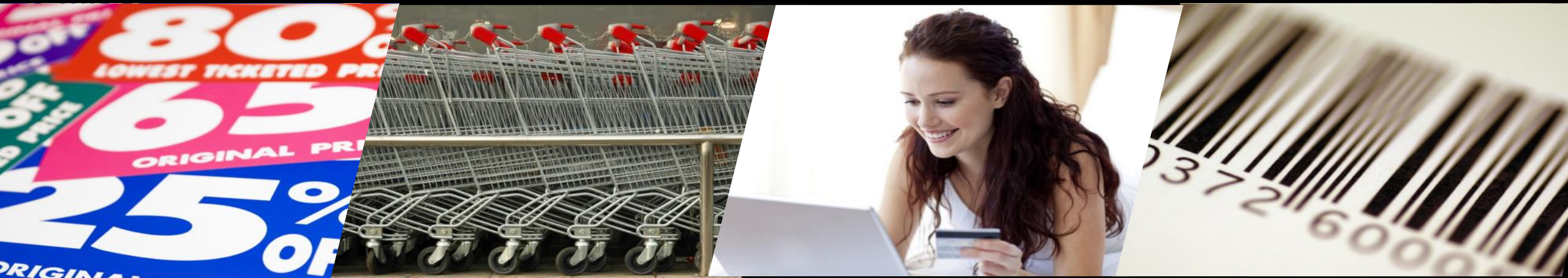




## Taiwan FMCG Market Trend 2016 Q4



2016 Q4

## Main Economics Indicators key index

Gross Domestic  
Product  
(GDP)

**+1.50%**

MAT2016

Consumer Price Index  
(CPI)

**+1.40%**

MAT2016

Unemployment rate

**3.79%**

December 2016

Total FMCG market  
sales value growth  
VSLY

**+4.6%**

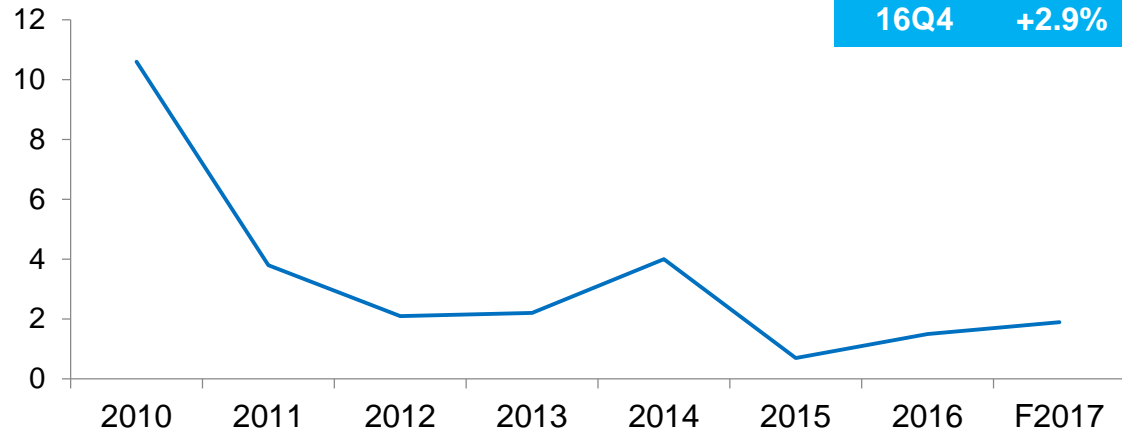
MAT2016

- Taiwan's GDP grew continuously for three quarters, for the increasing demand of both export and domestic market. 2016 FMCG market has recovered to the level before food safety incidents.
  - Instant noodles, fast-cooked noodles, and frozen food featured convenience drove cooking related food category to grow. The quick soup powder of hot pot also performed well because more players joined the market. Snacks, candy and RTD tea blew up for various new products. In addition, the health concept remained fad, driving breakfast cereals, cheese, and soy milk to grow.
  - Some up trends are shown in non-food categories: makeup in personal care, adult diaper and denture cleansing in elder care, and premiumization in detergents. Tissue paper started to grow in both high and low price tier.
- PX mart strengthened itself in food category, reaching 20% value share. The cooking related food, dry provisions, fresh milk, and RTD tea drove the growth. EC continued to grow, especially in personal care products, such as skincare and makeup, haircare, and papers, as well as health food and hot fusion products.

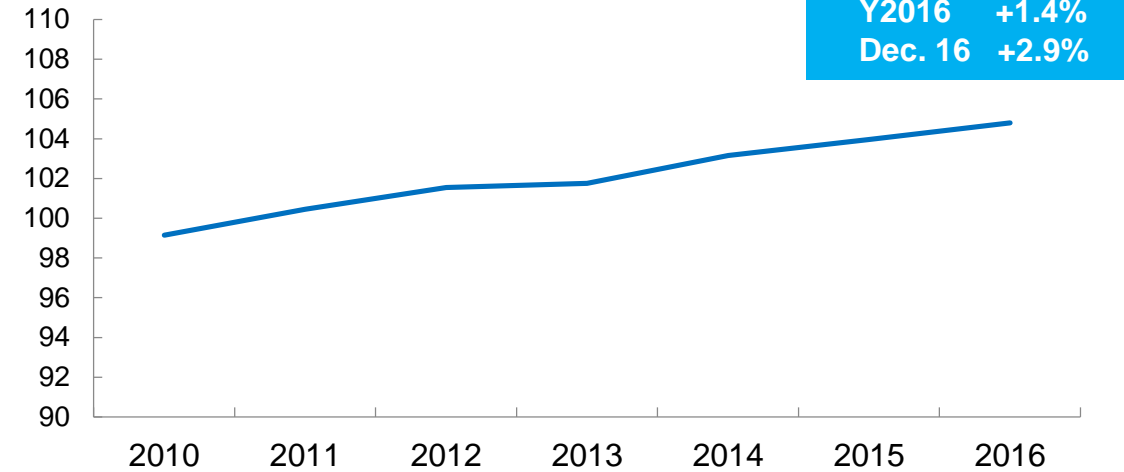
2016 Q4

## Main Economics Indicators key index long term trend

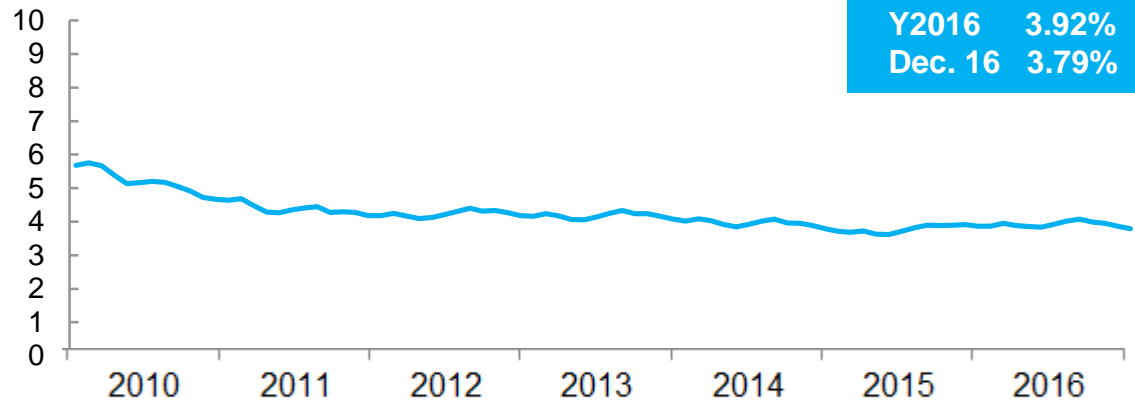
GDP (YOY)%



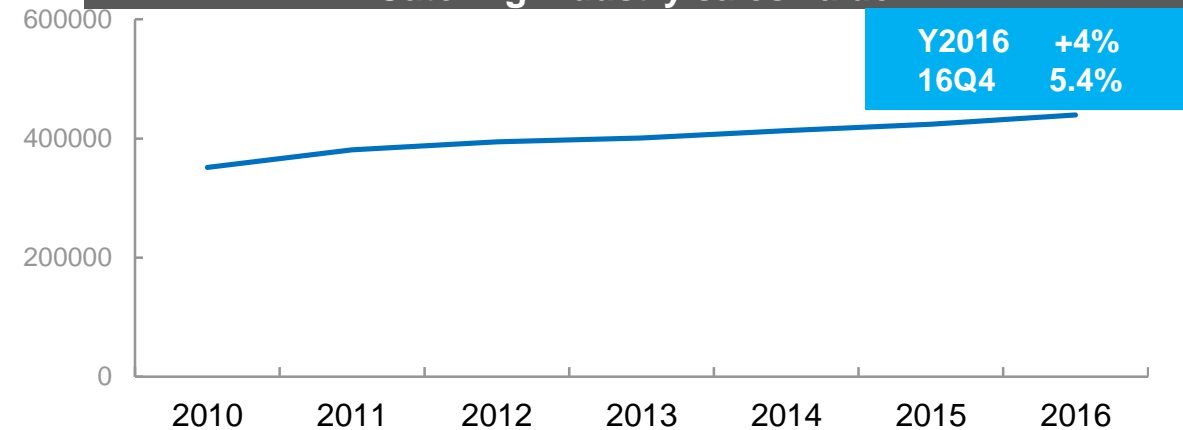
CPI

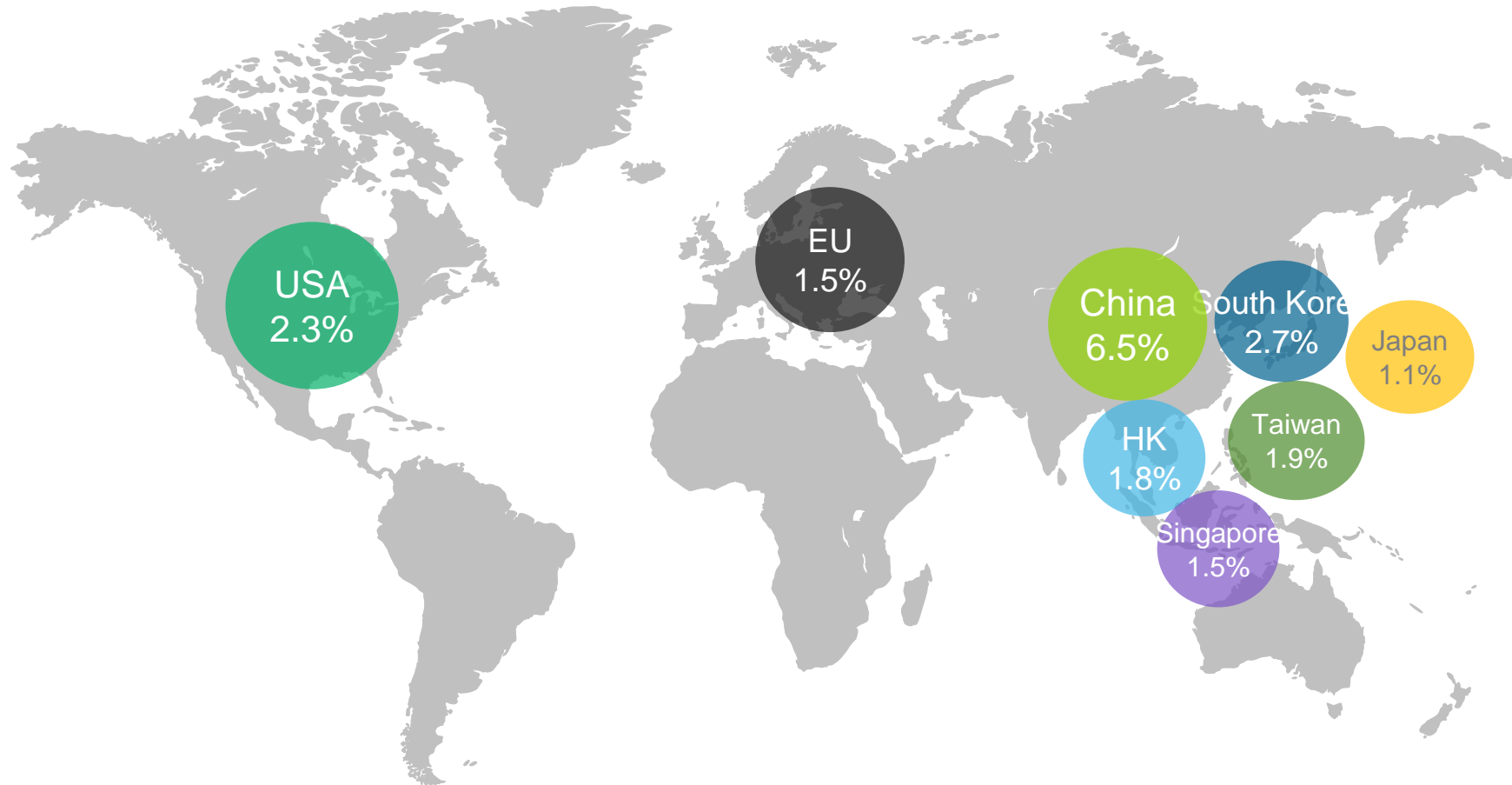


Unemployment rate%(month)



Catering industry sales value

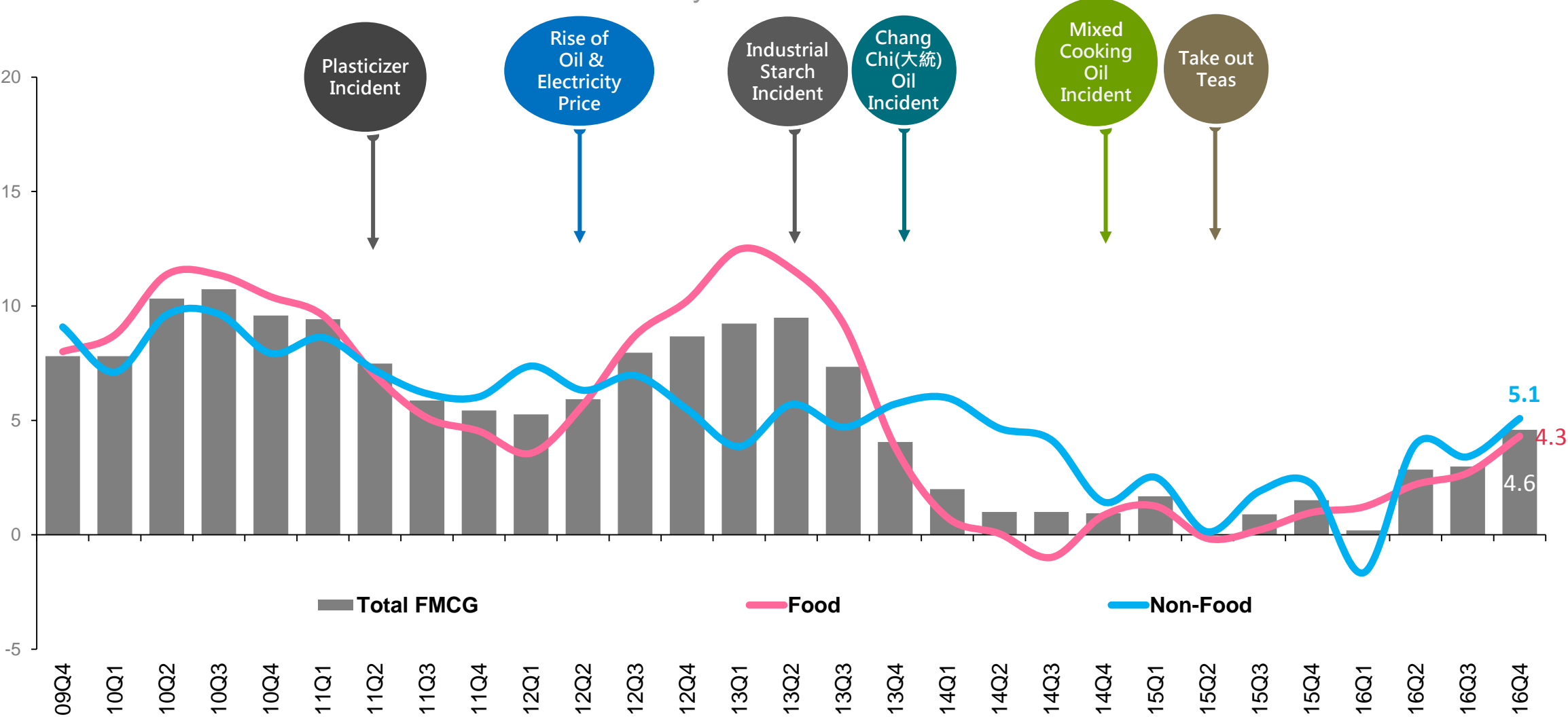




Data source: Country data except from Taiwan are from HIS global insight

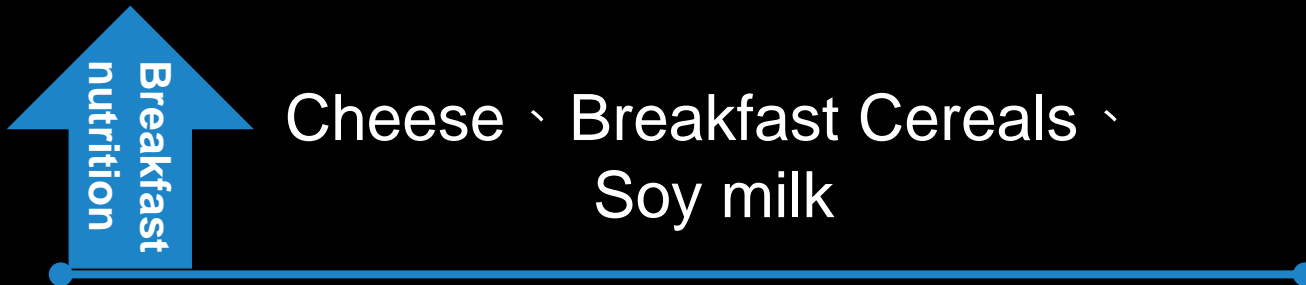
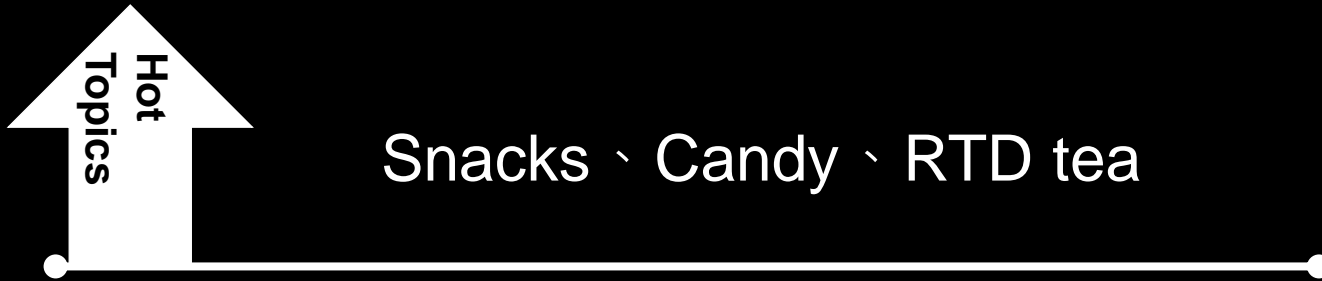
# Taiwan Total FMCG Market 52 w/e rolling trend

Taiwan's FMCG market has recovered from the food safety incidents.





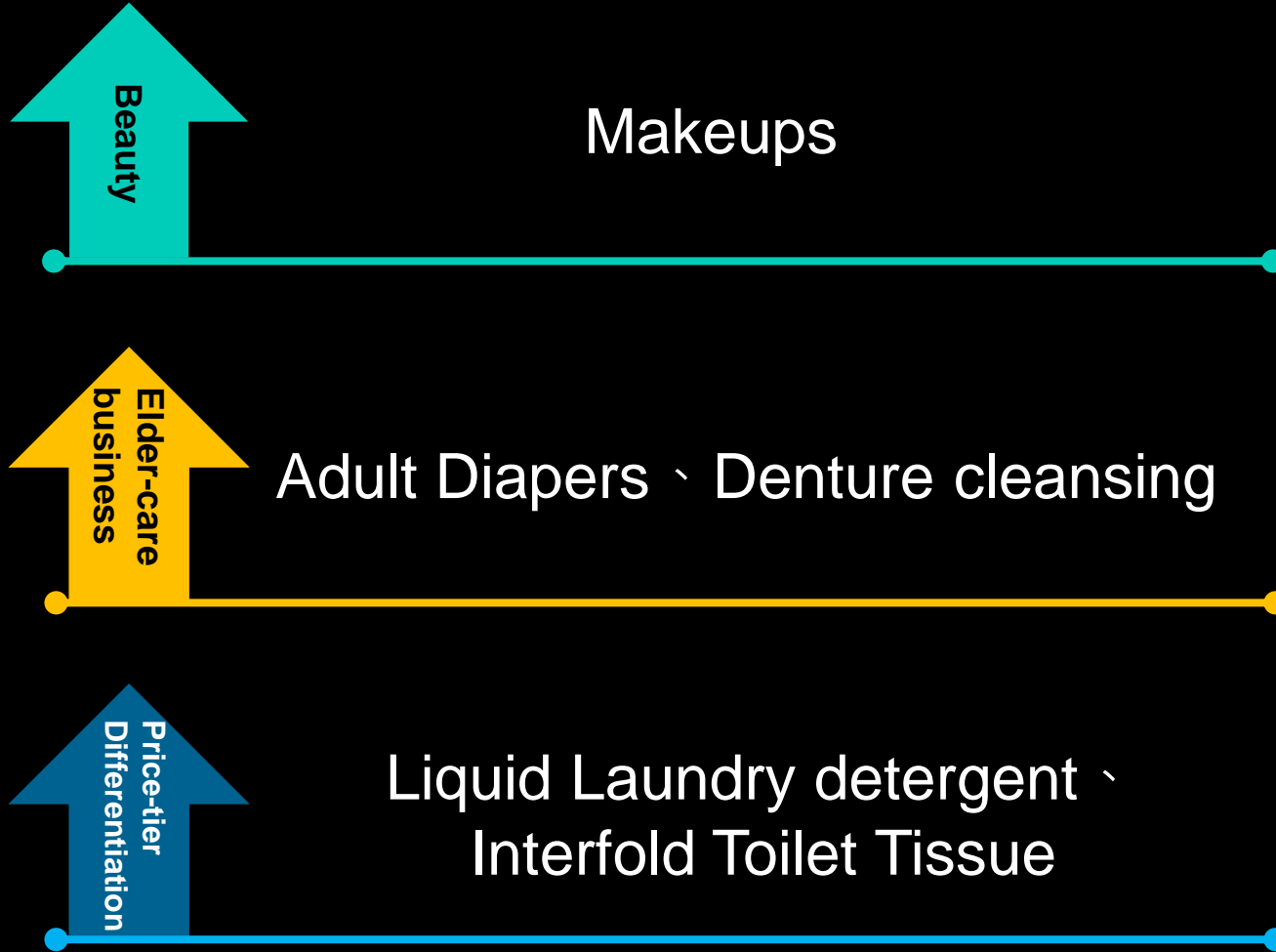
# KANTAR WORLDPANEL Category trend



## FOOD



# KANTAR WORLDPANEL Category trend

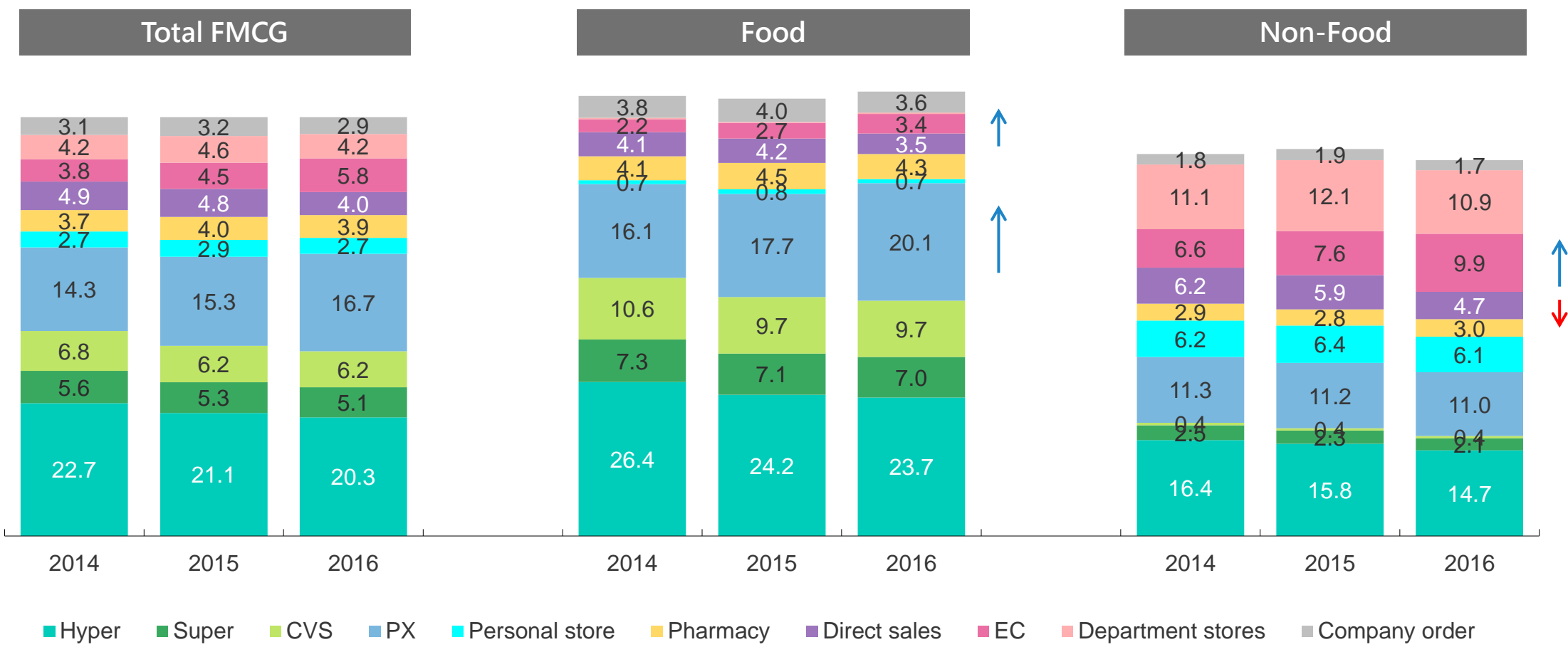


## NON FOOD



# Main channel performance in market– sales value %

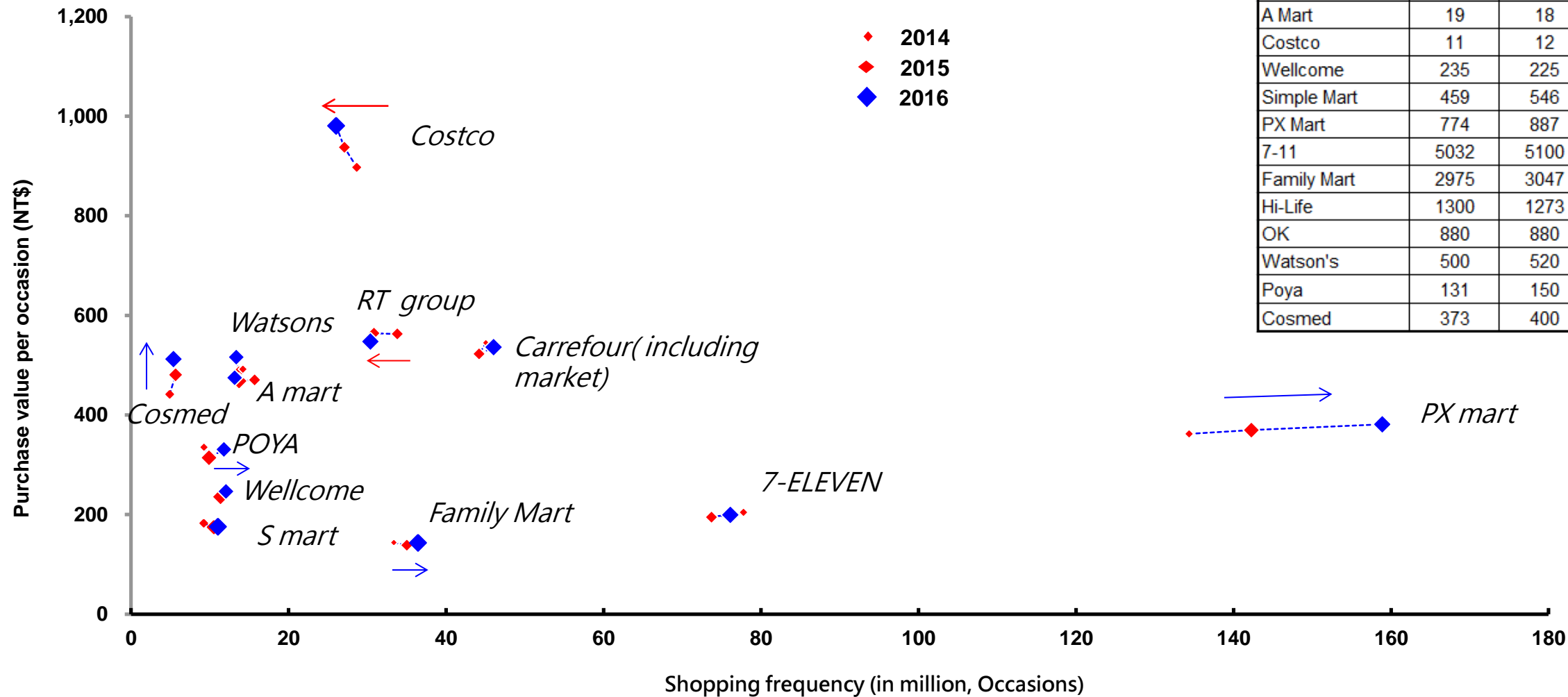
PX continued to grow in food category, reaching 20% value share. Cooking related food, dry provisions, fresh milk, and RTD tea drive the growth. EC continued to grow, especially in personal care products, such as skincare and makeup, haircare, and papers, as well as health food and hot fusion products. Direct sales declined because of weakening health food and personal care.





# Retailer Trend– Total FMCG market

Shopping frequency v.s. purchase value per occasion



Store No.	2015	2016	GR%
C4(incl. Market)	83	94	+13%
Carrefour	64	64	+0%
Market	19	30	+58%
RT Group	24	24	+0%
A Mart	19	18	-5%
Costco	11	12	+9%
Wellcome	235	225	-4%
Simple Mart	459	546	+19%
PX Mart	774	887	+15%
7-11	5032	5100	+1%
Family Mart	2975	3047	+2%
Hi-Life	1300	1273	-2%
OK	880	880	+0%
Watson's	500	520	+4%
Poya	131	150	+15%
Cosmed	373	400	+7%