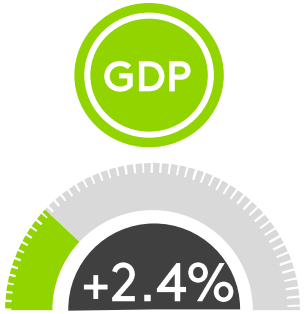
KANTAR

Taiwan FMCG Market Dynamic

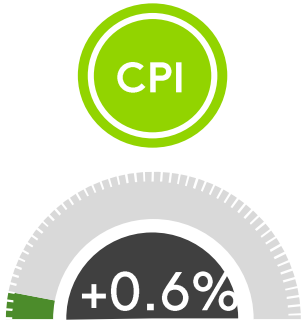
2019 Q2

Data source：Kantar Worldpanel Household panel

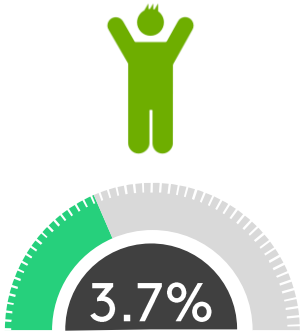
2019 Q2 Key Economic Indicators



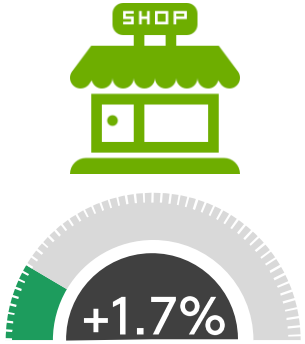
GDP
2019Q2



CPI
YTD 2019Q2



Unemployment rate
2019 Q2



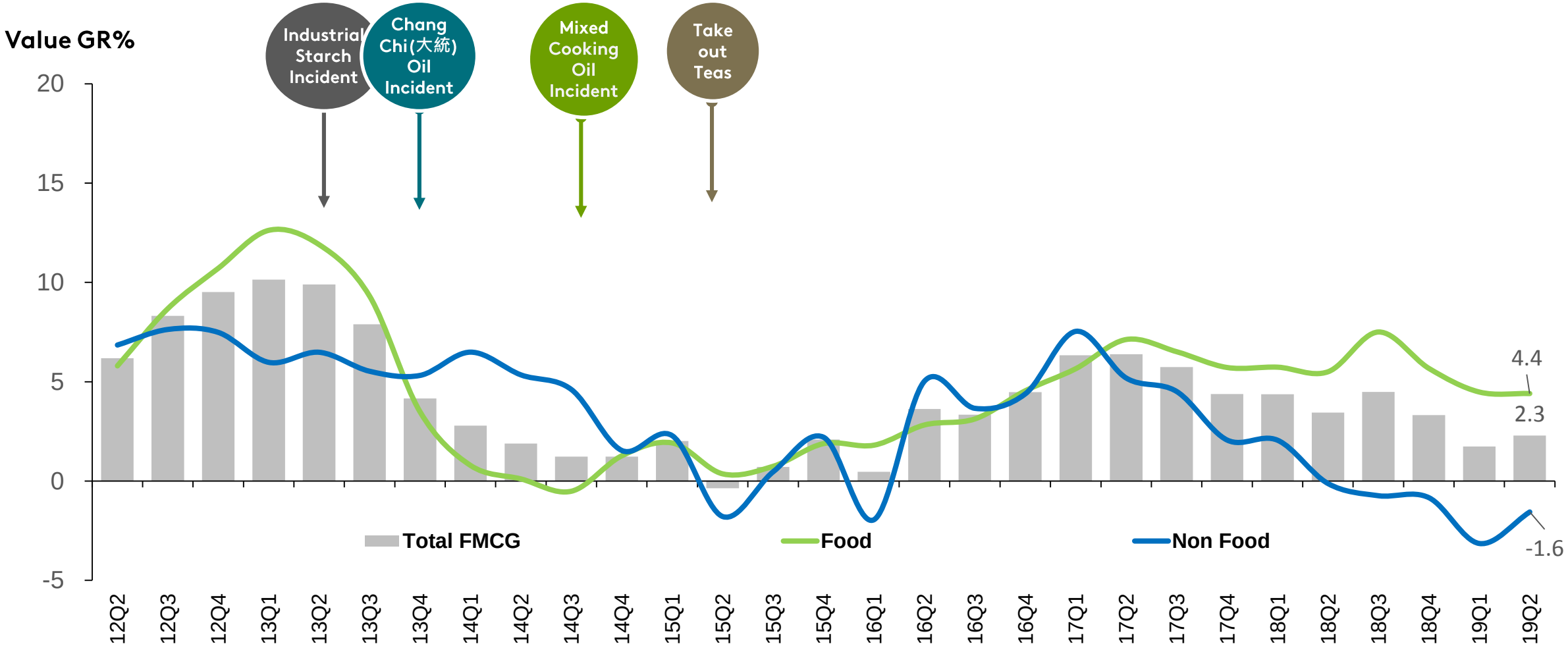
Retail trade service sales value growth
YTD 2019Q2

Food service sales value growth
YTD 2019Q2

Data source: Executive Yuan, Accounting and Statistics

Taiwan Total FMCG Market 52 w/e rolling trend

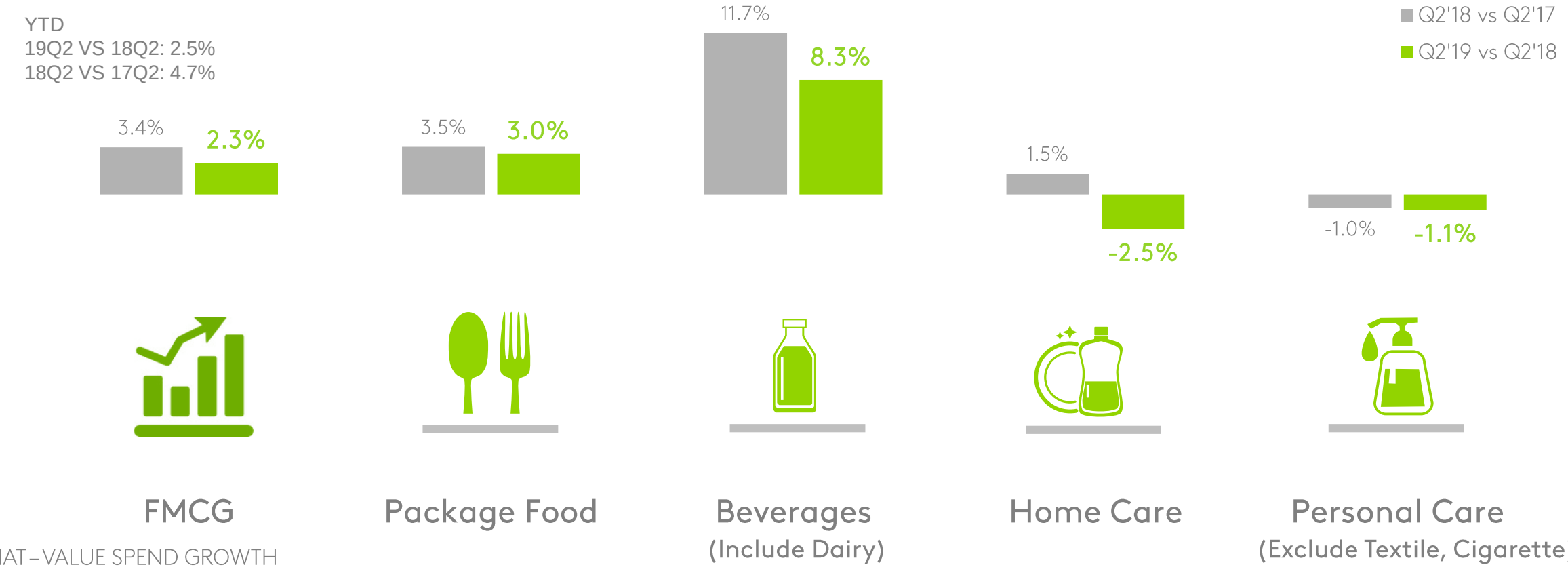
Food category shows better growth momentum in total FMCG market. Meanwhile, the decline of non-food category has slightly stabilized in this quarter.



Data source：Kantar Worldpanel Household panel

FMCG GROWTH IN Taiwan : YOY

- Within package food, convenience-oriented products like breakfast cereal and frozen food are still growing significantly. Cooking-related products are gradually declining, including soy sauce and quick noodles.
- RTD tea maintains its growth, with black tea outperforming others due to more NPD.
- Fresh milk is still the main driver in dairy, while cereal drink has been performing well.
- For home care, toilet paper buyers haven't fully returned to the market yet.

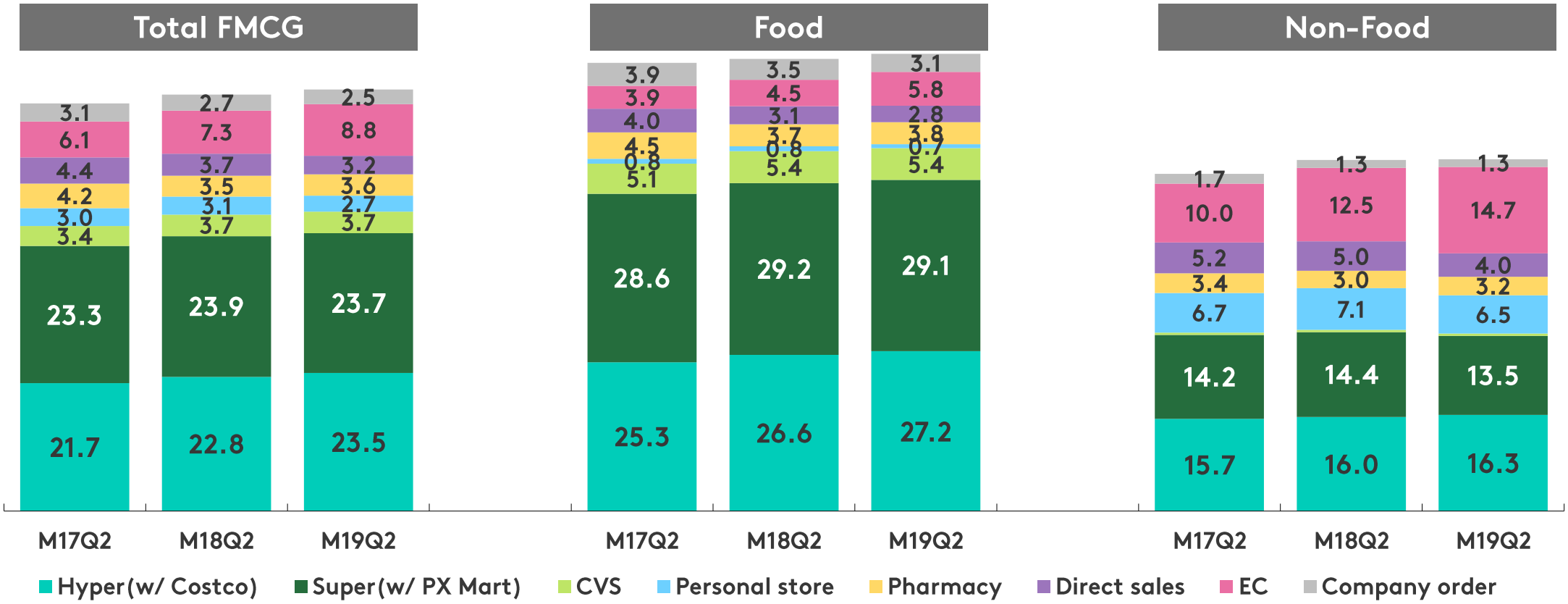


MAT – VALUE SPEND GROWTH

Data source : Kantar Worldpanel Household panel

Channel Landscape– sales value %

- EC and hyper are outperforming the market, growing in both food and non-food.
- Super's leading position is threatened due to weak performance in non-food products like toilet paper and detergent.
- Costco is growing in food (frozen food, Health Food, Liquid Dairy), driving the importance of total hyper.
- EC still has strong performance in non-food, and its share keeps increasing.



Data source：Kantar Worldpanel Household panel