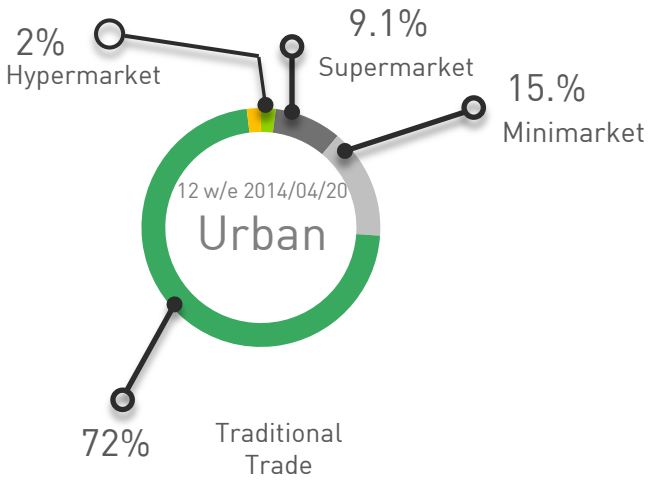
RETAILER

4 RETAILER SNAPSHOT - URBAN



Value Share %



Value Change %

Value Change %	12 w/e 2015/04/19 vs. YA
Minimarket	+10%
Hypermarket	-9%
Supermarket	-4%
Traditional Trade	+5%

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

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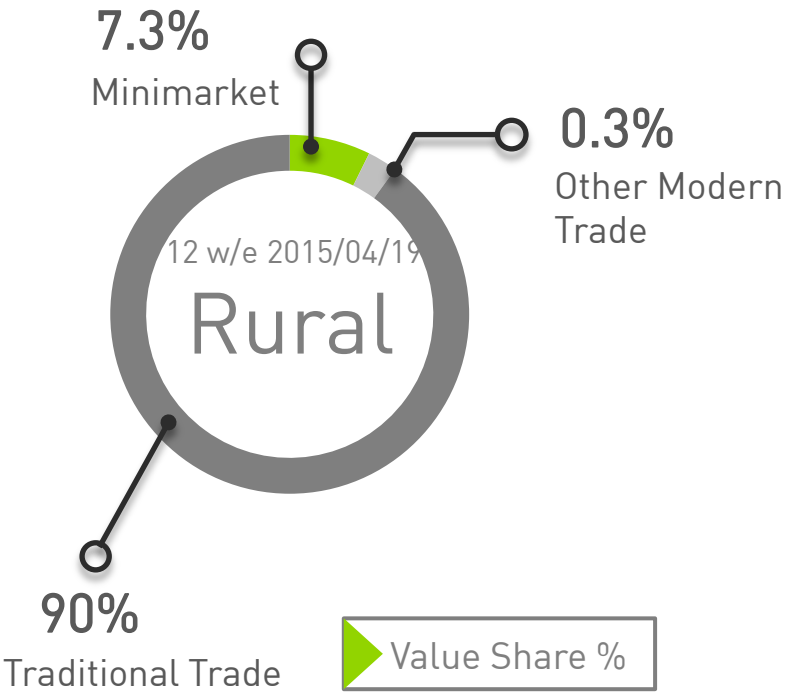
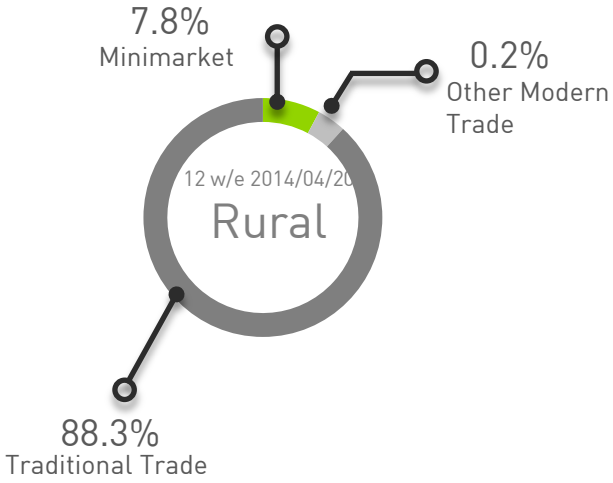
RETAILER

5 RETAILER SNAPSHOT - RURAL





Value Change %

Value Change %	12 w/e 2015/04/19 vs. YA
Minimarket	-2%
Traditional Trade	+6%

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

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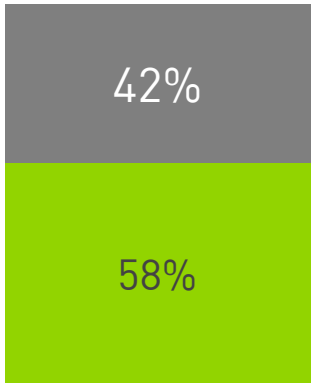
DO YOU KNOW?

58% of the FMCG categories have less than 50% penetration. This shows that FMCG market still don't penetrate the majority of national households.

BRANDS NEED TO RECRUIT NEW USERS TO GROW



More than 50% penetration
Less than 50% penetration

% # of FMCG CATEGORIES

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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

Contact us

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