KANTAR WORLDPANEL

Consumer Insights

ASIA Q3 2018

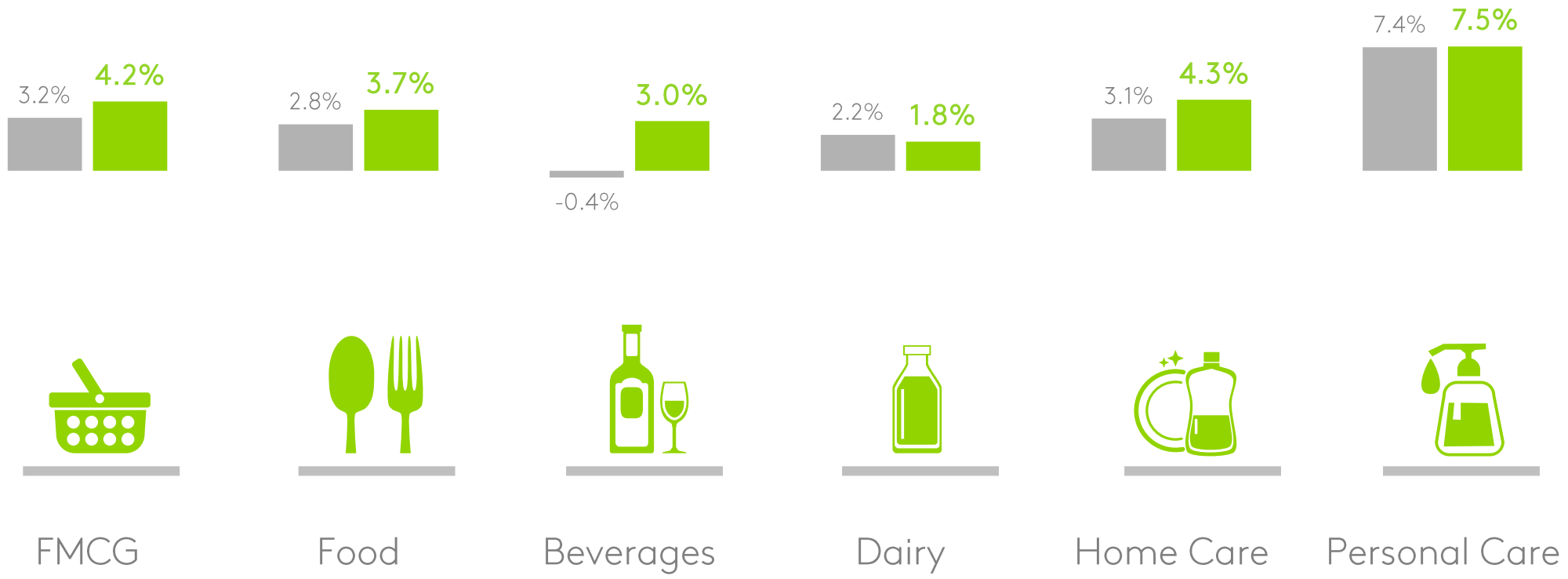
Q3 2018 | SUMMARY ASIA

	Northeast Asia			West Asia		Southeast Asia					
	China	Taiwan	South Korea	India (Urban)	Saudi Arabia	Indonesia	Malaysia	Thailand	Philippines	Vietnam (Urban)	Vietnam (Rural)
FMCG Total	5.1	4.7	3.5	3.8	-4.8	1.9	0.6	0.2	6.9	3.0	5.0
Food	3.9	7.1	6.1	2.3	-7.7	2.3	2.6	0.2	6.0	1.6	2.0
Beverages	2.2	8.0	10.8	4.7	-2.0	5.3	-1.1	-1.7	1.7	7.7	6.3
Dairy	3.3	10.0	-6.4	12.6	-2.8	-3.4	-2.4	-8.0	9.7	-2.6	4.3
Home Care	4.9	-0.1	-1.1	6.5	-5.6	2.3	1.8	9.0	7.2	5.2	3.9
Personal Care	10.3	-0.9	2.7	5.6	-9.1	1.9	-0.8	3.1	11.4	8.6	12.4

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

% Value Change FMCG – MAT Q3 2018 vs. Year Ago

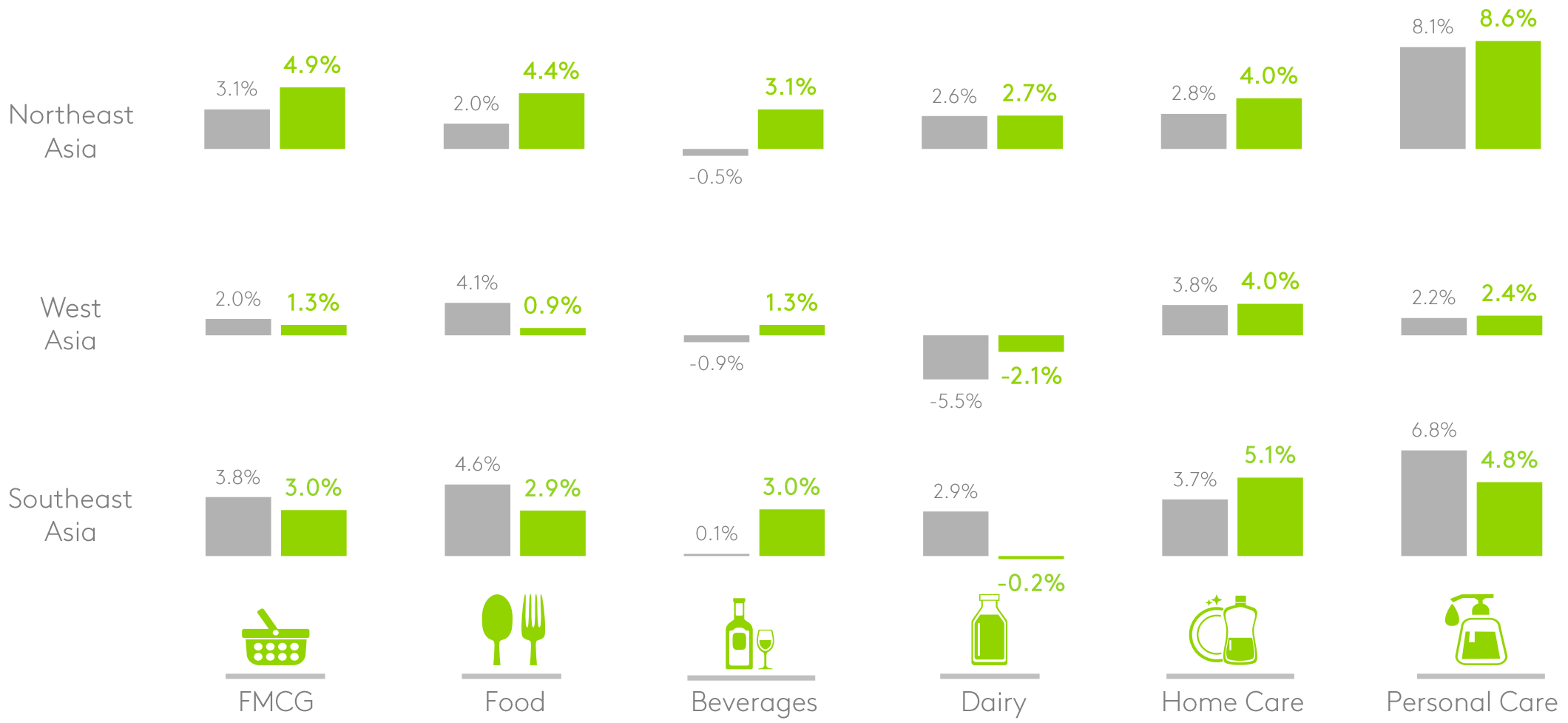
FMCG GROWTH IN ASIA : YOY



ASIA / MAT – VALUE SPEND GROWTH

Q3'17 vs Q3'16 Q3'18 vs Q3'17

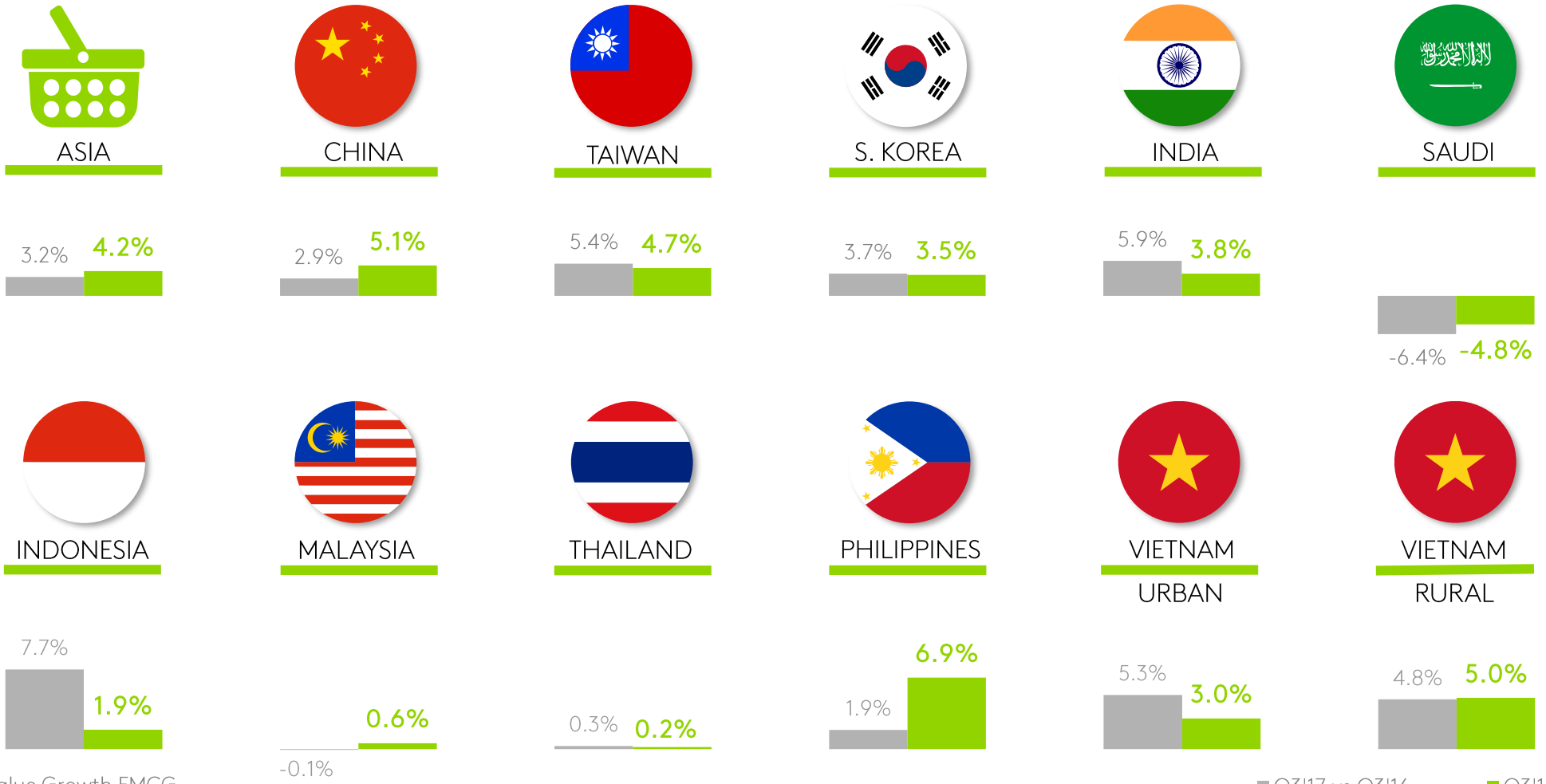
FMCG GROWTH IN ASIA : YOY



ASIA / MAT – VALUE SPEND GROWTH

Q3'17 vs Q3'16 Q3'18 vs Q3'17

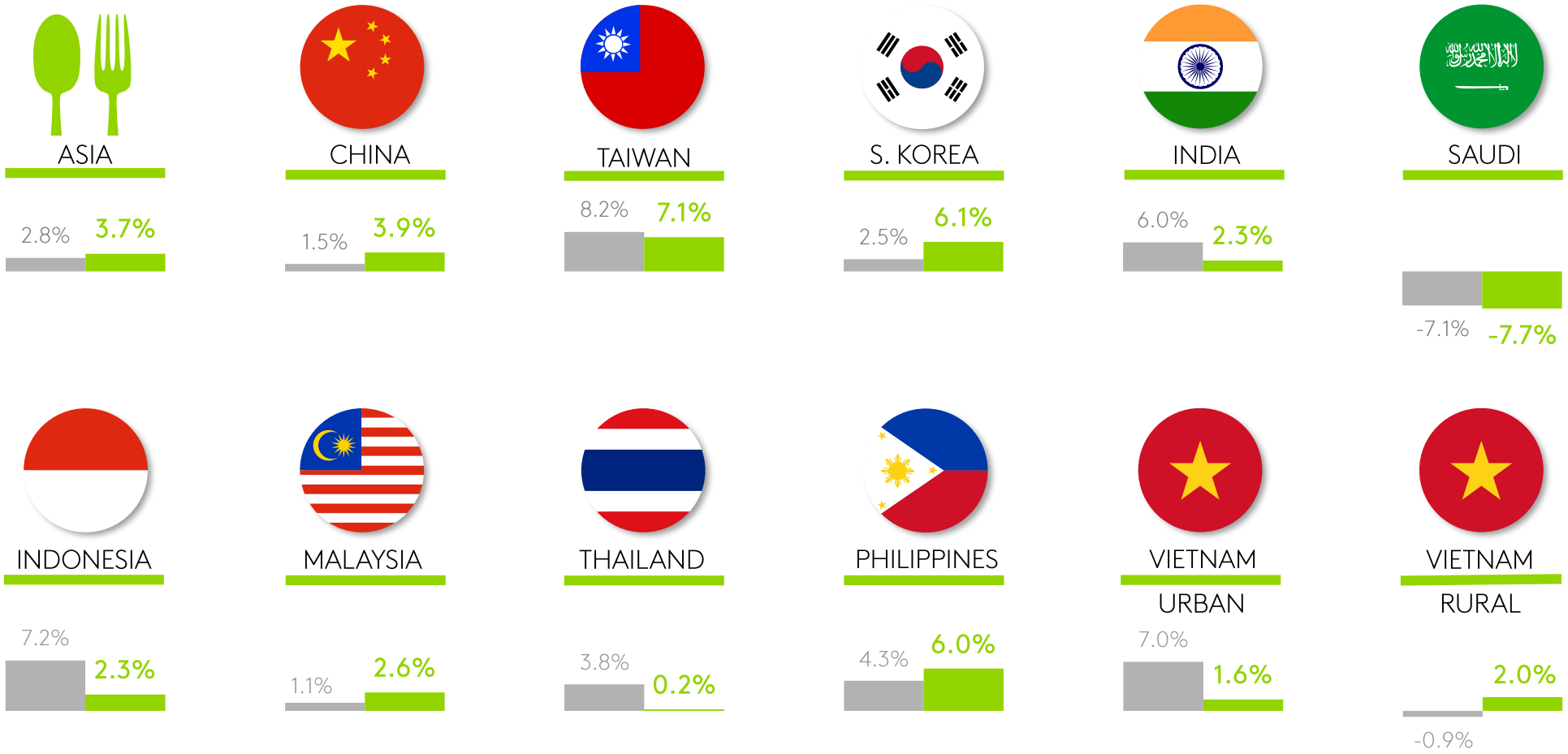
FMCG: Overall a positive outlook across Asia. Decline continues in as HHs are seeking for value and more economic options to manage cash outlay



ASIA / MAT Q3 2018 – Value Growth FMCG

Q3'17 vs Q3'16 Q3'18 vs Q3'17

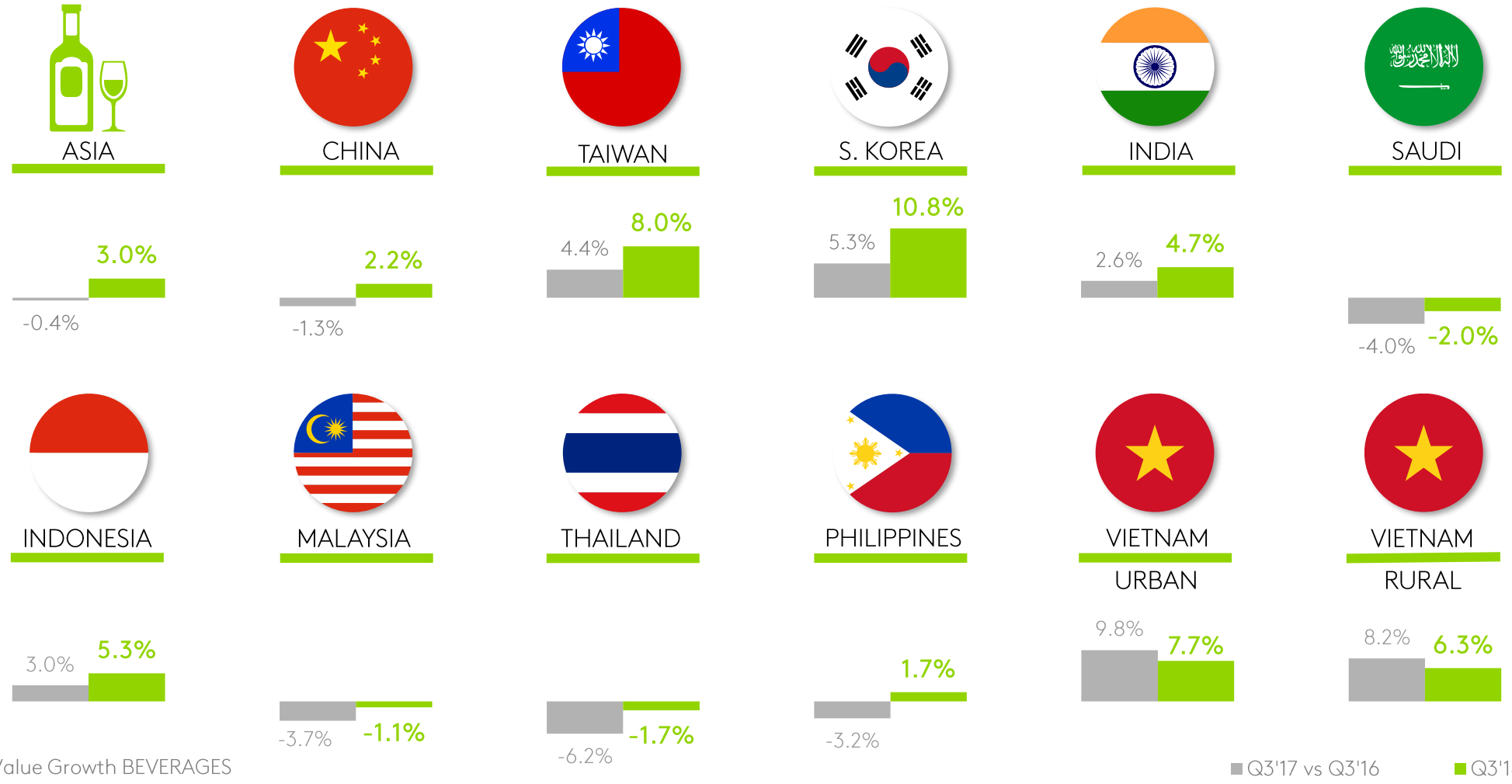
FOOD: Growth in South Korea and Philippines where momentum is seen in Frozen Food category



ASIA / MAT Q3 2018 – Value Growth FOOD

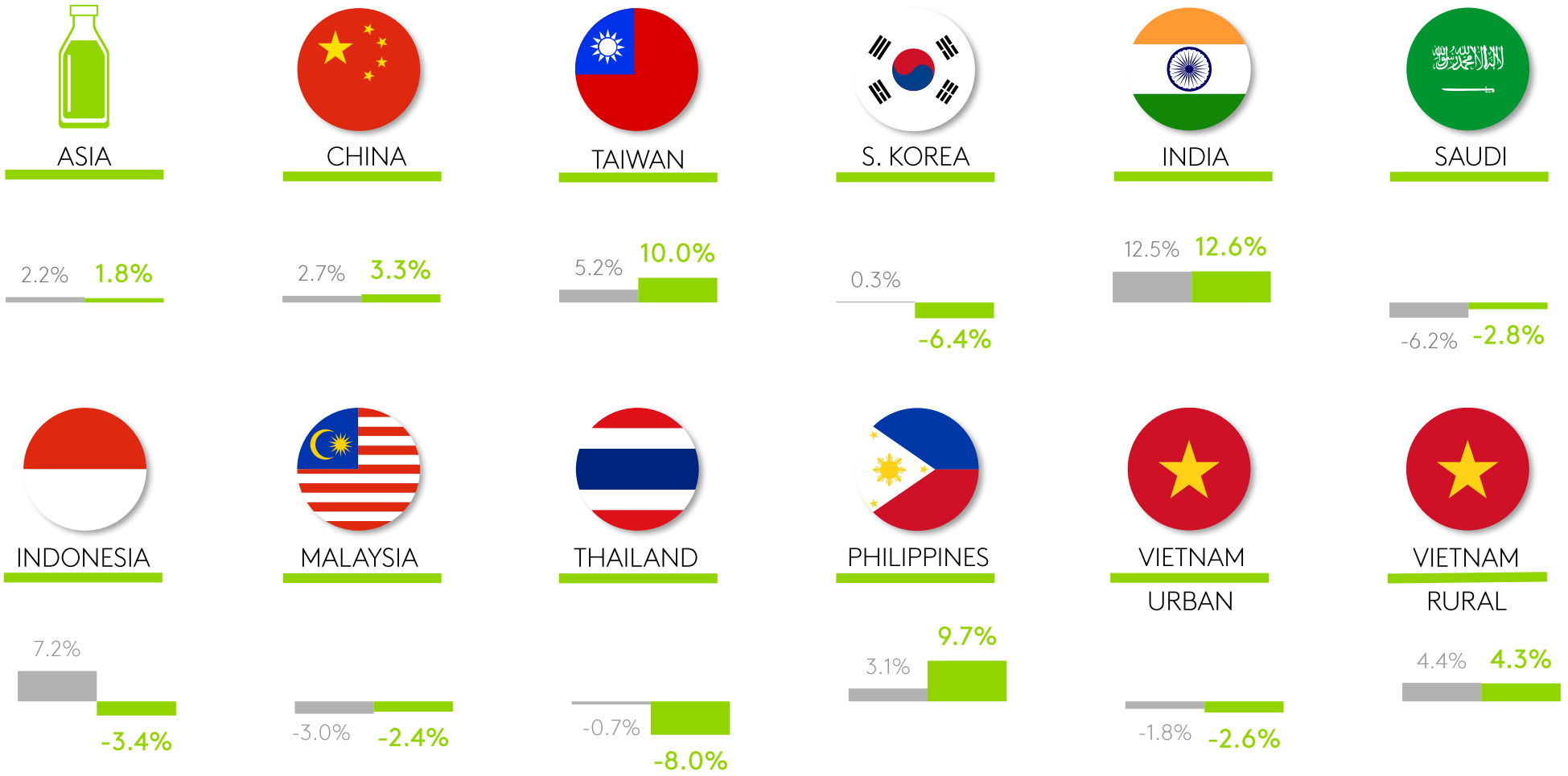
Q3'17 vs Q3'16 Q3'18 vs Q3'17

BEVERAGES: Significant growth in South Korea is mainly driven by Soft Drinks and Coffee



ASIA / MAT Q3 2018 – Value Growth BEVERAGES

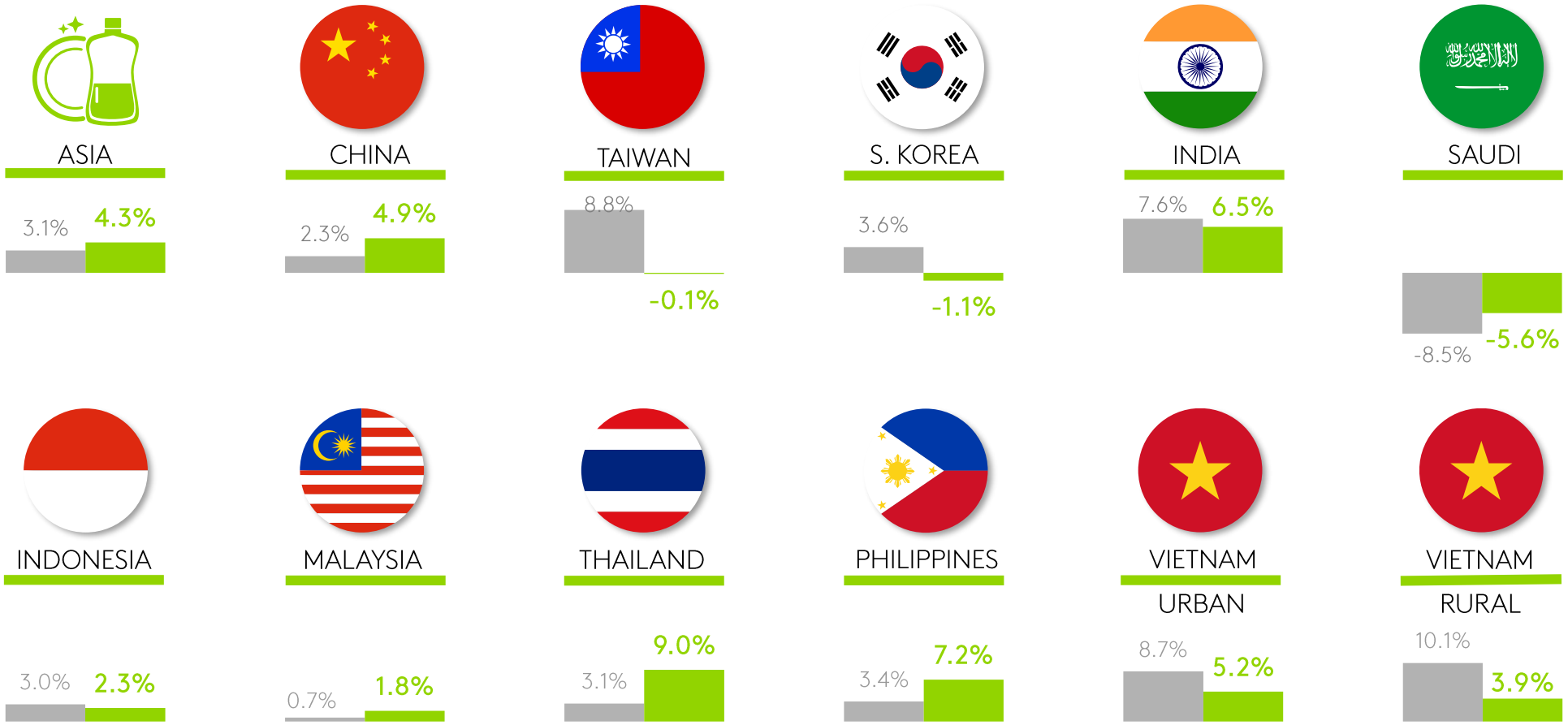
DAIRY: Indian consumption trend continues to evolve; whilst Philippines growth is mainly driven by Powdered Milk



ASIA / MAT Q3 2018 – Value Growth DAIRY

Q3'17 vs Q3'16 Q3'18 vs Q3'17

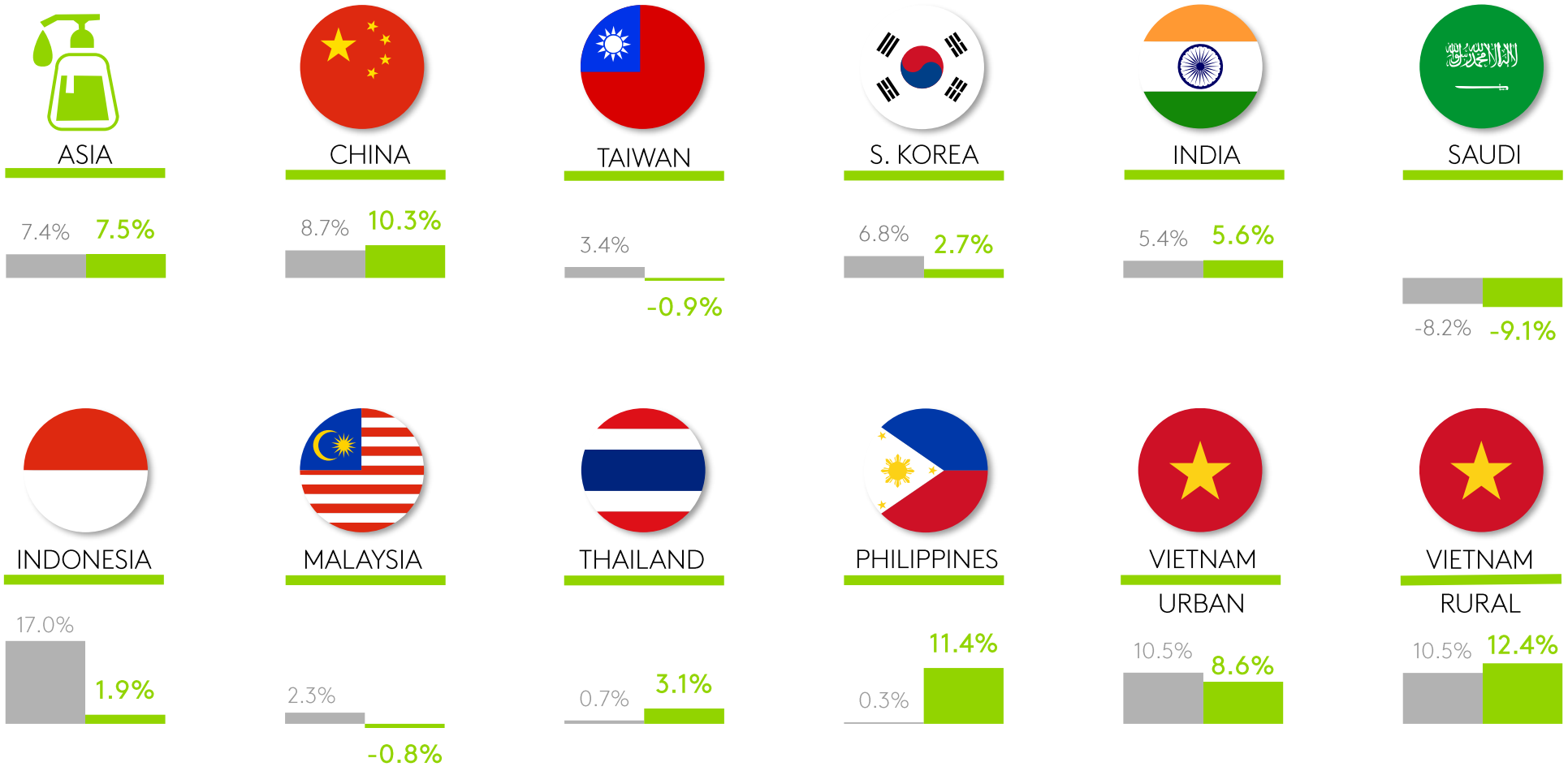
HOME CARE: Overall a positive outlook, and growth in Philippines is mainly driven by laundry items



ASIA / MAT Q3 2018 – Value Growth HOME CARE

Q3'17 vs Q3'16 Q3'18 vs Q3'17

PERSONAL CARE: Growth is also registered in skincare and cosmetics products apart from major PC categories, as self appearance is gaining more importance among consumers



ASIA / MAT Q3 2018 – Value Growth PERSONAL CARE

Q3'17 vs Q3'16 Q3'18 vs Q3'17

MAT Q3 2018 | SUMMARY ASIA

CHINA

#Economic Overview China's GDP grew by 6.5% in Q3 2018. The growth rate of the FMCG accelerated in Q3 2018 vs Q3 2017, with a value growth of 5.1%.

#Importance of Appearance Hair Colorant attracted more attention with 20% value growth, due to rising awareness towards personal appearance.

#E-tailer E-commerce showed the strongest value growth since the beginning of the year, thanks to the continuous expansion of online buyer base and stronger performance during the online festivals.

TAIWAN

#Food grew faster than Non-Food Overall Economic is stable. Food Category contributed 5% growth of Total FMCG while Non-Food grew 0.4% only.

#Health trend and Innovation are driving the growth

Fresh Milk and Yogurt kept growing, while more NPD investment are put for snacks, heating up consumer needs.

#Non-stop trend of EC

Besides continuous growth in total FMCG, EC has now become the 3rd big channels by exceeding Super. Shopee kept attracting young buyers while Momo maintained its strength among Elder groups.

S.KOREA

#Older gens are becoming powerful customers

An increasing numbers of the older generations (40s and 50s) who are living alone,emerged as key consumers for smaller packaged/serving products through online.

#RTD coffee fierce competiton As the RTD coffee market has grown dramatically, beverage companies have expanded their product line by either launching new RTD coffee or increasing products capacity. Privately owned cafes are also starting to sell RTD coffee recently.

#Competition heats up in H&B stores H&B market which has been driven by Olive Young is in a tough competition as major cosmetic companies like Aomore Pacific and LG H&H start to penetrate into the market with beauty boutique shops. Even Sephora, also announced their plan of expansion to the Korean market.

MAT Q3 2018 | SUMMARY ASIA

INDIA

#Economic Overview Growth in GDP and continuous Government efforts to promote women hygiene and to increase awareness about sanitary napkins, has helped broaden the horizons of the category

#Home and Personal Care Personal care and Home care is primarily helping drive FMCG growth in Urban

#Channels The channels beyond kirana is helping to improve frequency and spends

SAUDI ARABIA

#Economic Overview With rising levies on expats every successive year, many of them folded up and left. Government has also lifted the ban on women driving, allowing women to have mobility

#Managing Cash Outlay People are value seeking and choosing economic brand options. They are cutting down overall shopping trips and making conscious choice between need and nice to have

#Slow Recovery Key channels like Modern Trade is losing share while Wholesale is gaining importance as people are visiting more often now. Early signs of recovery in the KSA market as the rate of decline has slowed down

INDONESIA

#Economic Overview Despite positive macro-economic indicators, growth has become a bigger challenge. Brands will need to be more creative as consumer behaviors are changing more and more rapidly.

#Experience is the new form of excitement among consumers. Shopper are no longer spending just for owning or consuming, they are all about experiencing.

#Beverages sector continues to show strong growth, mainly driven by RTD Coffee and Drinking Water.

MAT Q3 2018 | SUMMARY ASIA

MALAYSIA

#Confidence Hype Easing The over-excited CSI fell back to 108 from the previous 133 – which is why we have not recorded any significant growth in FMCG spend post-election

#Beverage continues to suffer as Malaysians redefine priorities and necessity of categories in-home

#Online Grocery continues to grow as more and more Malaysians are beginning to adopt the idea of shopping online, 14% of Malaysians now shop online for in-home grocery

THAILAND

#Challenges remain A rebound in FMCG trip spend counter-balanced by reduced shopping frequency; continued difficulty in attracting more buyers.

#RTD non-dairy shrinks Beverage, esp. RTD non-dairy, remains key declining product sector.

#Small formats upturn Welfare card scheme has influenced PVS recovery in trip spend, while other small/local retailers have attracted more buyers.

PHILIPPINES

#Economic Overview Inflation remains high in Q3 2018 reaching 6.7% by Sept 2018 but we still see FMCG growth in both value and volumes

#Water Rules Beverage is stable in value, but posts growth in volumes. This volume growth is driven water. But in value, instant coffee is stable but we see declines for powdered juice and some growth for softdrinks and beer.

#LegenDAIRY Dairy is the only mega sector that posts growth in both value and volume, primarily due to milk powder, yoghurt drink, and cultured milk

VIETNAM

#Economic Stability Vietnam's economy posts strong growth with positive economic indicators.

#Greater Convenience Convenience categories continue to win consumers' wallet.

#Easy&Speed Both ministores and online shopping, considered as convenient channels, have been seeing a rapid recruitment rate in shopper base.

Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

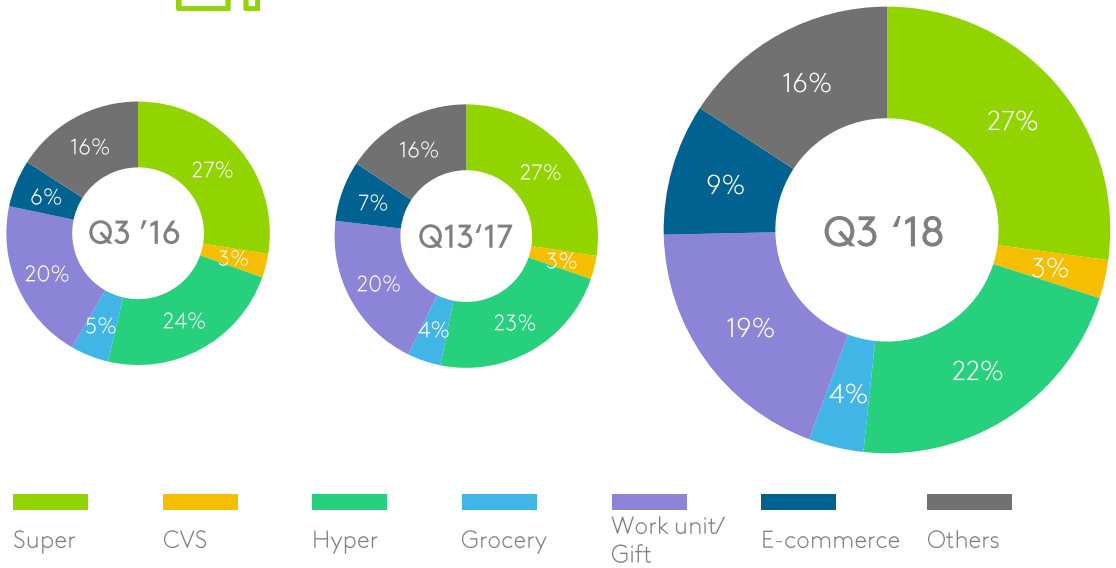
Value	Volume	Penetration
Soybean Milk	Soybean Milk	Soybean Milk
Oyster Sauce	Oyster Sauce	Oyster Sauce
Hair Colorant	Nutrient Supplement	Nutrient Supplement
Toilet Perfume	Wet Tissues	Fragrance
Make Up	Hair Colorant	Toilet Perfume

% Change FMCG Basket per Social Economic Level

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

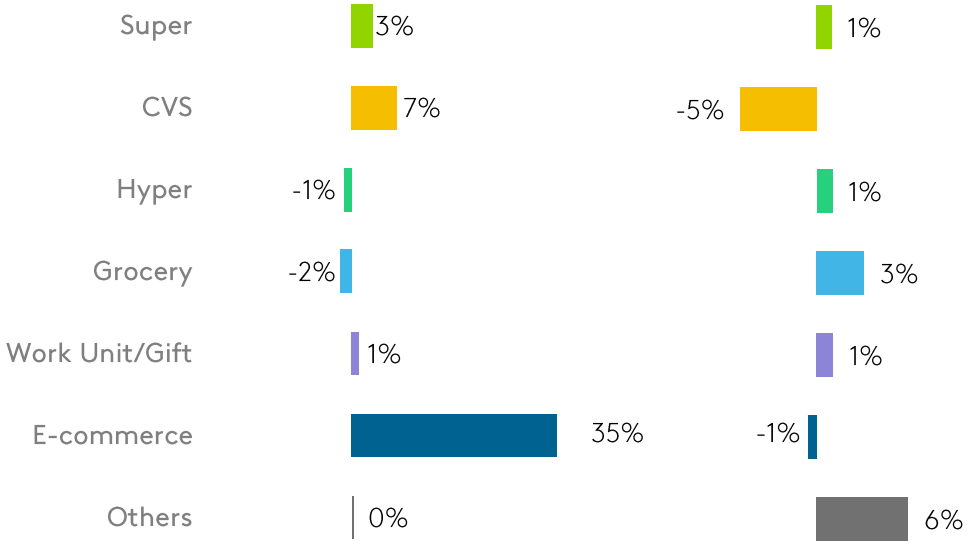
Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

Channel Importance - %Value



MAT Q3'18 v Q3'17

Shopping Occasions / Spend/Trip



Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

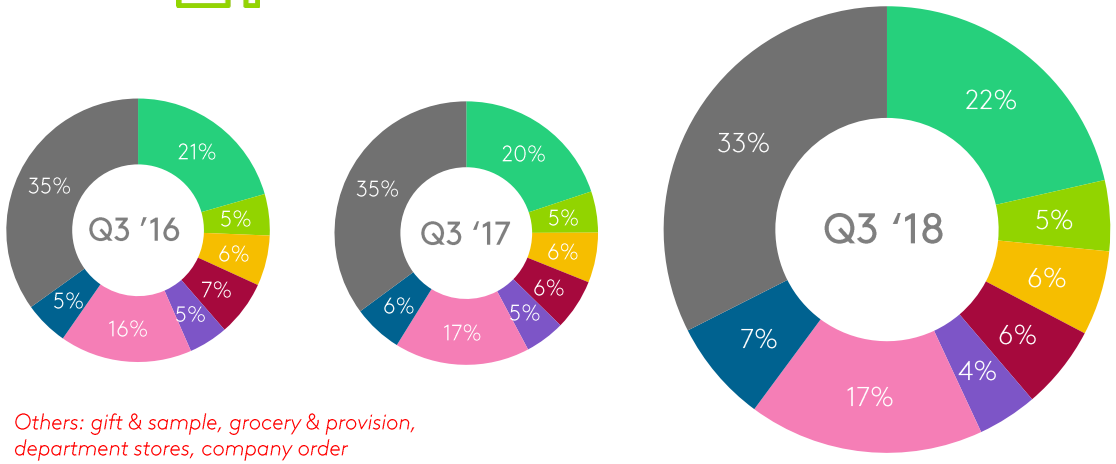
Value	Volume	Penetration
Vacuum Packed Coffee	RTE Breakfast Cereal	RTE Breakfast Cereal
Packaged Water	Packaged Water	Vacuum Packed Coffee
Frozen Food	Chicken Essence	Body care / Moisturizer
Liquid Milk	Hair Colorant	Chicken Essence
Breakfast Cereal	Lipstick	Packaged Water

% Change FMCG Basket per Social Economic Level

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

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

Channel Importance - %Value

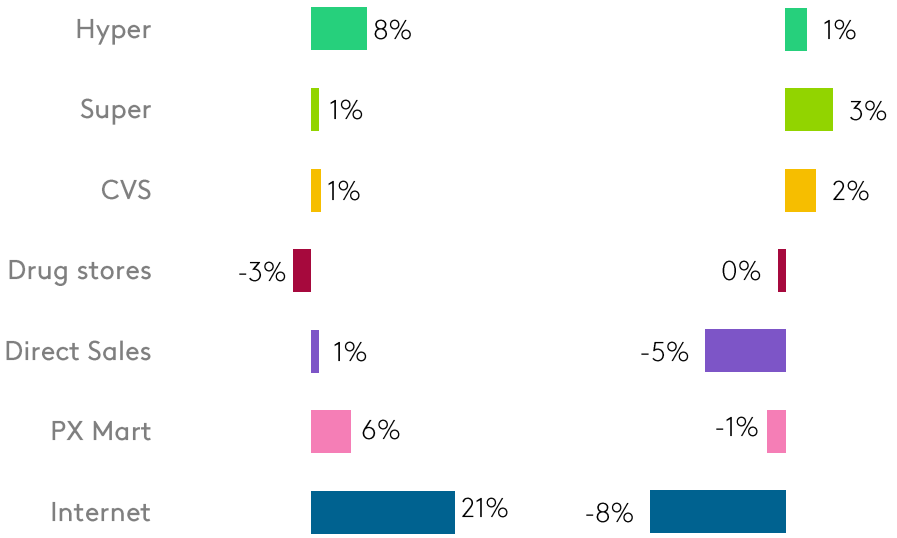


Others: gift & sample, grocery & provision, department stores, company order

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

MAT Q3'18 v Q3'17

Shopping Occasions / Spend/Trip



Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

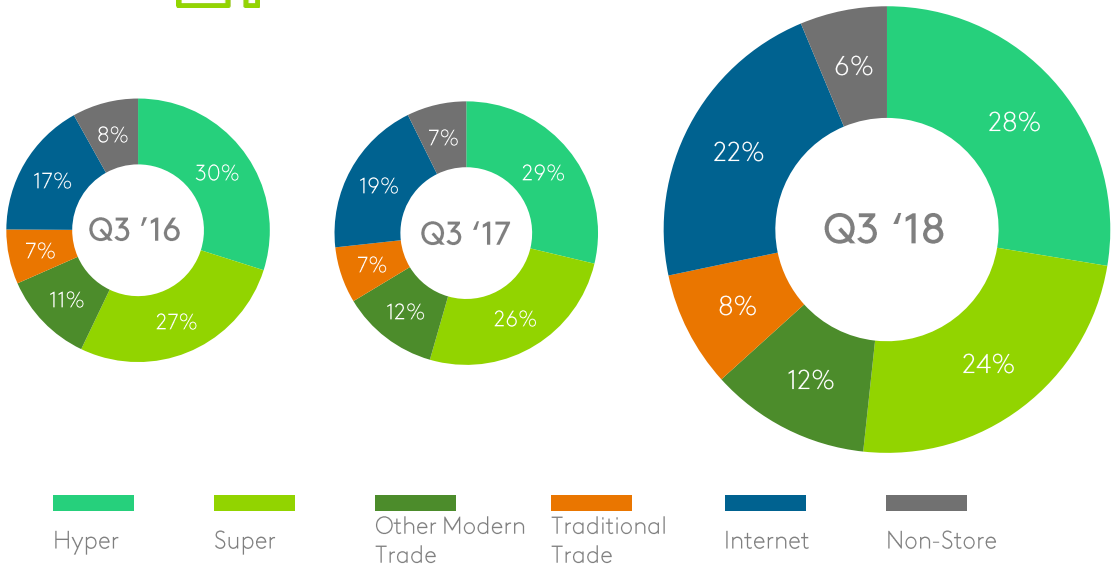
Value	Volume	Penetration
Retort	Retort	Retort
Frozen Food	Foundation	Frozen Food
Coffee Drink	Coffee Drink	Coffee Drink
Foundation	Frozen Food	Water
Hair Coloring	Hair treatment	Foundation

% Change FMCG Basket per Social Economic Level

MAT	Q4'17 VS Year Ago	Q1'78VS Year Ago	Q2'18 VS Year Ago	Q3'18 VS Year Ago
Total	Yellow	Yellow	Yellow	Yellow
Low Income	Yellow	Green	Green	Yellow
Mid Income	Yellow	Grey	Yellow	Yellow
Mid-High Income	Yellow	Green	Yellow	Yellow
High Income	Green	Green	Green	Green

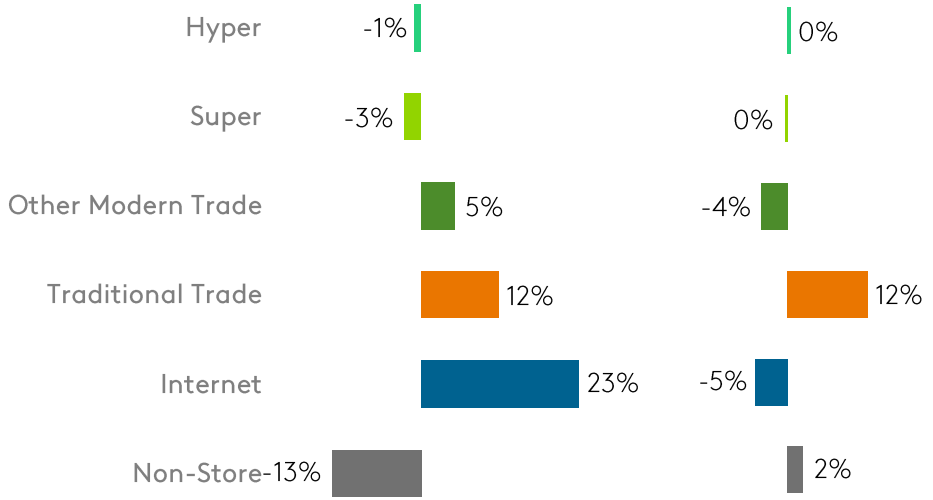
Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

Channel Importance - %Value



MAT Q3'18 v Q3'17

Shopping Occasions / Spend/Trip



Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

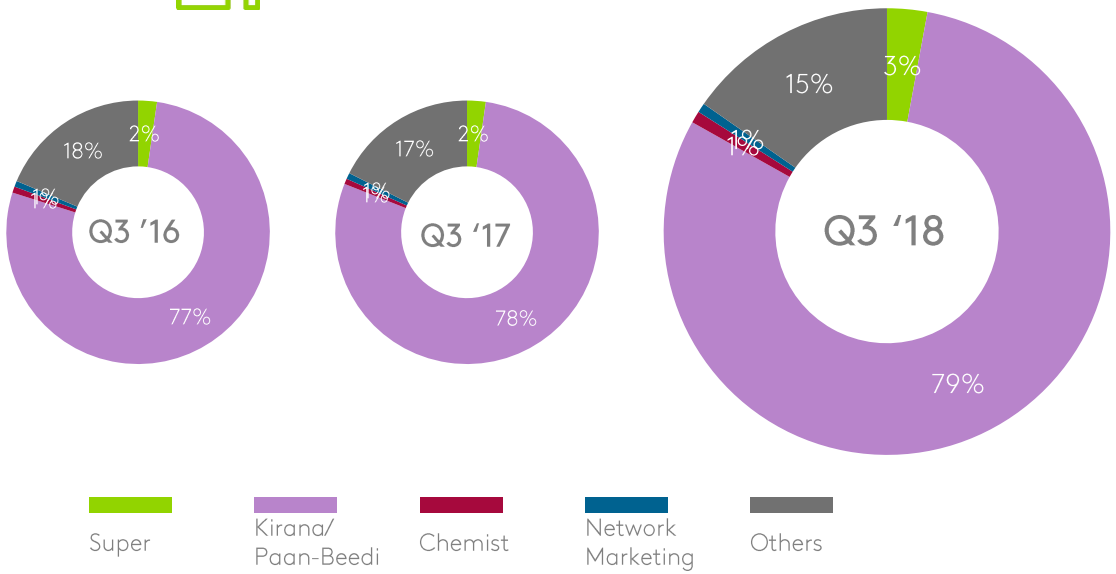
Value	Volume	Penetration
Sanitary Napkins	Sauces/Ketchups	Sanitary Napkins
Basmati Rice	Sanitary Napkins	Coffee
Shaving Blades	Basmati Rice	Basmati Rice
Sauces/Ketchups	Toilet/Bathroom Cleaners	Toilet/Bathroom Cleaners
Optical Whiteners	Noodles	Sauces/Ketchups

% Change FMCG Basket per Social Economic Level

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

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

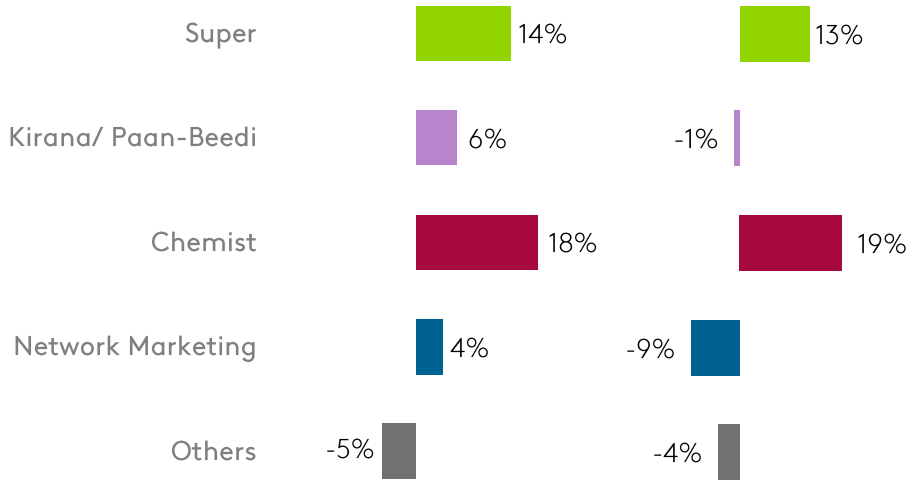
Channel Importance - %Value



MAT Q318 v Q3'17

Shopping Occasions

Spend/Trip



SAUDI ARABIA

Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

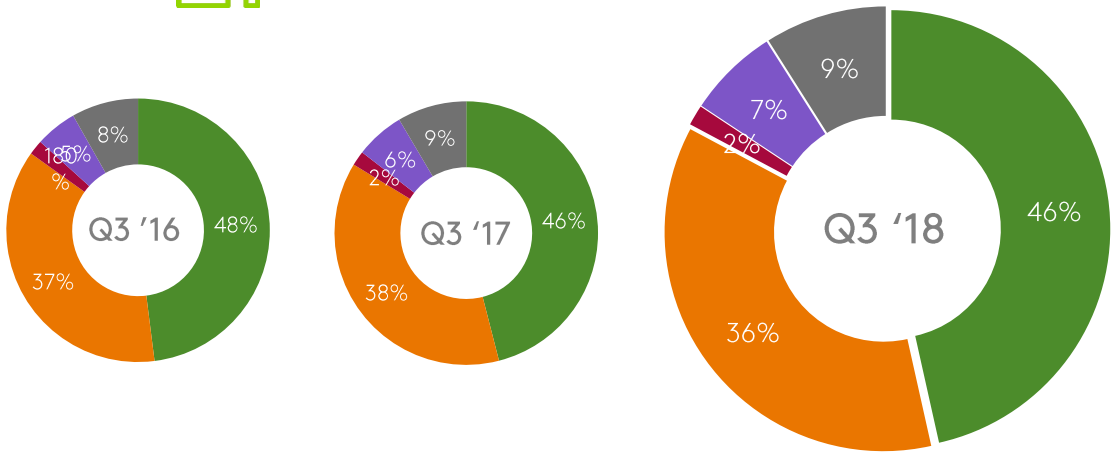
Value	Volume	Penetration
Powder Concentrates	Rolls/Towels Home Use	Liquid Concentrates
Liquid Concentrates	Dessert Mix	Dessert Mix
Bottled Water	Evaporated Milk	Evaporated Milk
Carbonated Soft Drinks (CSD	UHT Plain Milk	Powder Concentrates
Dessert Mix	Powder Concentrates	

% Change FMCG Basket per Social Economic Level

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

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

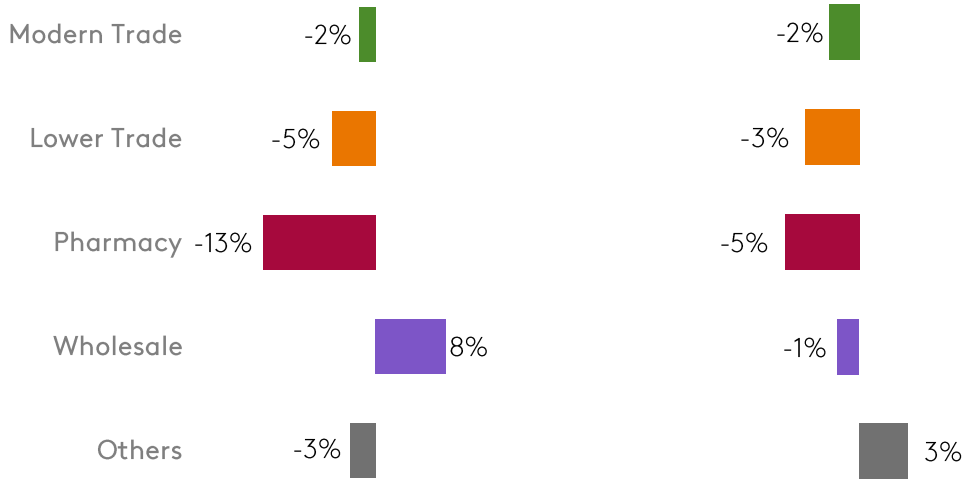
Channel Importance - %Value



MAT Q3'18 v Q3'17

Shopping Occasions

Spend/Trip



INDONESIA

Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

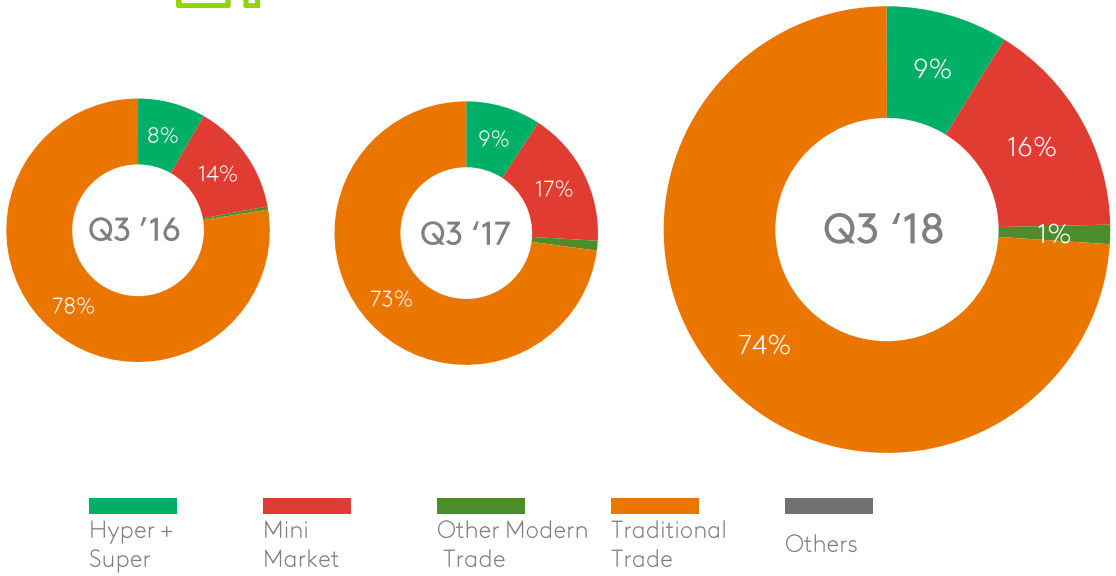
Value	Volume	Penetration
Lip Cosmetic	Lip Cosmetic	Lip Cosmetic
Facial Cosmetic	RTD Coffee	Cold Cereal/cereal bar
RTD Coffee	Facial Tissue	RTD Coffee
Drinking Water	Cultured Milk	Family Milk Powder
Cultured Milk	Shower Gel Non Baby	Shower Gel Non Baby

% Change FMCG Basket per Social Economic Level

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

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

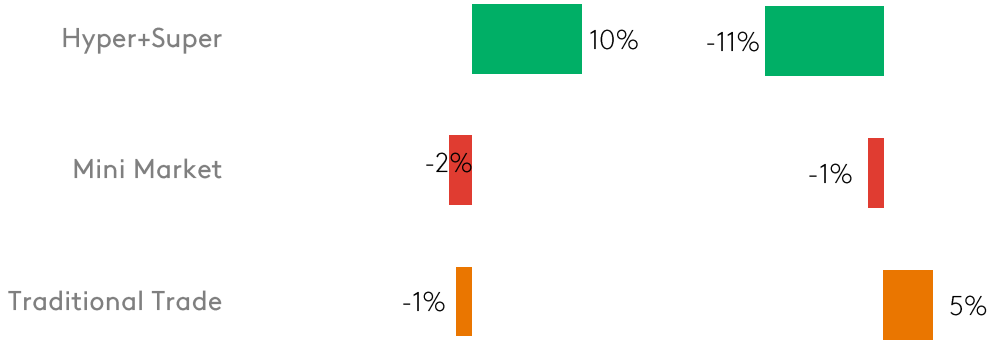
Channel Importance - %Value



MAT Q3'18 v Q3'17

Shopping Occasions

Spend/Trip



Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

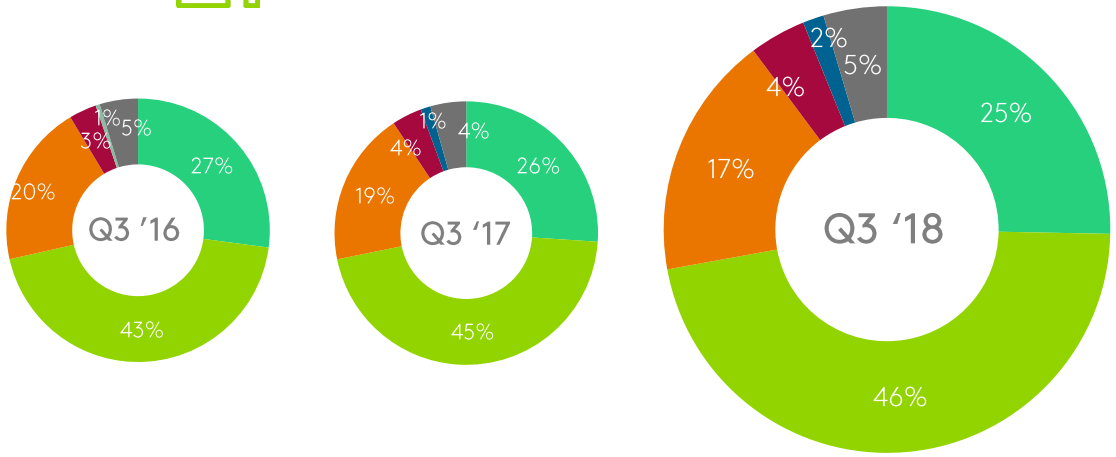
Value	Volume	Penetration
Milk Powder – Adult	MSG	Spaghetti
Coconut Milk	Milk Powder – Adult	Face Moisturizers
Butter	Bouillon	Liquid Detergent
MSG	Yoghurts	Yoghurts
Yogurts	Chocolate	Milk Powder - Adult

% Change FMCG Basket per Social Economic Level

MAT	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago	Q3'18 VS Year Ago
Total	Yellow	Yellow	Yellow	Yellow
Low Income	Yellow	Yellow	Yellow	Yellow
Mid Income	Yellow	Yellow	Yellow	Yellow
High Income	Yellow	Grey	Grey	Grey

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

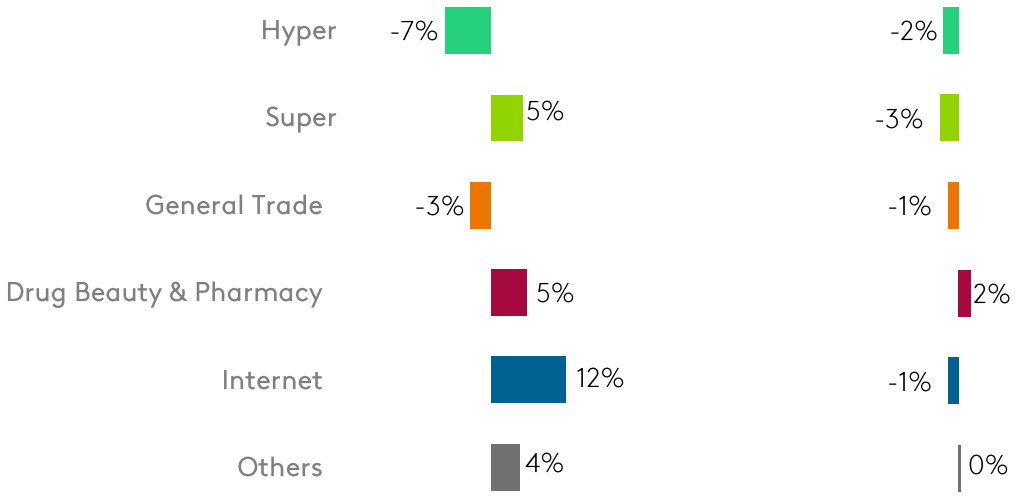
Channel Importance - %Value



MAT Q318 v Q3'17

Shopping Occasions

Spend/Trip



THAILAND

Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

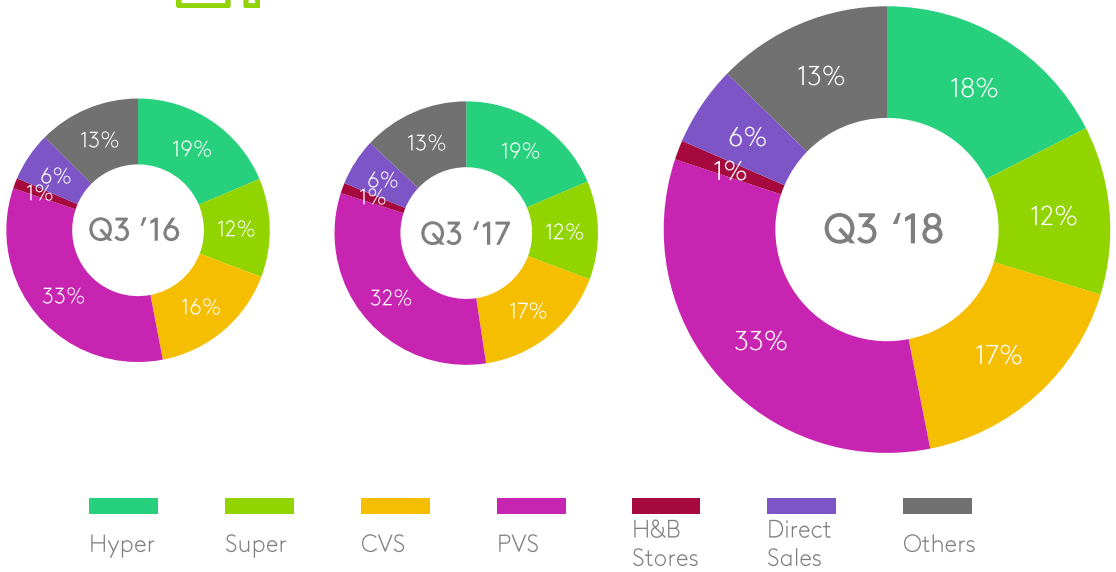
Value	Volume	Penetration
Dish Wash	Instant TFD	Condensed Milk
Total Detergent	RTD TFD	Bottle Water
Instant TFD	Hand & Body Moist	Toothbrush
Fabric Softener	Mouthwash	Instant Coffee
Mouthwash	Total HHC	Total HHC

% Change FMCG Basket per Social Economic Level

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

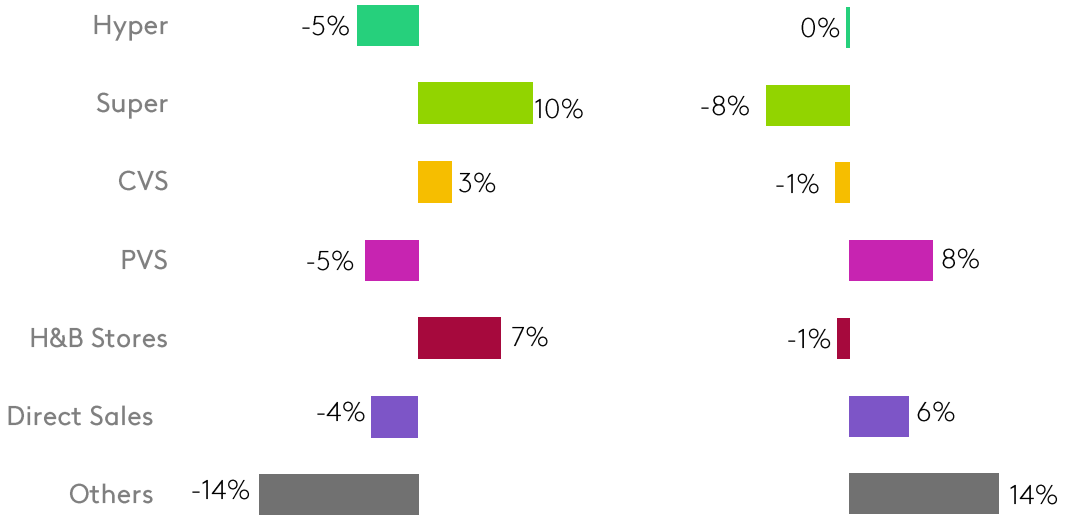
Channel Importance - %Value



MAT Q1'18 v Q1'17

Shopping Occasions

Spend/Trip



PHILIPPINES

Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

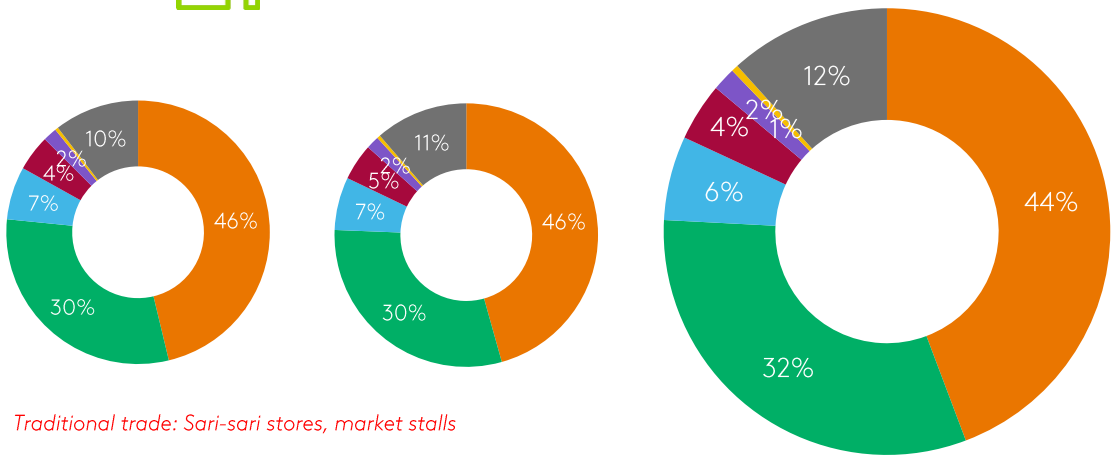
Value	Volume	Penetration
Baby Wipes	Scouring Pads	Baby Wipes
Semi Processed Meat	Dishwash	Oyster Sauce
Yoghurt Drinks	Semi-Processed Meat	Scouring Pads
Toothbrush	Baby Wipes	Yoghurt Drink
Spam/Luncheon Meat	Yoghurt Drink	Dishwash

% Change FMCG Basket per Social Economic Level

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

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

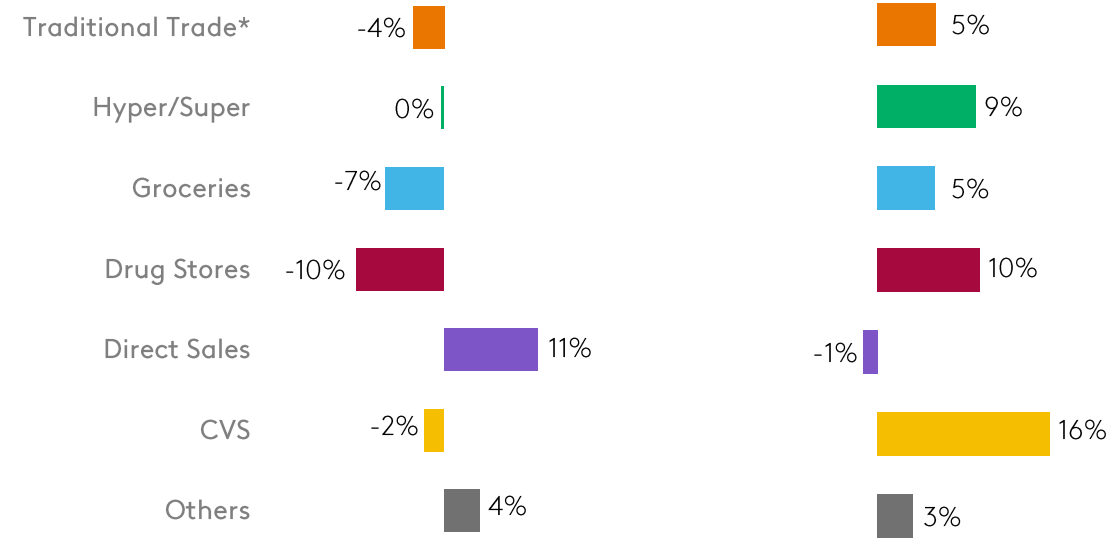
Channel Importance - %Value



Traditional trade: Sari-sari stores, market stalls

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

MAT Q3'18 v Q3'17



VIETNAM URBAN

Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

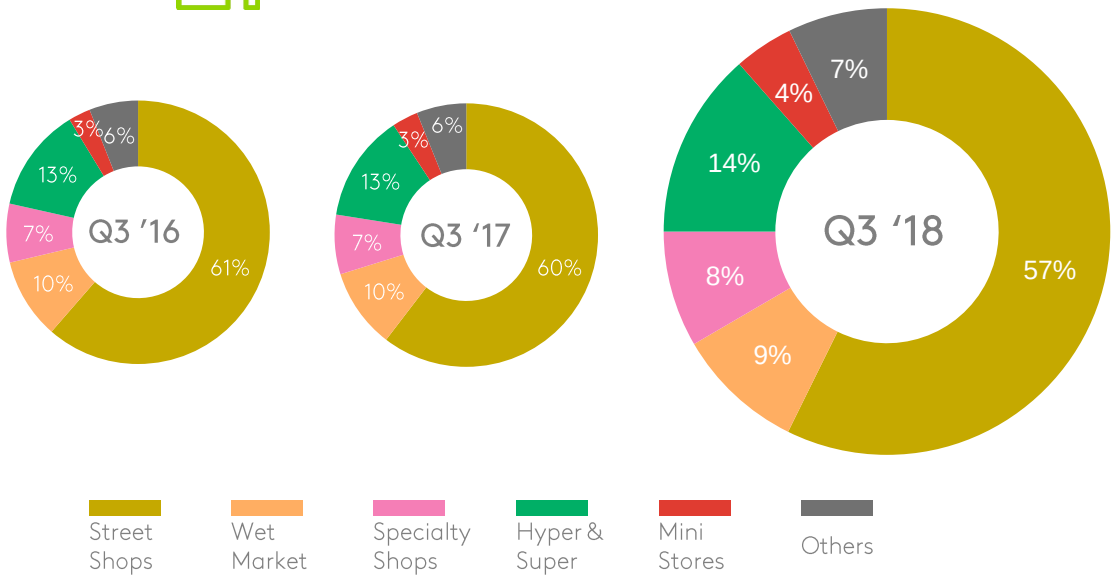
Value	Volume	Penetration
Mask	Mask	Liquid Detergent
Lipstick	Liquid Detergent	Pies
Liquid Detergent	Lipstick	Chili Sauce
Facial Moisturizer	Box Tissue	Box Tissue
Sun Protection	Ready-to-drink Tea	Hand Washing

% Change FMCG Basket per Social Economic Level

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

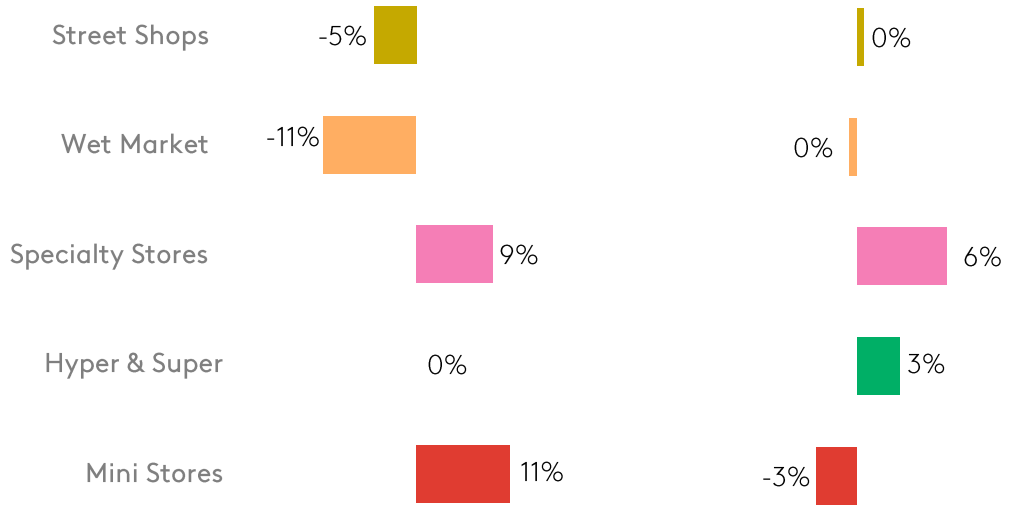
Channel Importance - %Value



MAT Q3'18 v Q3'17

Shopping Occasions

Spend/Trip



VIETNAM RURAL

Top 5 Categories with Positive Impact – MAT Q3'18 vs Q3'17

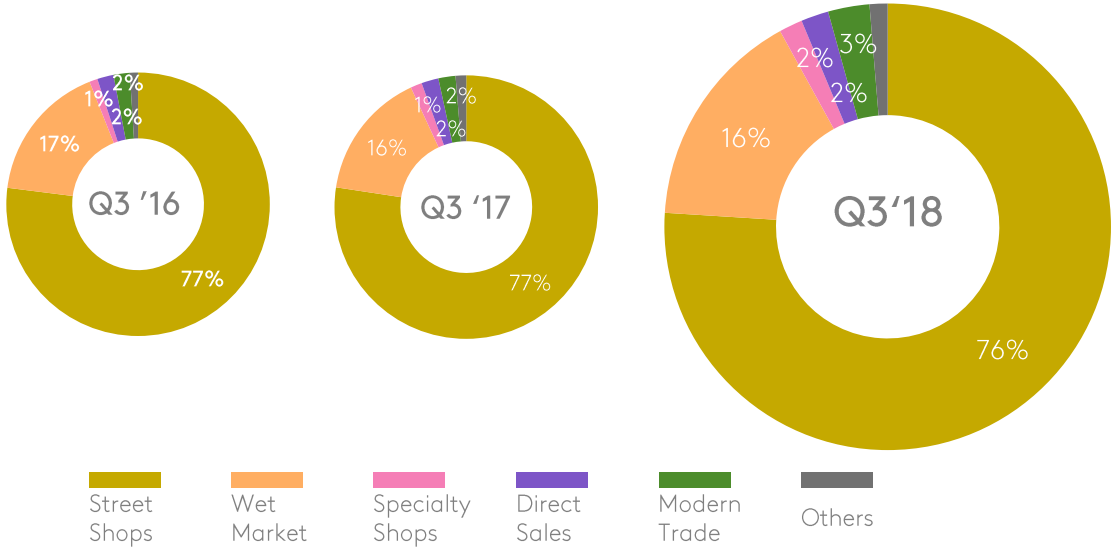
Value	Volume	Penetration
Liquid Detergent	Liquid Detergent	Liquid Detergent
Hybrid Drink	Hybrid Drink	Chili Sauce
Liquid Tonic Food Drink	RTD GUM	Soft Cakes
RTD GUM	Liquid Tonic Food Drink	Table Napkins
Baby Diaper	Baby Diaper	RTD GUM

% Change FMCG Basket per Social Economic Level

MAT	Q4'17 VS Year Ago	Q1'18 VS Year Ago	Q2'18 VS Year Ago	Q3'18 VS Year Ago
Total	Growth ≤ -0.5%	-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%

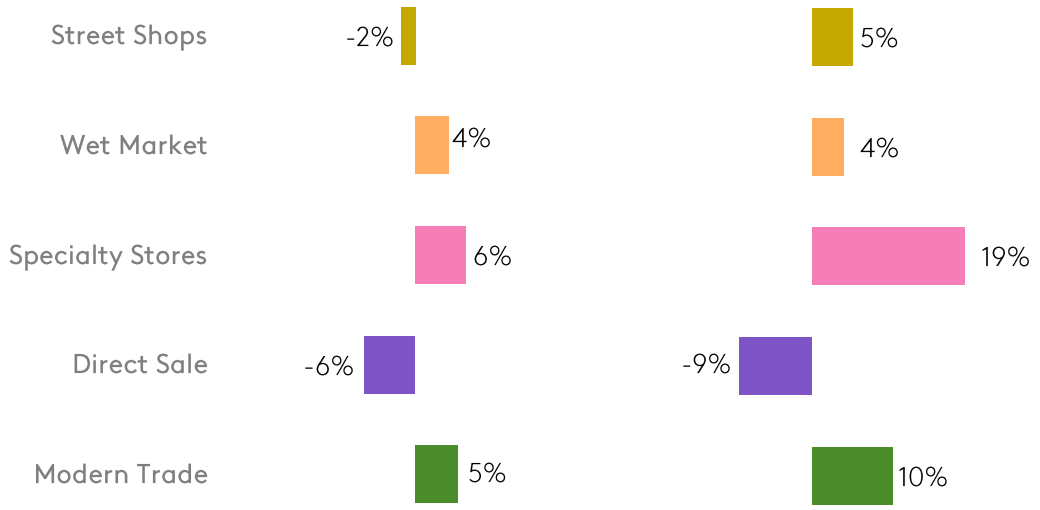
Channel Importance - %Value



MAT Q3'18 v Q3'17

Shopping Occasions

Spend/Trip



KANTAR WORLDPANEL

Thank you

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