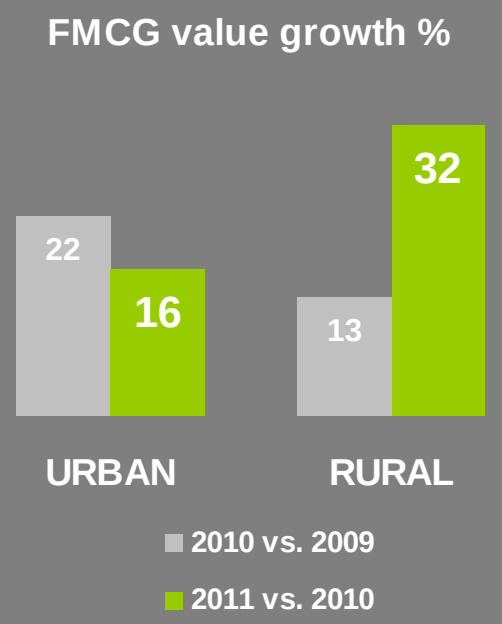
Rural market
The rising star!



Which personal care products are attracting more rural shoppers?

- Liquid Bath
- Toothbrush
- Pantyliner
- Baby diaper
- Sanitary Napkins
- Hair Conditioner
- Facial cleanser
- Toothpaste
- Bar soap

Source: Kantar Worldpanel – Rural household panel – 2011 vs. 2010

We help you to explore consumer behaviors with Rural Panel service:

Which regions and consumer groups are driving this trend?

What is your performance versus your key competitors?

How can your brands exploit the key consumer behaviours on these categories?

… and so much more

Contact vietnam@kantarworldpanel.com for more details

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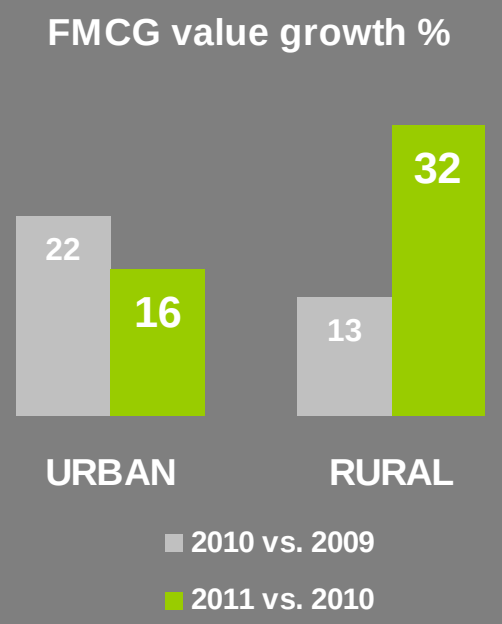

Which food & beverage products are attracting more rural shoppers?

- Biscuits
- Soya milk
- Beer
- Sausage
- CSD
- Ready-to-drink tea
- Instant coffee
- Energy drink
- Cooking oil
- Chilli sauce
- Drinking water
- Candy
- Loose leaves
- Fruit Juice
- Soya sauce
- Cup yogurt
- Drinking yogurt
- Milk powder for kid

Data based on significant categories
Annual penetration >20%

Source: Kantar Worldpanel – Rural household panel – 2011 vs. 2010

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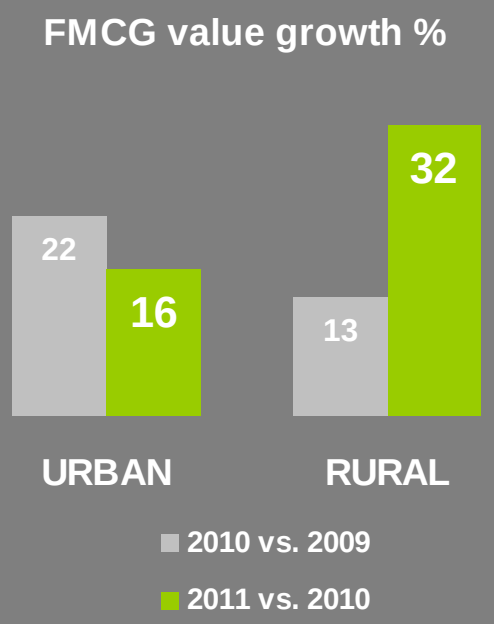

TOP GROWING CATEGORIES IN RURAL

Dairy-Chilled Food

Liquid Milk
Adult Milk Powder
Cup Yogurt
Ice Cream
Drinking Yogurt

Beverages

Soya Milk
Fruit Juice
Bottled water
Beer
Energy drink

Packaged Grocery

Cooking Oil
Chilli Sauce
Instant Noodle
Candy
Rice Soup

Source: Kantar Worldpanel – Rural household panel – 2011 vs. 2010

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