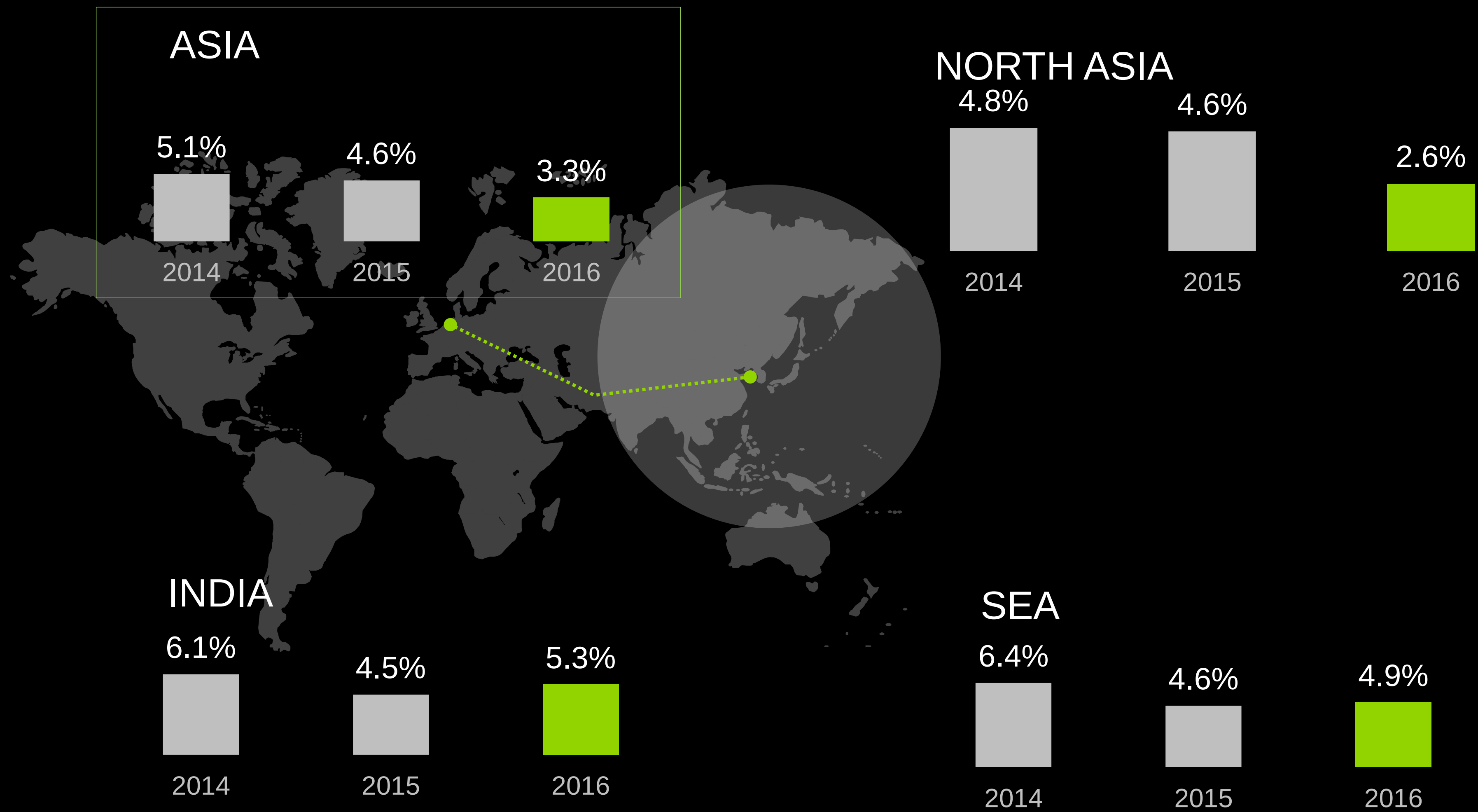
CONSUMER INSIGHTS

ASIA Q2 2016

KANTAR WORLDPANEL

FMCG GROWS AT 3.3% - FURTHER SLOWING DOWN IN NORTH ASIA

INDIA STILL SHOWS STRONGER PERFORMANCE



FMCG / MAT Q2 2016 & 2015 & 2014. North Asia: China, Taiwan. SEA: Urrban Vietnam, Indonesia, Thailand, Philippines, Malaysia

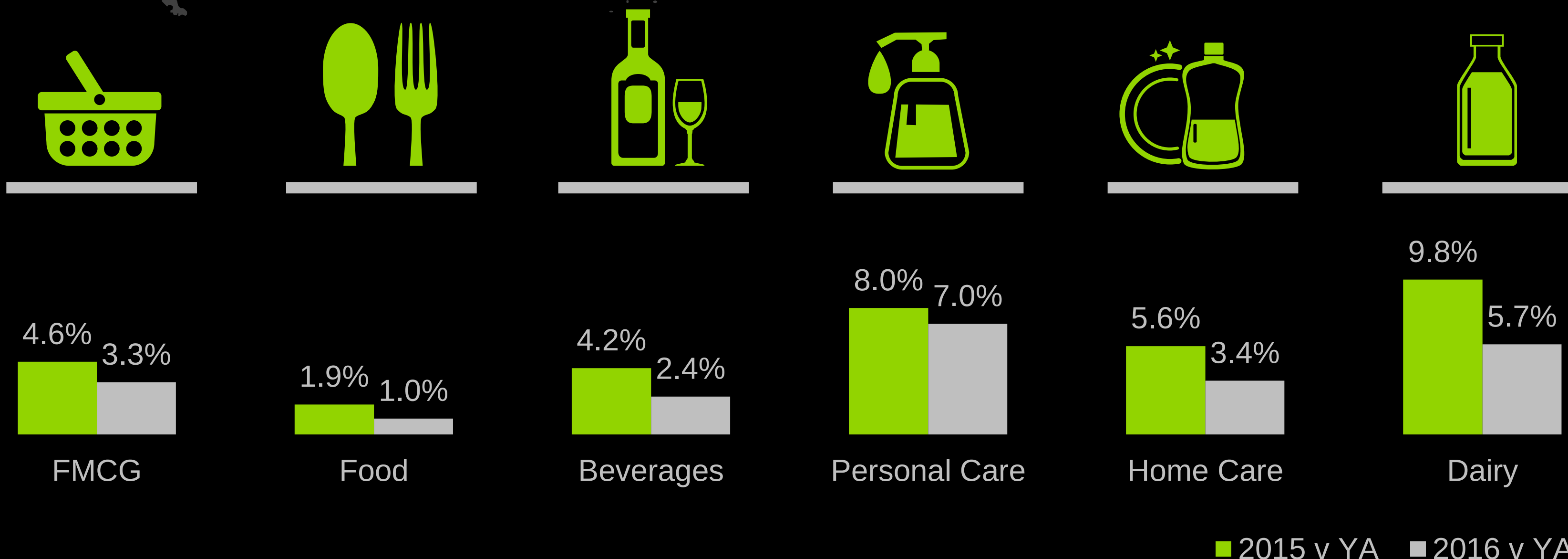
Details per country: click here

KANTAR WORLDPANEL High definition inspiration

CONSUMER INSIGHTS

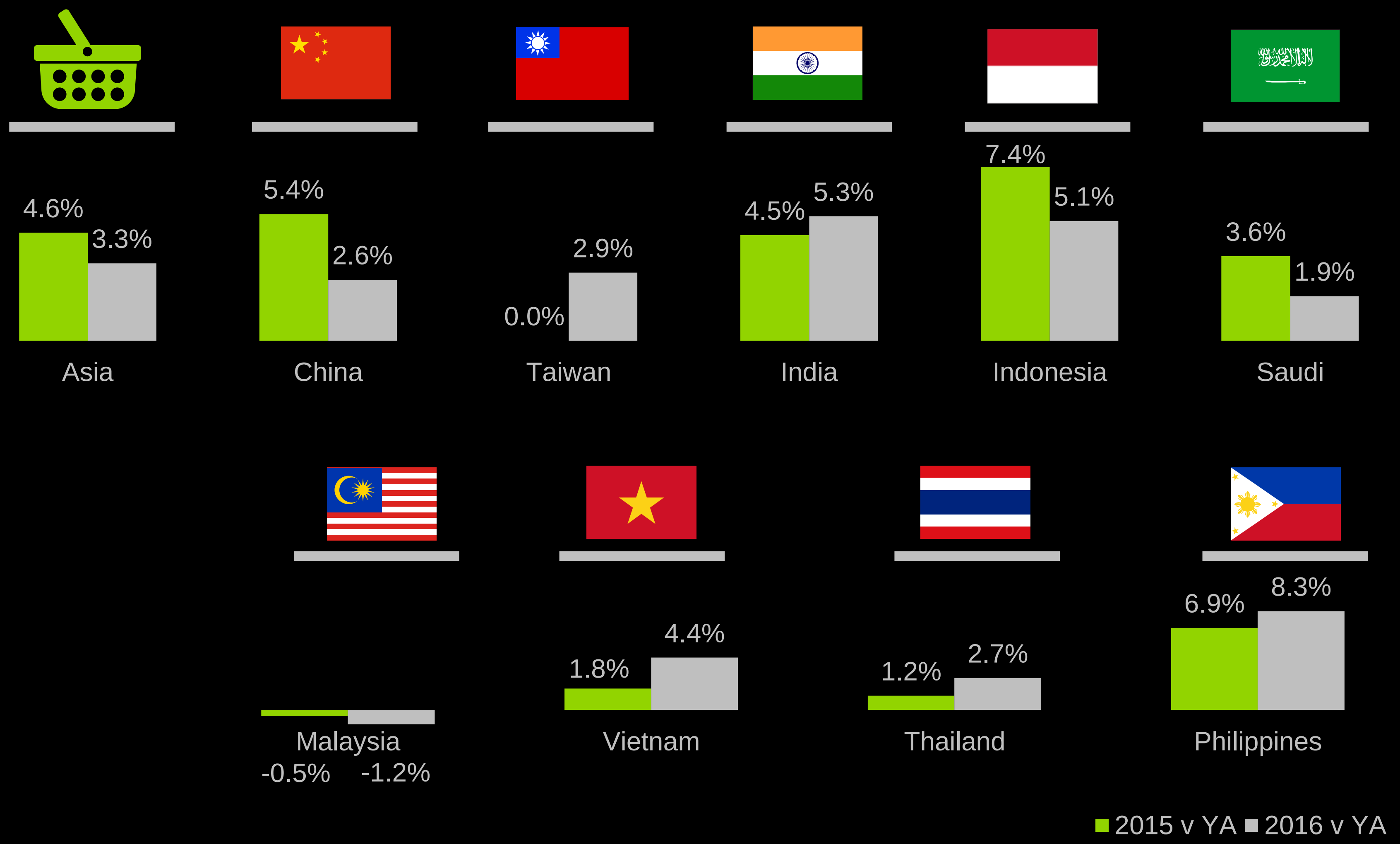
SLOWDOWN IN GROWTH SEEN ACROSS ALL FMCG SECTORS

FOOD THE WEAKEST PERFORMER OF ALL



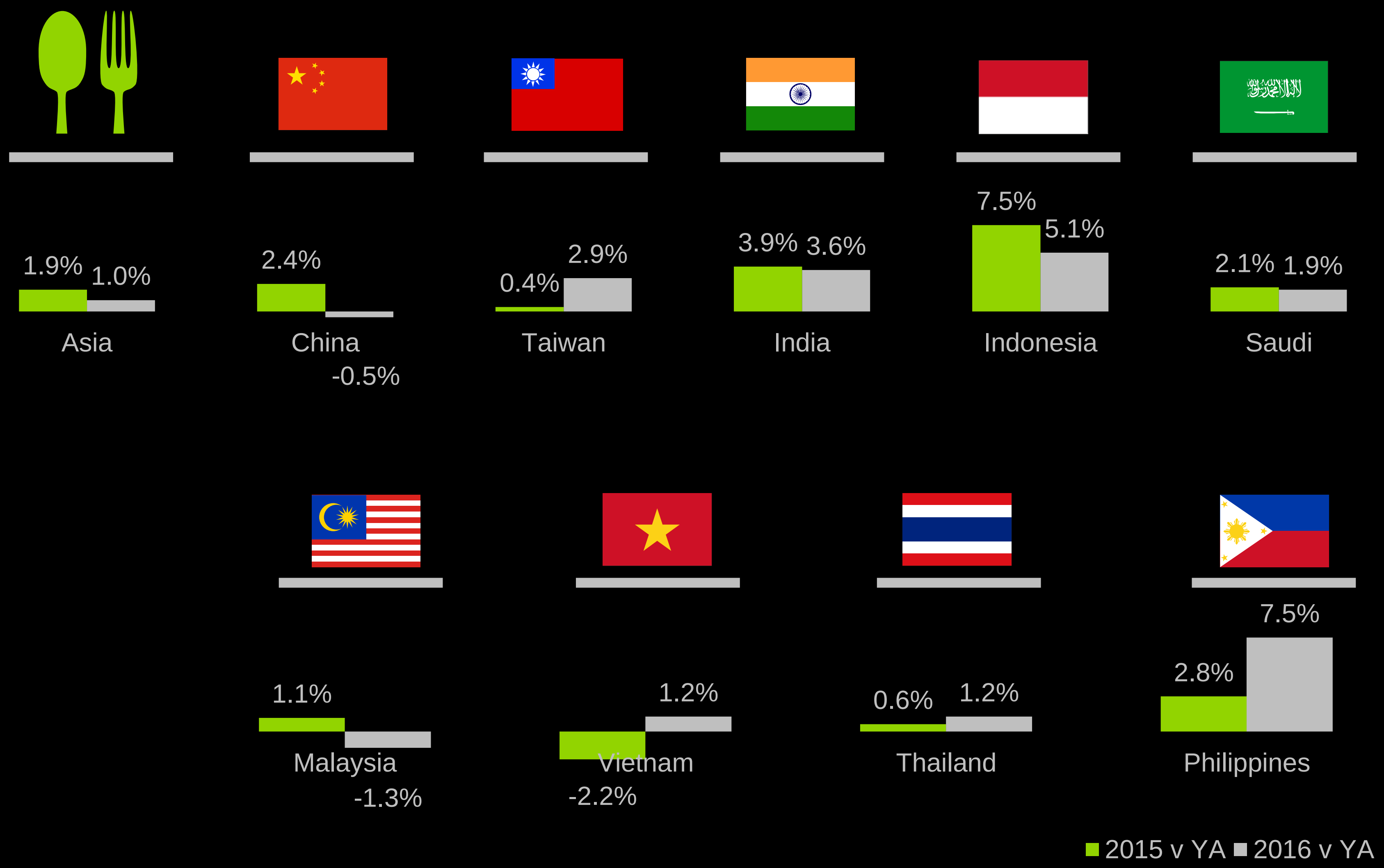
ASIA / MAT Q2 2016 & 2015

FMCG: DESPITE MAJOR SLOWDOWN IN CHINA, STRONGER GROWTH STILL POSTED BY INDIA, VIETNAM, THAILAND, PHILIPPINES, AND TAIWAN



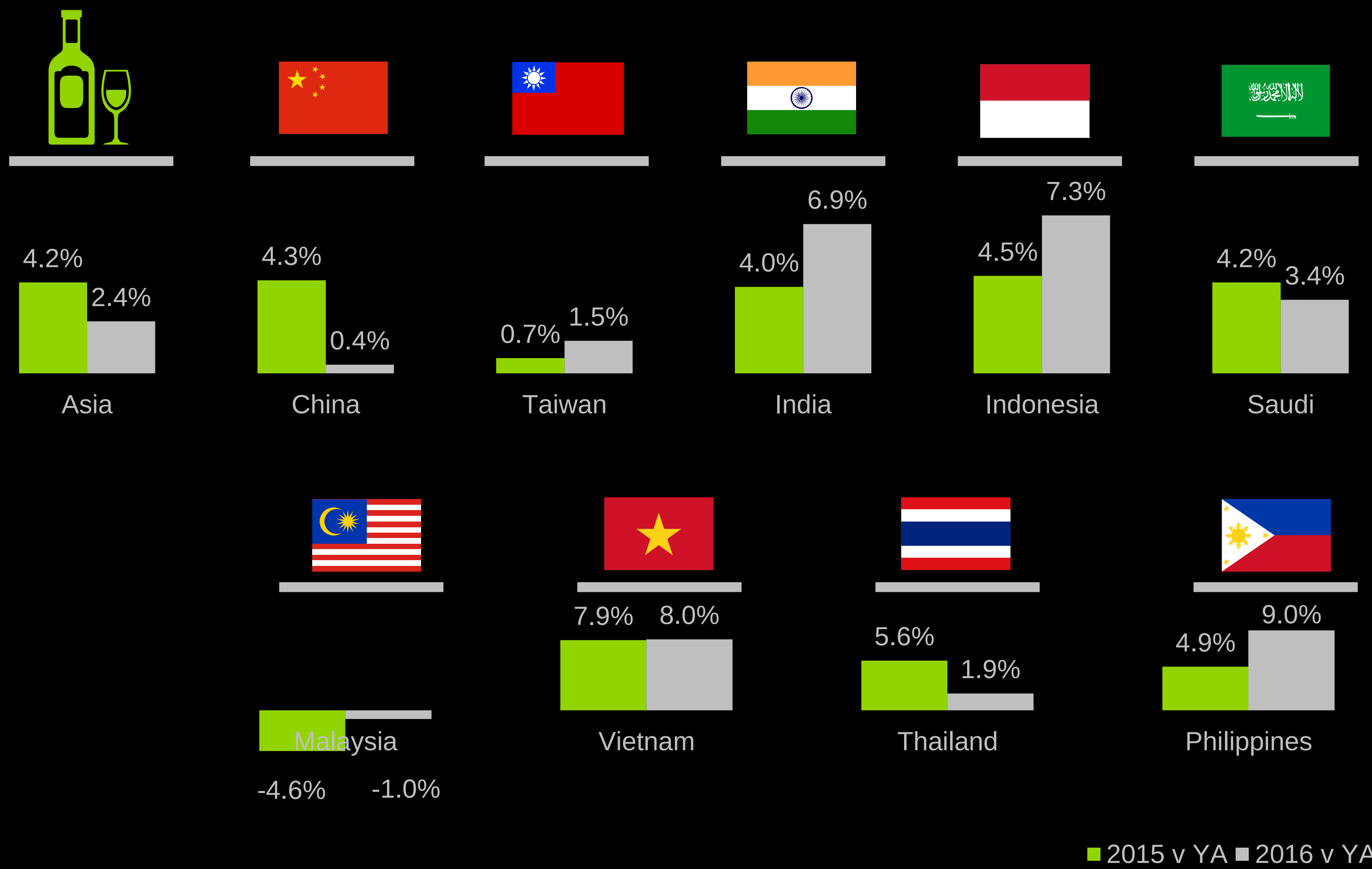
ASIA / MAT Q2 2016 & 2015 – Value Growth FMCG

FOOD: PHILIPPINES IS STAR PERFORMER, MORE THAN DOUBLING ITS GROWTH FROM LAST YEAR



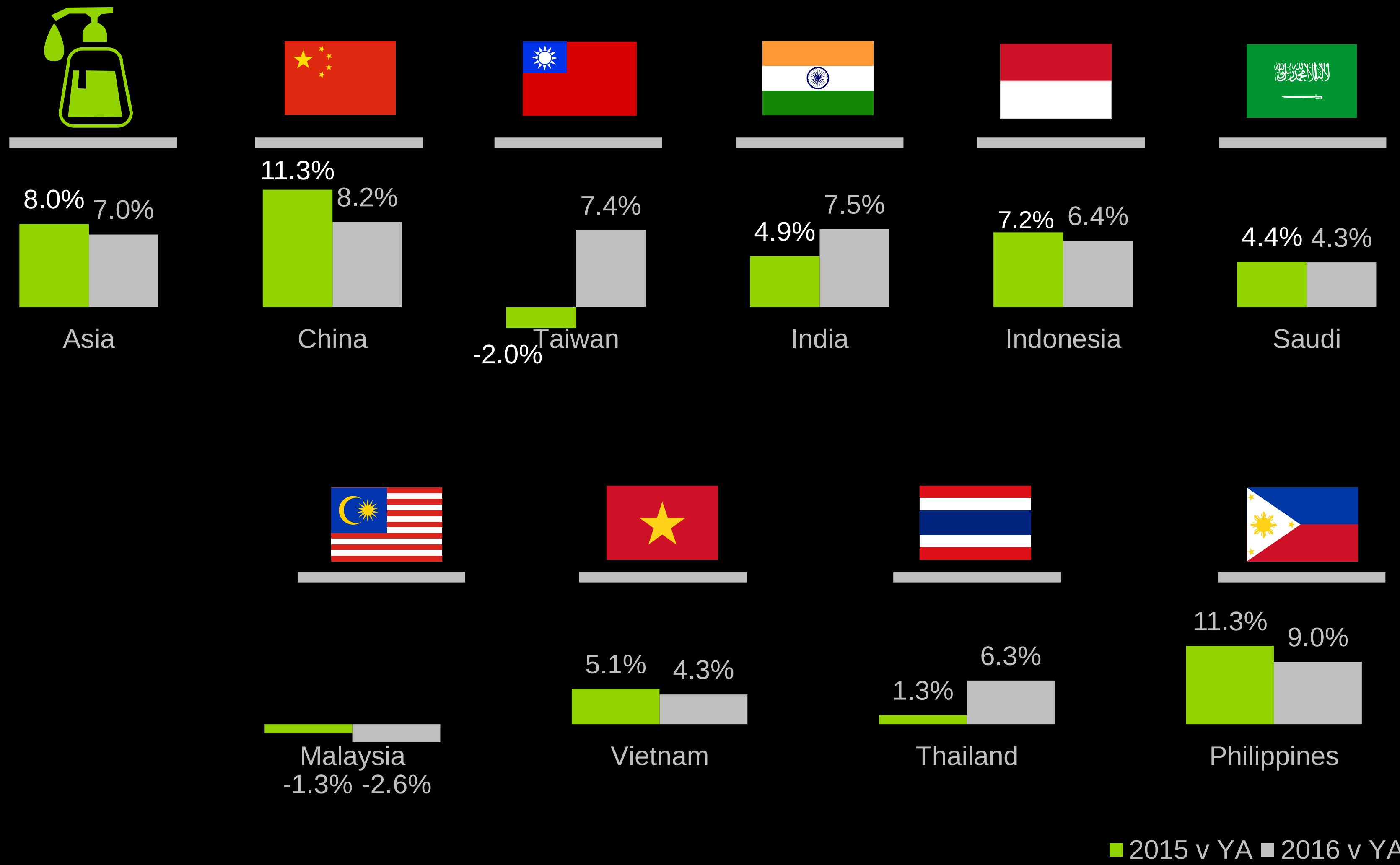
ASIA / MAT Q2 2016 & 2015 – Value Growth FOOD

BEVERAGES: INDIA, INDONESIA, VIETNAM AND PHILIPPINES PERFORM BETTER THAN THE REST



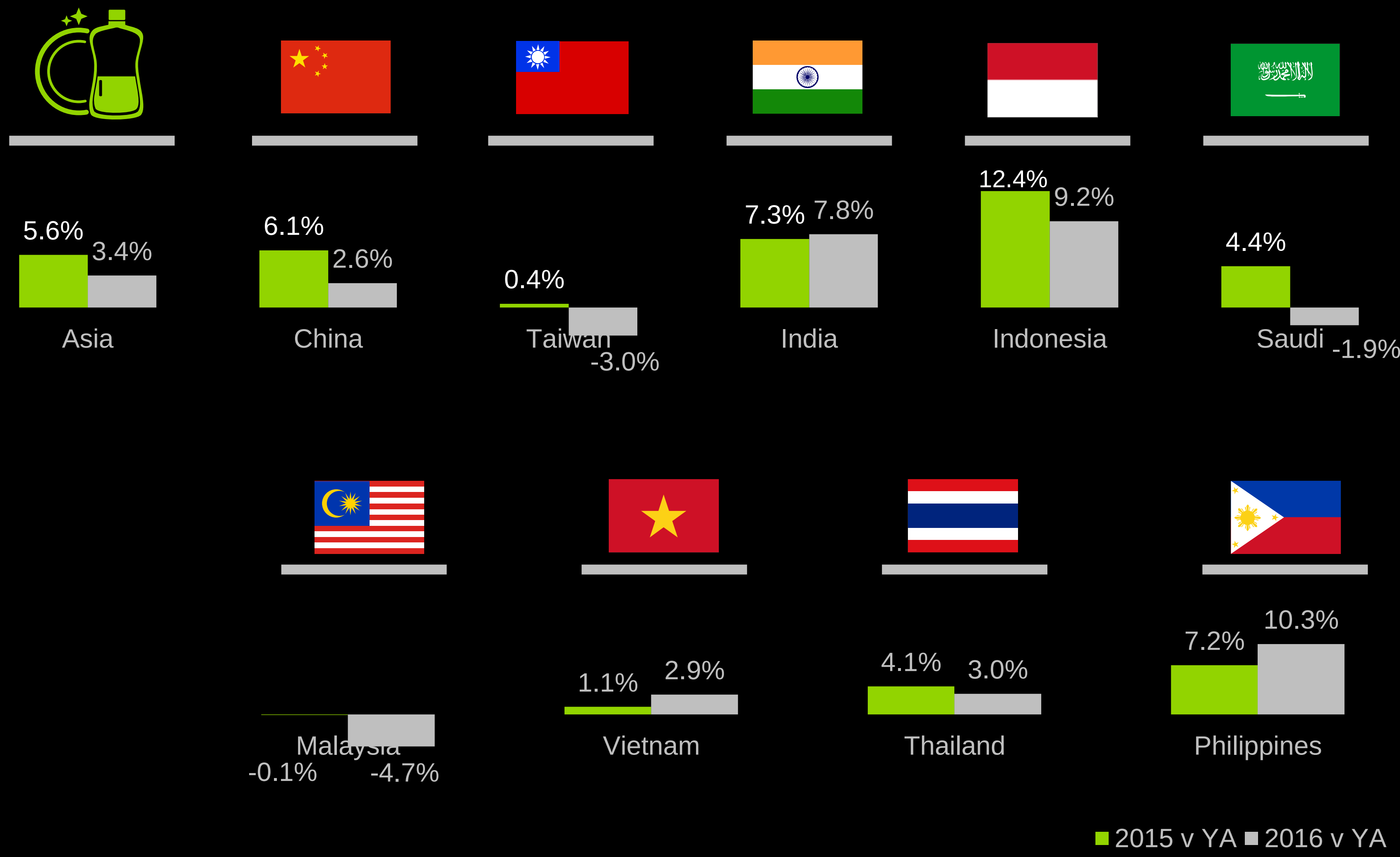
ASIA / MAT Q2 2016 & 2015 – Value Growth BEVERAGES

PERSONAL CARE: INDIA, TAIWAN, AND THAILAND OUTPERFORM PREVIOUS GROWTH THIS YEAR



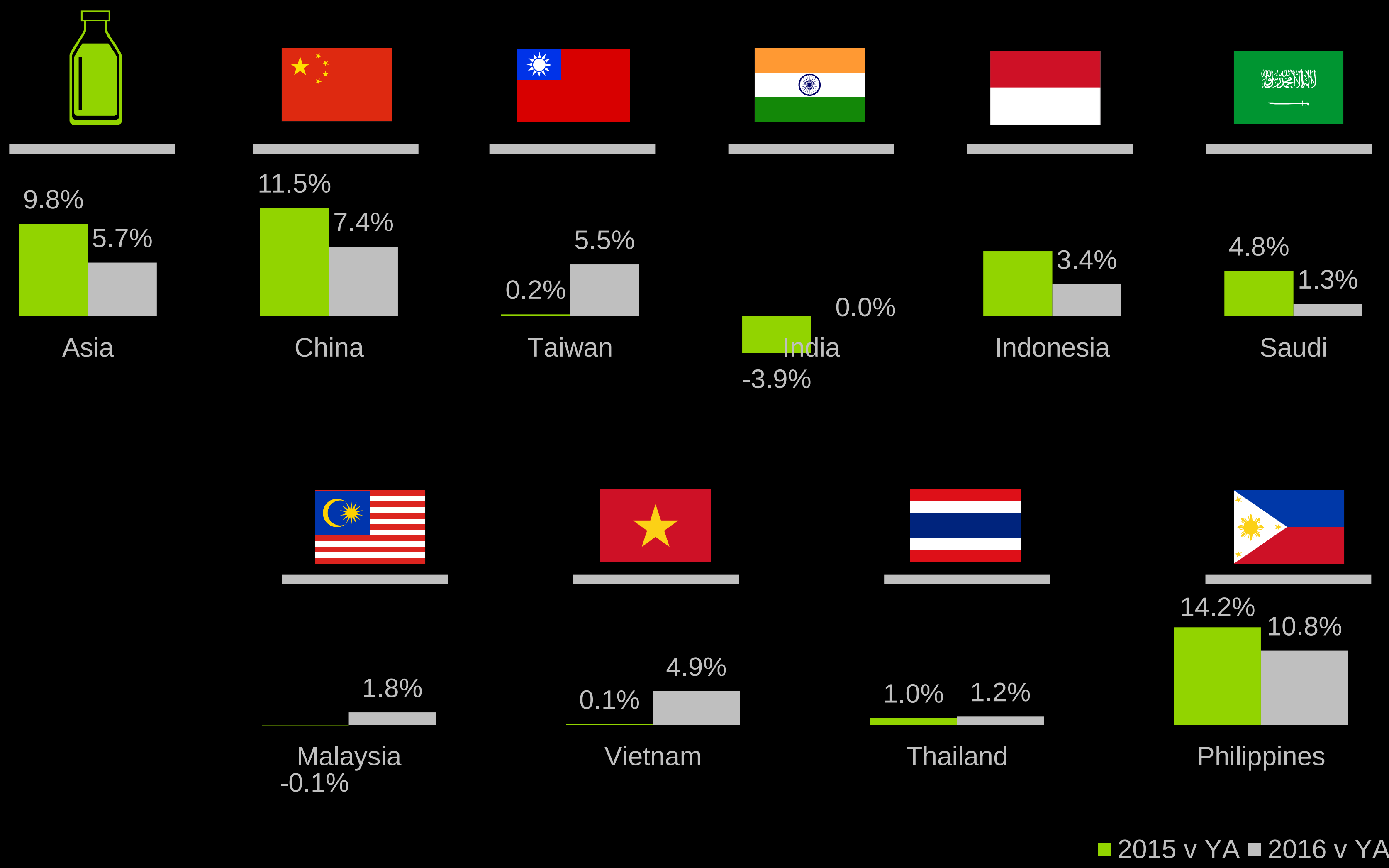
ASIA / MAT Q2 2016 & 2015 – Value Growth PERSONAL CARE

HOME CARE: INDIA AND PHLIPPINES CONTINUE TO BUILD ON THEIR ALREADY STRONGER GROWTH



ASIA / MAT Q2 2016 & 2015 – Value Growth HOME CARE

DAIRY: TAIWAN, MALAYSIA, AND VIETNAM SHOWING GOOD REBOUND



ASIA / MAT Q2 2016 & 2015 – Value Growth DAIRY

MAT Q2 2016 | SUMMARY ASIA

% Value Change FMCG – MAT Q2 2016 vs. Year ago

	China	India (Urban)	Indonesia	South Korea	Malaysia	Philippines	Saudi Arabia	Thailand	Taiwan	Vietnam (Urban)	Vietnam (Rural)
FMCG Total	Yellow	Green	Green	Yellow	Grey	Green	Yellow	Yellow	Yellow	Yellow	Yellow
Food	Grey	Yellow	Yellow	Yellow	Grey	Green	Yellow	Yellow	Yellow	Yellow	Yellow
Beverages	Yellow	Green	Green	Green	Grey	Green	Yellow	Yellow	Yellow	Green	Green
Dairy Products	Green	Yellow	Yellow	Grey	Yellow	Green	Yellow	Yellow	Green	Yellow	Green
Home Care	Yellow	Green	Green	Grey	Grey	Green	Grey	Yellow	Grey	Yellow	Yellow
Personal Care	Green	Green	Green	Green	Grey	Green	Yellow	Green	Green	Yellow	Yellow

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

MAT Q2 2016 | SUMMARY ASIA

#Retailing Yonghui secures position as a top 5 national retailer
#GlobalVSLocal International retailers suffer from continuous share decline.
#eCommerce FMCG eCommerce penetration% reached 49%, growing 10% from last year.

#Slowdown Consumer sentiment index dips as grocery shopping gets more expensive.
#ShopperDemogs Emergence of single member households leads to FMCG and services becoming more customized for this group.
#Convenience Time poor consumers seeking convenience driving growth of HMR (home meal replacement), CVS, and Mobile usage.

#SlowRecovery Rebounding with slow pace:- Taiwan's consumers increase their shopping trips from low point during the food safety scandal.
#CategoryStars Coffee and Dairy topped the growing food categories.
#Retailing PX Mart generating more traffic. Contributed by its fresh food investment, outpaced market growth.

MAT Q2 2016 | SUMMARY ASIA

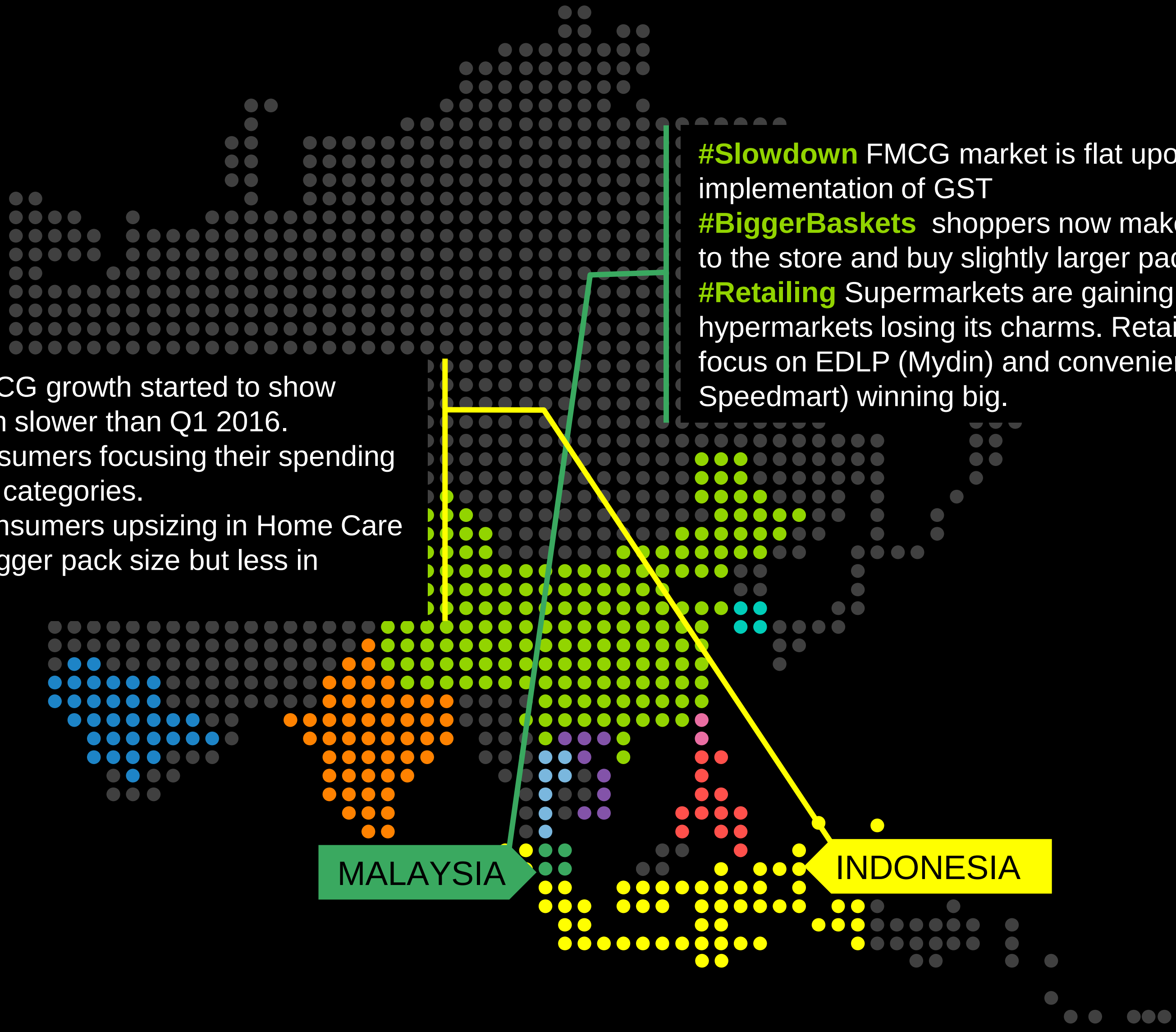
#Growth Philippines FMCG market posts highest growth in Asia.
#CategoryStars Homecare outstrips market growth, led by Liquid Detergent, Insecticides and Dishwash.
#CategoryStars Dairy Products also posted aggressive growth this year across all segments with fastest growth coming from Soy Milk.

#Slowdown GDP growth rate in Q2’16 at 5.55% vs 6.44% Q2’15.
#ShopperDemogs Both markets post the same growth rate. Urban performing positively while Rural market is losing its momentum.
#CategoryStars Food Sector is driving the growth while Non Food is struggling

#BiggerBaskets Two-Thirds Of Product Categories Seeing Larger Trip Volumes
#ShopperDemogs Household Income Influencing Size Strategy which Rural Shoppers More Likely To Down-Size
#Retailing Continued Rise Of Convenience together with Recovering Hypermarkets Share

MAT Q2 2016 | SUMMARY ASIA

#SlowRecovery FMCG growth started to show positive trend, though slower than Q1 2016.
#BacktoBasics Consumers focusing their spending on primary, essential categories.
#BiggerBaskets Consumers upsizing in Home Care categories: buying bigger pack size but less in quantity.

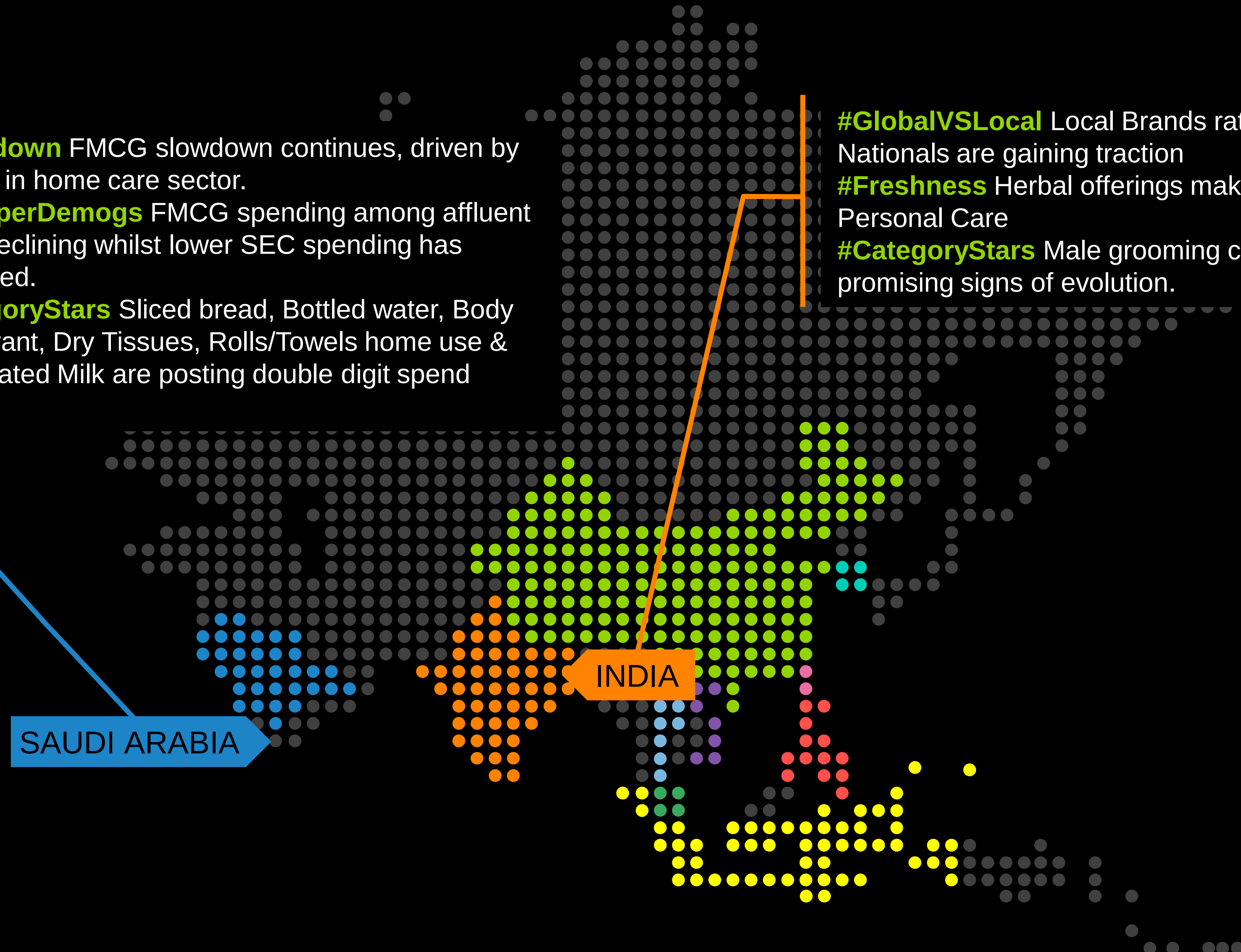


#Slowdown FMCG market is flat upon the implementation of GST
#BiggerBaskets shoppers now make lesser trips to the store and buy slightly larger pack.
#Retailing Supermarkets are gaining traction while hypermarkets losing its charms. Retailers who focus on EDLP (Mydin) and convenience (99 Speedmart) winning big.

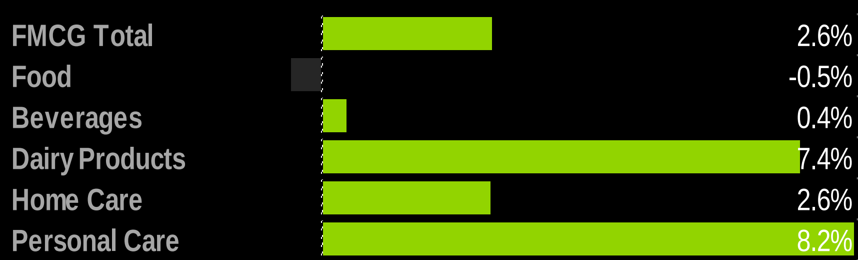
MAT Q2 2016 | SUMMARY ASIA

#Slowdown FMCG slowdown continues, driven by decline in home care sector.
#ShopperDemogs FMCG spending among affluent class declining whilst lower SEC spending has increased.
#CategoryStars Sliced bread, Bottled water, Body Deodorant, Dry Tissues, Rolls/Towels home use & Evaporated Milk are posting double digit spend growth.

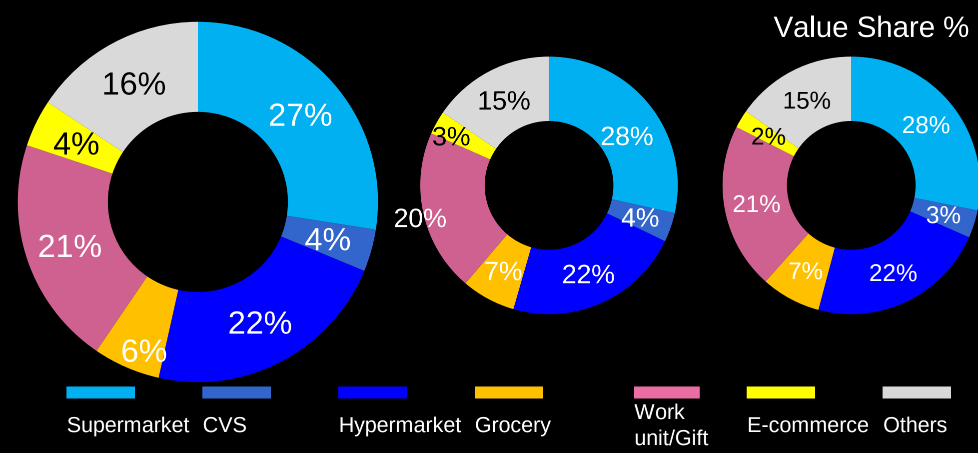
#GlobalVSLocal Local Brands rather than Multi Nationals are gaining traction
#Freshness Herbal offerings make a comeback in Personal Care
#CategoryStars Male grooming categories show promising signs of evolution.



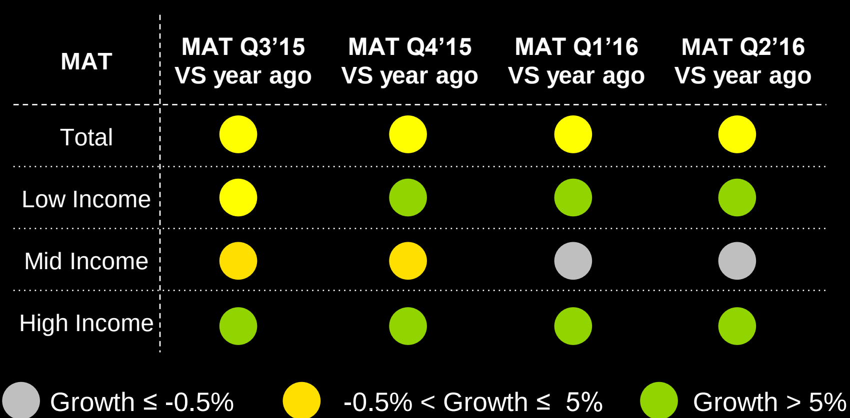
BASKET TRENDS – %Value Change MAT Q2.16 vs. YA



MAT Q2.16 | MAT Q2.15 | MAT Q2.14



%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL



TOP 10 RECRUITERS IN CHINA (by penetration points growth)

Rank	Categories	Additional Penetration points
1	OYSTER SAUCE	3.1
2	ADULT MILK POWDER	1.7
3	FROZEN FOOD	1.3
4	FOREIGN SPIRIT	1.2
5	CHEESE	0.8
6	CURRY	0.6
7	CONDITIONER	0.5
8	KITCHEN ROLLS	0.5
9	FACIAL TISSUES	0.4
10	PACKAGE WATER	0.3

Source: MAT Q2'16 vs YA Category Penetration%

Source: Urban India

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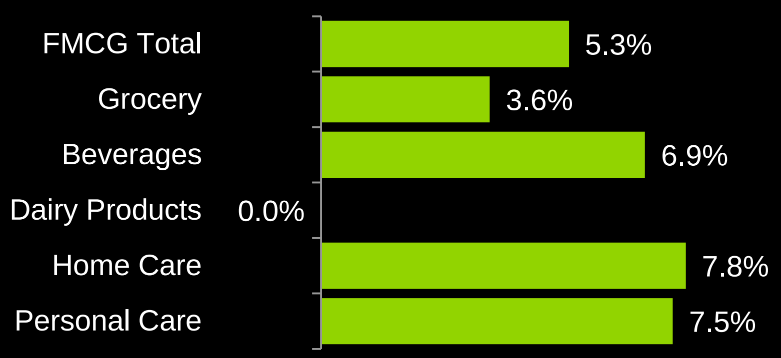
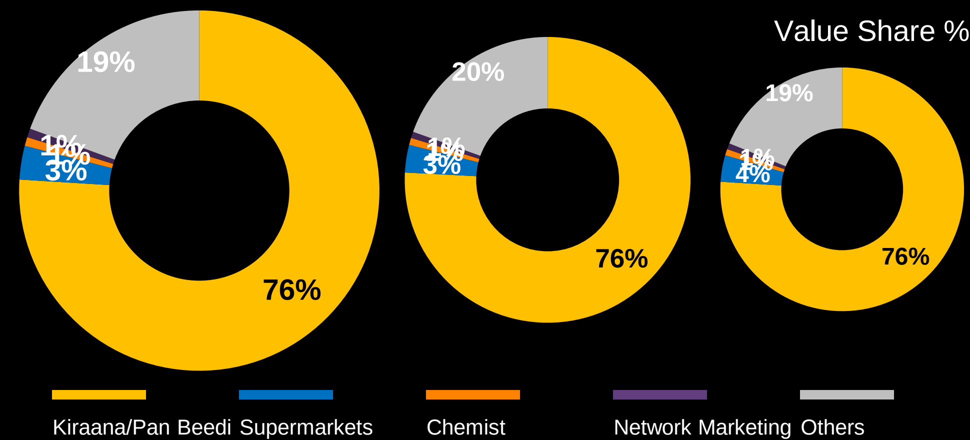
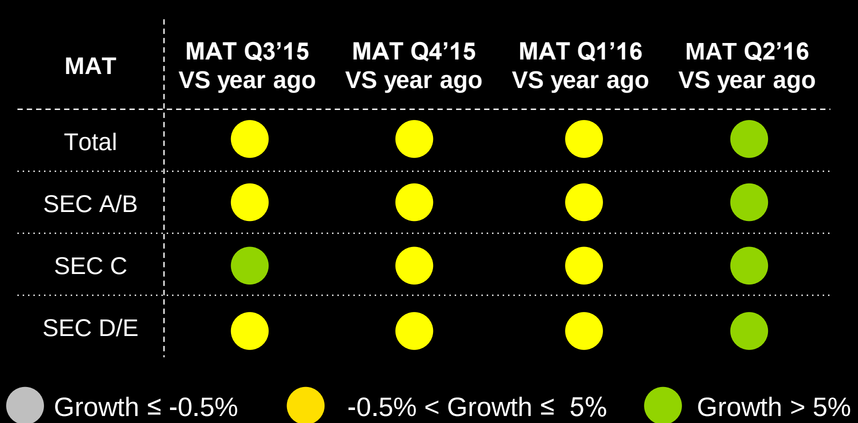
BASKET TRENDS – %Value Change MAT Q2.16 vs. YA



MAT Q2.16 / MAT Q2.15 / MAT Q2.14



%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

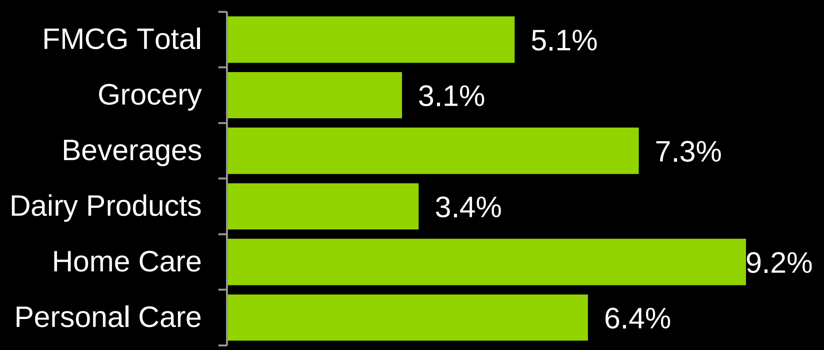


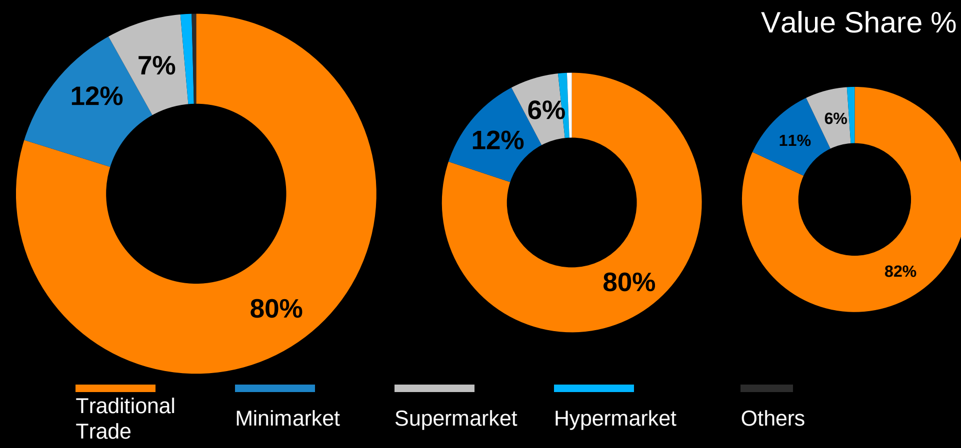
TOP 10 RECRUITERS IN INDIA (by penetration points growth)

Rank	Categories	Additional Penetration points
1	BOTTLED SOFT DRINKS	3.4
2	TOILET/BATHROOM CLEANERS	3.3
3	FLOOR CLEANER	3.0
4	SAUCE/KETCHUP	1.4
5	SANITARY PRODUCT	0.8
6	ANY METAL SCOURERS	0.7
7	HAIR OIL AND DRESSINGS	0.7
8	ATTA/WHEAT	0.68
9	TALCUM POWDER	0.59
10	SALTY SNACKS	0.28

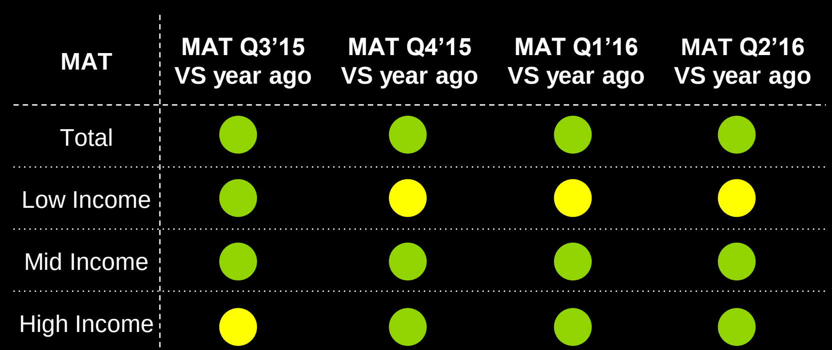
Source: MAT Q2'16 vs YA Category Penetration%

BASKET TRENDS – %Value Change MAT Q2.16 vs. YA





%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL



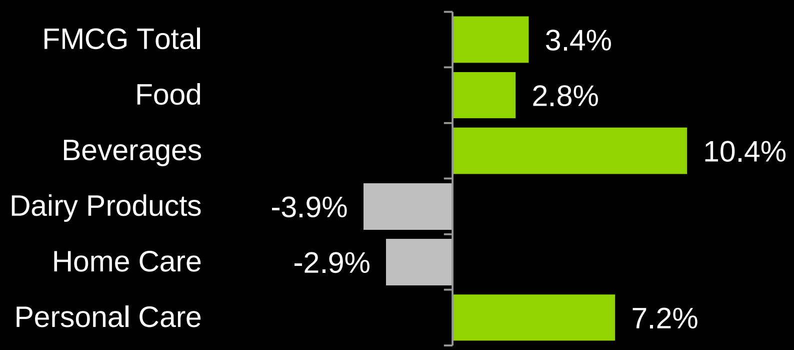
Growth ≤ -0.5% -0.5% < Growth ≤ 5% Growth > 5%

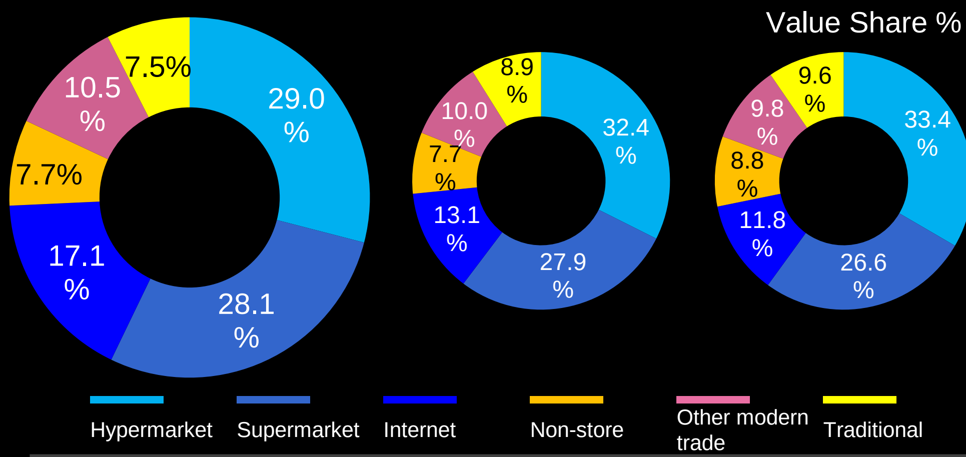
TOP 10 RECRUITERS IN INDONESIA (by penetration points growth)

Rank	Categories	Additional Penetration points
1	CLOTHING STAIN CLEANER	4.0
2	SHOWER GEL	3.6
3	BABY BODY CARE	2.9
4	YOGHURT DRINK	2.8
5	DISH WASH	2.8
6	INSTANT TEA	2.5
7	CLOTH IRON SOFTENER	2.1
8	MINERAL WATER	1.8
9	FAMILY MILK POWDER	1.7
10	LIQUID CORDIALS	1.7

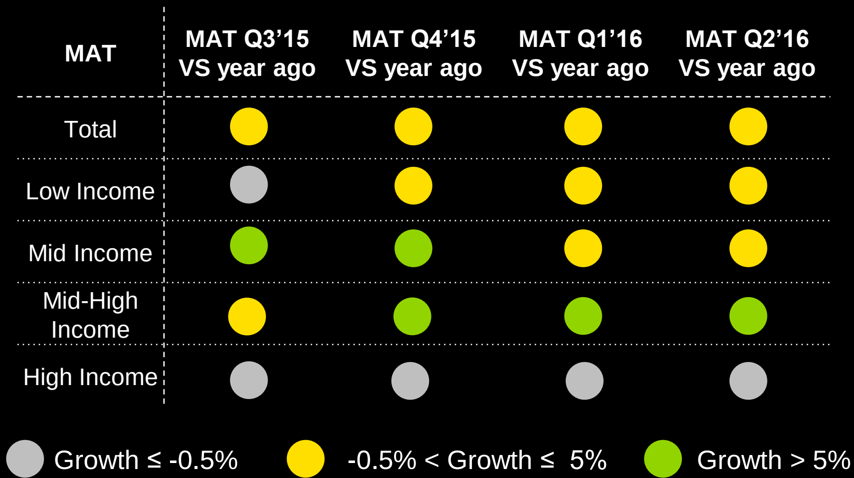
Source: MAT Q2'16 vs YA Category Penetration%

BASKET TRENDS – %Value Change MAT Q2.16 vs. YA





%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL



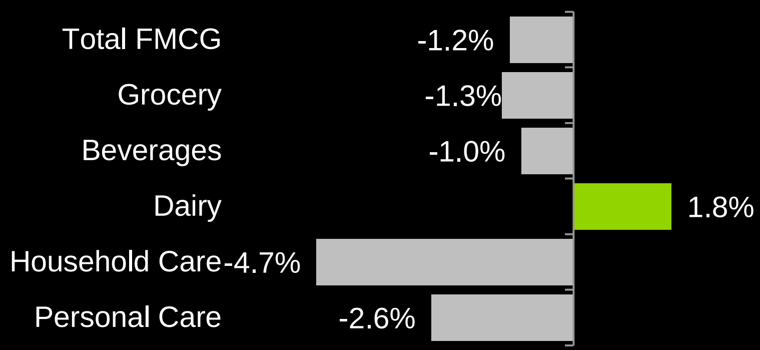
TOP 10 RECRUITERS IN KOREA (by penetration points growth)

Rank	Categories	Additional Penetration points
1	RETORT	11.6
2	WATER	11.3
3	FLAVORED MILK	10.9
4	FACIAL PACK	9.9
5	JUICE	8.8
6	FROZEN READY MEAL	8.5
7	HAIR TREATMENT	8.2
8	SAUCE	8.0
9	COFFEE DRINK	7.8
10	KIMCHI	7.7

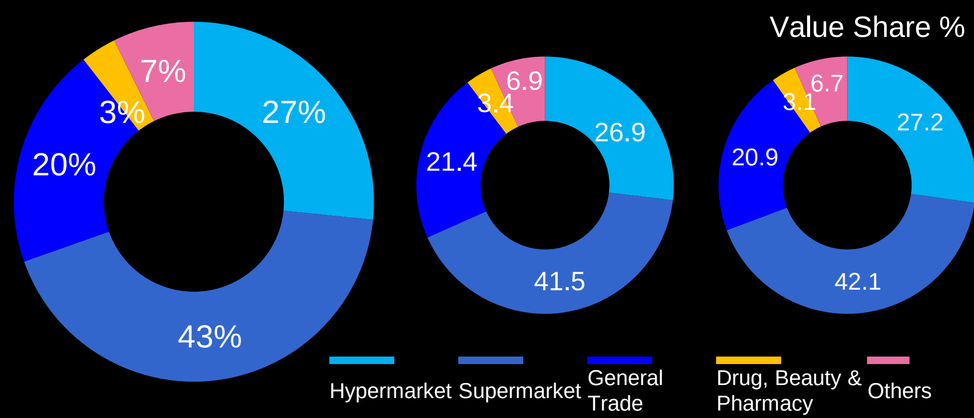
Source: MAT Q2’16 vs YA Category Penetration%

Note: KR methodology change, sample expansion and sample redesign effective in 2015

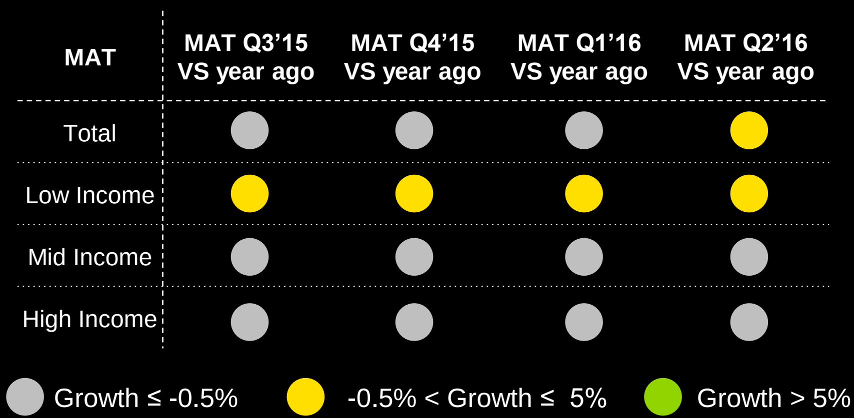
BASKET TRENDS – %Value Change MAT Q2.16 vs. YA



MAT Q2.16 | MAT Q2.15 | MAT Q2.14



%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

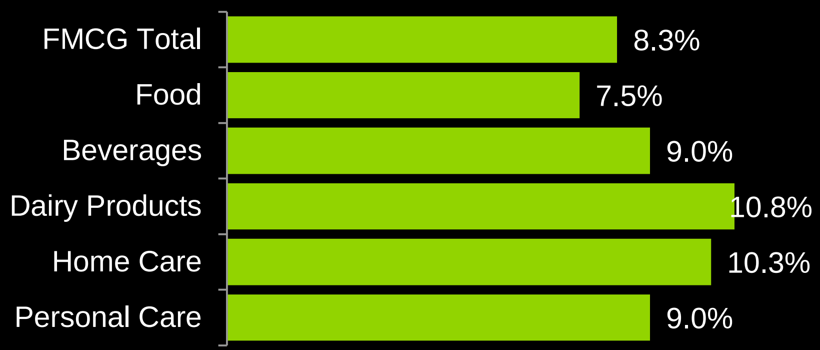


TOP 10 RECRUITERS IN MALAYSIA (by penetration points growth)

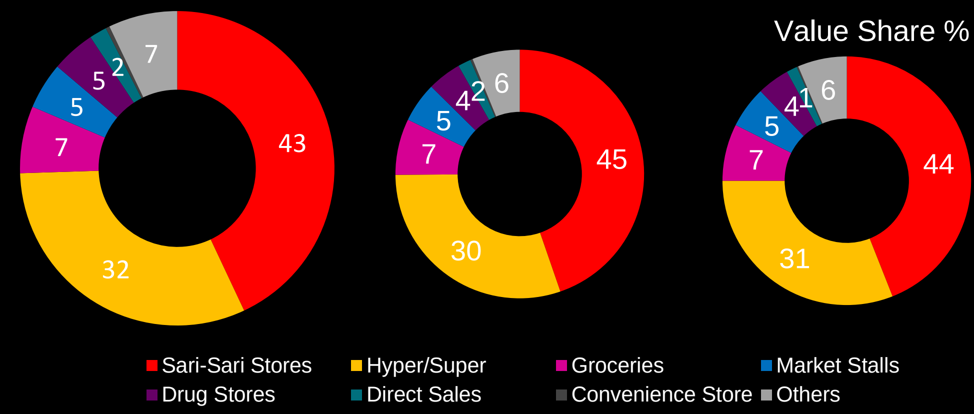
Rank	Categories	Additional Penetration points
1	YOGHURT DRINK	2.6
2	LIQUID SOAP	2.2
3	BUTTER	2.0
4	CHOC/NUT SPREAD	2.0
5	SPAGETTI	1.7
6	RTD TEA	1.3
7	EGGS	1.2
8	GHEE	1.2
9	STYLING AIDS	1.1
10	BABY DIAPERS	0.9

Source: MAT Q2'16 vs YA Category Penetration%

BASKET TRENDS – %Value Change MAT Q2'16 vs. YA



MAT Q2'16 MAT Q2'15 MAT Q2'14



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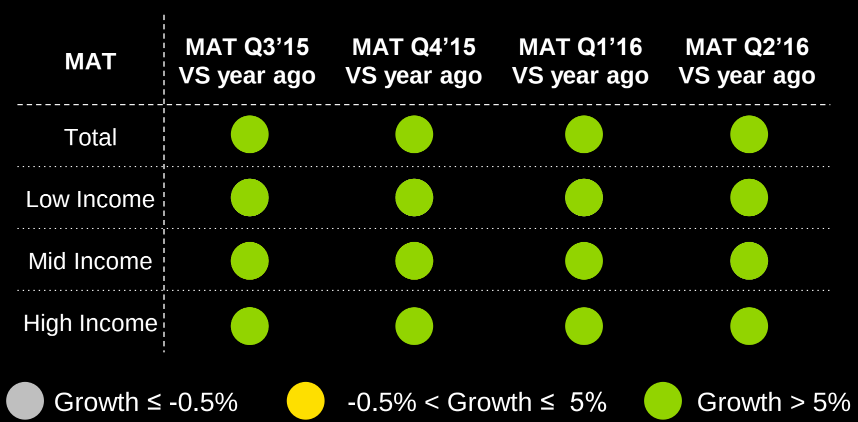

TOP 10 RECRUITERS IN THE PHILIPPINES (by penetration points growth)

Rank	Categories	Additional Penetration points
1	INSTANT CEREAL BEVERAGES	17.8
2	LIQUID DETERGENT	8.7
3	OYSTER SAUCE	7.2
4	RTE BREAKFAST CEREAL	6.6
5	DEEP FRY COATING	5.7
6	SCOURING PADS	5.5
7	BABY WIPES/WET TISSUE	5.2
8	CORNED BEEF	4.4
9	YOGHURT DRINK	4.0
10	TOILET BOWL CLEANER	3.9

Source: MAT Q2'16 vs YA Category Penetration%

CN | IN | ID | KR | MY | PH | **KSA** | TH | TW | VN Urban | VN Rural

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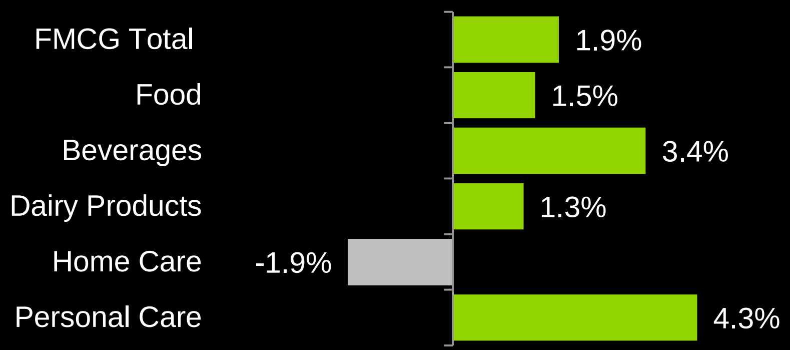
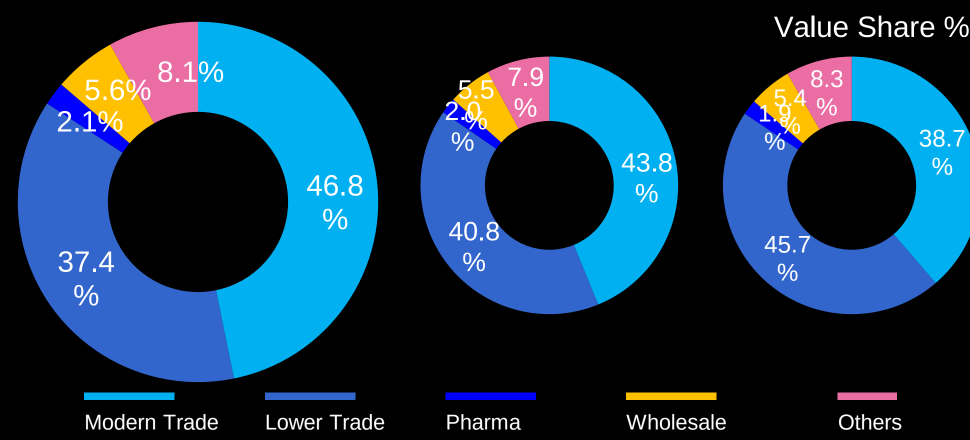
BASKET TRENDS – %Value Change MAT Q2.16 vs. YA

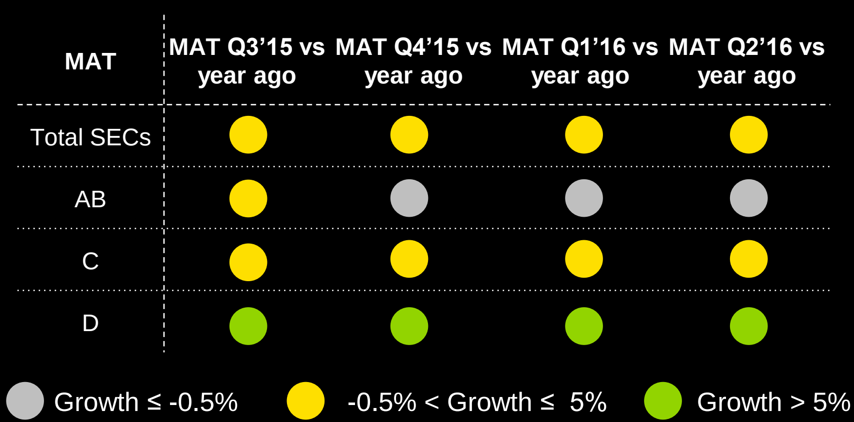


MAT Q2.16 | MAT Q2.15 | MAT Q2.14

Value Share %



%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

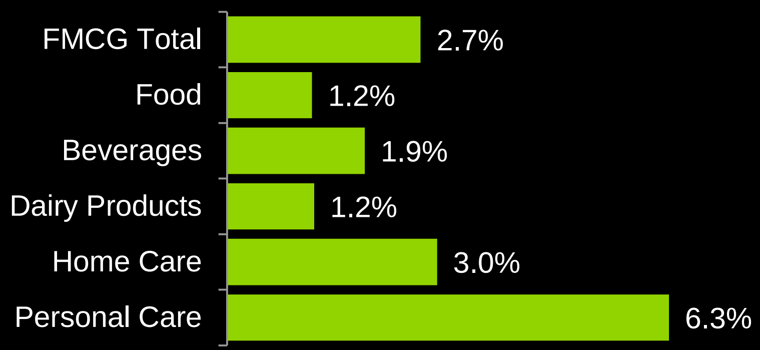


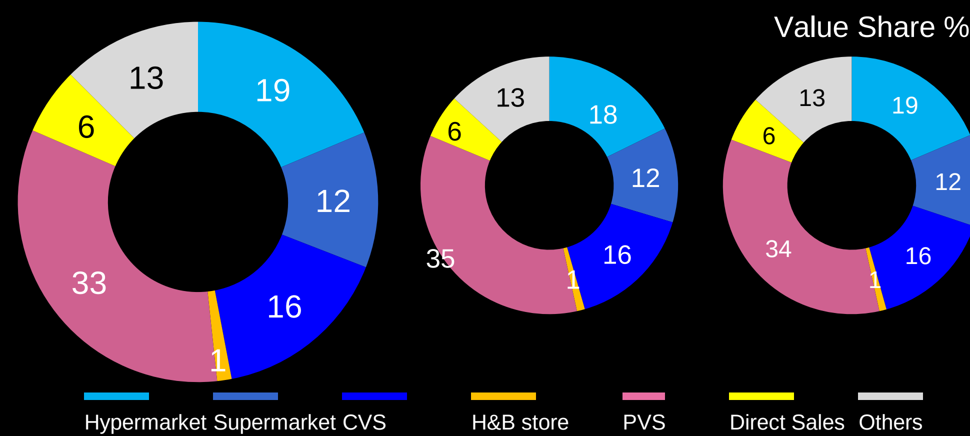
TOP 10 RECRUITERS IN KSA (by penetration points growth)

Rank	Categories	Additional Penetration points
1	FRESH MILK	2.1
2	DRY TISSUES	2.0
3	EVAPORATED MILK	1.9
4	CHEESE	1.7
5	BODY DEODORANT	1.5
6	CONDENSED MILK	1.5
7	BOTTLED WATER	1.4
8	LABNEH	1.3
9	SALTY SNACKS	1.1
10	SHAMPOO	0.8

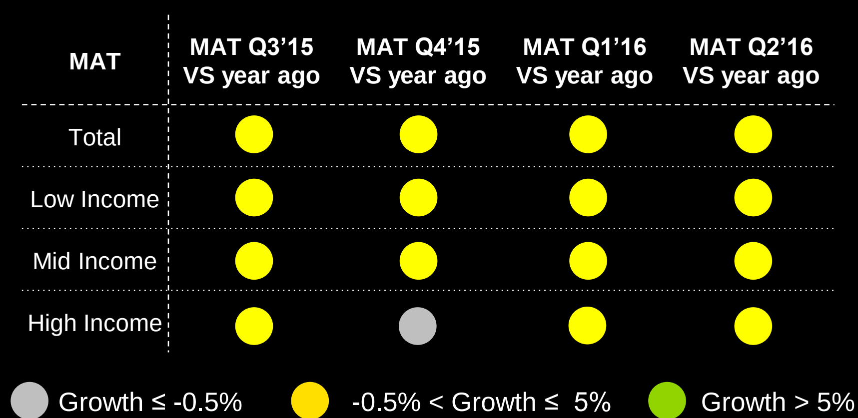
Source: MAT Q2'16 vs YA Category Penetration%

BASKET TRENDS – %Value Change MAT Q2.16 vs. YA





%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

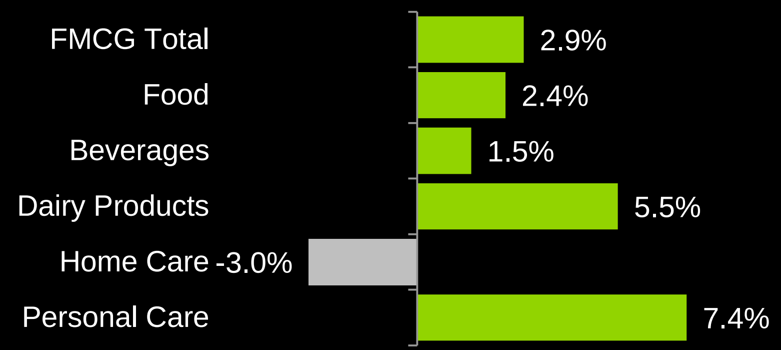


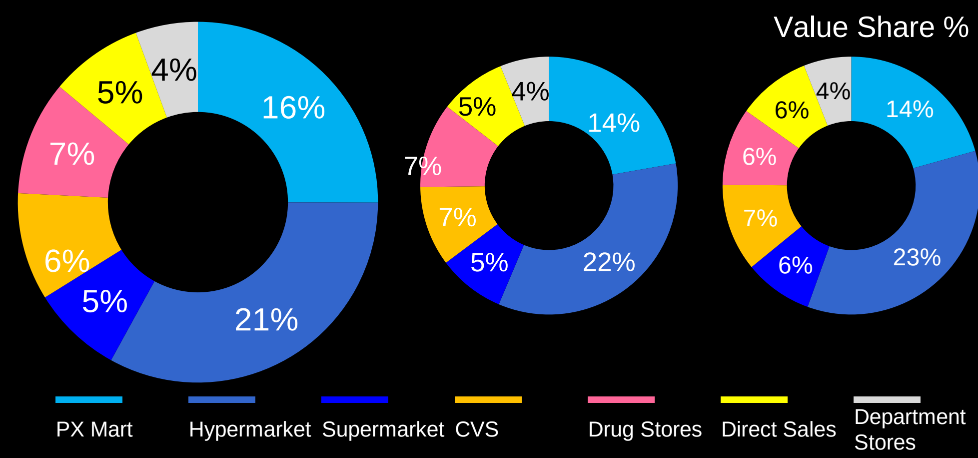
TOP 10 RECRUITERS IN THAILAND (by penetration points growth)

Rank	Categories	Additional Penetration points
1	BEER	2.7
2	FACIAL TISSUE	2.7
3	BOTTLE WATER	2.4
4	SUN PROTECTION	2.4
5	CUP YOGURT	2.3
6	TOTAL TISSUE	1.9
7	RICE	1.6
8	RTD COFFEE	1.0
9	ESSENCE OF CHICKEN	0.9
10	CANNED FISH	0.7

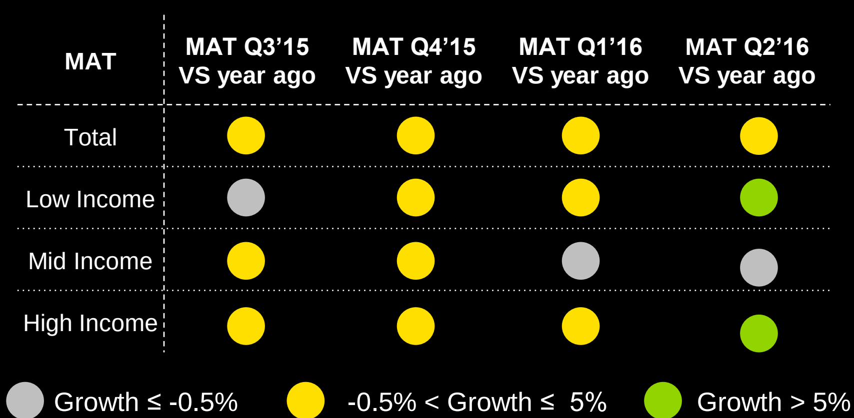
Source: MAT Q2'16 vs YA Category Penetration%

BASKET TRENDS – %Value Change MAT Q2.16 vs. YA





%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

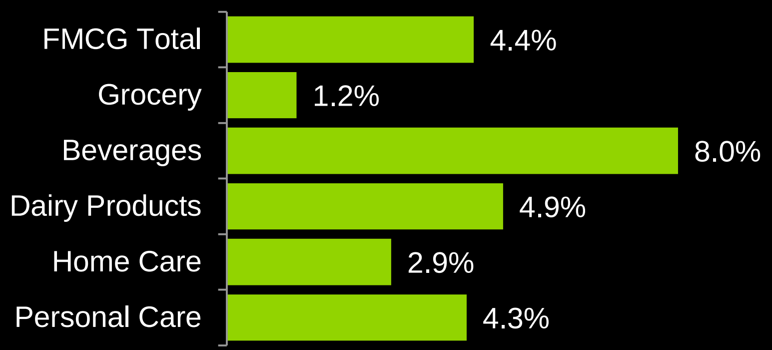


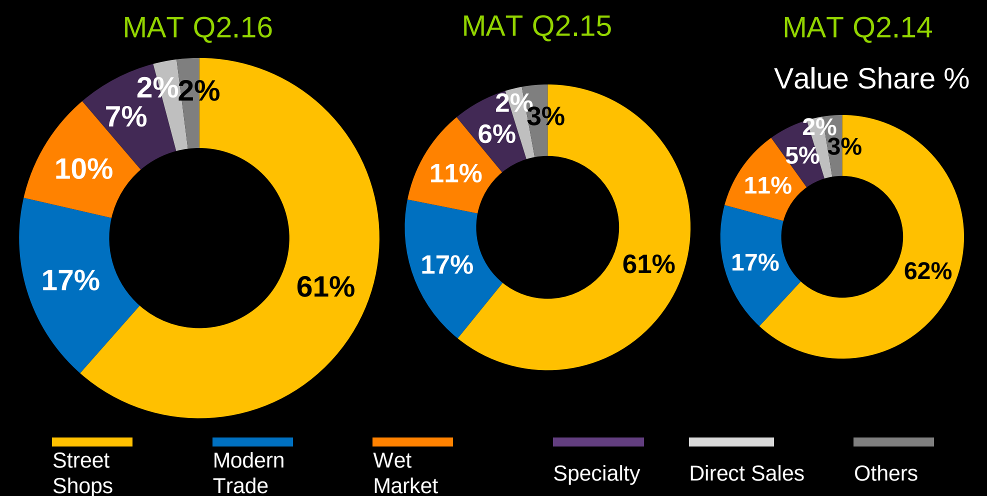
TOP 10 RECRUITERS IN TAIWAN (by penetration points growth)

Rank	Categories	Additional Penetration points
1	CORDIALS	5.8
2	FLOUR SNACK	5.5
3	GROUND COFFEE	4.7
4	CORN SNACK	3.9
5	FACIAL MASK	3.4
6	INSECTICIDES	3.2
7	PACKAGED WATER	3.1
8	COOKING SAUCES	3.0
9	BOUILLON/STOCK	2.3
10	RTE BREAKFAST CEREAL	2.2

Source: MAT Q2'16 vs YA Category Penetration%

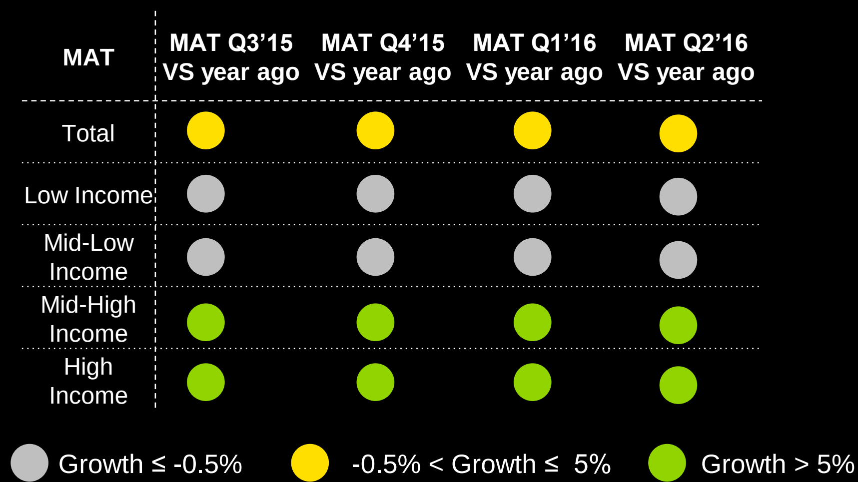
BASKET TRENDS – %Value Change MAT Q2.16 vs. YA





Note: Data Urban 4 cities

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

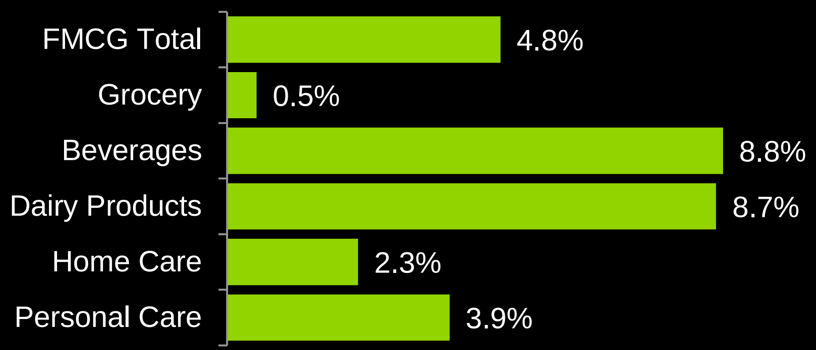


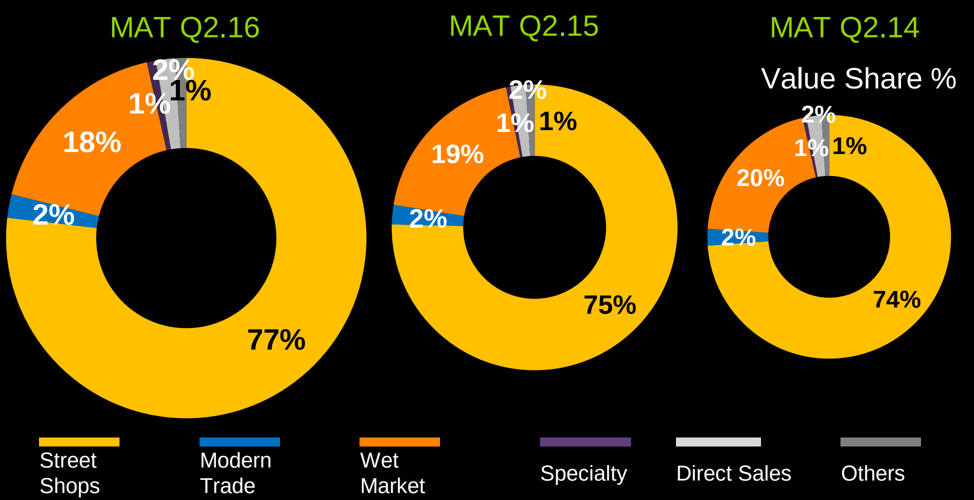
TOP 10 RECRUITERS IN VIETNAM (by penetration points growth)

Rank	Categories	Additional Penetration points
1	LIQUID DETERGENT	5.5
2	LIQUID TFD	5.3
3	FUNCTIONAL DKY	4.2
4	RTD IFT	3.7
5	BOTTLED WATER	3.5
6	HAND WASHING	2.9
7	CANNED FISH	2.6
8	BISCUITS	2.2
9	HYBRID DRINK	2.1
10	CHILLI SAUCE	2.0

Source: MAT Q2'16 vs YA Category Penetration%

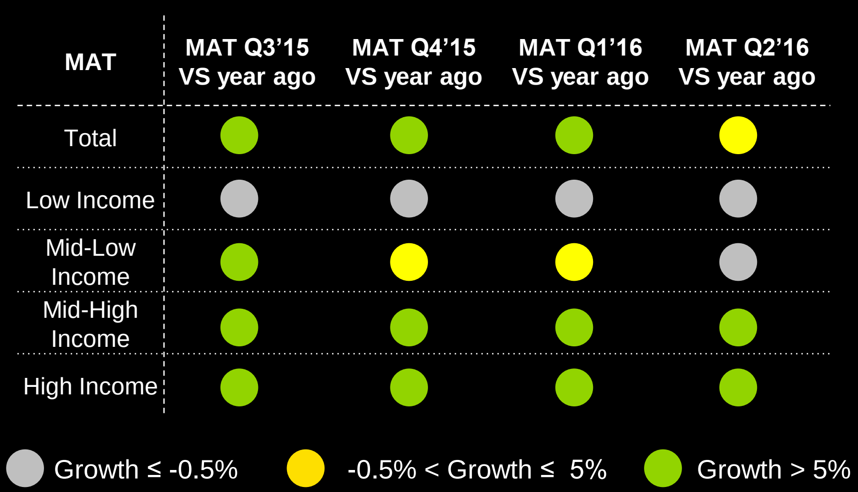
BASKET TRENDS – %Value Change MAT Q2.16 vs. YA





Note: Data Rural Vietnam

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL



TOP 10 RECRUITERS IN VIETNAM (by penetration points growth)

Rank	Categories	Additional Penetration points
1	RTD IFT	5.8
2	SOYA MILK	4.8
3	CHILLI SAUCE	4.3
4	DRINKING YOGURT	3.9
5	SWEETENED CONDENSED	3.8
6	HYBRID DRINK	3.3
7	LIQUID TFD	3.2
8	BISCUITS	2.7
9	LIQUID DETERGENT	2.6
10	FLOOR CLEANER	2.3

Source: MAT Q2'16 vs YA Category Penetration%

CONSUMER INSIGHTS

ASIA Q2 2016

KANTAR WORLDPANEL