KANTAR WORLDPANEL

Consumer Insights

ASIA Q1 2017

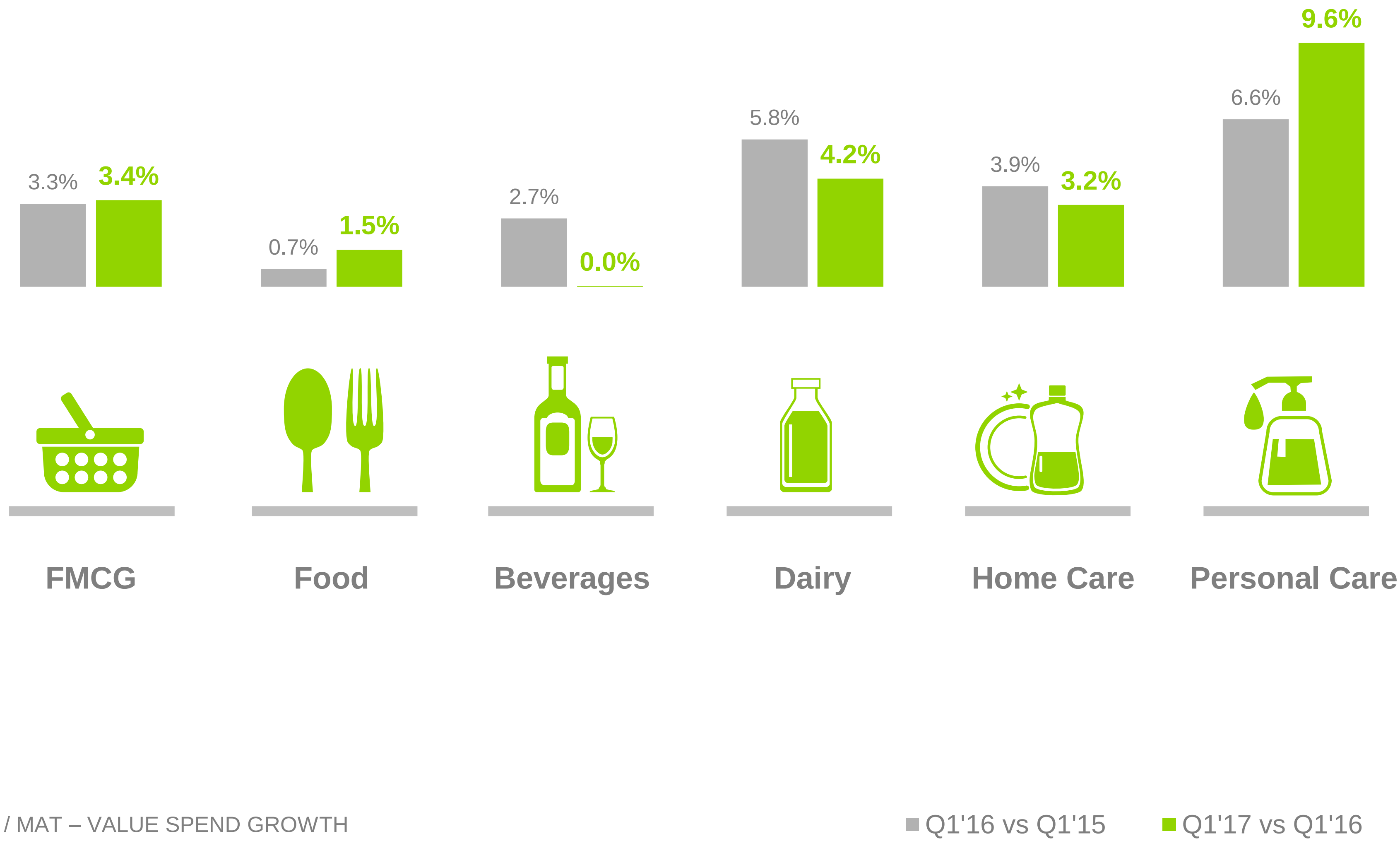
Q1 2017 | SUMMARY ASIA

	Northeast Asia			West Asia		Southeast Asia					
	China	Taiwan	South Korea	India (Urban)	Saudi Arabia	Indonesia	Malaysia	Thailand	Philippines	Vietnam (Urban)	Vietnam (Rural)
FMCG Total	3.1	6.3	0.2	6.0	-0.1	8.3	-0.7	1.5	4.6	5.7	4.5
Food	0.5	5.7	-3.0	6.2	2.9	5.9	-0.1	2.6	4.7	7.8	1.2
Beverages	-1.0	5.2	1.3	2.8	-0.5	1.7	-1.3	0.3	1.0	7.0	6.1
Dairy Products	4.4	6.0	0.5	-9.5	0.0	11.7	-4.2	-0.2	7.5	2.6	8.0
Home Care	3.1	6.7	-7.2	7.4	-4.6	6.4	-1.7	2.9	7.0	6.4	1.6
Personal Care	11.1	8.1	6.5	6.4	-2.3	19.0	2.4	1.8	4.2	7.5	5.9

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

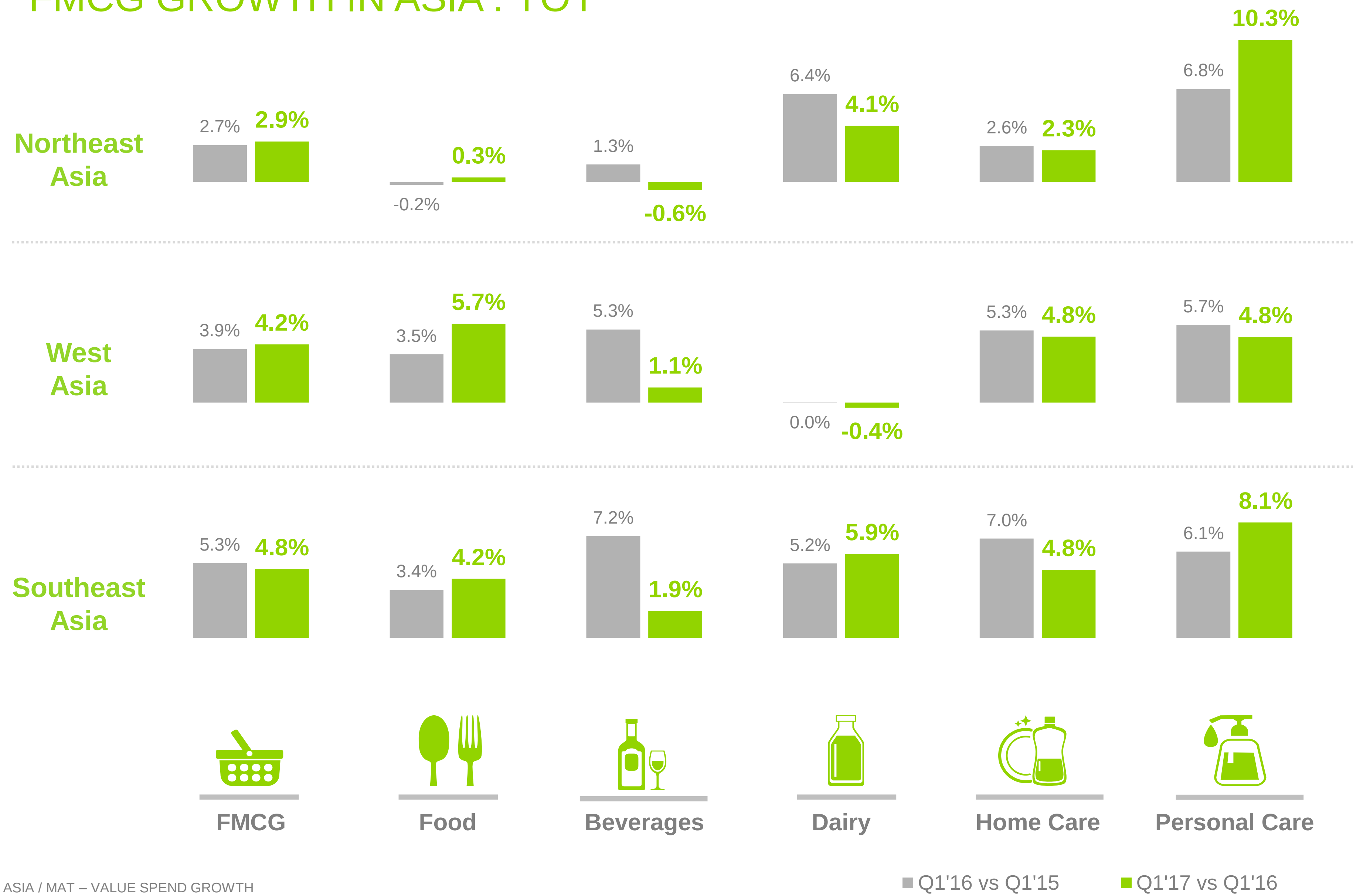
% Value Change FMCG – MAT Q1 2017 vs. Year Ago

FMCG GROWTH IN ASIA : YOY



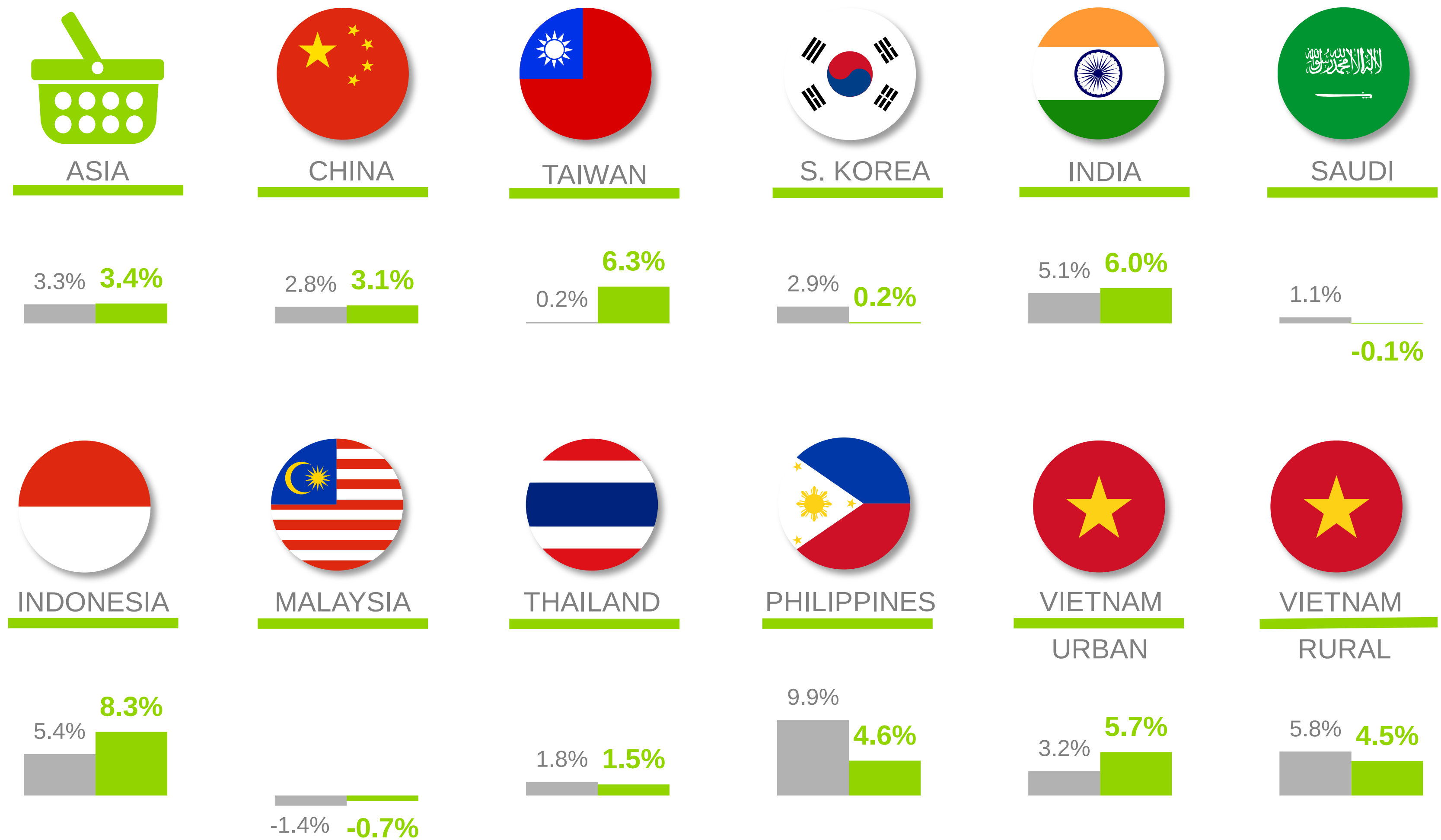
ASIA / MAT – VALUE SPEND GROWTH

FMCG GROWTH IN ASIA : YOY



ASIA / MAT – VALUE SPEND GROWTH

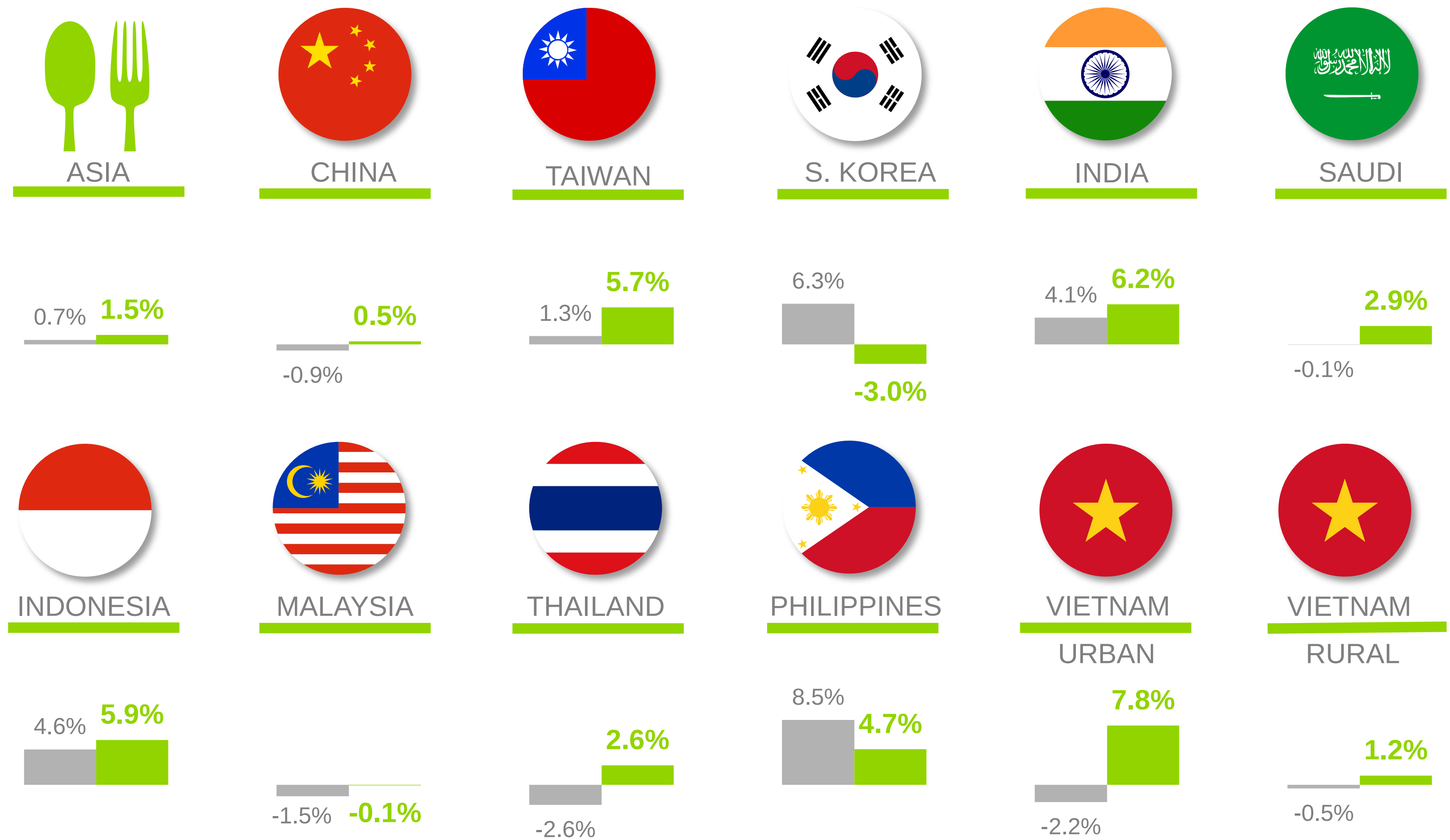
FMCG: Consumer spending started to recover in Q1, with Taiwan the star performer amongst all other countries



ASIA / MAT Q1 2017 – Value Growth FMCG

■ Q1'16 vs Q1'15 ■ Q1'17 vs Q1'16

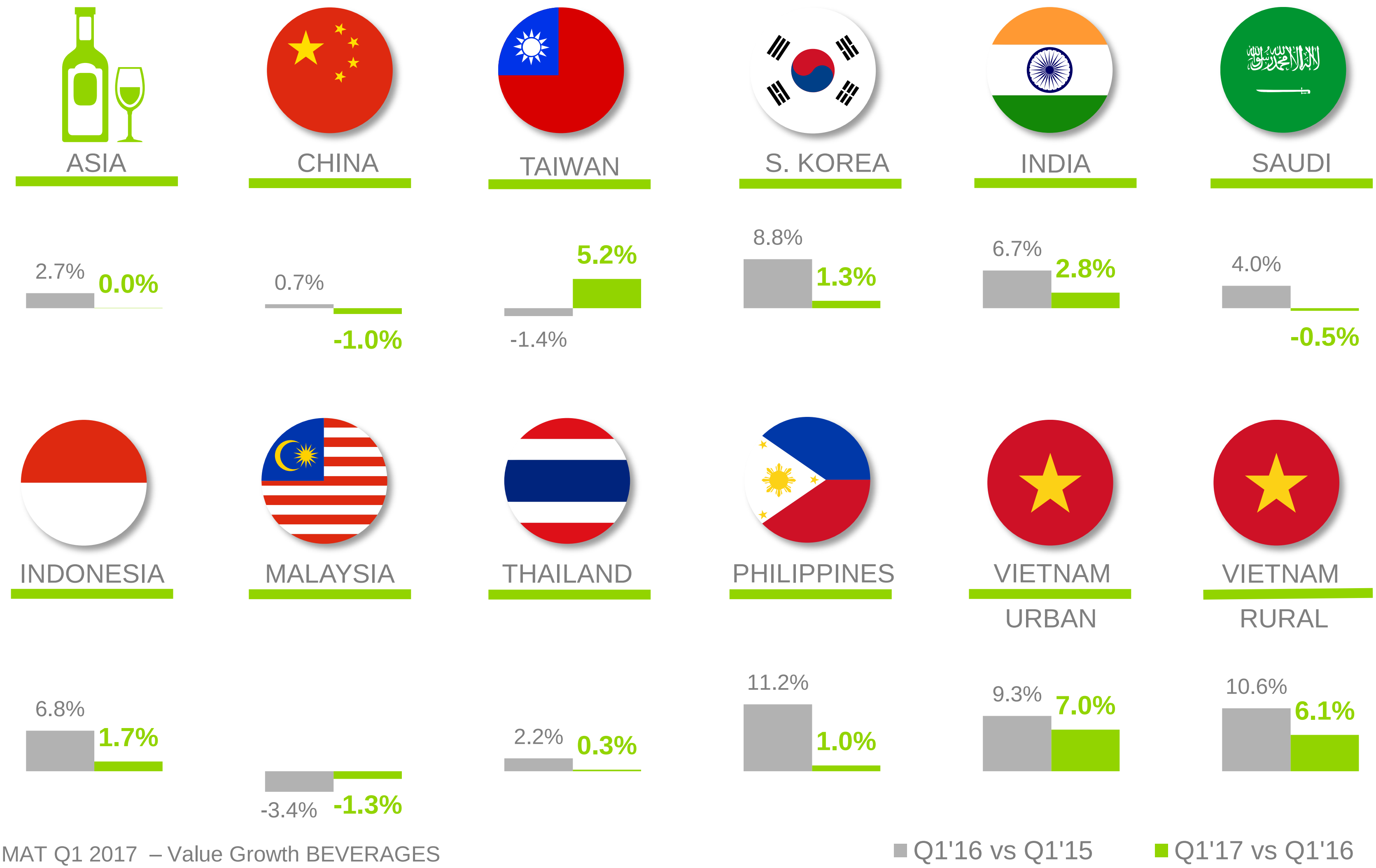
FOOD: Snack category and convenience food are growing in Q1; consumer heading towards to indulgence and convenience



ASIA / MAT Q1 2017 – Value Growth FOOD

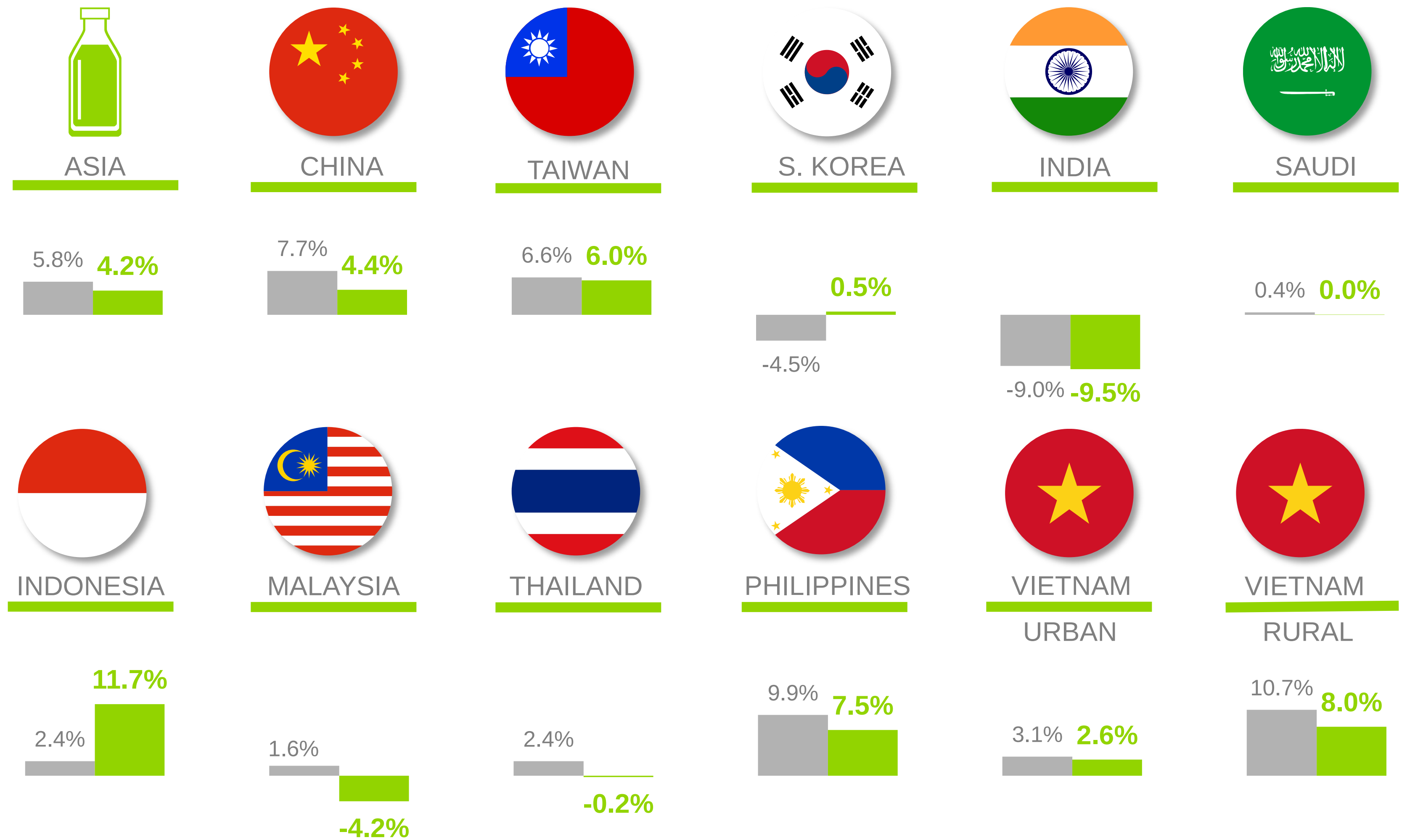
■ Q1'16 vs Q1'15 ■ Q1'17 vs Q1'16

BEVERAGES: Growth is slowing down; consumer rationalizing their spends on beverage category.



ASIA / MAT Q1 2017 – Value Growth BEVERAGES

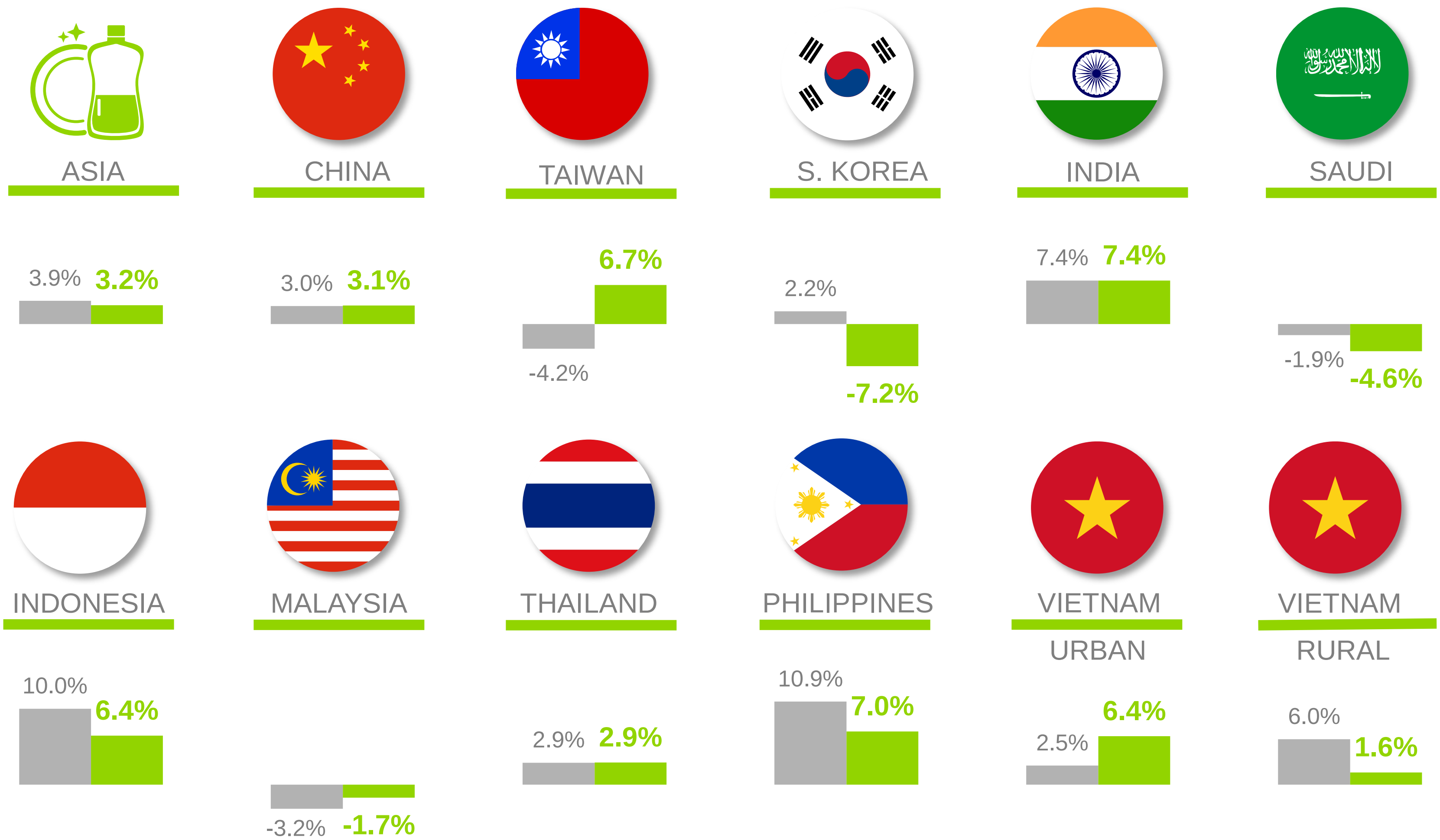
DAIRY: Stayed on a slightly declining growth in overall; health and wellness is important value for growth



ASIA / MAT Q1 2017 – Value Growth DAIRY

Q1'16 vs Q1'15   Q1'17 vs Q1'16

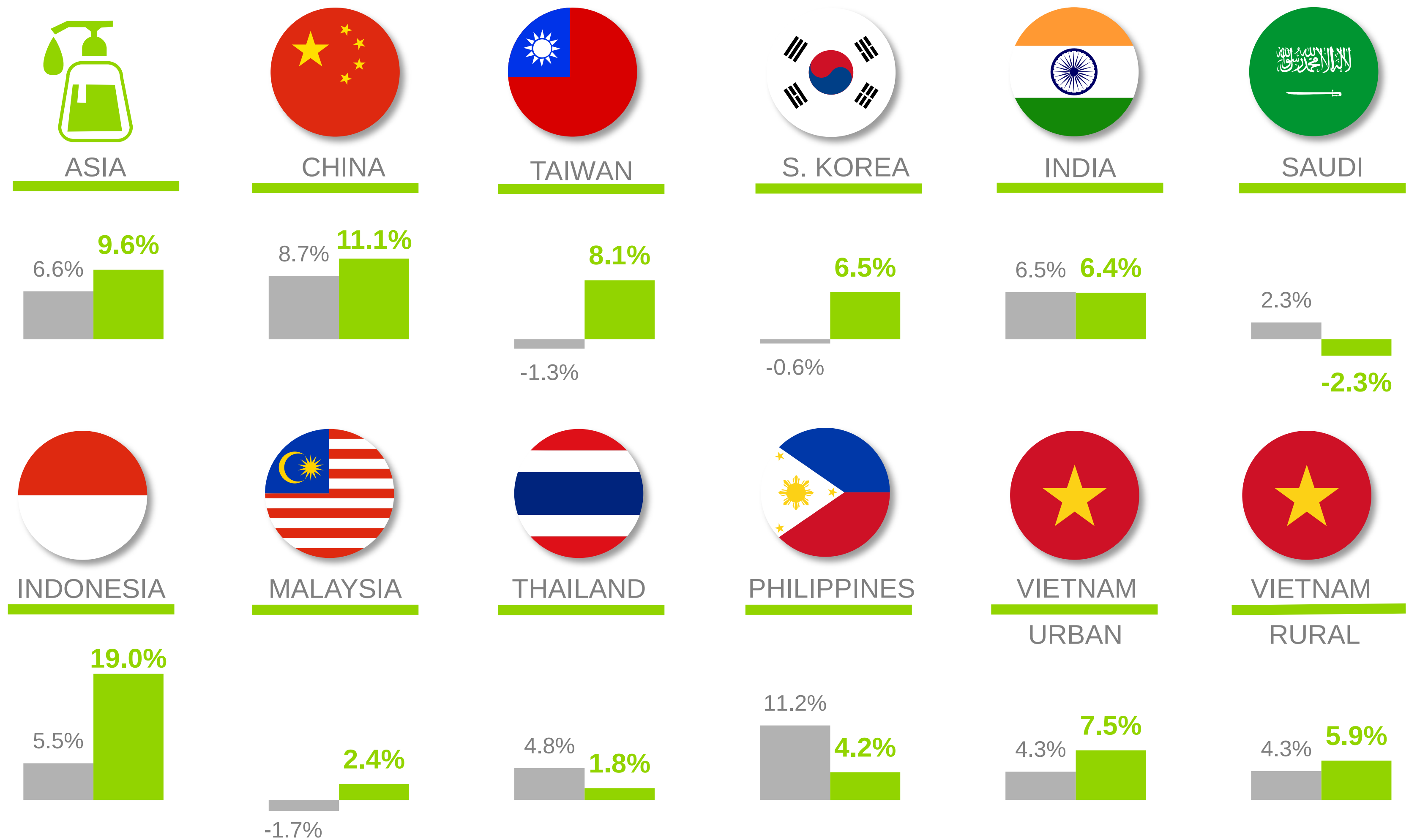
HOME CARE: Demand is stable; consumer looking for premium, safe and eco-friendly products



ASIA / MAT Q1 2017 – Value Growth HOME CARE

■ Q1'16 vs Q1'15 ■ Q1'17 vs Q1'16

PERSONAL CARE: Posted stronger growth in Q1; self-image remained important to consumers



ASIA / MAT Q1 2017 – Value Growth PERSONAL CARE

■ Q1'16 vs Q1'15 ■ Q1'17 vs Q1'16

MAT Q1 2017 | SUMMARY ASIA

CHINA

#EconomicUptick GDP grew 6.9% in Q1 2017 hitting its fastest pace since 2015, while FMCG market recovered with growth rate of 3.1%.

#BeautyEffect Personal care is still important to consumers with double-digit growth, usually as a means of self reward or self indulgence.

#OralHygiene Mouthwash is leading the value growth and grew over 52% from a year ago, proving the raise awareness of oral health.

TAIWAN

#FMCG Rebound FMCG market started to rebound from food safety impact since last quarter, and e-commerce added incremental sales to the market.

#MakeUp Influenced by Korean beauty trend, makeup grew well especially in lip, cushion and eyebrow products across selective and mass brands.

#WarmerWinter Helping consumers chill in the record-breaking warm winter, products such as ice cream and deodorant grew.

S. KOREA

#RecoverySigns Economy is showing signs of recovery with GDP growth rate of 0.9% in Q1 2017 from the previous quarter, Q4 2016.

#LargerVolume Under the economic depression, Korean consumers begin to consider “larger volume” along with cost-effectiveness.

#LipstickEffect Cosmetic category shows continuous upward trend as Korean consumers are willing to buy low-cost cosmetics to refresh themselves with less money.

INDIA

#PositiveOutlook Consumer off-take among domestic companies has improved, gradually recovering from the demonetisation jolt.

#Urbanisation Migration of people from rural to urban regions leads to higher income levels across consumer group

#NaturalHealth Most Indian HHs still rely on Natural and Ayurvedic products, leading to substantial growth for Herbal based products in Personal Care and Household Care sector

SAUDI ARABIA

#ValueDeals Salary cuts in Q4 2016 further encouraged the KSA households to continuously search for value deals in Q1 2017.

#CurbSpending Consumption declined for non essential categories while essential categories remained stable.

#Modernization Continued momentum towards Modern trade from Lower trade, driven by expanded retail outlets in country.

MAT Q1 2017 | SUMMARY ASIA

INDONESIA

#RobustGrowth Economic growth increased for the first time in last five years. Stable inflation lifted consumer confidence.

#HealthyLifestyle Consumers are more receptive to healthy food and beverage i.e. spending more on yoghurt drinks and cereals.

#Self-Pampering Indonesian consumers are increasingly going for self-pampering in home, driving the strong growth in personal care sector.

MALAYSIA

#SlowRecovery Consumer sentiments and GDP are on slow recovery in the first quarter

#CautiousShoppers Shoppers are recovering from disruptive price hike on commodities last year but still show signs of managing budget more cautiously

#ConvenienceValueQuality Shoppers are continuing to migrate to supermarket from traditional trade and hypermarket.

THAILAND

#ModestGrowth Economy expanded by 3.3% in Q1, underpinned by stronger export, household spending and tourism.

#NascentRecovery Signs of recovery in mood among Thais after mourning period. Consumer confidence is expected to return.

#GrowingCVS Change in channels landscape with the rise of CVS, due to the increase in purchasing power of consumers.

MAT Q1 2017 | SUMMARY ASIA

PHILIPPINES

#StayStrong Philippines economy continues to lead Southeast Asia despite a slowdown in GDP growth at 6.4% in Q1 2017.

#Despresso Instant coffee powder drives down average price in beverages as local players grow.

#GotMilk Dairy grows via more trips and bigger basket size, driven by growing-up and Infant milk.

VIETNAM

#Uncertainty Q1/17 GDP growth is the lowest in the past 3 years, more efforts needed to reach the 2017 target of 6.5% and control CPI under 4%.

#BrighterView FMCG in urban keeps growing while positive signs of recovery in Rural Vietnam mainly driven by Dairy and Beverages sectors.

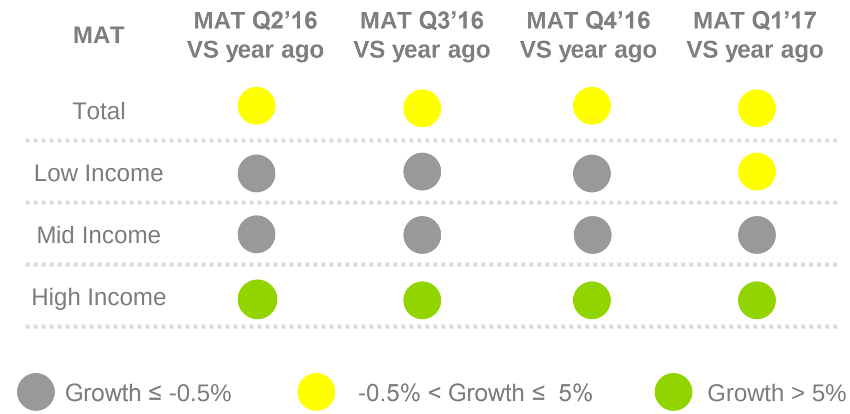
#In-homeIndulgence Vietnamese consumers are heading more towards in-home indulgence as snack categories are fast-growing in the Q1.

CHINA

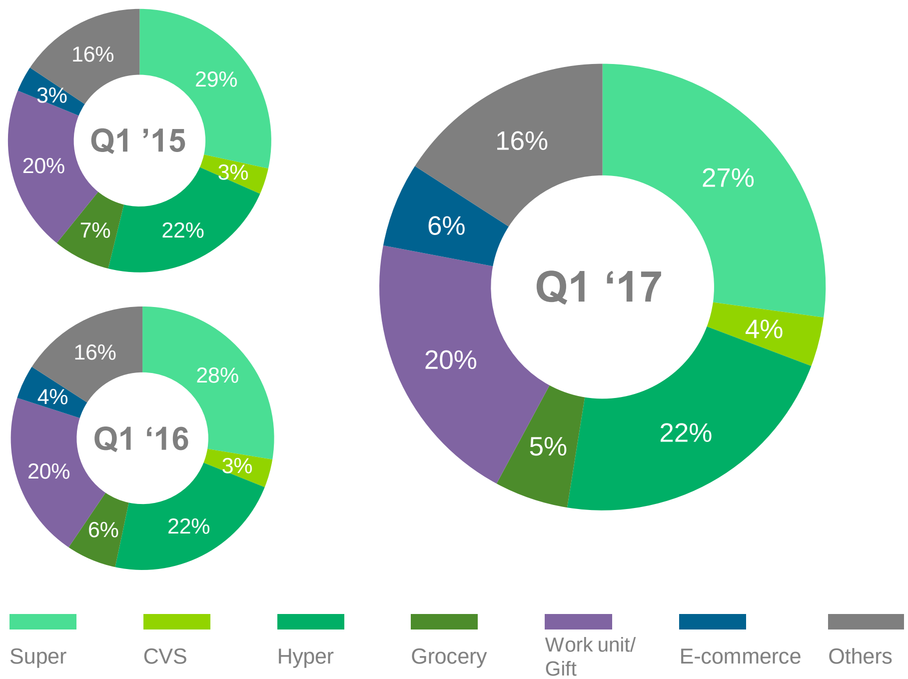
Top 5 Categories with Positive Impact – MAT Q1'17 vs Q1'16

Value	Volume	Penetration
Mouthwash	Kitchen Rolls	Oyster Sauce
Intimate Hygiene	Mouthwash	Kitchen Rolls
Kitchen Rolls	Wet Tissues	Mouthwash
Make Up	Packaged Water	Packaged Water
Packaged Water	Oyster Sauce	Mint Candy

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

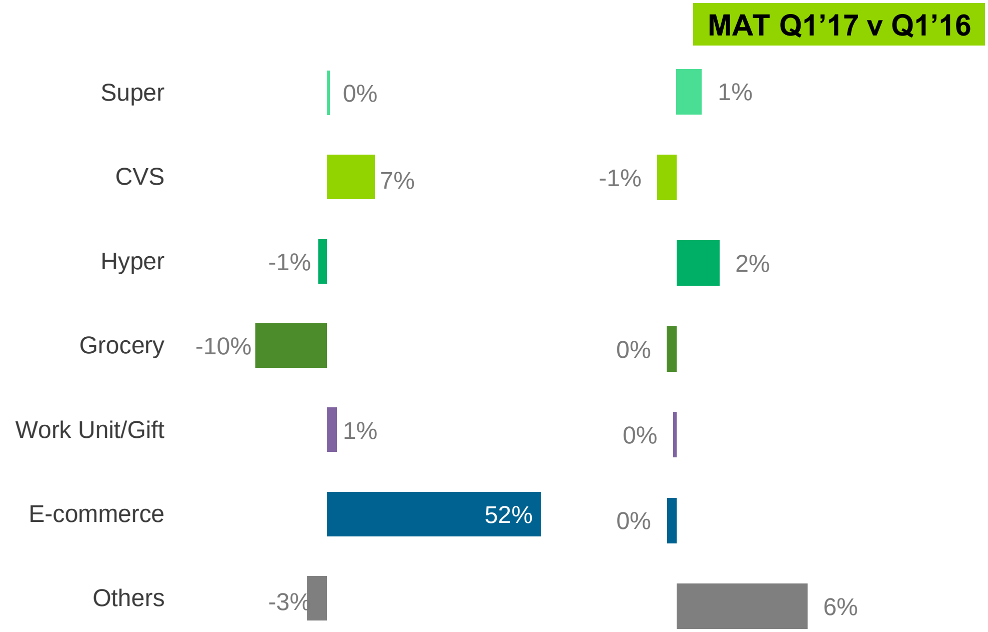


Channel Importance - %Value



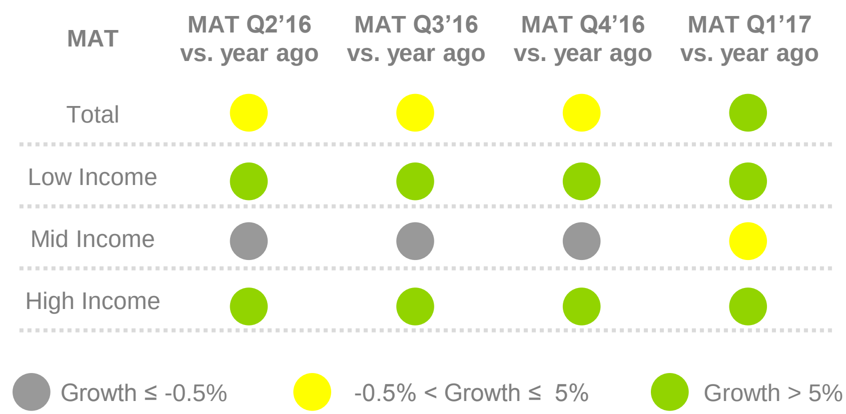
Shopping Occasions

Spend/Trip



TAIWAN

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

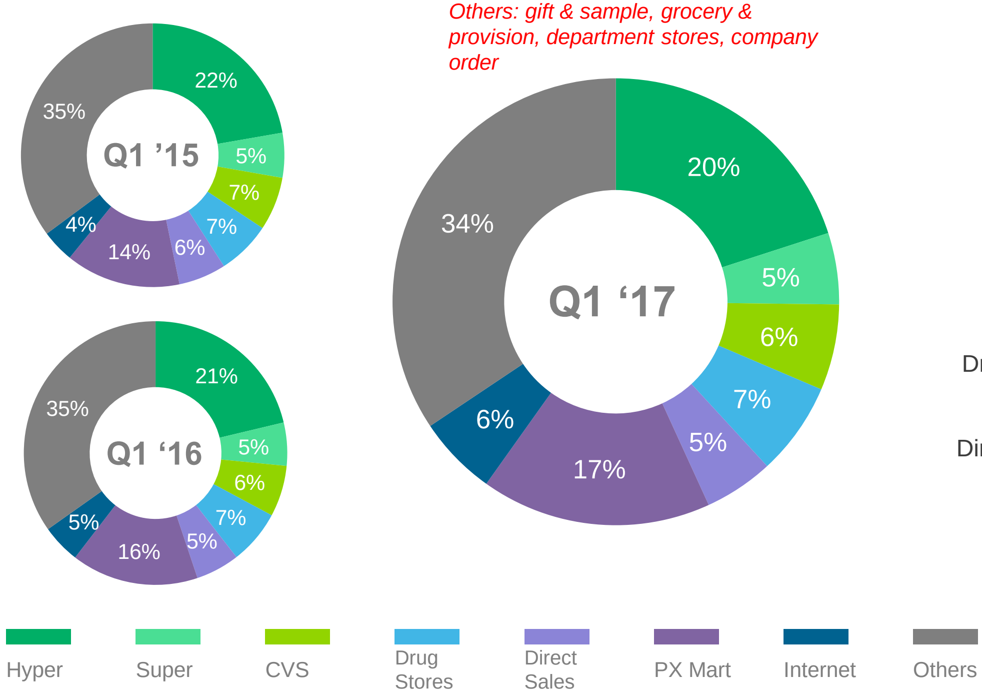


Top 5 Categories with Positive Impact – MAT Q1'17 vs Q1'16

Value	Volume	Penetration
Cologne / Perfume	Cooking Vinegar	Pudding
Face Makeup	Deodorant	Face Makeup
Deodorant	Cordials	Cheese
Ice Cream	Face Makeup	Instant Vinegar
Cooking Vinegar	Ice Cream	Beer

Channel Importance - %Value

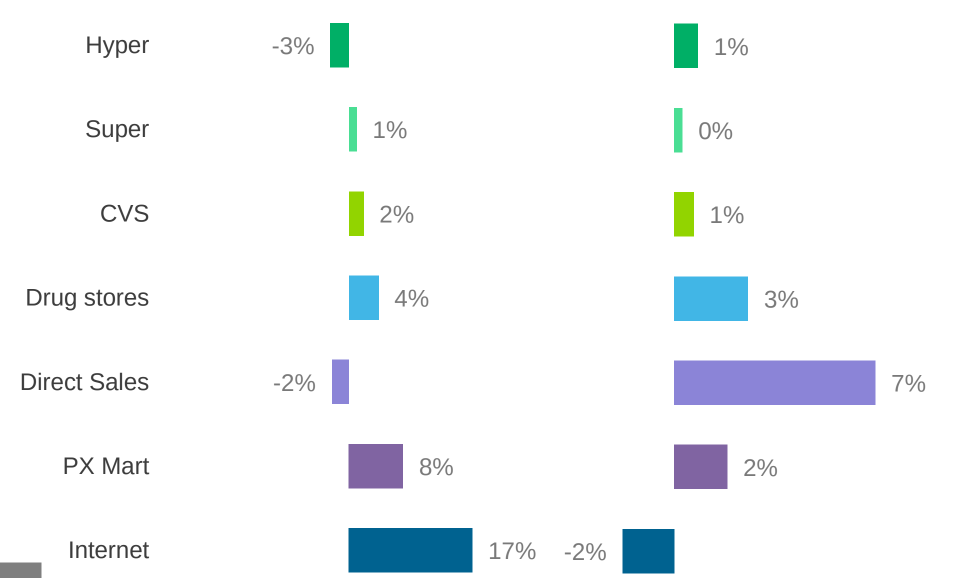
Others: gift & sample, grocery & provision, department stores, company order



Shopping Occasions

Spend/Trip

MAT Q1'17 v Q1'16

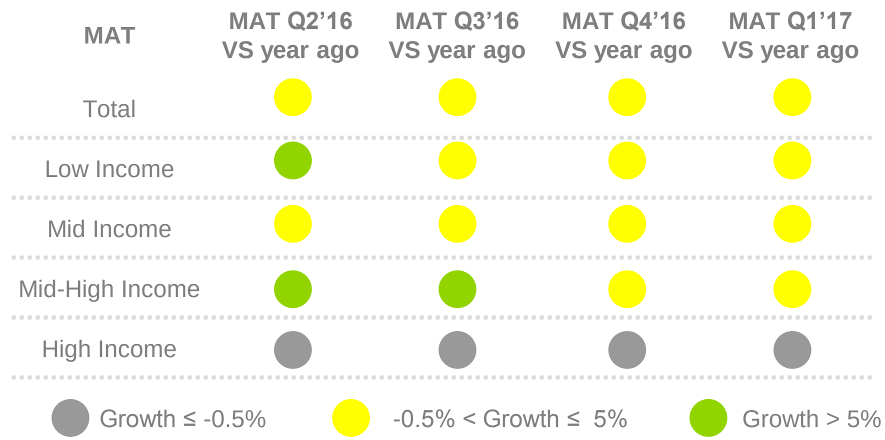


KOREA

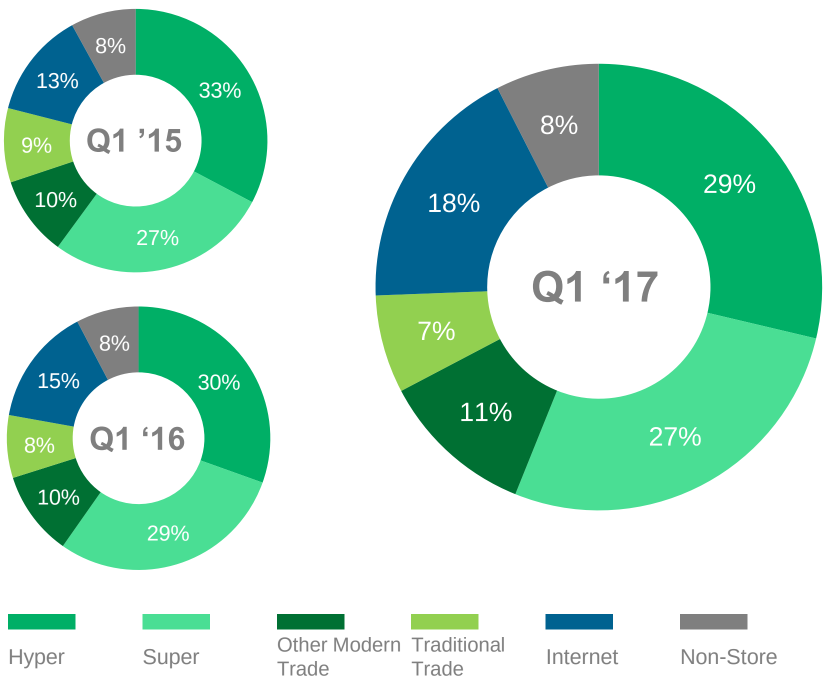
Top 5 Categories with Positive Impact – MAT Q1’17 vs Q1’16

Value	Volume	Penetration
Retort	Facial Pack	Retort
Eyebrow	Instant Coffee	Facial Pack
Lipstick	Retort	Kimchi
Kimchi	Eye Cream	Foundation
Facial pack	Ground Coffee	Frozen prepared food

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

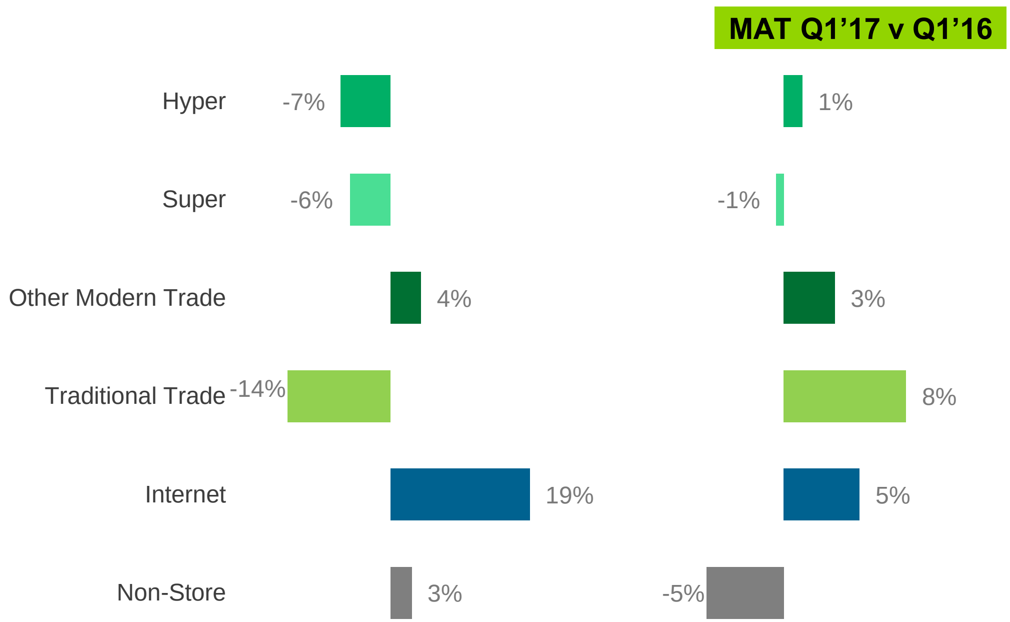


Channel Importance - %Value



Shopping Occasions

Spend/Trip

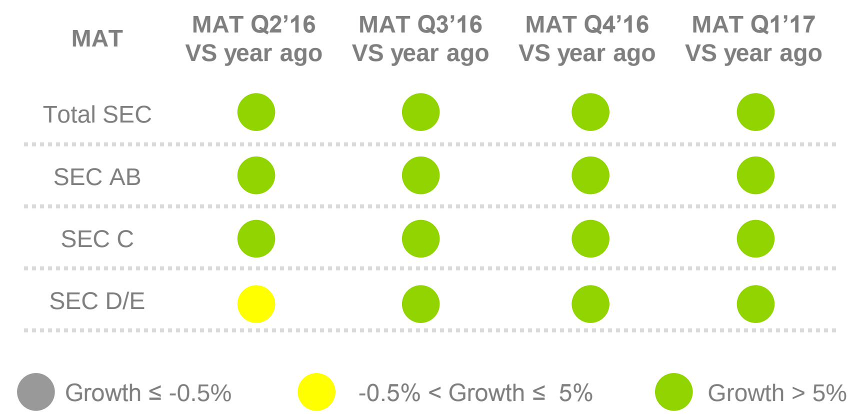


INDIA

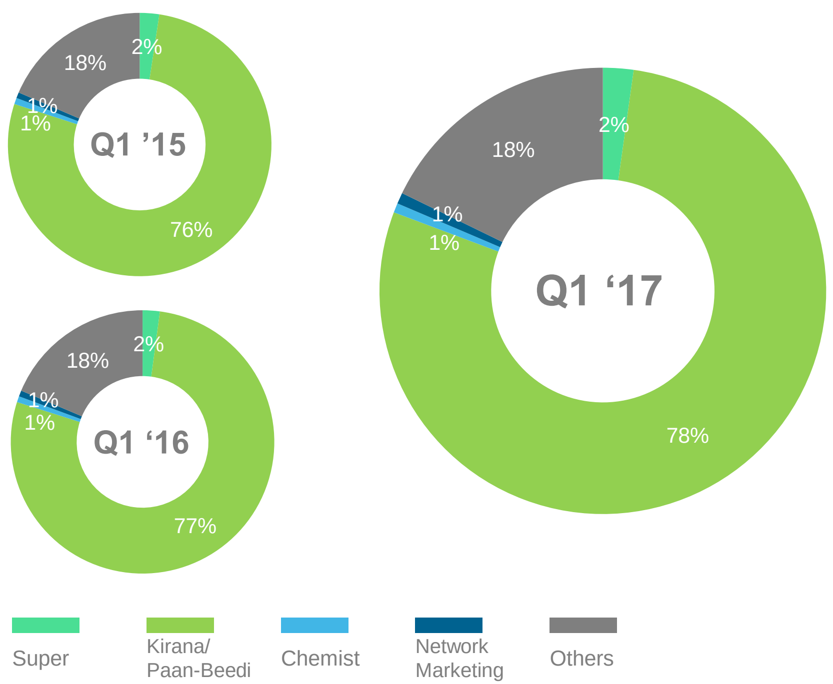
Top 5 Categories with Positive Impact – MAT Q1'17 vs Q1'16

Value	Volume	Penetration
Noodle/ Macaroni	Noodle/ Macaroni	Toilet/Bathroom Cleaners
Sauces	Sauces	Noodle/ Macaroni
Toilet/Bathroom Cleaner	Toilet/Bathroom Cleaner	Floor Cleaner
Floor Cleaner	Floor Cleaner	Coffee
Hairwash	Rubs & Balms	Sauces

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

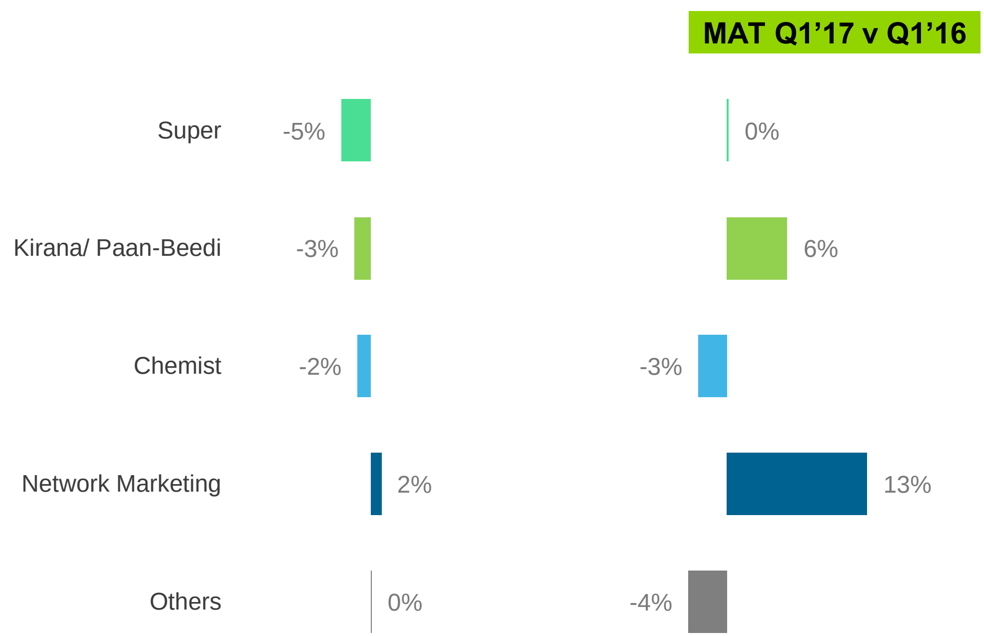


Channel Importance - %Value



Shopping Occasions

Spend/Trip

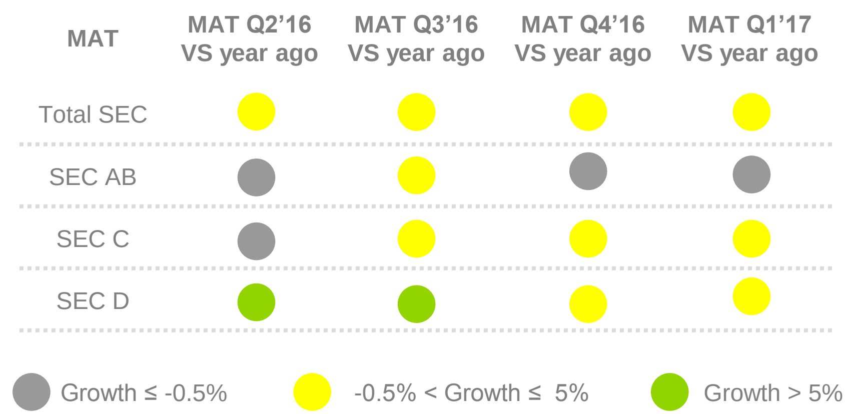


SAUDI ARABIA

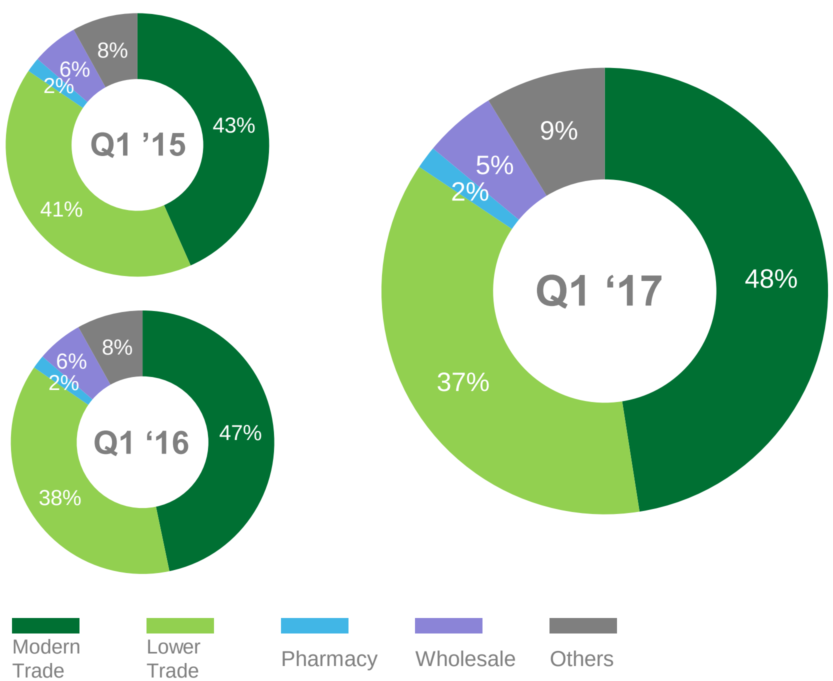
Top 5 Categories with Positive Impact – MAT Q1’17 vs Q1’16

Value	Volume	Penetration
Honey	Toilet Cleaners	Honey
Sliced Bread	Chocolate Spreads	Chocolate Spreads
Liquid Hand Wash	Deodorants	Toilet Cleaners
Chocolate Spreads	Fresh Flavored Milk	Jam
Fresh Flavored Milk	Liquid Hand Wash	Full Cream Milk Powder

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

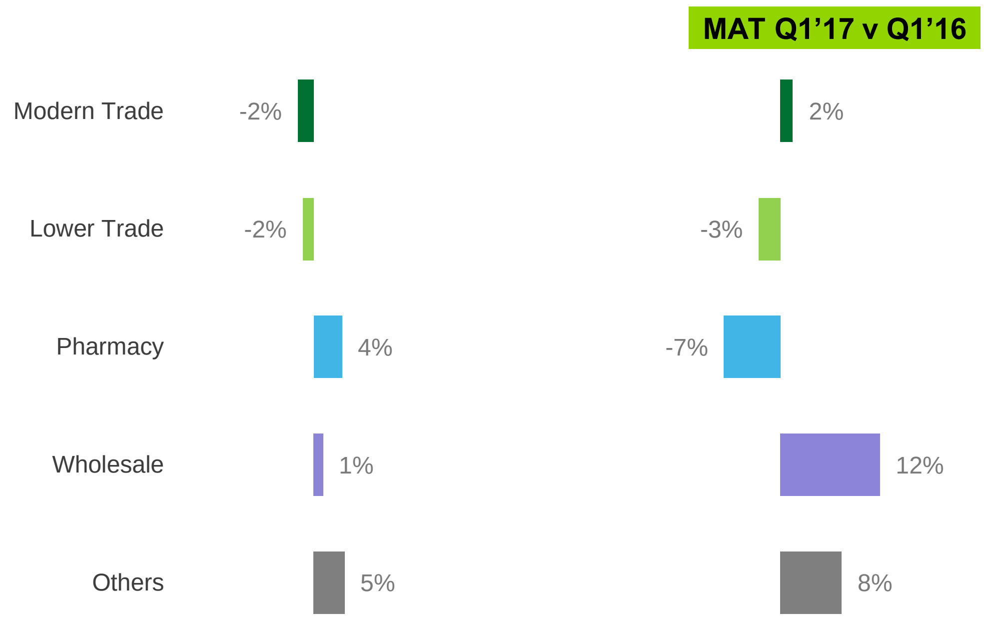


Channel Importance - %Value



Shopping Occasions

Spend/Trip

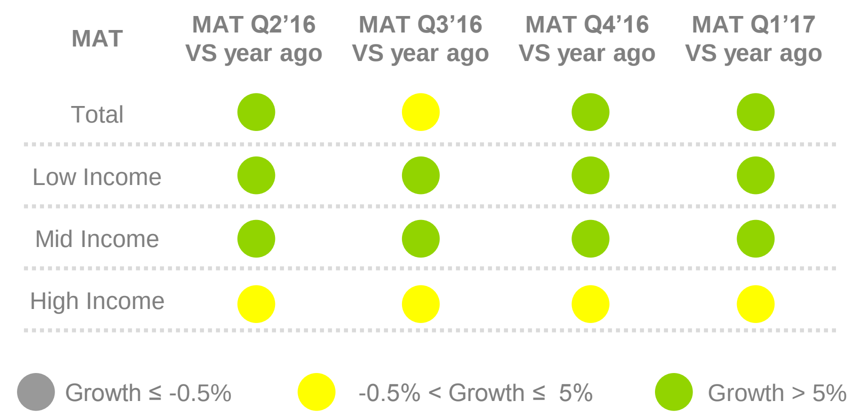


INDONESIA

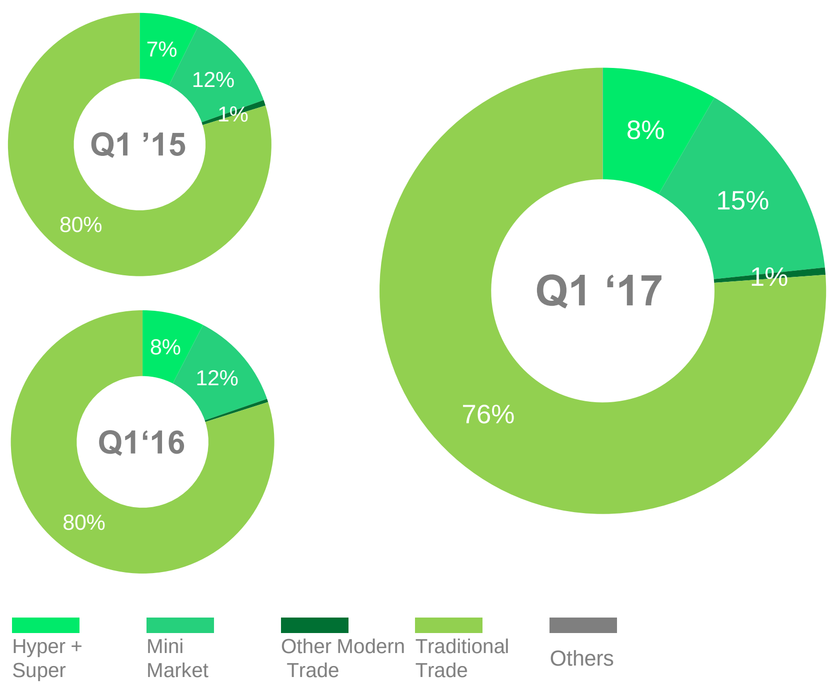
Top 5 Categories with Positive Impact – MAT Q1'17 vs Q1'16

Value	Volume	Penetration
Clothes Stain Cleaner	Mask	Cold Cereal/Cereal Bar
Yoghurt Drink	Adult Diaper	Potato Snack
Mayonnaise	Lip Cosmetic	Ice Cream
Cold Cereal/Cereal Bar	Mayonnaise	Facial Moisturizer
Soya Milk	Clothes Stain Cleaner	Facial Cosmetic

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL



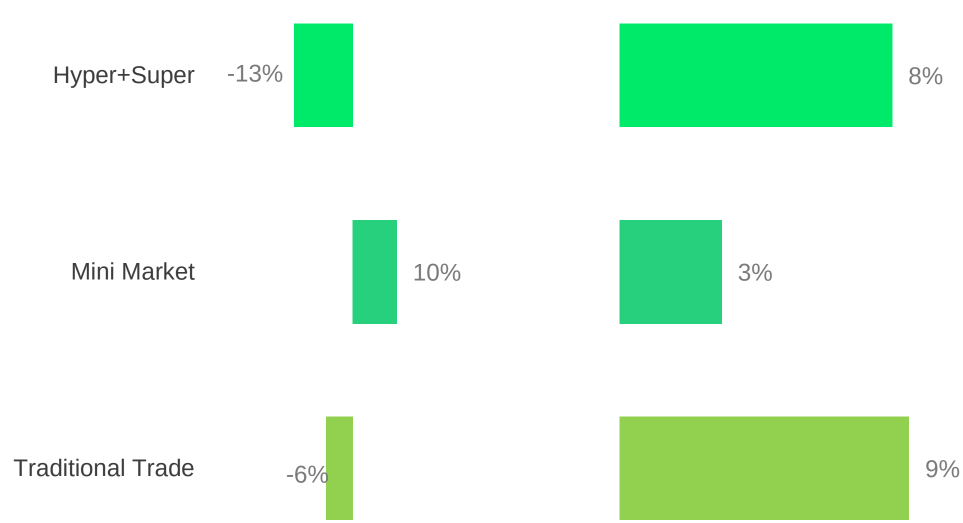
Channel Importance - %Value



Shopping Occasions

Spend/Trip

MAT Q1'17 v Q1'16

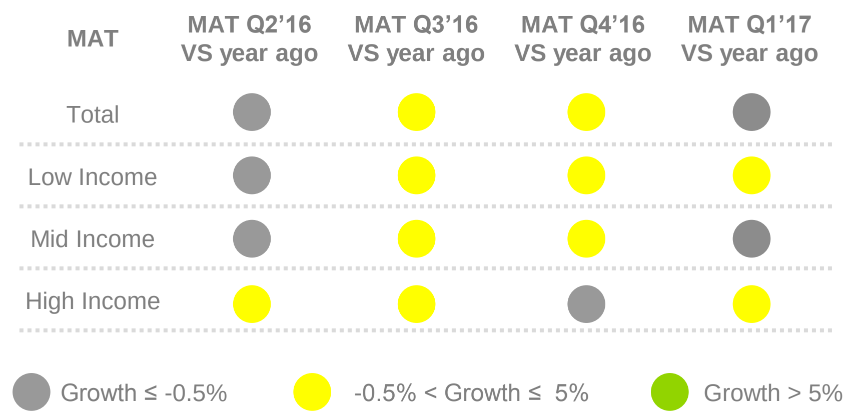


MALAYSIA

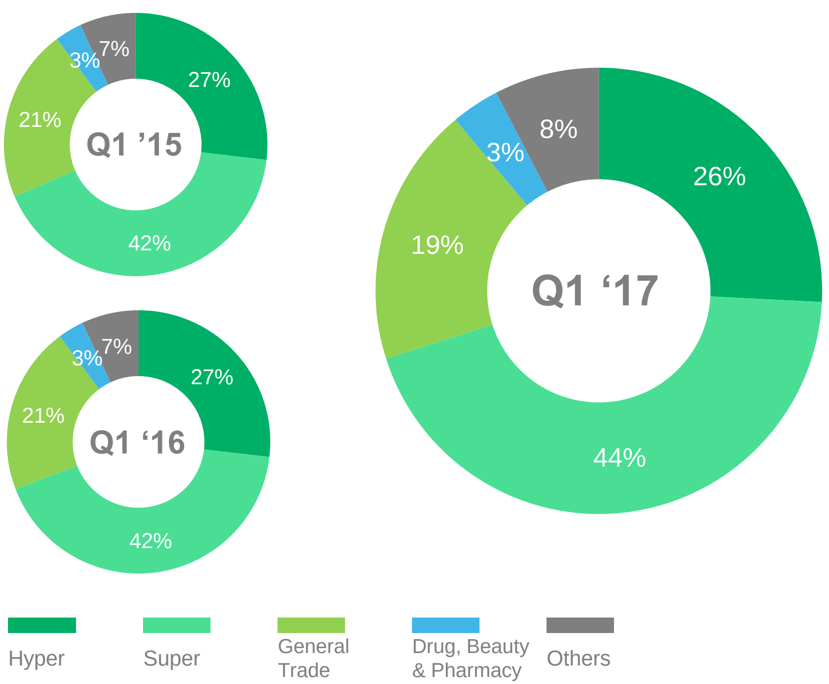
Top 5 Categories with Positive Impact – MAT Q1’17 vs Q1’16

Value	Volume	Penetration
RTD Coffee	RTD Coffee	RTD Coffee
Drinking Water	Mask	Drinking Water
Cosmetics	Drinking Water	Bouillon
Hair Treatment	Instant Soup	Choc/Nut Spread
Coconut Milk	Cosmetics	Cheese

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

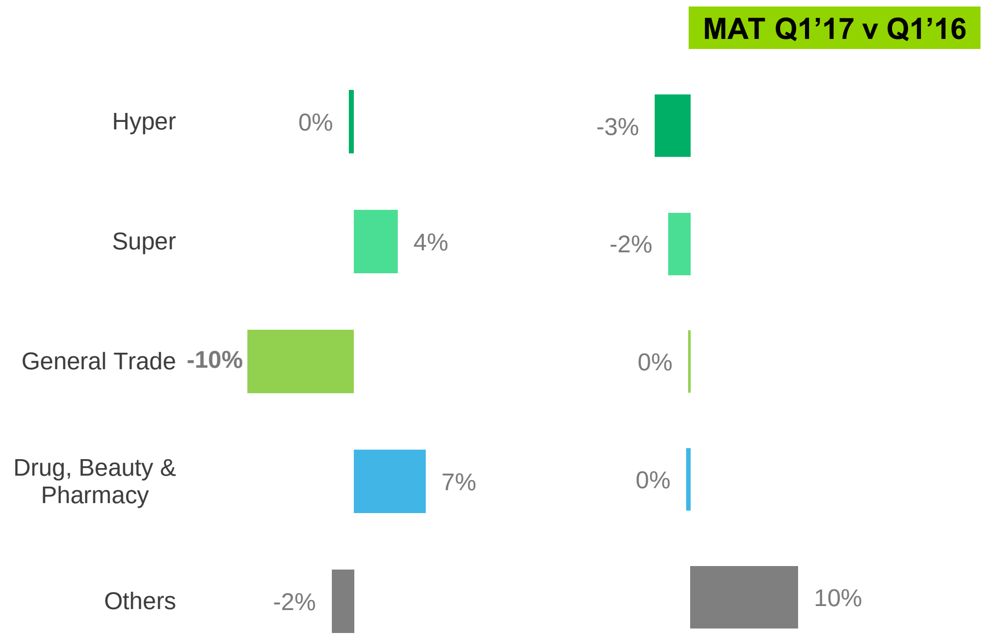


Channel Importance - %Value



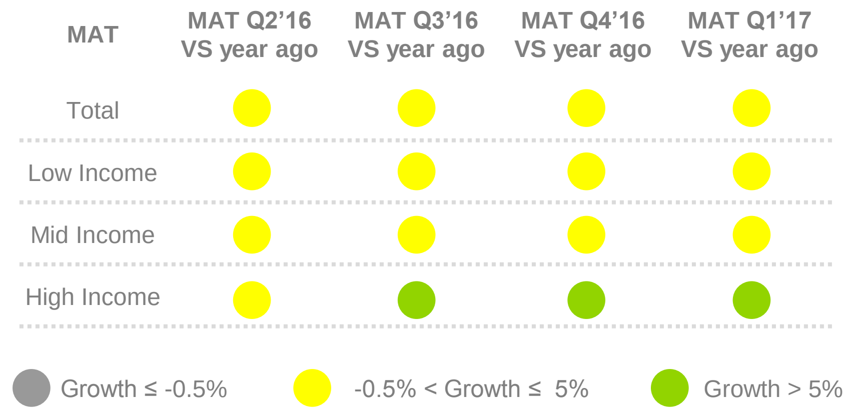
Shopping Occasions

Spend/Trip



THAILAND

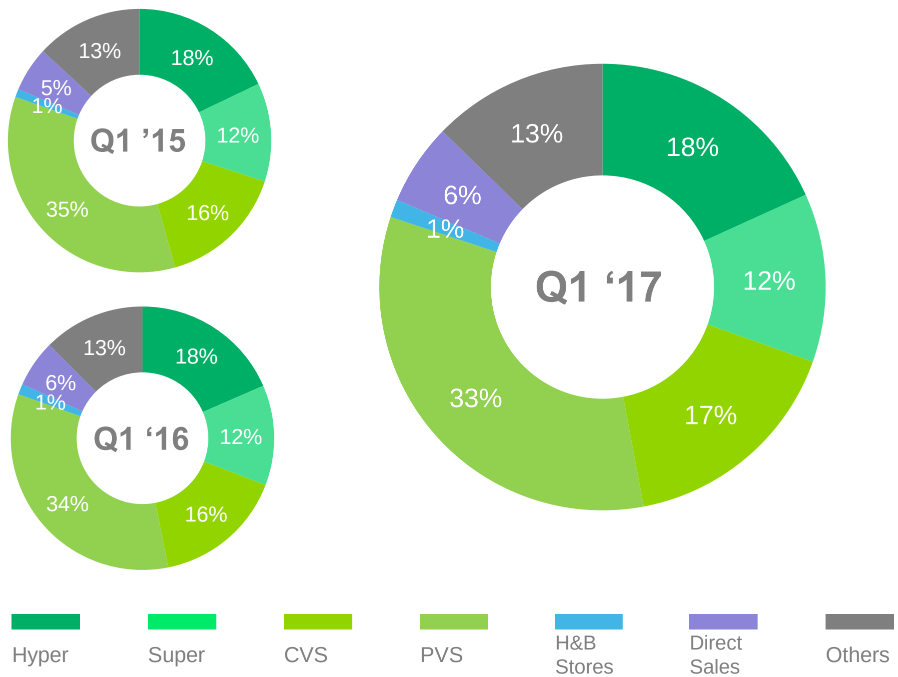
%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL



Top 5 Categories with Positive Impact – MAT Q1'17 vs Q1'16

Value	Volume	Penetration
Mask	Mask	Bottle Water
Dressings	Jam	RTD TFD
Canned Fruit	Dressings	Canned Vegetable
Jam	Instant Tea	Facial Tissue
Facial Tissue	Canned Fruit	Essence Of Chicken

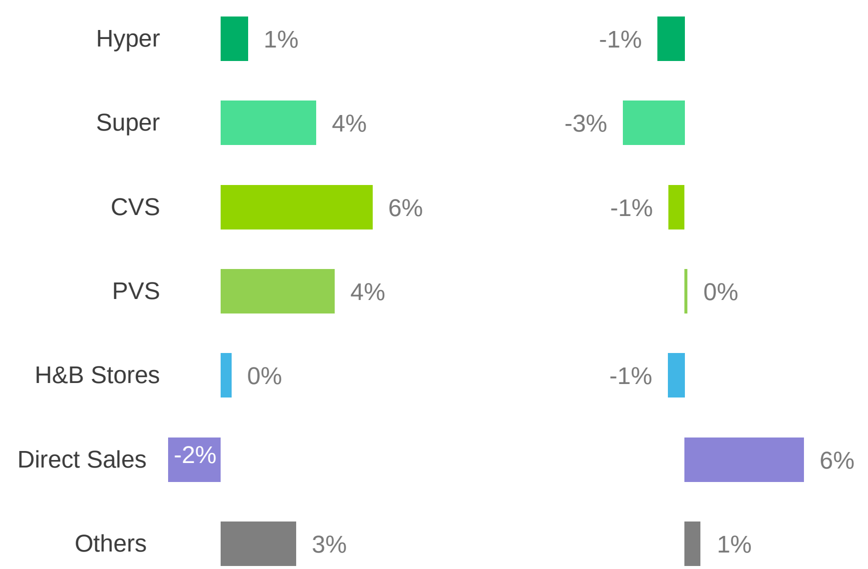
Channel Importance - %Value



Shopping Occasions

Spend/Trip

MAT Q1'17 v Q1'16

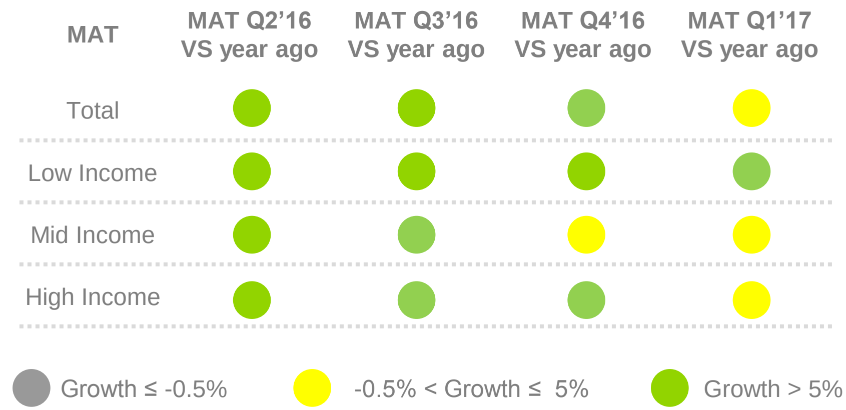


PHILIPPINES

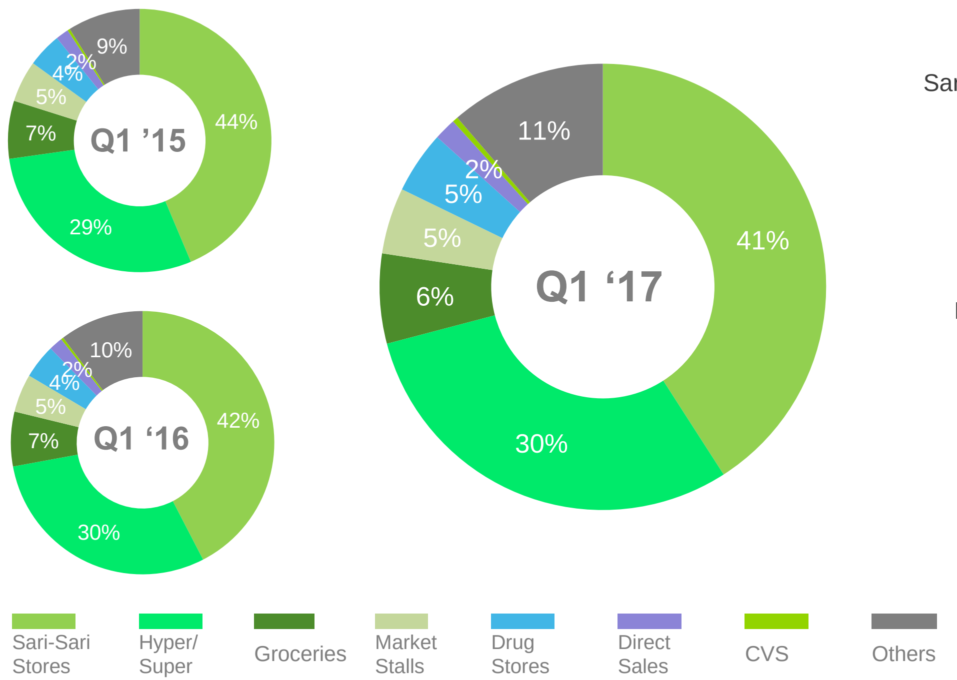
Top 5 Categories with Positive Impact – MAT Q1’17 vs Q1’16

Value	Volume	Penetration
Liquid Detergent	Hair Colorant	Instant Cereal Bev.
Oyster Sauce	Liquid Detergent	Mayonnaise/Salad Dr.
Instant Pasta	Hair Treatment	Uncooked Pasta
Liquid Soap	Liquid Soap	Oyster Sauce
Chocolate	Oyster Sauce	Baby Wipes/Wet Tissue

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

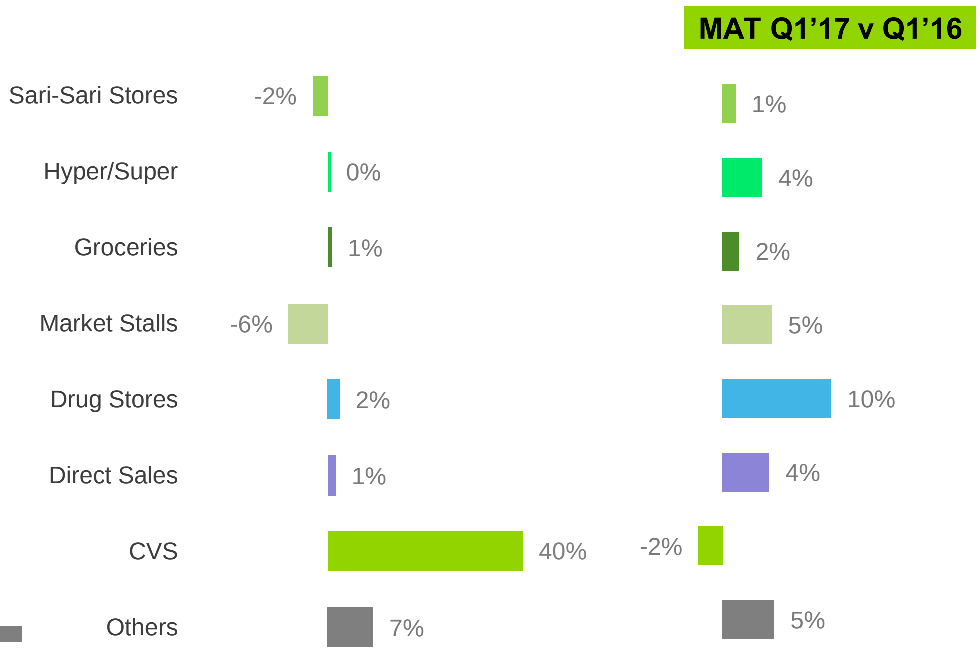


Channel Importance - %Value



Shopping Occasions

Spend/Trip

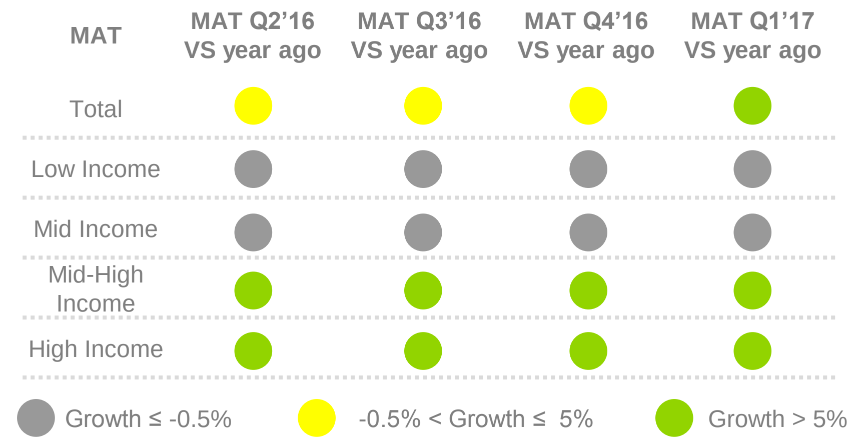


VIETNAM URBAN

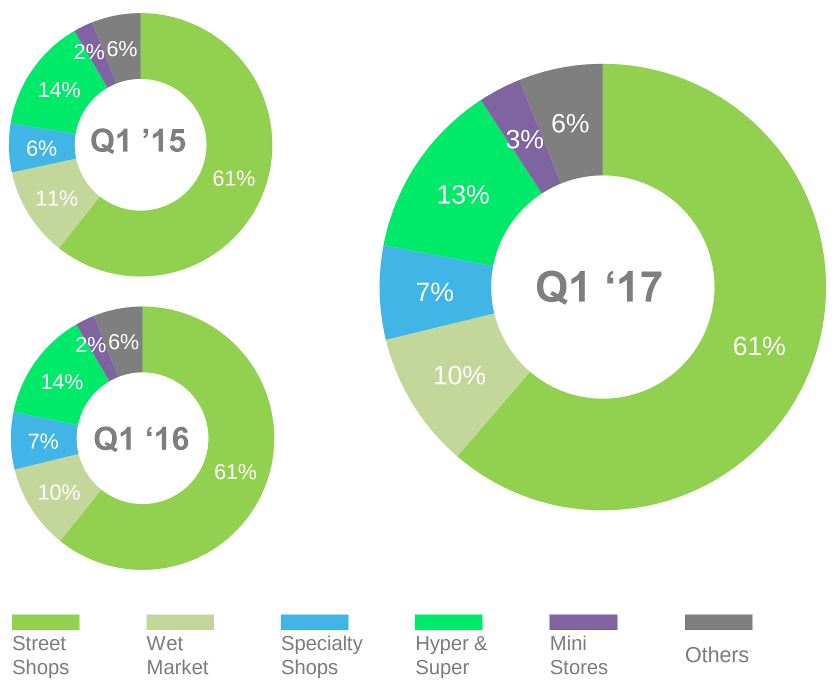
Top 5 Categories with Positive Impact – MAT Q1'17 vs Q1'16

Value	Volume	Penetration
Sun Protection	Sun Protection	Ketchup/Tomato Sauce
Lipstick	Lipstick	Mayonnaise
RTD GUM	RTD GUM	Biscuits
Functional Drinking Yogurt	Functional Drinking Yogurt	Lipstick
Mayonnaise	Mayonnaise	Instant Tea

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

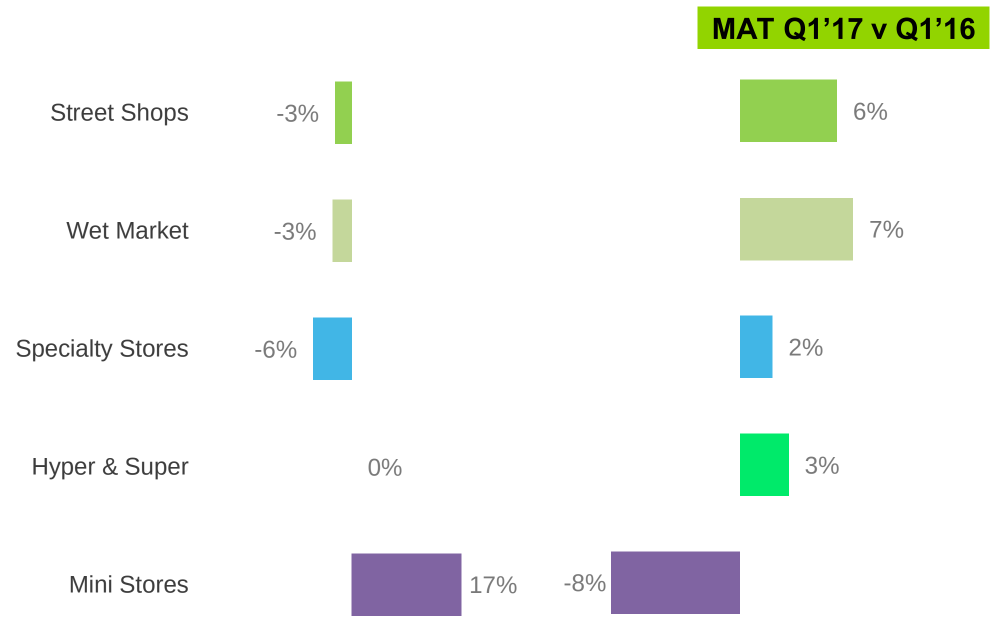


Channel Importance - %Value



Shopping Occasions

Spend/Trip

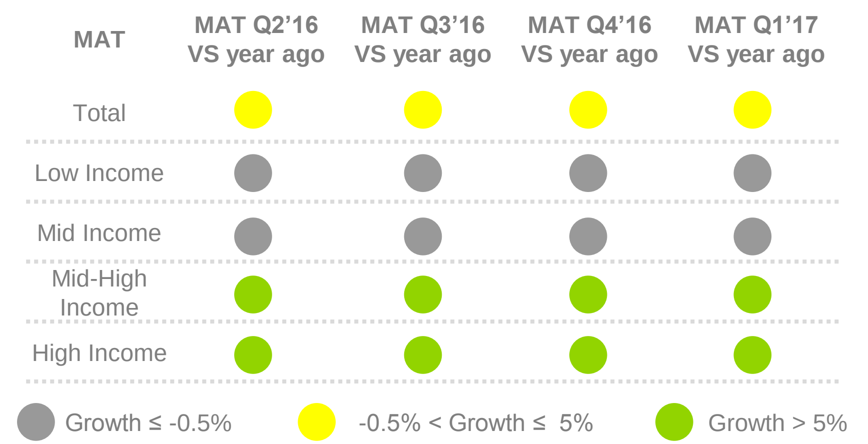


VIETNAM RURAL

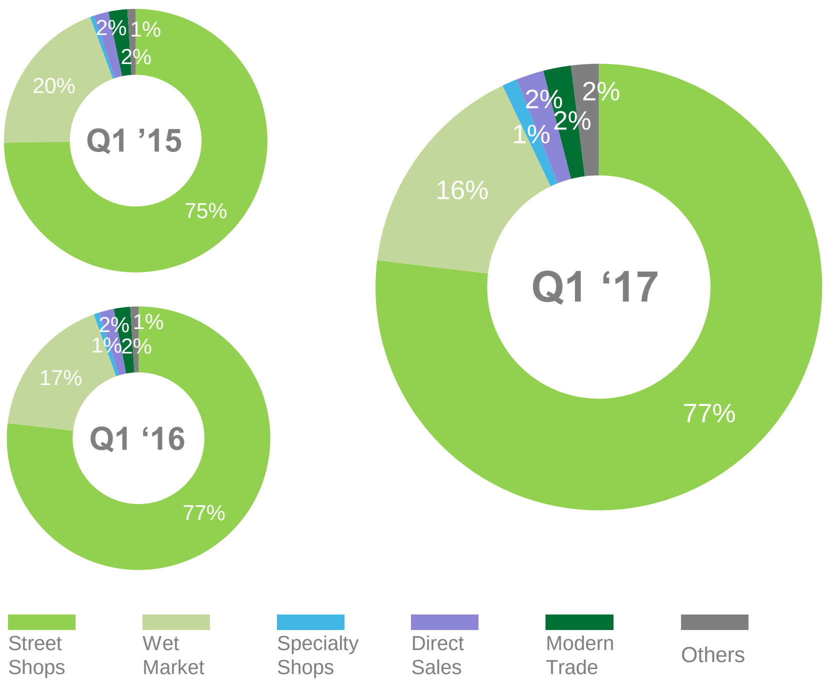
Top 5 Categories with Positive Impact – MAT Q1’17 vs Q1’16

Value	Volume	Penetration
RTD GUM	RTD GUM	Soya Milk
Liquid Detergent	Liquid Detergent	Drinking Yogurt
Biscuits	Canned Food	Chili Sauce
Tonic Food Drink	Snack & Nuts	RTD GUM
Canned Food	Tonic Food Drink	Liquid Tonic Food Drink

%CHANGE FMCG BASKET PER SOCIAL ECONOMIC LEVEL

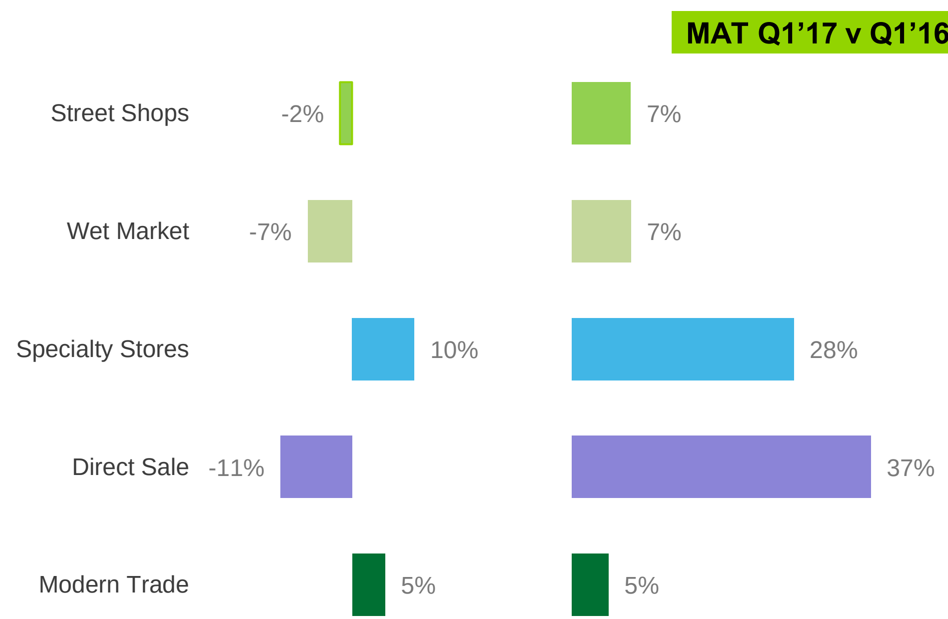


Channel Importance - %Value



Shopping Occasions

Spend/Trip



KANTAR WORLDPANEL

Thank you