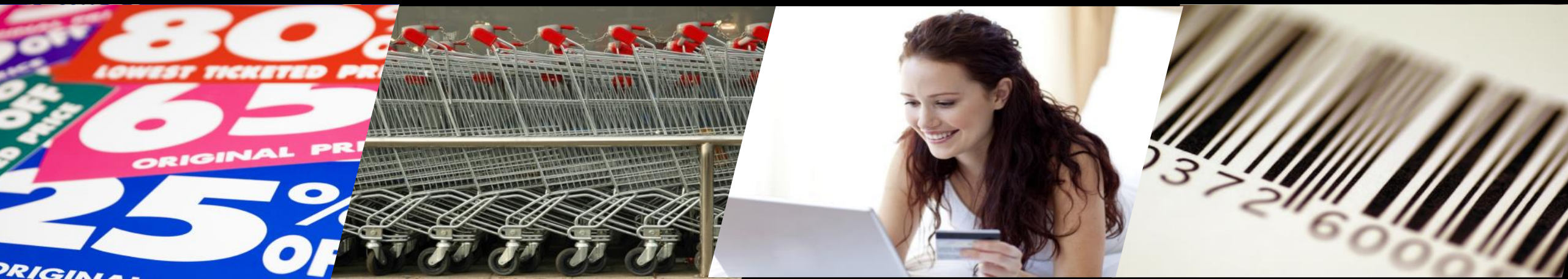
KANTAR WORLDPANEL

# Taiwan FMCG Market Trend

2017 Q4



# 2017 Q4 Main Economics Indicators key index

| Gross Domestic Product (GDP) | Consumer Price Index (CPI) | Unemployment rate | Total FMCG market sales value growth VSLY |
|---|---|---|---|
| +2.86% | +1.22 % | 3.76 % | +3.8 % |
| 2017 | 2017 | 2017 | 2017 |

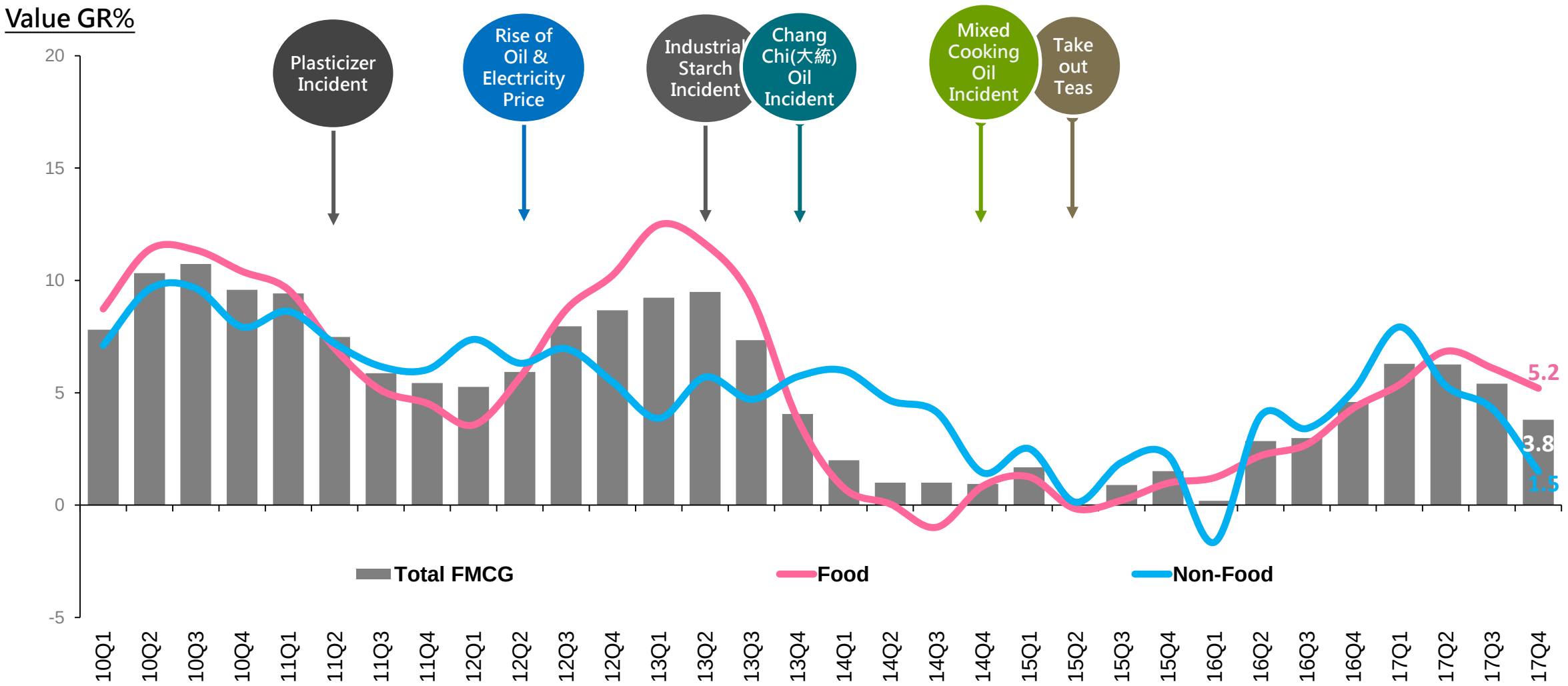
① FMCG market of Taiwan maintained moderate momentum of 3.8% growth rate.

- Food categories show no sign of slowing down. Products are made of simple、pure ingredients, such as fast-cooked noodles, cooking oil, soy sauce maintained growth. Categories like potato chips、solid yogurt、milk tea create trial and generate buzz by launching innovative products . As consumer life style and purchase behaviours changed, consumers are willing to buy and spend more frozen food online. What's more, products with health benefit, such as coconut oil and sesame spread, attract consumer's attention as well in 2017.
- For the non-food categories, lip gloss collaboration with famous stars and launch of Always flex foam pads triggered heated discussion. Convenient products like detergent capsules and wet tissues(replacement of dishcloth) also have good growth momentum.

② Channels: E-commerce maintained strong growing momentum. Online and physical channels all joined the competition during online shopping festivals (1111 and 1212) in order to create additional purchase occasions for shoppers. Costco also appealed more buyers during black Friday festive campaign.

# Taiwan Total FMCG Market 52 w/e rolling trend

FMCG market maintained 4% growth rete and mainly driven by food categories.






Data source：Kantar Worldpanel Household panel

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# FOOD

**Household Cooking**

Fast-cooked noodles,
Cooking Oil, Soy Sauce

**Innovation**

Milk Tea
Potato Chips, Solid Yogurt

**Life Style**

Frozen Seafood and Meat
Spread & Jam, Coconut Oil

Data source：Kantar Worldpanel Household panel

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# NON FOOD

**Create Buzz**

Makeup(Lip Gloss), Sanitary Pads

**Functional**

Shampoo and Hair Treatment

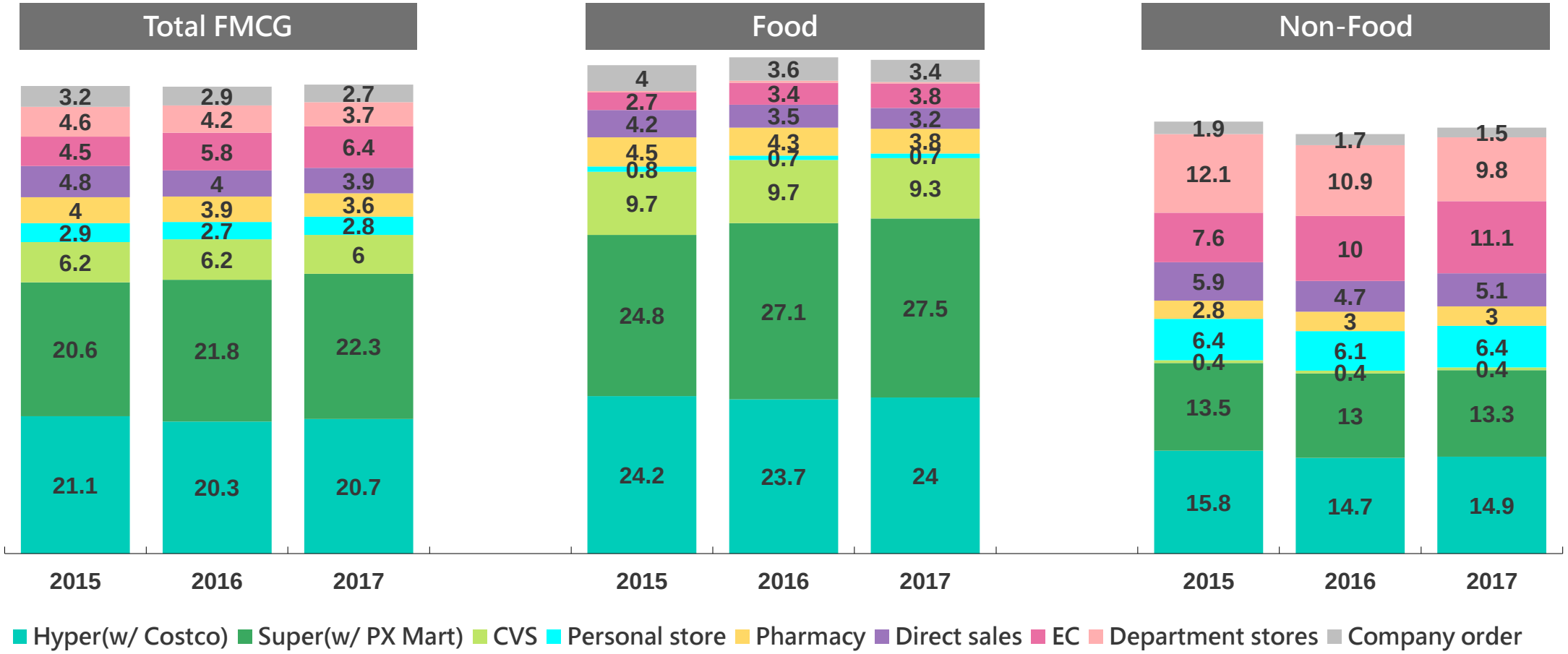
**Convenience**

Detergent (Capsule),
Wet Tissue

Data source：Kantar Worldpanel Household panel

## Main channel performance in market– sales value %

Though super increased the importance in the market, the momentum slowed down. Costco led the recovery of hyper, categories like dairy、cooking related 、frozen food and snack contributed the growth, black Friday festive campaign also boosted the sales in 17Q4. E-commerce had significant growth not only in fast-cooked noodles、cooking oil、instant noodles、frozen food and health food, but in non-food categories like toilet paper、make up and diaper,






Data source：Kantar Worldpanel Household panel