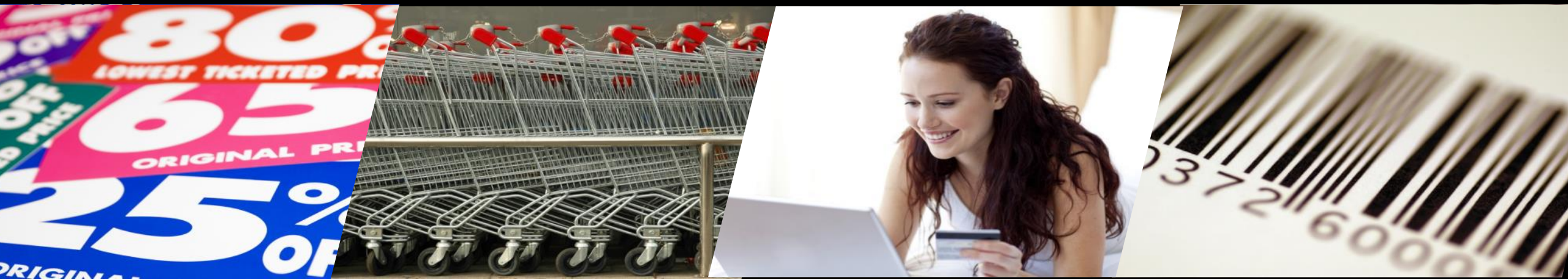
KANTAR WORLDPANEL

Taiwan FMCG Market Trend

2017 Q2



2017 Q2 Main Economics Indicators key index

Gross Domestic Product (GDP)	Consumer Price Index (CPI)	Unemployment rate	Total FMCG market sales value growth VSLY
+2.10%	+0.97 %	3.74 %	+6.3 %
2017Q2	YTD2017Q2	2017 June	MAT2017Q2

① Followed by the recovery of global economy, the FMCG market of Taiwan maintained 6% of growth rate for two consecutive quarters.

- For food categories, cooking-related categories such as cooking oil、fast-cooked noodles and seasonings had strong growing momentum. Categories like RTD tea and snacks gained more consumers by launching new products. Ice、Candy and ground coffee are the products could provide a sense of pleasure to consumers still an important business opportunity to manufactures.

- “Looking-good” makes you feel good. Improvement of self-image becomes more and more important in our daily life. Therefore, we could see the increasing demand in make-up、shampoo、styling and oral care products, such as toothpaste、toothbrush and mouthwash, consumers are willing to pay more for these products to enhance of self-confidence.

② Channels: The growth engine of PX mart is mainly from food categories. EC increases its’ importance in FMCG market by providing various products and convenient shopping experience, top 3 platforms of EC are MoMo、Yahoo and Shopee.

Taiwan Total FMCG Market 52 w/e rolling trend

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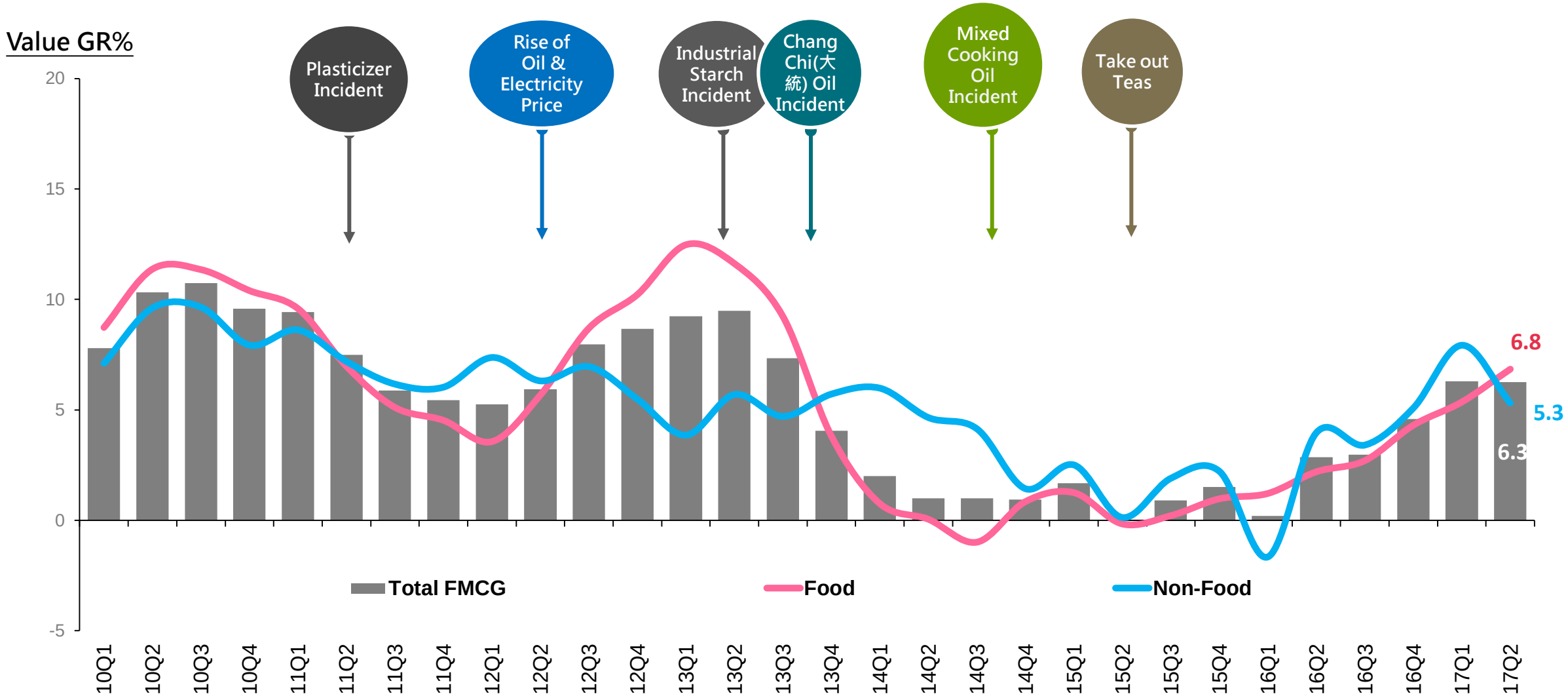

Data source：Kantar Worldpanel Household panel

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FOOD

Cooing related

Fast-cooked noodles,
Cooking oil, Seasoning sauce

New products

RTD Tea, Snacks

Happiness

Ice, Candy, Ground Coffee

Data source：Kantar Worldpanel Household panel

KANTAR WORLDPANEL Category trend

NON FOOD

Beauty

Makeup, Hair products

Oral care

Toothpaste, Toothbrush, Mouthwash

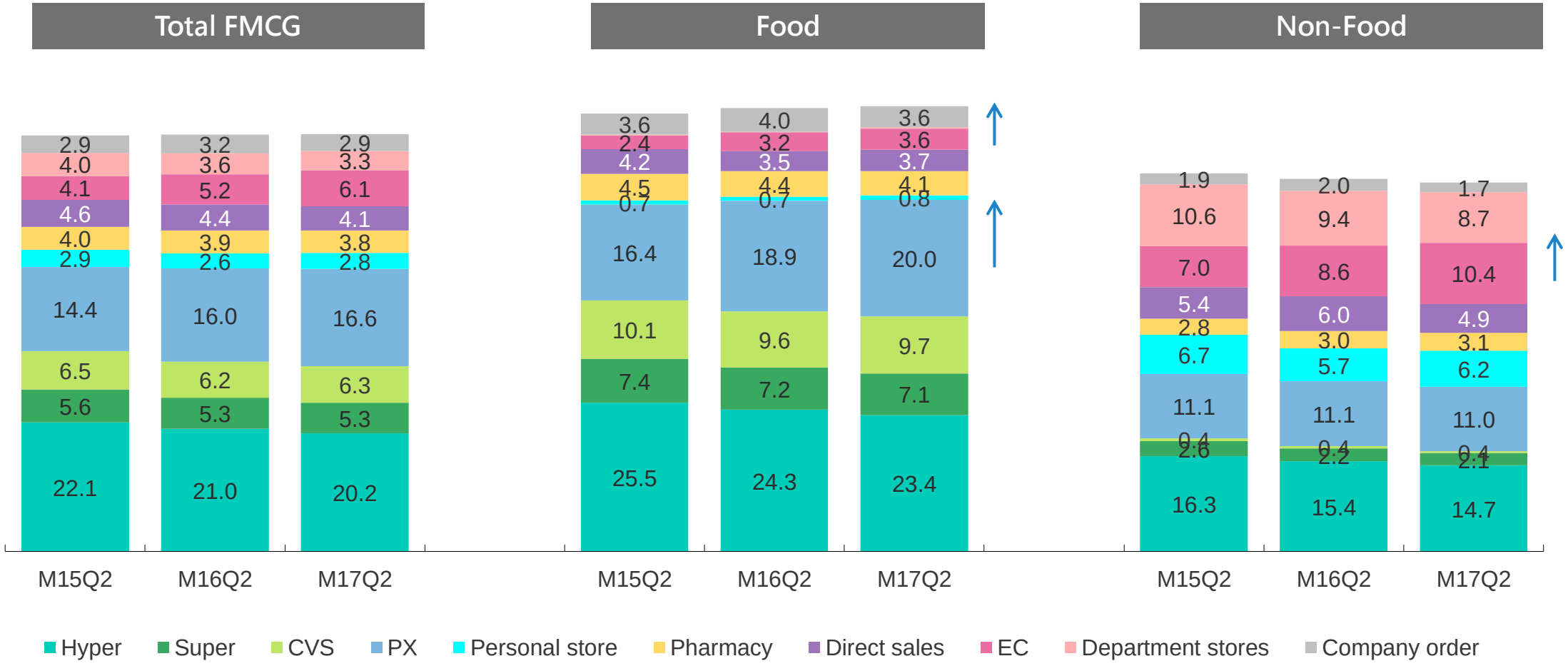
Imported product

Import laundry detergent

Data source：Kantar Worldpanel Household panel

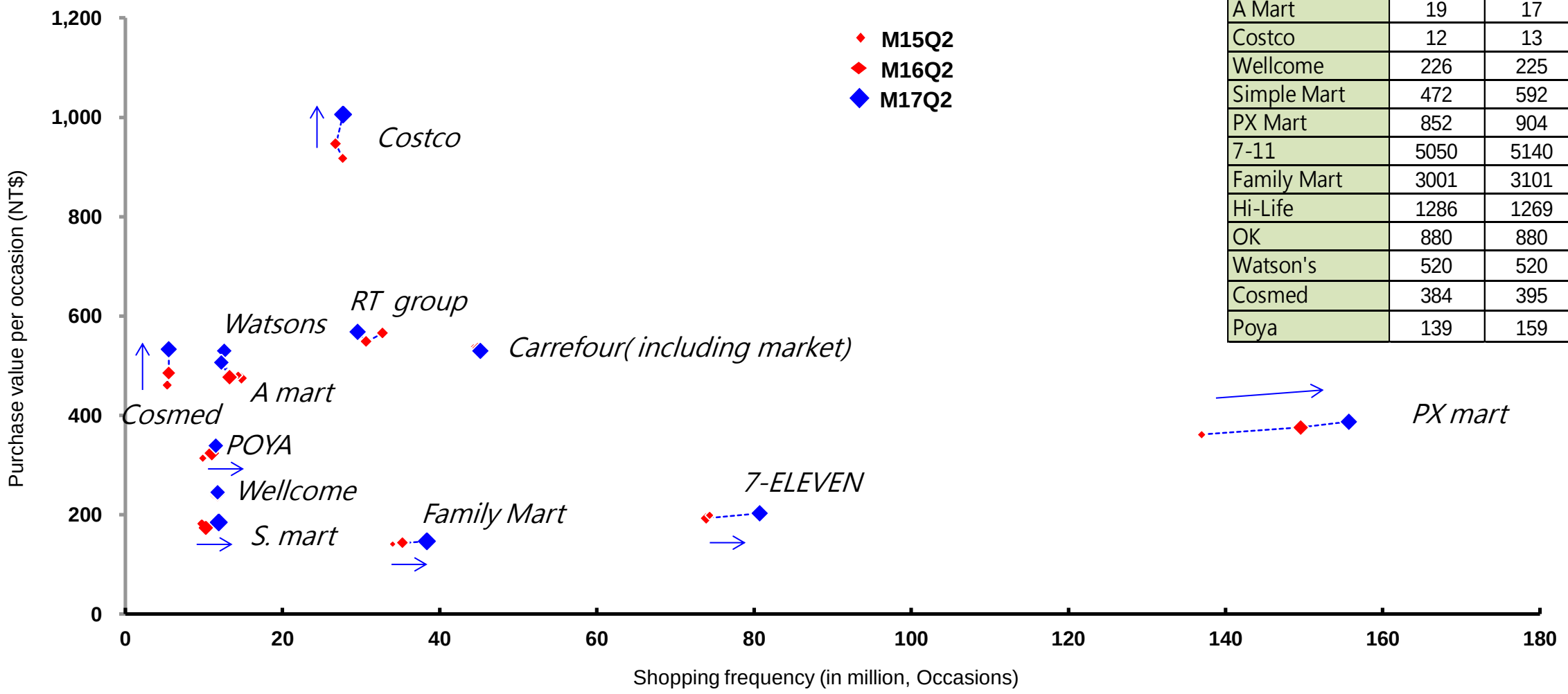
Main channel performance in market– sales value %

The growing momentum of PX Mart was driven by food categories, such as cooking-related categories、biscuits、snacks and candy. The importance of hyper markets decreased, while EC maintained its' growth engine in both food and non-food categories, especially in cooking-related categories、instant drink、health food、house cleansing、wet tissue and personal care products.



Data source：Kantar Worldpanel Household panel

Retailer Trend– Total FMCG market



Store	2016-Jun	2017-Jun	GR%
C4(incl. Market)	86	98	14%
Carrefour	64	64	0%
Market	22	34	55%
RT Group	24	21	-13%
A Mart	19	17	-11%
Costco	12	13	8%
Wellcome	226	225	0%
Simple Mart	472	592	25%
PX Mart	852	904	6%
7-11	5050	5140	2%
Family Mart	3001	3101	3%
Hi-Life	1286	1269	-1%
OK	880	880	0%
Watson's	520	520	0%
Cosmed	384	395	3%
Poya	139	159	14%

Data source：Kantar Worldpanel Household panel