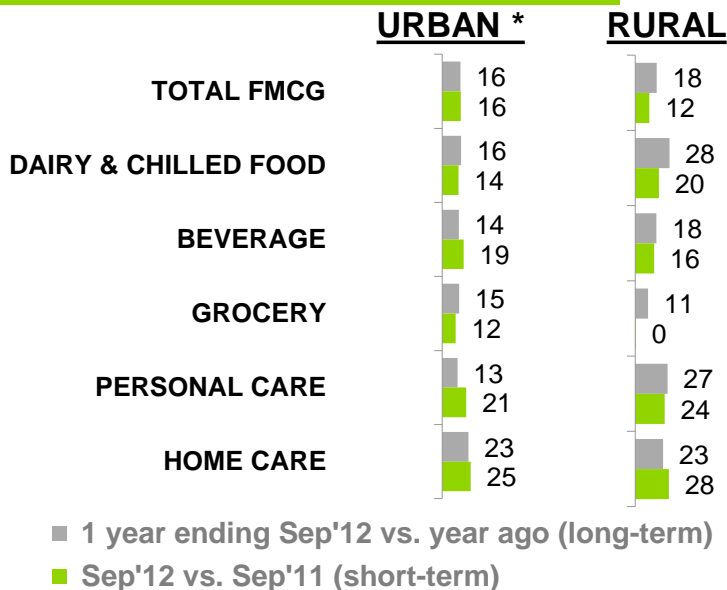


VALUE GROWTH (%) MONITOR



CATEGORY OF THE MONTH

SOYA MILK

URBAN*

37%

Long-term

35%

Short-term

Incremental recruitment of **80,000**
urban households in a year

RURAL

143%

Long-term

52%

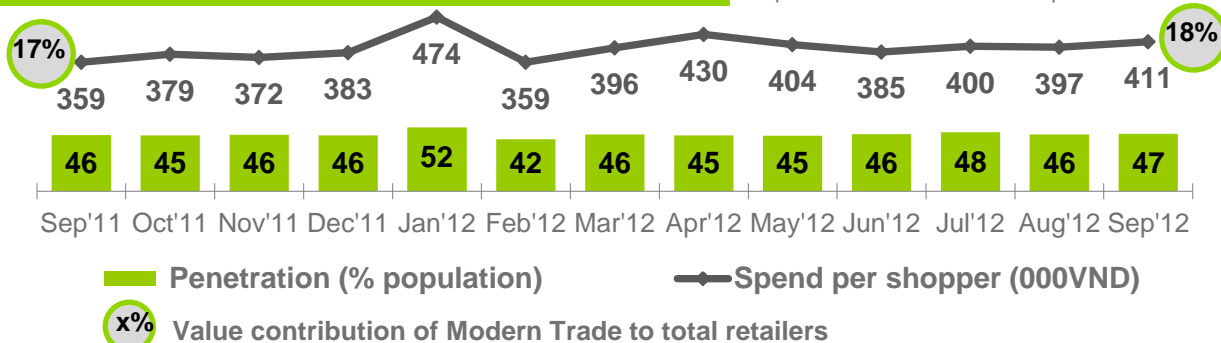
Short-term

Incremental recruitment of nearly
2 million rural households in a year

* URBAN 4 KEY CITIES (HCM, Hanoi, Danang, Cantho)

MODERN TRADE ** TRACKING in URBAN*

** MODERN TRADE: Wholesale + Hypermarket +
Supermarket + Minimarket + Department store



SOURCE: KANTAR WORLD PANEL – Household purchase panel for in-home consumption of FMCG products (excluding gifts)

Contact: vietnam@kantarkworldpanel.com