KANTAR WORLDPANEL

Consumer Insights

ASIA Q2 2018

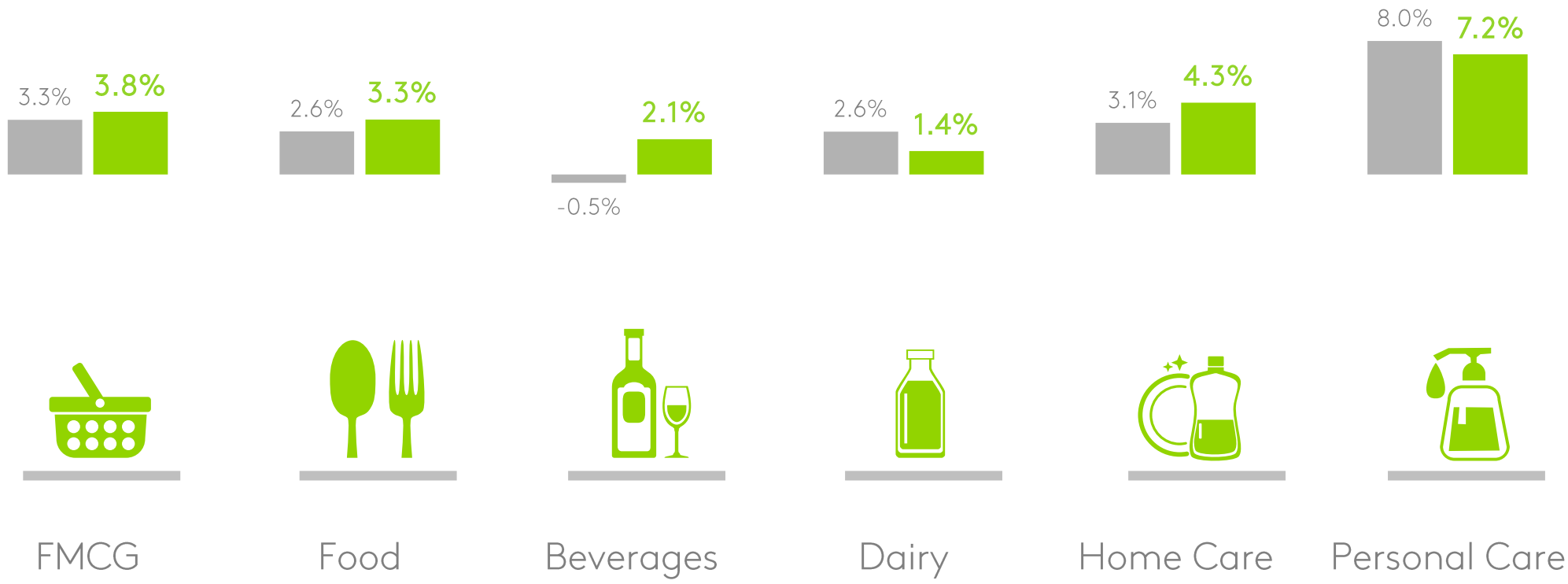
Q2 2018 | SUMMARY ASIA

	Northeast Asia			West Asia		Southeast Asia					
	China	Taiwan	South Korea	India (Urban)	Saudi Arabia	Indonesia	Malaysia	Thailand	Philippines	Vietnam (Urban)	Vietnam (Rural)
FMCG Total	4.5	3.6	3.6	4.3	-6.2	4.2	1.3	-0.8	3.9	3.6	4.1
Food	3.3	4.8	5.5	2.9	-9.8	5.1	4.1	0.1	3.8	2.3	0.5
Beverages	1.3	7.8	7.7	3.9	-2.2	7.5	-1.2	-4.1	-0.9	10.4	6.3
Dairy	3.4	6.6	-7.2	22.2	-4.5	-1.8	-3.0	-9.3	7.8	-3.7	1.4
Home Care	4.2	2.2	4.0	7.3	-7.4	3.5	2.2	7.0	5.0	6.2	7.5
Personal Care	9.6	-1.0	4.4	5.9	-10.0	4.9	0.3	3.0	4.6	10.2	12.0

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

% Value Change FMCG – MAT Q2 2018 vs. Year Ago

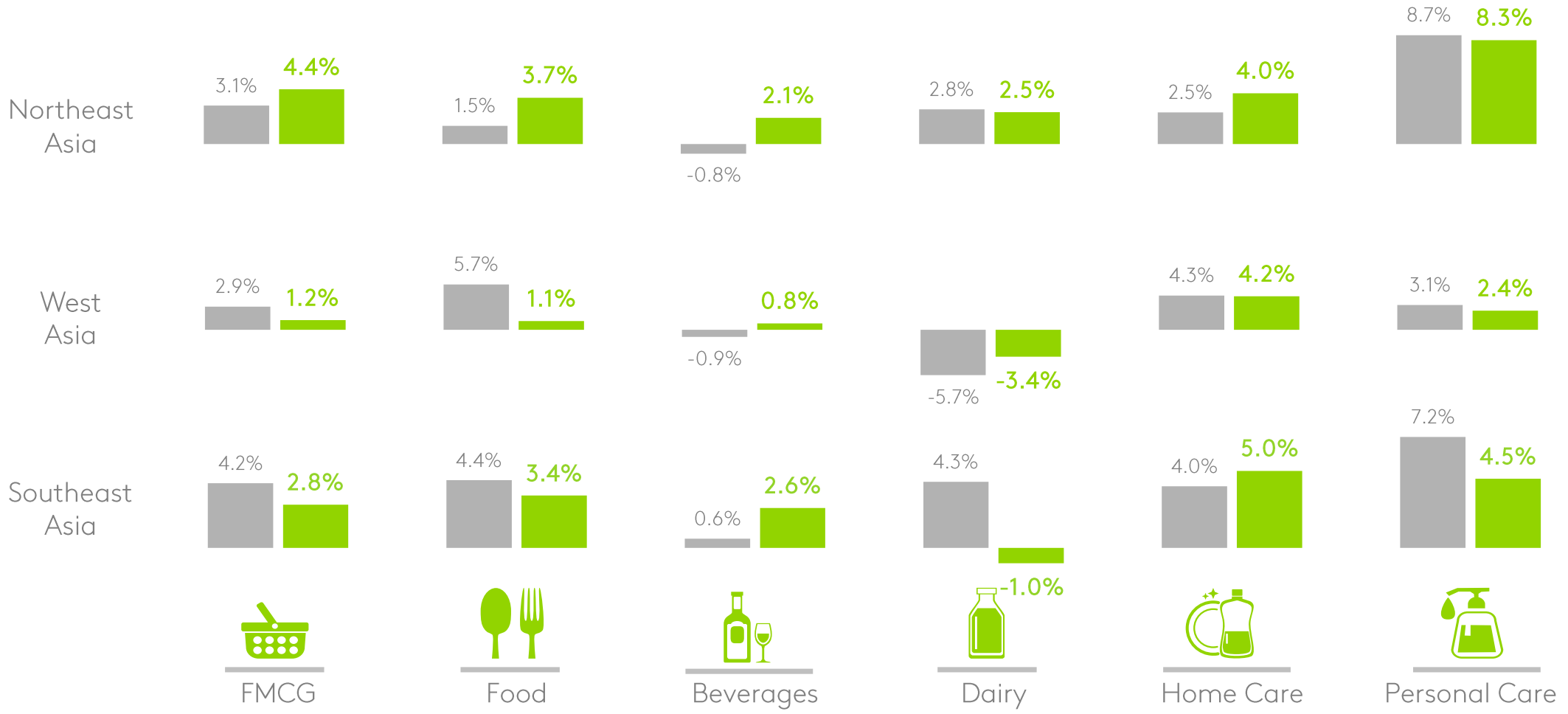
FMCG GROWTH IN ASIA : YOY



ASIA / MAT – VALUE SPEND GROWTH

Q2'17 vs Q2'16 Q2'18 vs Q2'17

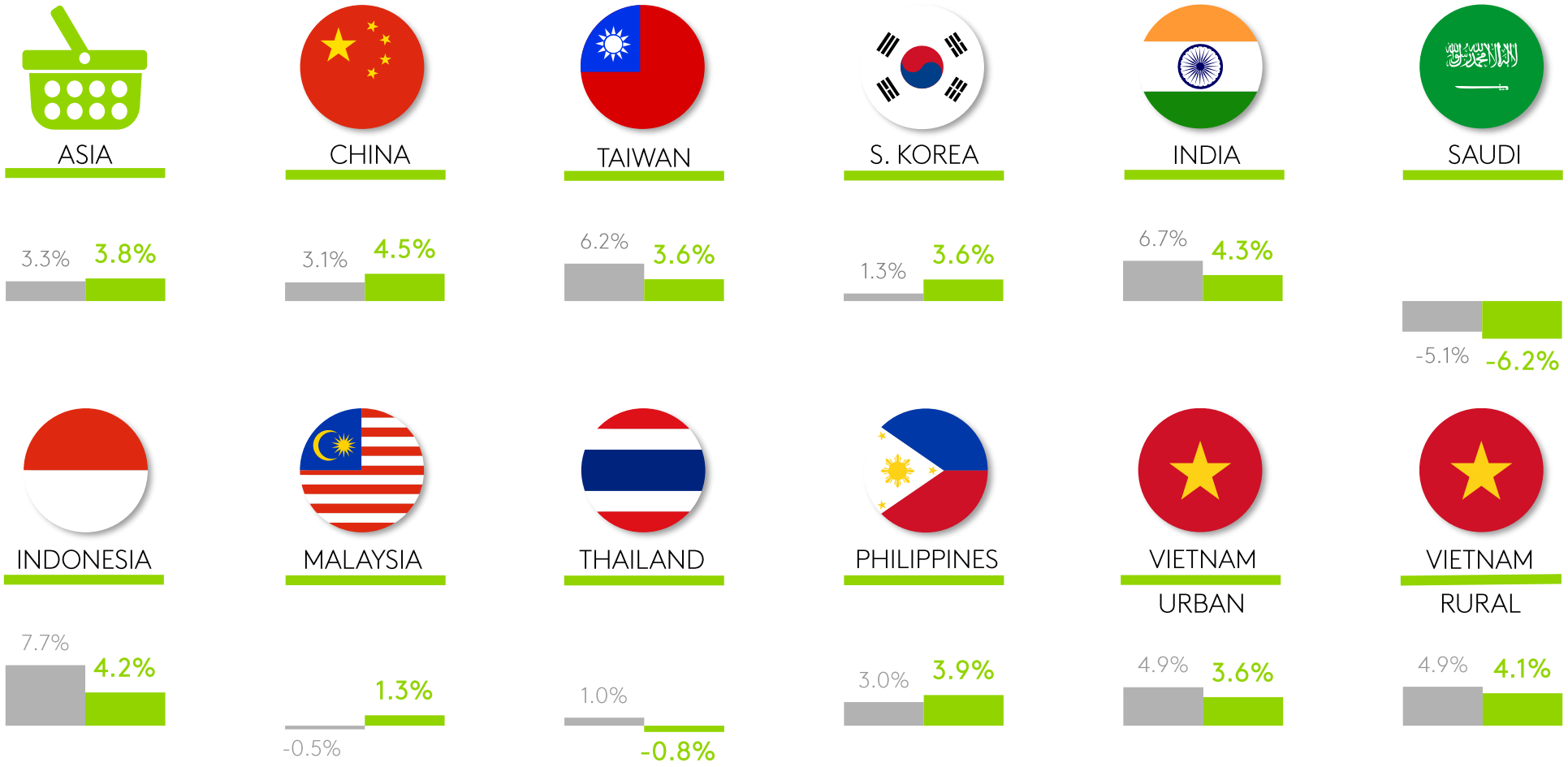
FMCG GROWTH IN ASIA : YOY



ASIA / MAT – VALUE SPEND GROWTH

Q2'17 vs Q2'16 Q2'18 vs Q2'17

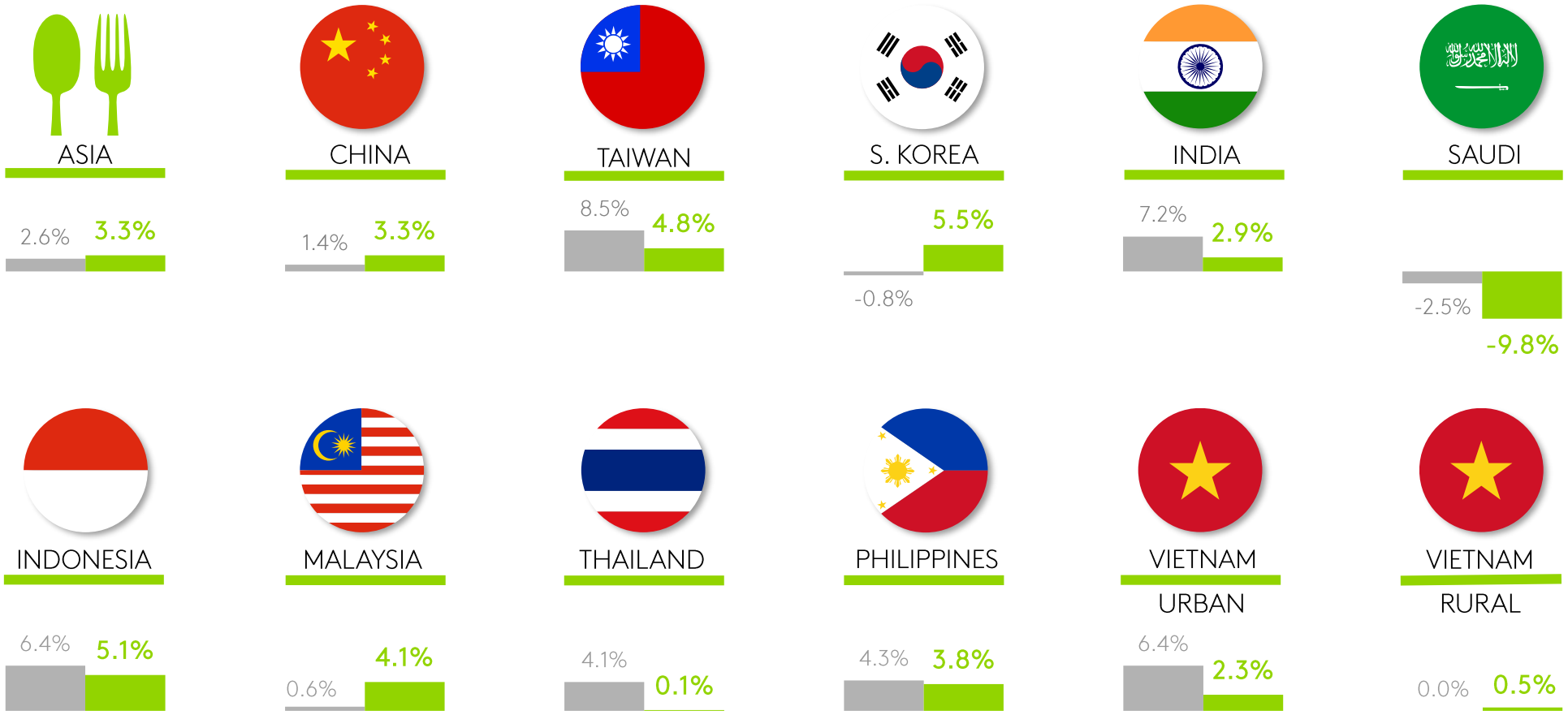
FMCG: Overall a positive outlook. Decline in Saudi due to the economic scenario in the KSA market where HHs rationalizes their spends on need to have rather than nice to have



ASIA / MAT Q2 2018 – Value Growth FMCG

Q2'17 vs Q2'16 Q2'18 vs Q2'17

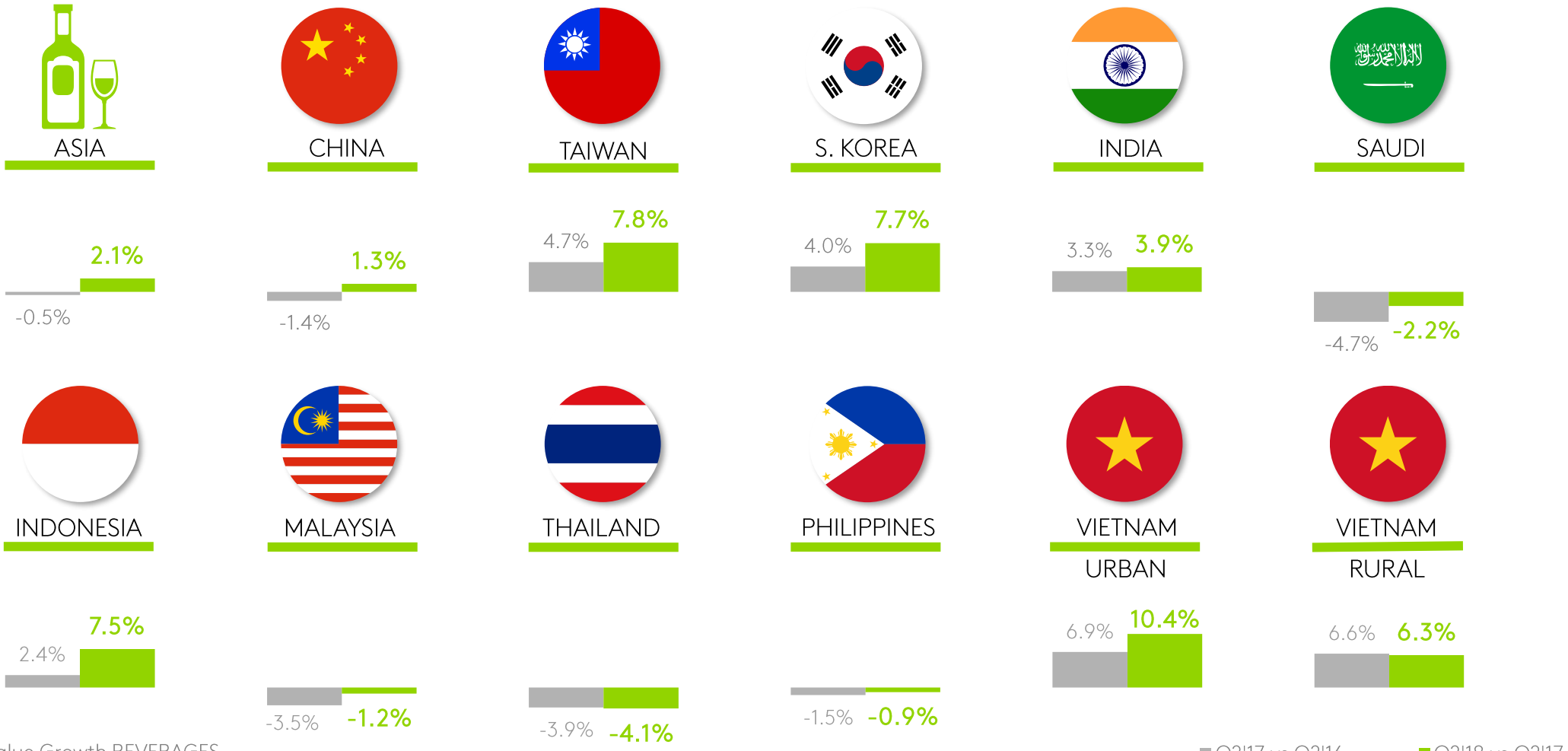
FOOD: Cooking categories for example noodles, oil, frozen food and cereals are driving the growth



ASIA / MAT Q2 2018 – Value Growth FOOD

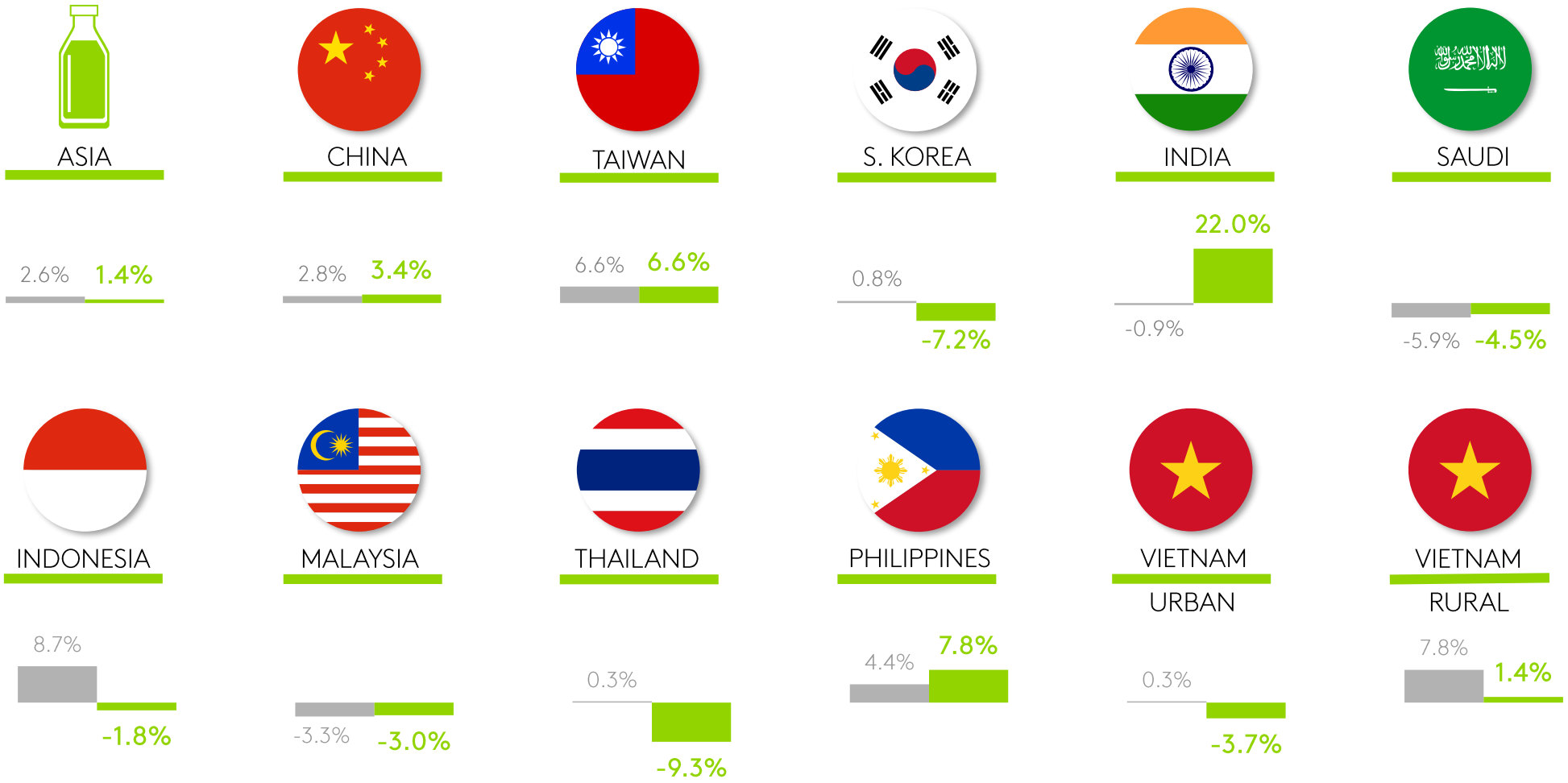
Q2'17 vs Q2'16 Q2'18 vs Q2'17

BEVERAGES: Significant growth for Taiwan, Korea, Indonesia and Vietnam driven by Coffee, Tea and Soft Drinks



ASIA / MAT Q2 2018 – Value Growth BEVERAGES

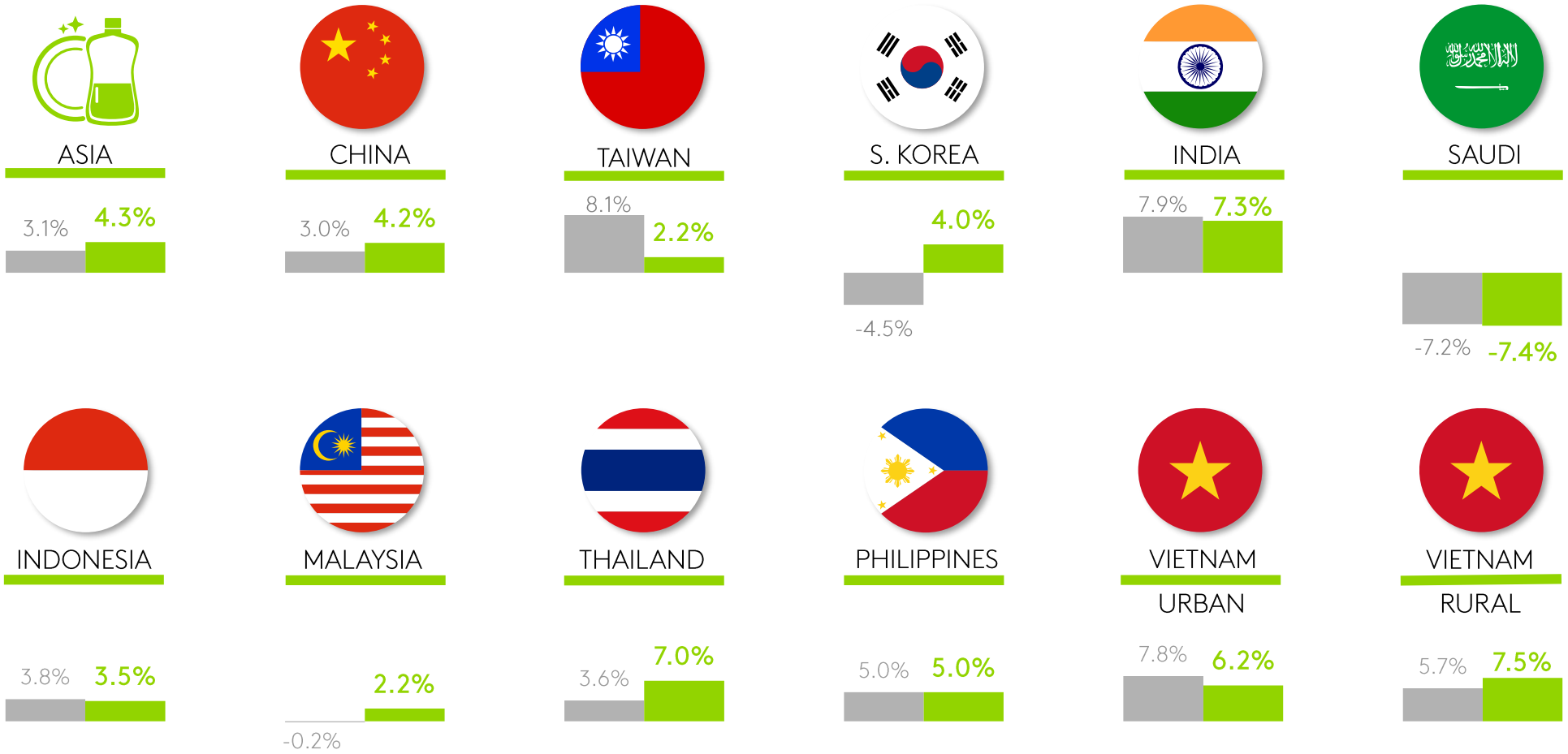
DAIRY: Indian consumption trend is still evolving; growth in other countries mainly driven by Fresh Milk



ASIA / MAT Q2 2018 – Value Growth DAIRY

Q2'17 vs Q2'16 Q2'18 vs Q2'17

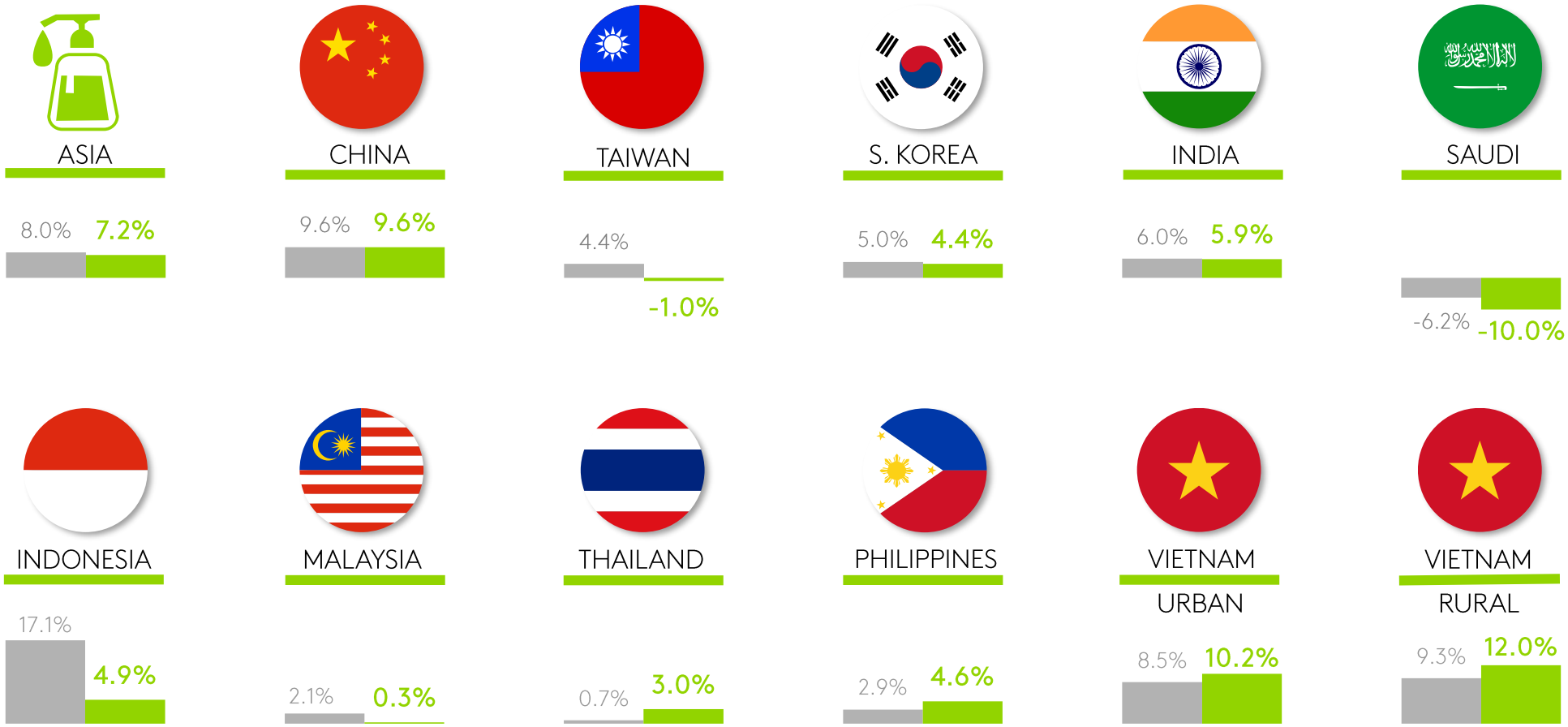
HOME CARE: Overall a positive outlook which shows HHs emphasizing on home hygiene and cleanliness



ASIA / MAT Q2 2018 – Value Growth HOME CARE

Q2'17 vs Q2'16 Q2'18 vs Q2'17

PERSONAL CARE: Self appearance is still important to consumers; remained the strongest sector in FMCG mainly driven by skincare and cosmetics



ASIA / MAT Q2 2018 – Value Growth PERSONAL CARE

Q2'17 vs Q2'16 Q2'18 vs Q2'17

MAT Q2 2018 | SUMMARY ASIA

CHINA

#Economic Overview the growth rate of the fast moving consumer goods accelerated during Q2 2018 vs Q1, with value growth of 4.5%.

#Highlight 1 Soybean milk attract more consumers with the trend of strong health consumption awareness.

#Highlight 2 ecommerce market share hits 9% and remains a key engine for growth.

TAIWAN

#FMCG grow soft Economic looks positive, but FMCG not as good. Consumer has been investing on restaurant & travelling abroad, leaving FMCG growth wondering around 3%~5%.

#soft drinks are heating up Beverages always are important categories in Taiwan. Fresh made beverages (tea, coffee) put a threat to packaged beverages for years. This year, a lot of NPD investment are put, heating up consumer needs as summer approaches.

#EC retailer war begins Shopee successfully took a stand in TW market, targeting young with mobile phone approach, threating top 3. EC continue to thrive hence, Omni-channel is a must.

S.KOREA

#Processed food prices jump on rising costs

Prices of processed foods and eating-out costs rising sharply this year as F&B manufacturers raised prices of processed food over 30% in June due to increased labor and raw material expenses

#Chips and Beer

High cost of Fried Chicken has shifted the choice to Chips along with Beer for In Home. Also, events like World Cup and Asian Games also support the sales of this category.

Un-tact Marketing

'Digital Native Generation' who grew up in digital age have a strong tendency using Untact services as they prefer to do their shopping by themselves.

MAT Q2 2018 | SUMMARY ASIA

INDIA

#Economic Overview Growth in GDP and continous Government efforts to encourage FDI and market sentiments, has helped consumption growth in Household and Personal Care

#Inflation Despite growth in GDP, increasing inflation has resulted in a slow down in spends which is observed across all Socio Economic group over the previous year

#Moderntrade Non traditional channel like Super Market chain and Chemists are out performing Traditional channels.

SAUDI ARABIA

#Economic Overview Saudi Arabian shoppers are increasingly conscious of their purchases and continue their search of value for money. Only 4/64 categories are growing in penetration and 1/64 are growing in frequency as of 12 months ending Q2 2018 vs. same period last year

#Value seeking KSA HH are now preferring cheaper channels like wholesale over Modern Trade

#Deepdiscount Categories are getting devalued due to deep & frequent discounts.

INDONESIA

#Economic Overview Indonesia's economy is on a healthy trajectory with consumer confidence showing a positive growth.

#Personal Care products such as face cleanser, and cosmetics are the top categories in terms of spending and volume growth as Indonesians look to invest more in health and appearance.

#Specialty Stores There is a significant increase in consumers shopping from Specialty stores leading to an increase in contribution from Traditional Trade channel. This is due to consumers getting more discerning as Specialty stores offer better value for money.

MAT Q2 2018 | SUMMARY ASIA

MALAYSIA

#RocketConfidence CPI is at all time high, soaring at 21 year high of 132.9 but FMCG market yet to taste a good growth due to mass spending on high value items such as vehicles to enjoy savings during a 3-month tax holiday.

#ConvenientPeople Driven by more competitive pricing of smaller format stores, Malaysians are gradually shopping more often in supermarkets.

#Drug&Pharma Rising channel due to specialized personal care product.

THAILAND

#Cut-Back Non-Essentials Tougher time for FMCG to grow frequency & buyers, esp. RTD Beverage

#Traditional Recovery PVS and small store format uplift, mainly from growing spend/trip, with welfare card support.

#Continued Rise of Convenience CVS and online remain key growing channels.

PHILIPPINES

#ResilientEconomy Despite soaring inflation rate of 5.2% in June 2018, Philippines economy retains growth momentum at +6%. FMCG manages to maintain value sales in spite of TRAIN

#HeartyTummy Filipinos appears to be prioritizing healthy diet with the rise of food options such as yoghurt, family powdered milk and cultured milk

#HygienicHome Rise in demand for cleansing products such as rubbing alcohol, dishwash and scouring pads which won more shoppers and trips.

VIETNAM

#MaintainMomentum Vietnam's economy continues achieving high growth coupled with stable CPI.

#OutofFMCG The FMCG market grows slower as consumers have a tendency to spend more for non-FMCG items.

#ModernTradeExpansion Modern channels thrive with both online and offline formats.

Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

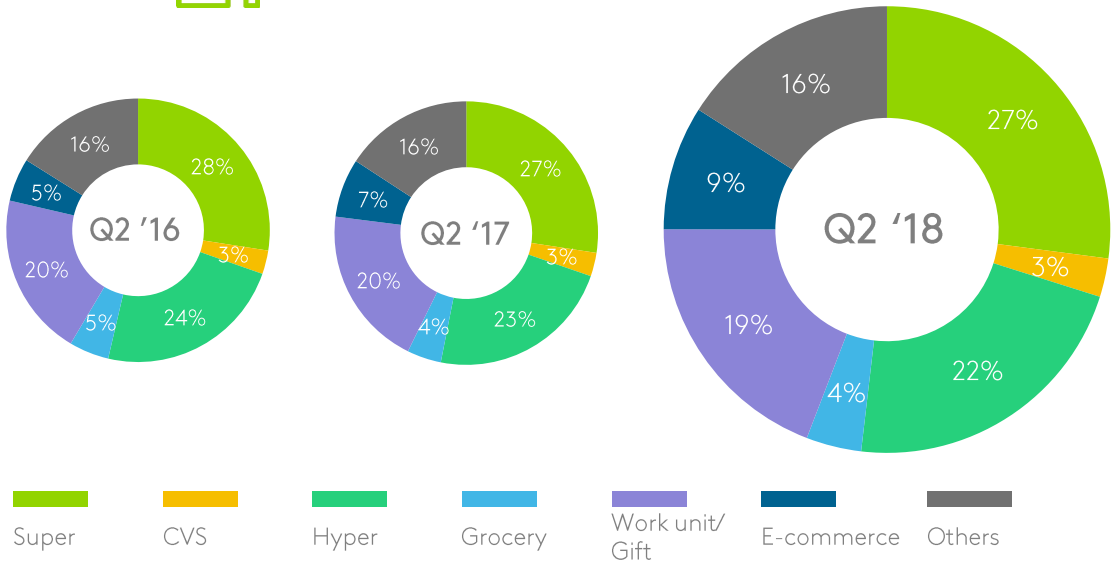
Value	Volume	Penetration
Soybean Milk	Soybean Milk	Soybean Milk
Oyster Sauce	Kitchen Rolls	Oyster Sauce
Mouthwash	Oyster Sauce	Nutrient Supplement
Kitchen Rolls	Wet Tissues	Hand Wash
Make Up	Mouthwash	Make Up

% Change FMCG Basket per Social Economic Level

MAT	Q4'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total	Yellow	Yellow	Yellow	Yellow
Low Income	Yellow	Yellow	Yellow	Yellow
Mid Income	Grey	Grey	Grey	Grey
High Income	Green	Green	Green	Green

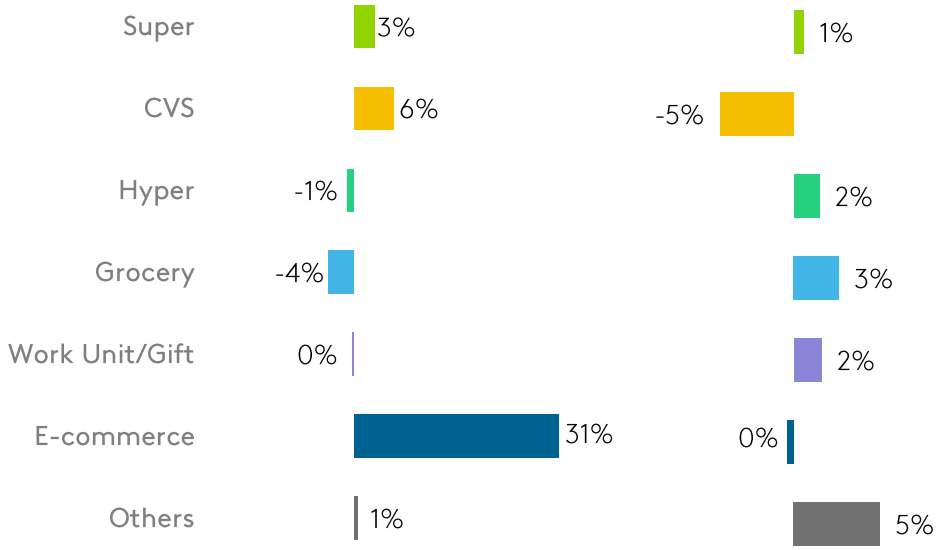
Grey: Growth ≤ -0.5% | Yellow: -0.5% < Growth ≤ 5% | Green: Growth > 5%

Channel Importance - %Value



MAT Q2'18 v Q2'17

Shopping Occasions / Spend/Trip



Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

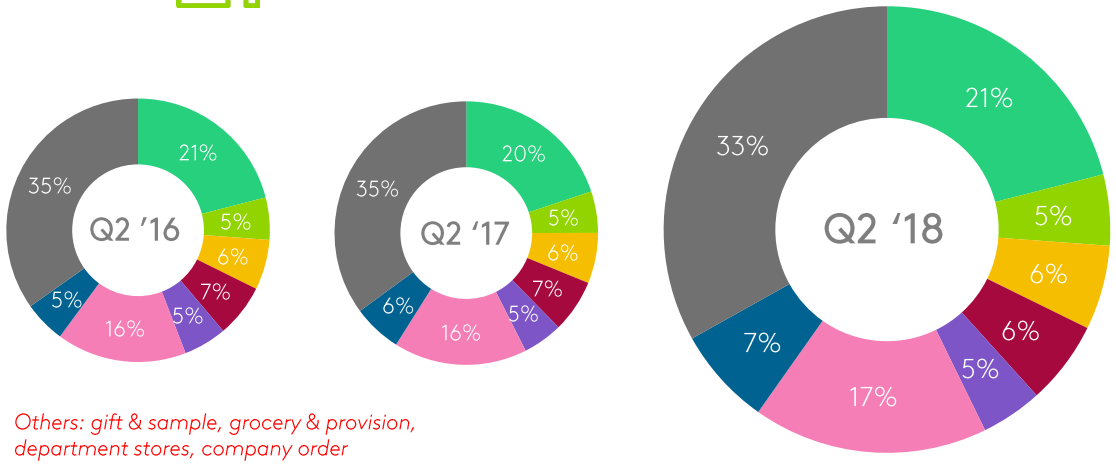
Value	Volume	Penetration
Ice-Cream	Ice-Cream	Ice-Cream
Packaged Water	Vacuum Packed Coffee	RTE Breakfast Cereal
Vacuum Packed Coffee	Packaged Water	Vacuum Packed Coffee
Preserves / Spreads	Lipstick	Body care / Moisturizer
Frozen Food	Energy/Sports Drink	Packaged Water

% Change FMCG Basket per Social Economic Level

MAT	Q2'18 VS Year Ago	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago
Total	Growth > -0.5%	Growth ≤ 5%	Growth > -0.5%	Growth > -0.5%
Low Income	Growth ≤ -0.5%	Growth > -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%
Mid Income	Growth > -0.5%	Growth > -0.5%	Growth > -0.5%	Growth > -0.5%
High Income	Growth > 5%	Growth > 5%	Growth > 5%	Growth > 5%

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

Channel Importance - %Value



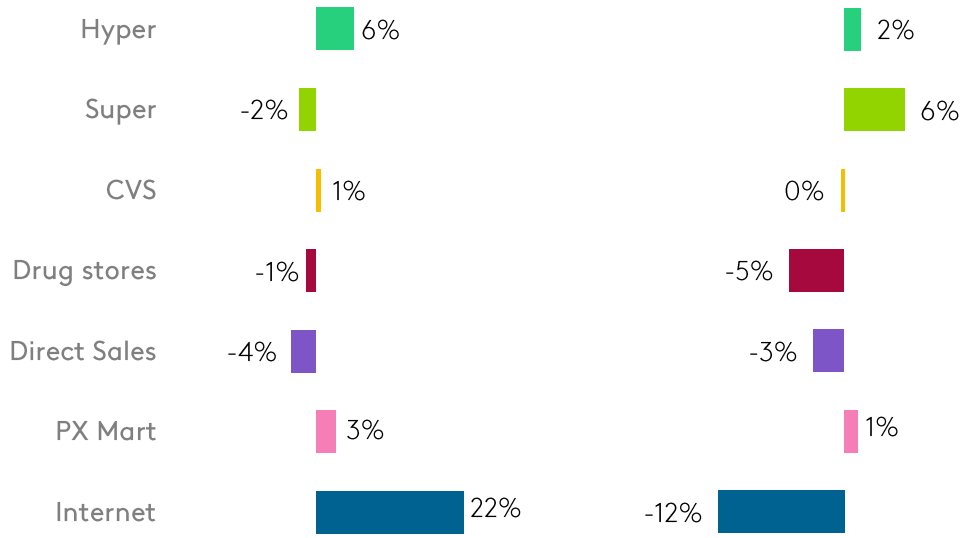
Others: gift & sample, grocery & provision, department stores, company order

Hyper | Super | CVS | Drug Stores | Direct Sales | PX Mart | Internet | Others

MAT Q2'18 v Q2'17

Shopping Occasions

Spend/Trip



Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

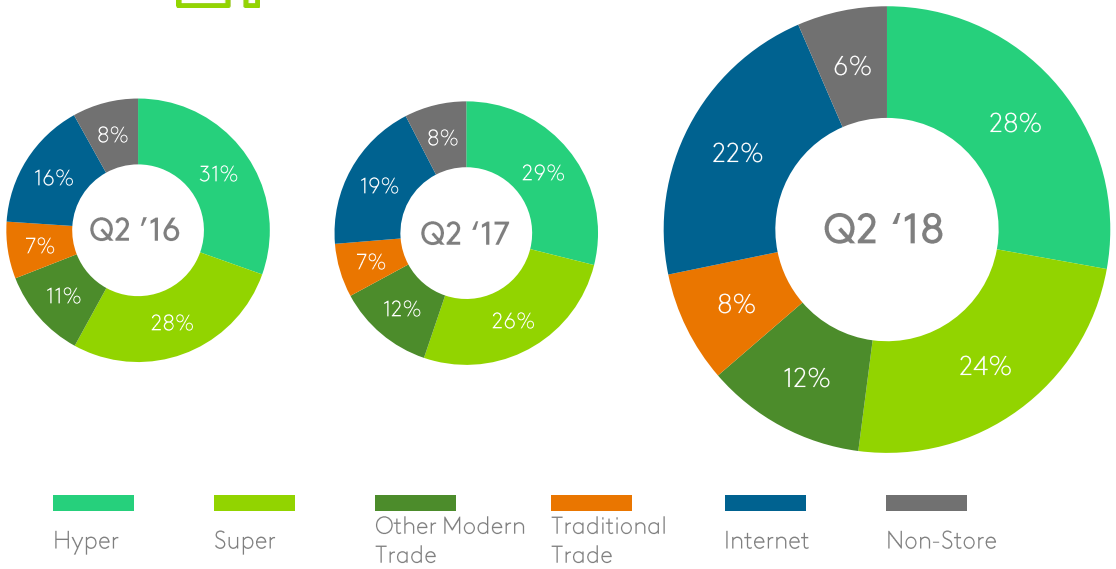
Value	Volume	Penetration
Chips	Chips	Chips
Retort	Retort	Foundation
Frozen Food	Hair Treatment	Frozen Food
Foundation	Foundation	Retort
Tea Drink	Frozen Food	Cream

% Change FMCG Basket per Social Economic Level

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
Low Income	Growth > 5%	-0.5% < Growth ≤ 5%	Growth > 5%	Growth > 5%
Mid Income	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	Growth ≤ -0.5%	-0.5% < Growth ≤ 5%
Mid-High Income	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	Growth > 5%	-0.5% < Growth ≤ 5%
High Income	-0.5% < Growth ≤ 5%	Growth > 5%	Growth > 5%	Growth > 5%

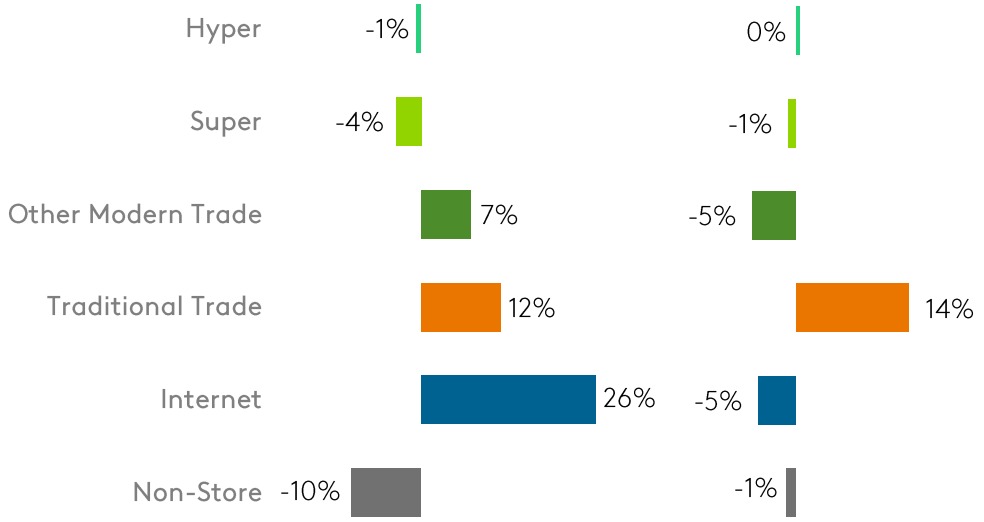
Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

Channel Importance - %Value



MAT Q2'18 v Q2'17

Shopping Occasions / Spend/Trip



Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

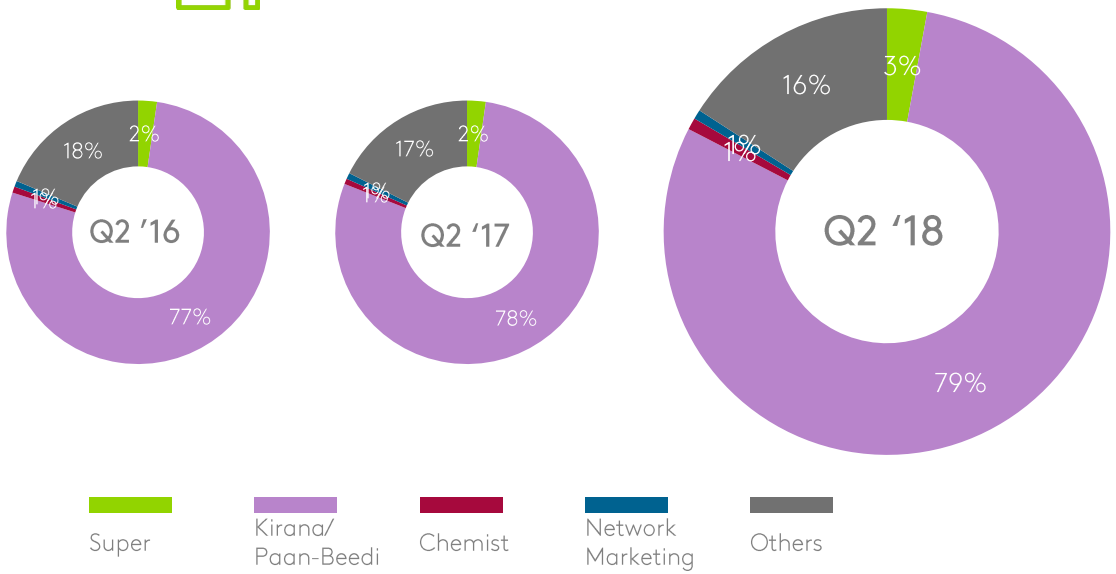
Value	Volume	Penetration
Sanitary Napkins	Sanitary Napkins	Coffee
Basmati Rice	Toilet/Bath. Cleaner	Sanitary Napkins
Toilet/Bath. Cleaner	Noodle/Macaroni	Basmati Rice
Pre Post wash	Basmati Rice	Noodle/Macaroni
Noodle/Macaroni	Sauces	Sauces

% Change FMCG Basket per Social Economic Level

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total SEC	Growth > 5%	Growth > 5%	Growth > 5%	-0.5% < Growth ≤ 5%
SEC AB	Growth > 5%	Growth > 5%	Growth > 5%	-0.5% < Growth ≤ 5%
SEC C	Growth > 5%	Growth > 5%	Growth > 5%	-0.5% < Growth ≤ 5%
SEC D/E	Growth > 5%	Growth > 5%	Growth > 5%	-0.5% < Growth ≤ 5%

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

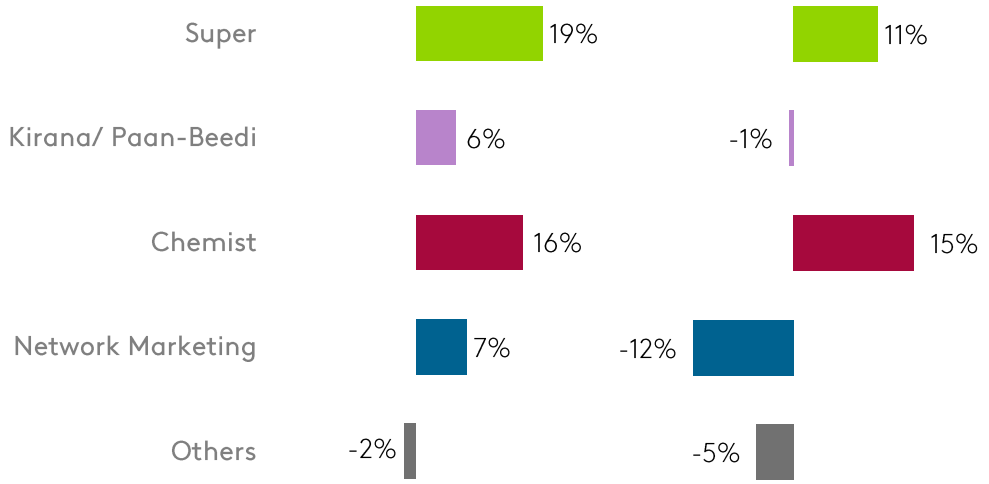
Channel Importance - %Value



MAT Q218 v Q2'17

Shopping Occasions

Spend/Trip



SAUDI ARABIA

Top 5 Categories with Positive Impact – MAT Q2'18 vs MAT Q2'17

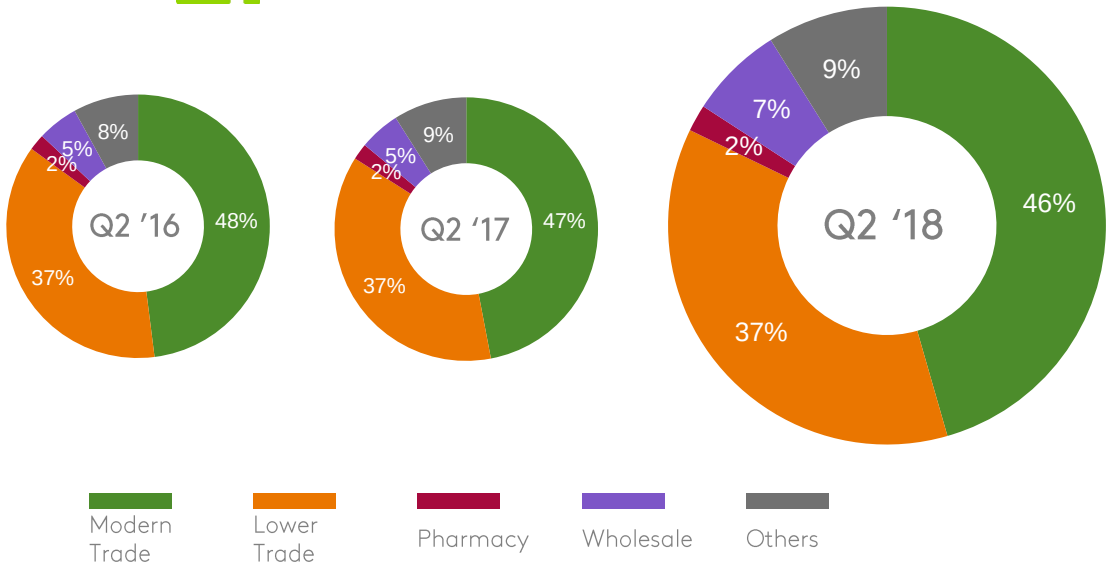
Value	Volume	Penetration
Bottled Water	Rolls/Towels Home Use	Dessert Mix
		Liquid Concentrates

% Change FMCG Basket per Social Economic Level (Value %)

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total SEC	●	●	●	●
SEC AB	●	●	●	●
SEC C	●	●	●	●
SEC D	●	●	●	●

● Growth ≤ -0.5% ● -0.5% < Growth ≤ 5% ● Growth > 5%

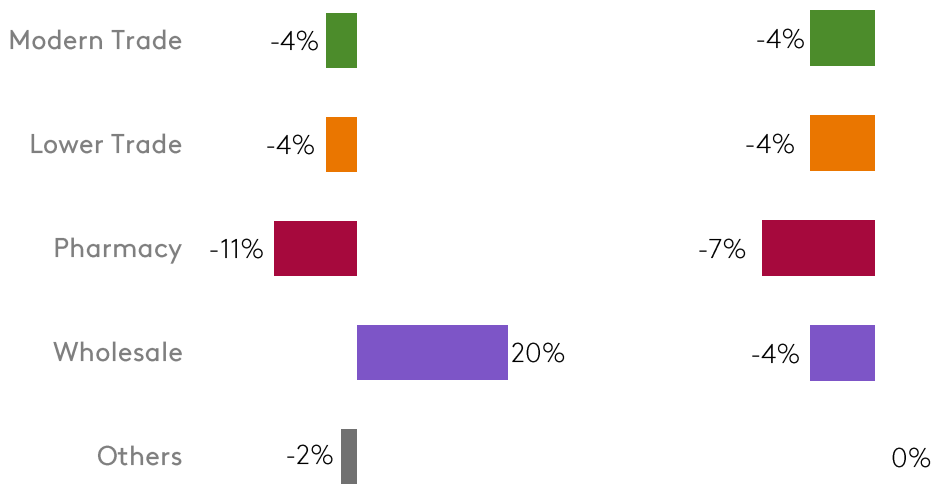
Channel Importance - %Value



MAT Q2'18 v Q2'17

Shopping Occasions

Spend/Trip



INDONESIA

Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

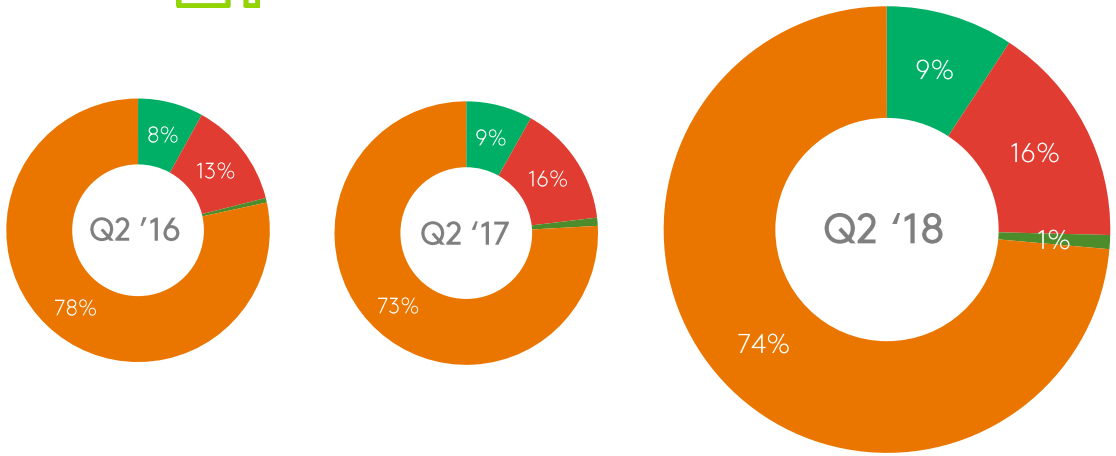
Value	Volume	Penetration
Lip Cosmetic	Lip Cosmetic	Lip cosmetic
RTD Coffee	RTD Coffee	Ready to Drink Coffee
Facial Cosmetic	Cold Cereal/Cereal Bar	Cold Cereal/Cereal Bar
Bottled Water	Facial Tissue	Facial Moisturiser
Facial Tissue	Bottled Water	Facial Tissue

% Change FMCG Basket per Social Economic Level

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%	-0.5% < Growth ≤ 5%
Low Income	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
Mid Income	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%	-0.5% < Growth ≤ 5%
High Income	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

Channel Importance - %Value

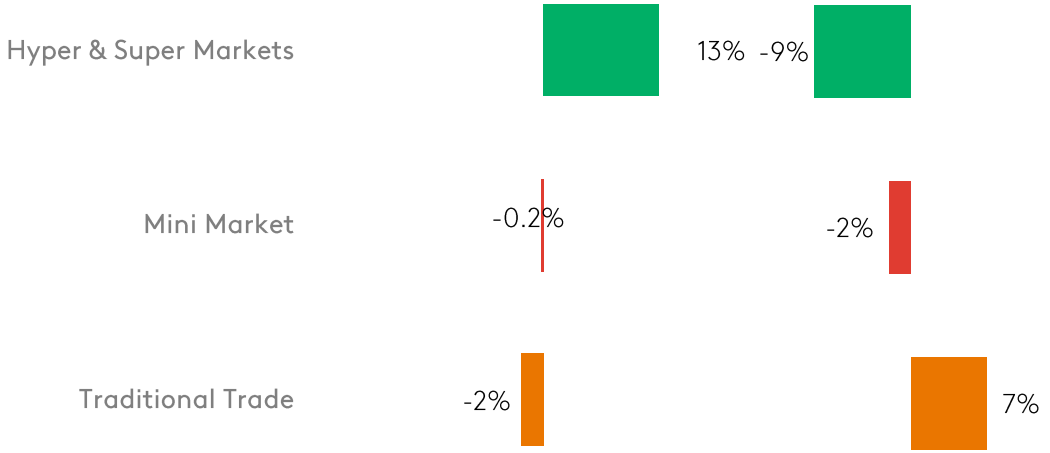


Hyper + Super | Mini Market | Other Modern Trade | Traditional Trade | Others

MAT Q1'18 v Q1'17

Shopping Occasions

Spend/Trip



Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

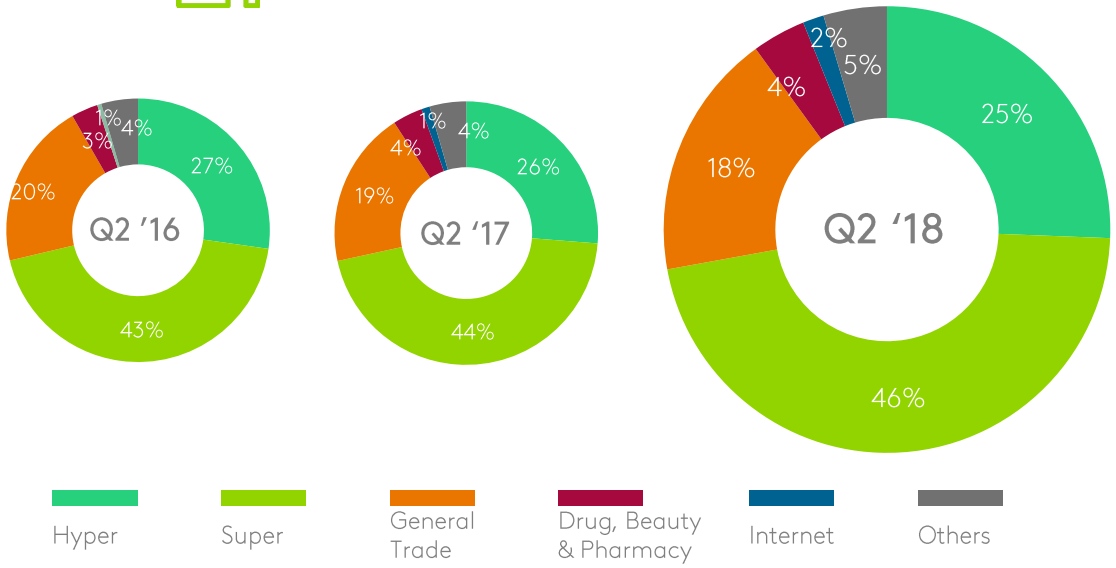
Value	Volume	Penetration
Coconut Milk	MSG	Spagetti
Yoghurts	Yoghurts	Coconut Milk
MSG	Bouilon	Liquid Detergent
Snack	Liquid Detergent	MSG
Chocolate	Snack	Sup Bunjut

% Change FMCG Basket per Social Economic Level

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total	Growth > 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
Low Income	Growth ≤ -0.5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
Mid Income	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
High Income	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	Growth ≤ -0.5%	Growth ≤ -0.5%

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

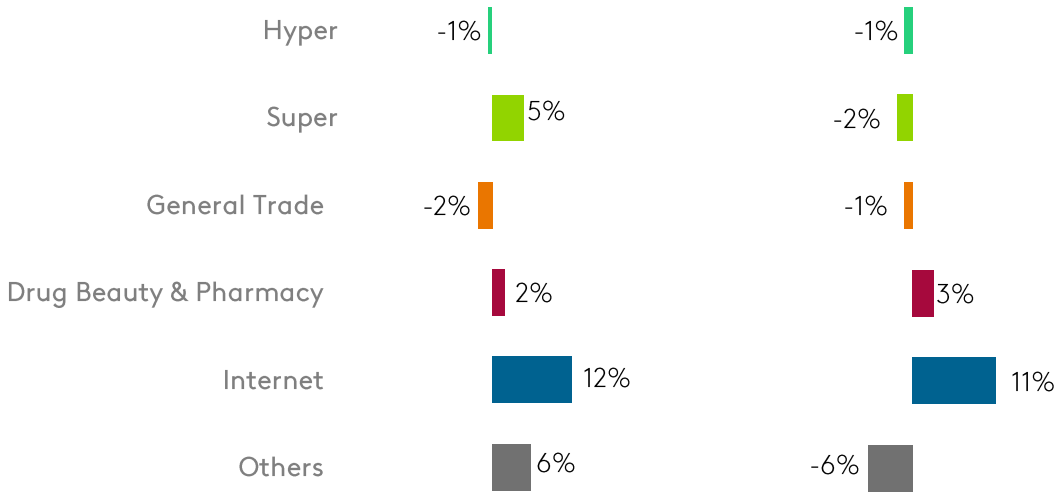
Channel Importance - %Value



MAT Q2'18 v Q2'17

Shopping Occasions

Spend/Trip



THAILAND

Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

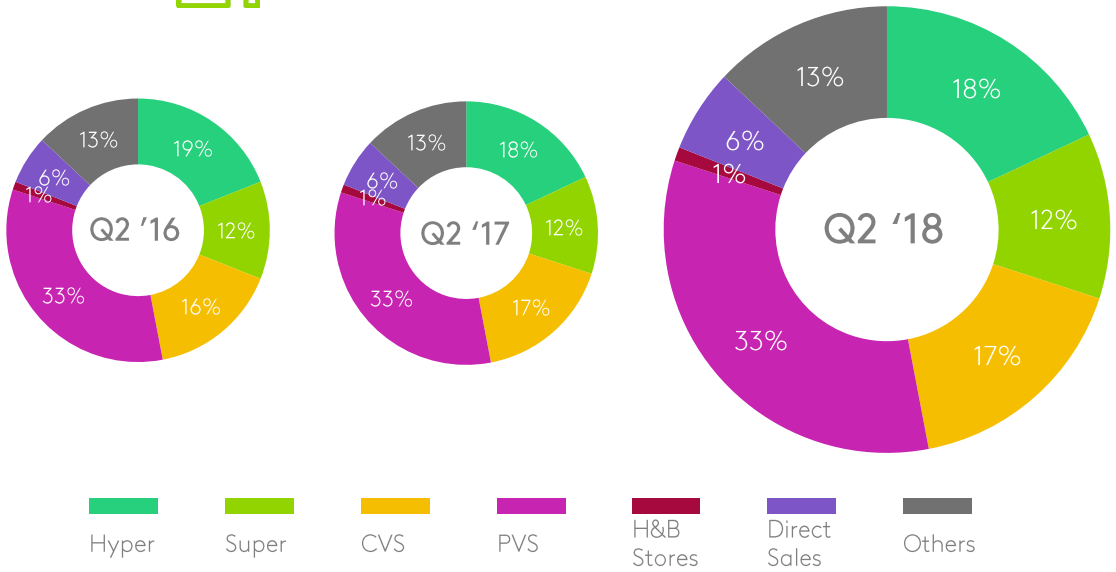
Value	Volume	Penetration
Sun Protection	RTD TFD	Condensed Milk
Fabric Softener	Sun Protection	Sun Protection
RTD TFD	Instant TFD	Toothbrush
Total Detergent	Hand & Body Moist	Instant Coffee
Instant TFD	Cooking Oil	Hand & Body Moist

% Change FMCG Basket per Social Economic Level

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
Low Income	Growth > 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	Growth ≤ -0.5%
Mid Income	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
High Income	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

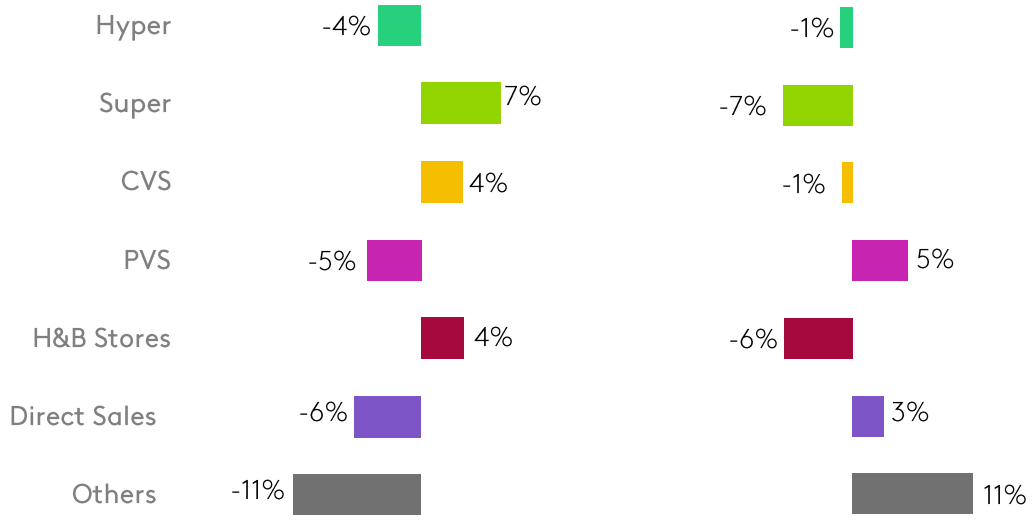
Channel Importance - %Value



MAT Q2'18 v Q2'17

Shopping Occasions

Spend/Trip



PHILIPPINES

Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2' 17

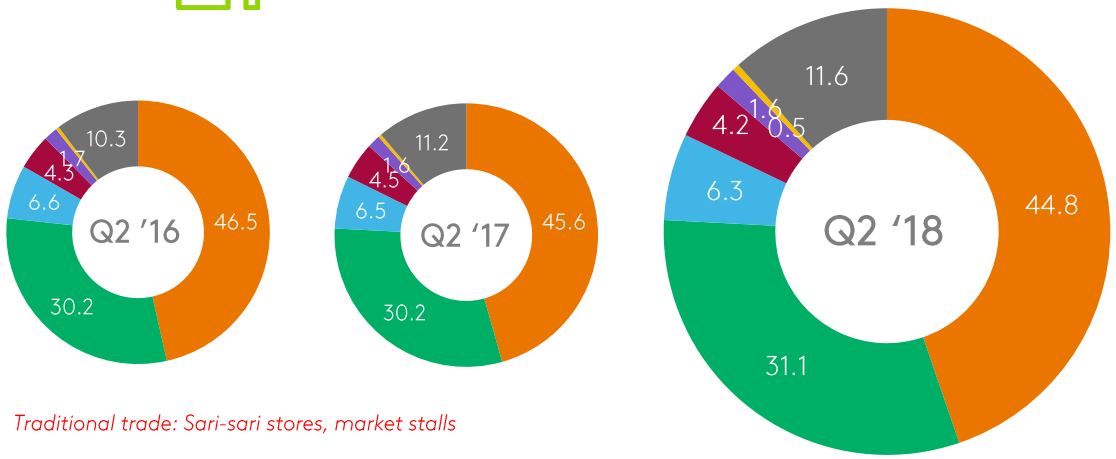
Value	Volume	Penetration
Yoghurt Drink	Semi-Processed Meat	Oyster Sauce
Semi-Processed Meat	Dishwash	Scouring Pads
Baby Wipes	Yoghurt Drink	Yoghurt Milk
Cultured Milk	Scouring Pads	Fish Sauce
Processed Meat	Cultured Milk	Baby Wipes/Wet Tissue

% Change FMCG Basket per Social Economic Level

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total	Yellow	Yellow	Yellow	Yellow
SEC E	Yellow	Yellow	Yellow	Green
SEC D	Yellow	Yellow	Yellow	Yellow
SEC ABC	Yellow	Grey	Grey	Grey

Grey: Growth ≤ -0.5% | Yellow: -0.5% < Growth ≤ 5% | Green: Growth > 5%

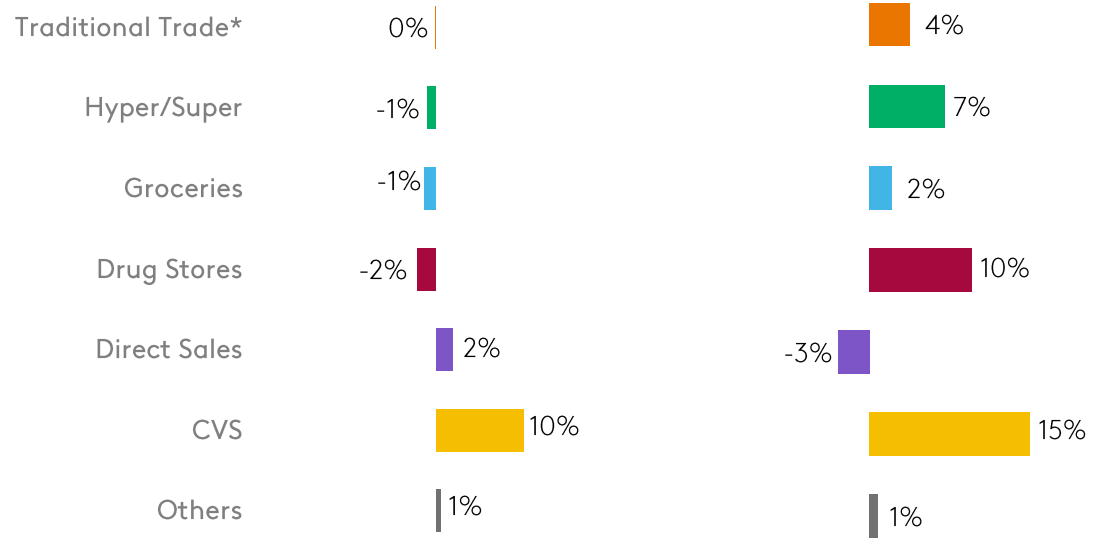
Channel Importance - %Value



Traditional trade: Sari-sari stores, market stalls

Traditional Trade* | Hyper/ Super | Groceries | Drug Stores | Direct Sales | CVS | Others

MAT Q2'18 v Q2'17



VIETNAM URBAN

Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

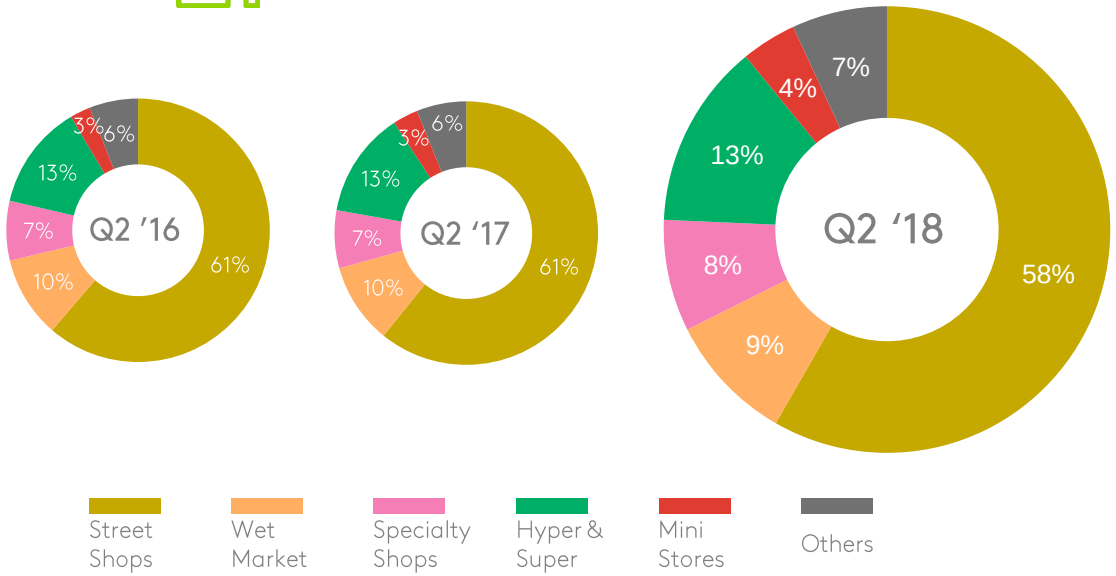
Value	Volume	Penetration
Liquid Detergent	Liquid Detergent	Cakes
RTD Tea	RTD Tea	Liquid Detergent
Hand Washing	Box Tissue	Chili Sauce
Facial Moisturizer	Table Napkins	Liquid Tonic Food Drink
Make-Up	Liquid Tonic Food Drink	Box Tissue

% Change FMCG Basket per Social Economic Level

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total	Growth > 5%	Growth > 5%	Growth > 5%	-0.5% < Growth ≤ 5%
Low Income	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%
Mid Income	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
Mid-High Income	Growth > 5%	Growth > 5%	Growth > 5%	Growth > 5%
High Income	Growth > 5%	Growth > 5%	Growth > 5%	Growth > 5%

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

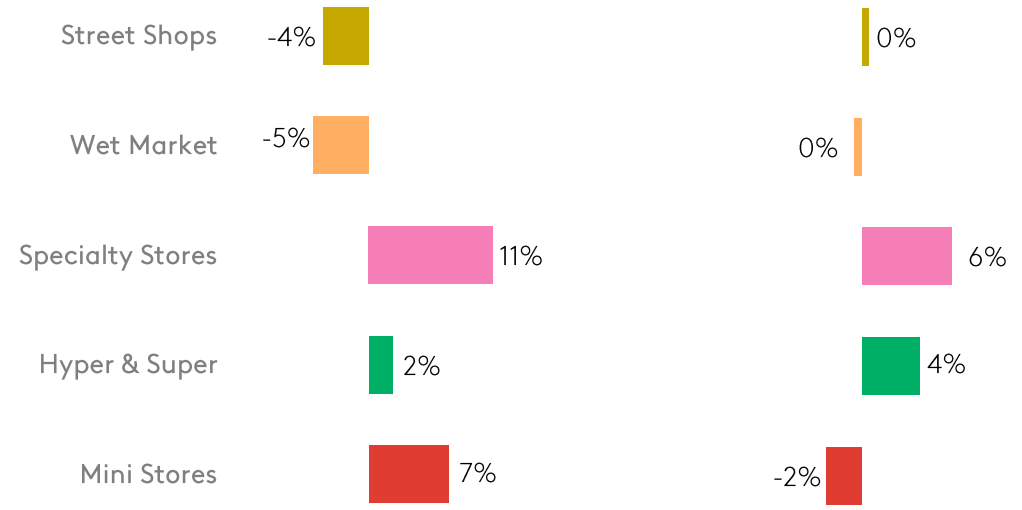
Channel Importance - %Value



MAT Q2'18 v Q2'17

Shopping Occasions

Spend/Trip



VIETNAM RURAL

Top 5 Categories with Positive Impact – MAT Q2'18 vs Q2'17

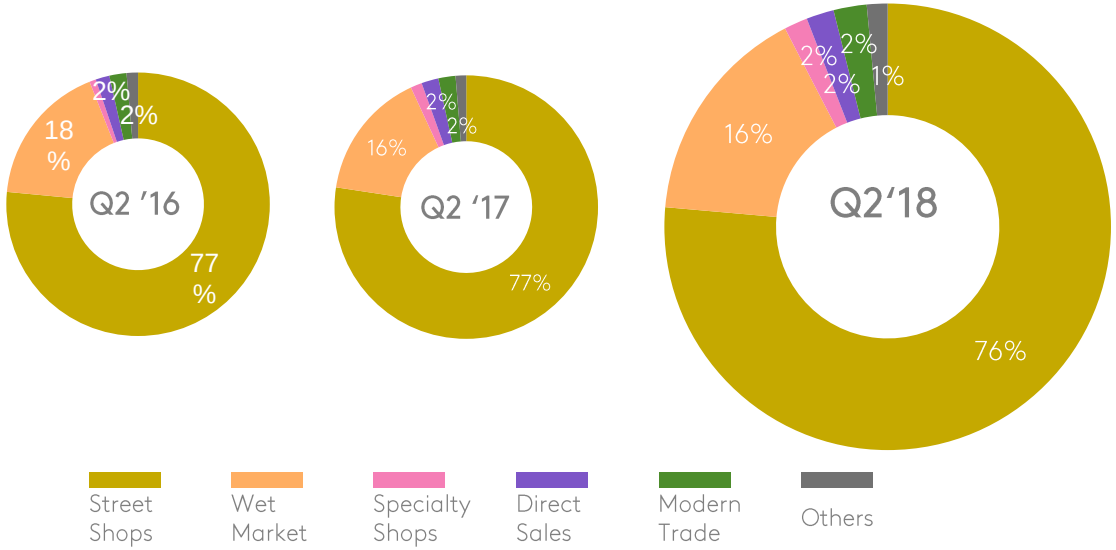
Value	Volume	Penetration
Liquid Tonic Food Drink	Liquid Tonic Food Drink	Liquid Tonic Food Drink
RTD Tea	RTD Tea	Toilet Cleaner
Floor Cleaner	Chili Sauce	Chili Sauce
Chilli Sauce	Floor Cleaner	Soya Milk
Toilet Cleaner	Soya Milk	Cakes

% Change FMCG Basket per Social Economic Level

MAT	Q3'17 VS Year Ago	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago
Total	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%	-0.5% < Growth ≤ 5%
Low Income	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%
Mid Income	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%	Growth ≤ -0.5%
Mid-High Income	Growth > 5%	Growth > 5%	Growth > 5%	Growth > 5%
High Income	Growth > 5%	Growth > 5%	Growth > 5%	Growth > 5%

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

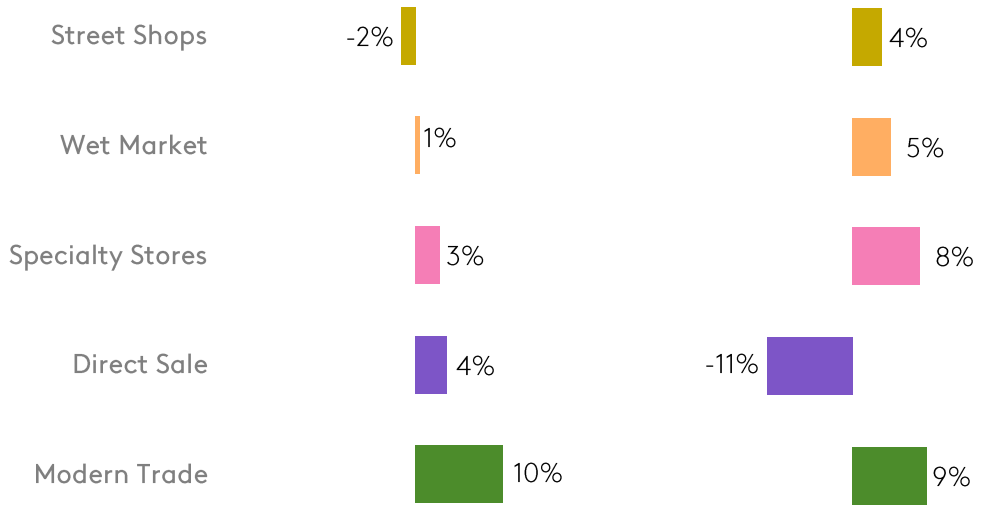
Channel Importance - %Value



MAT Q2'18 v Q2'17

Shopping Occasions

Spend/Trip



KANTAR WORLDPANEL

Thank you

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