WESTERN EUROPEAN FMCG REPORT Q4 2017

TOTAL EUROPE (DE/UK/FR/ES/IT/NL/BE/PT/AT/NO/CH)
BY COUNTRY I LATEST 52 WEEKS I WEEK ENDING 31/12/2017

UK EXCLUDES DISCOUNTERS

Executive Summary

- In Western Europe, the 11 countries total FMCG size is 546 Billion EUR
  - The total trend in Units is growing in most markets except DE & UK
  - Value Growth is +2,1%, which is continued to be driven by higher unit prices* (+1.9%)
- Biggest growth drivers of EUR FMCG growth are:
  - 45% thru Fresh Food
  - 88% of absolute growth thru the big 5 European markets
  - Almost 80% of the growth is driven by Non-Promo Sales
  - Top 10 manufacturers continue to decline in value share
  - Private Label and Other Manufacturers are dominating the growth

Manufacturer HIGHLIGHTS

Absolute growth vs YAGO

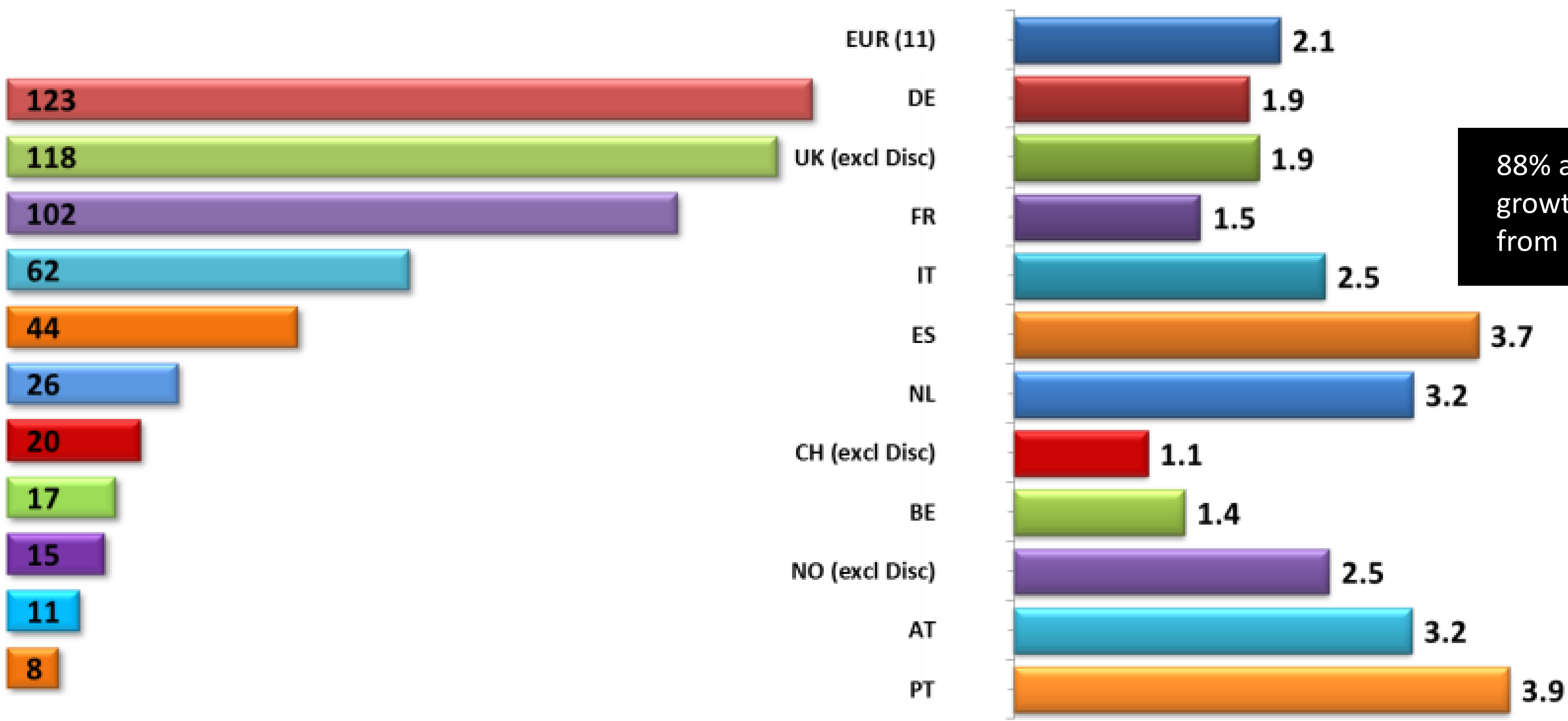
1. Pepsico
2. Inbev
3. Coca Cola
4. Diageo

Ranking Value Share

1. Nestlé
2. Unilever
3. Procter & Gamble
4. Coca- Cola

Western European smaller markets growing above average in value (except Belgium)

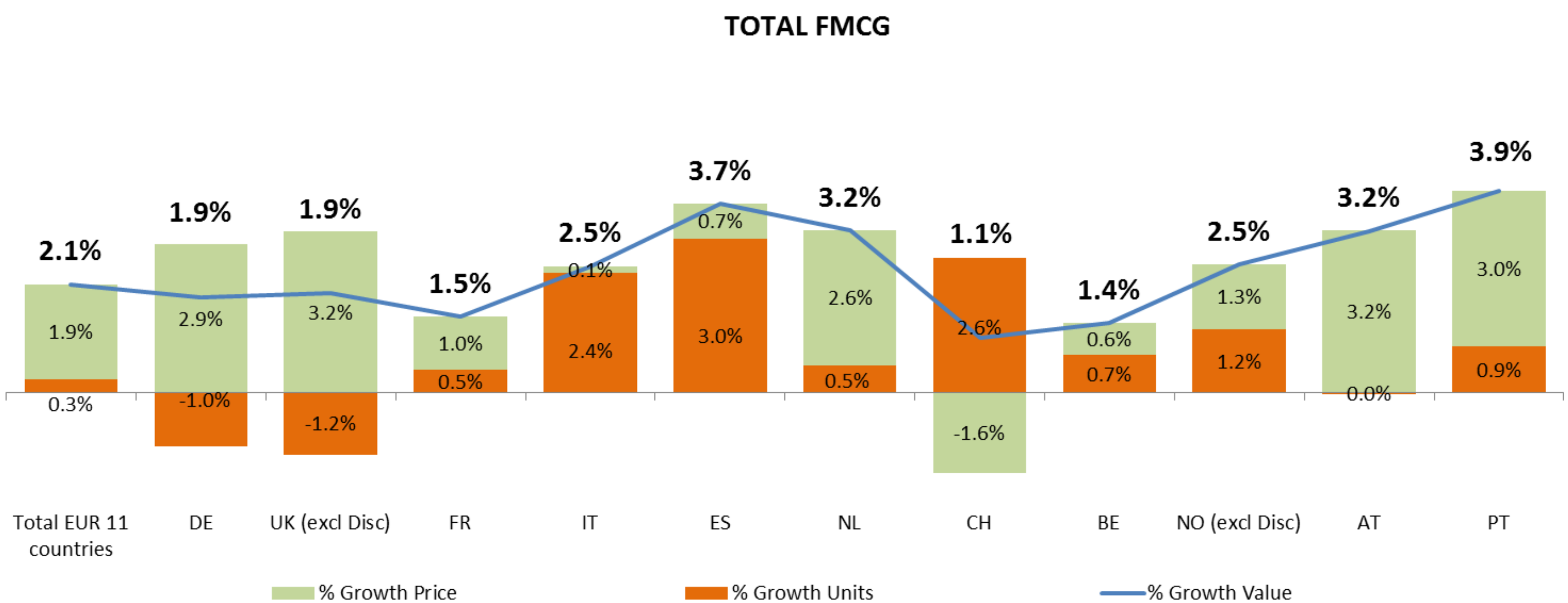
+11,3 BILLION EUR



88% absolute growth coming from EUR Big 5

TOTAL EUR MARKET SIZE
IS 546 BILLION EURO

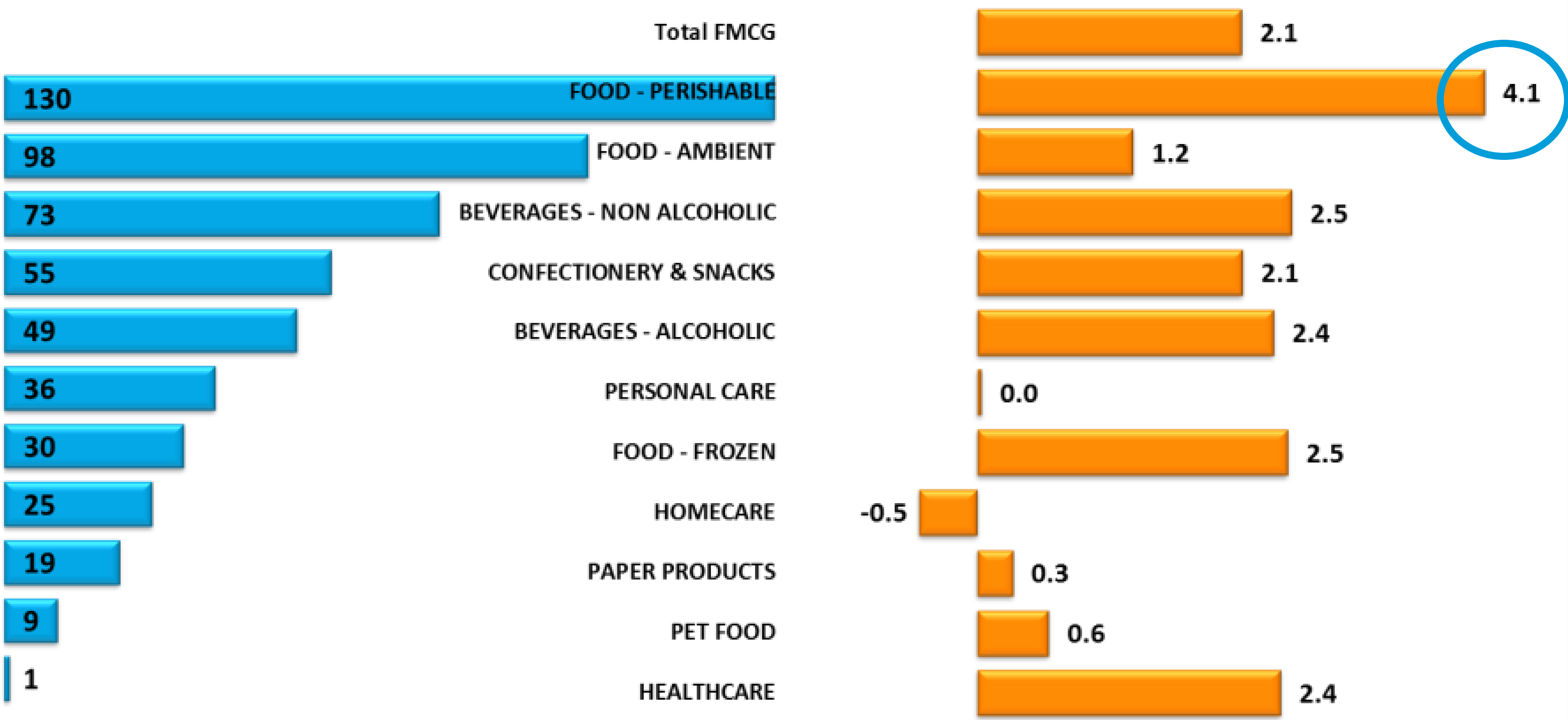
… volumes under pressure in the larger markets like Germany and UK, where price is main growth driver



Perishable Food is driving the value growth

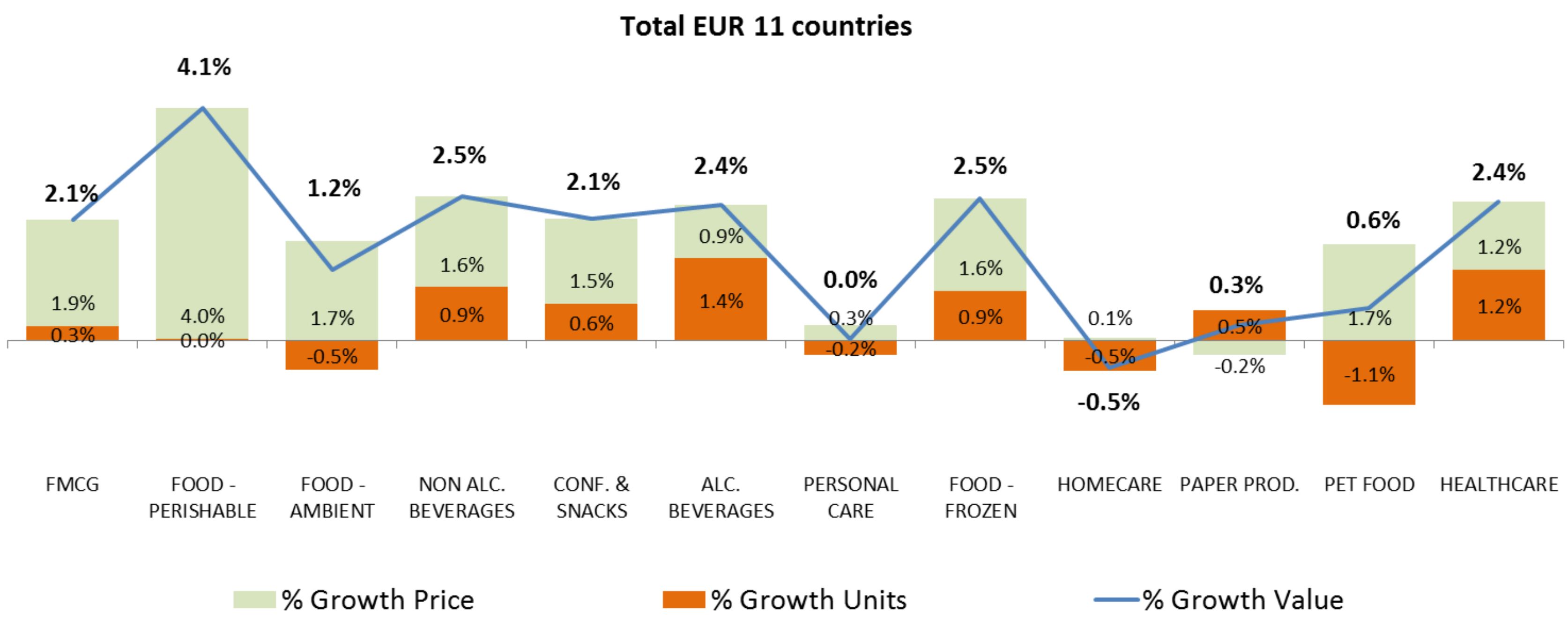
EUROPE (11 MARKETS)
VALUE € (BILLION)

EUROPE (11 MARKETS)
% CHG. VALUE VS. YEAR AGO

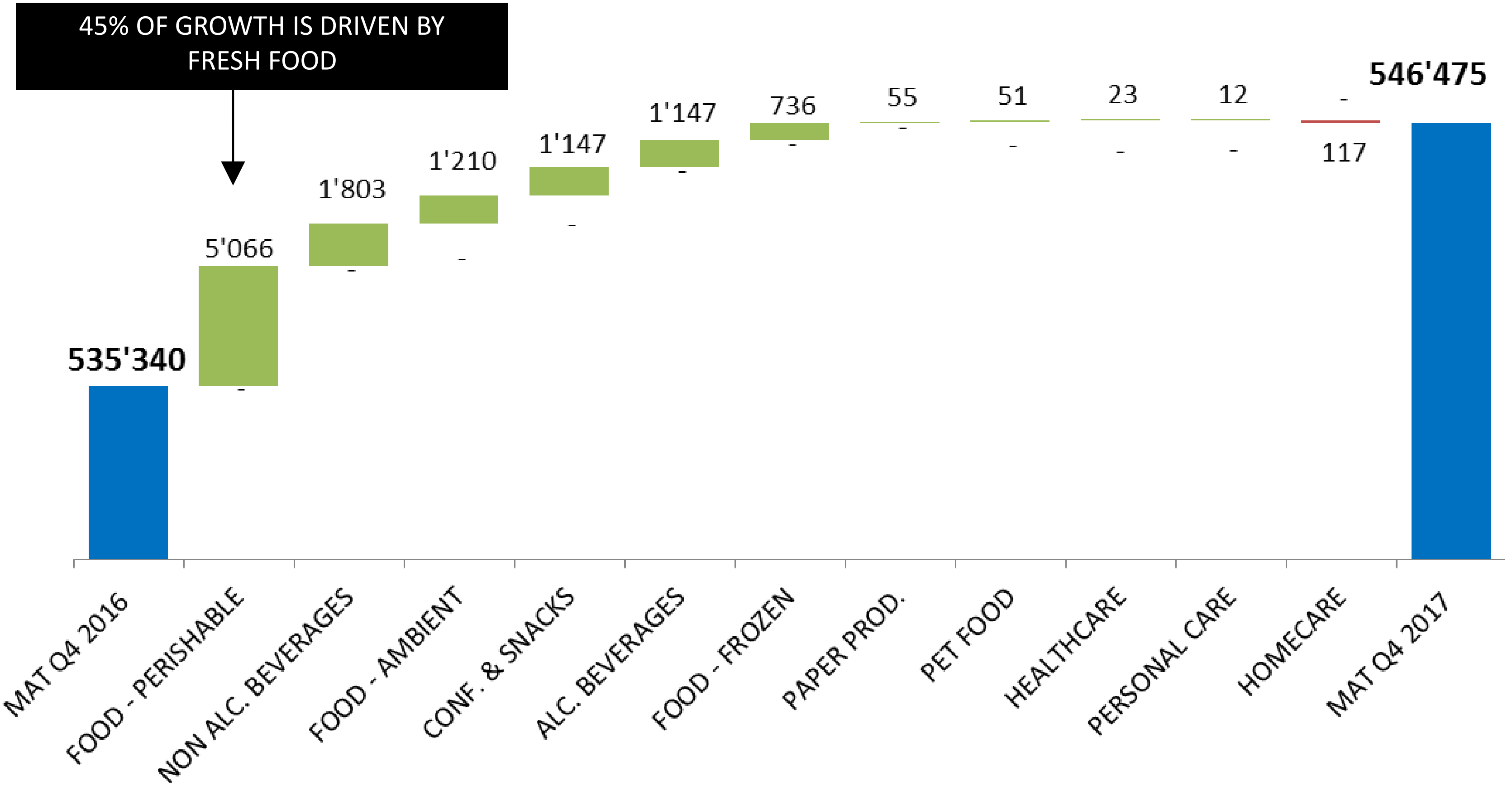


TOTAL EUR MARKET SIZE
IS 546 BILLION EURO

Like Fresh Food, most of the Category Value Growth is driven by price

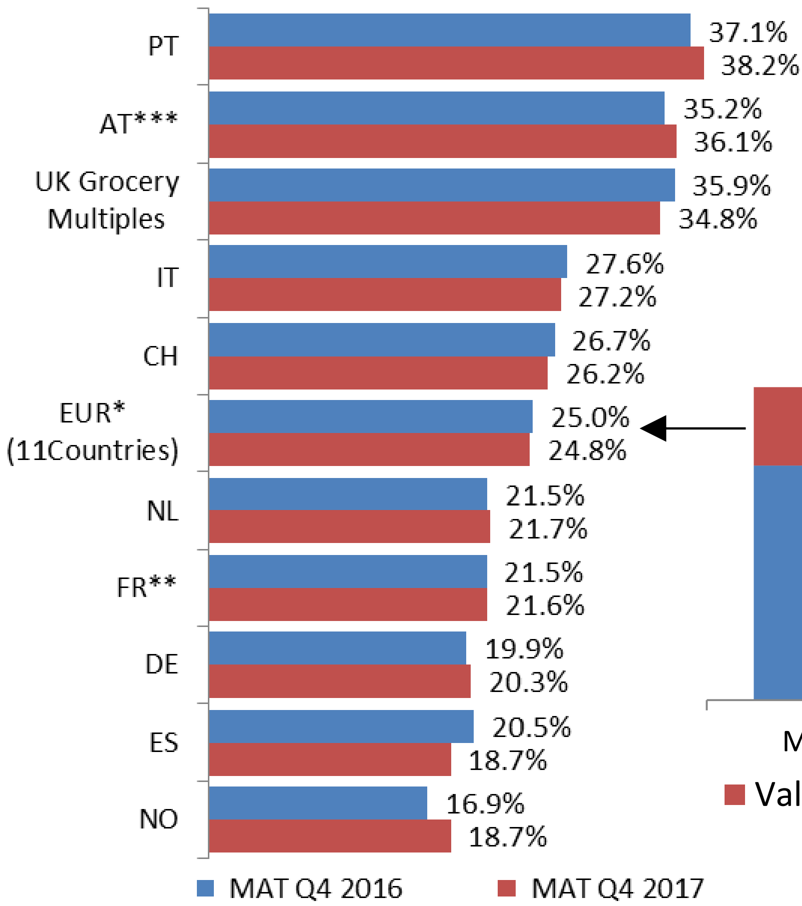


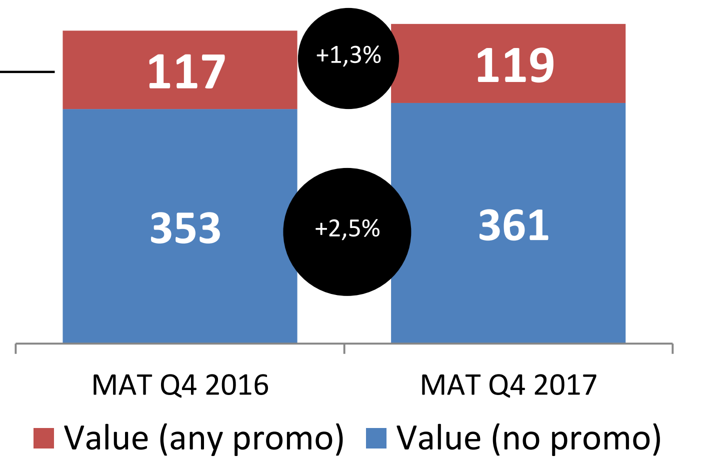
Value growth is happening within all Food Categories and Fresh is king



Non Promo sales are now increasing faster than Promo sales

% Value Sales with Promotion (Any)

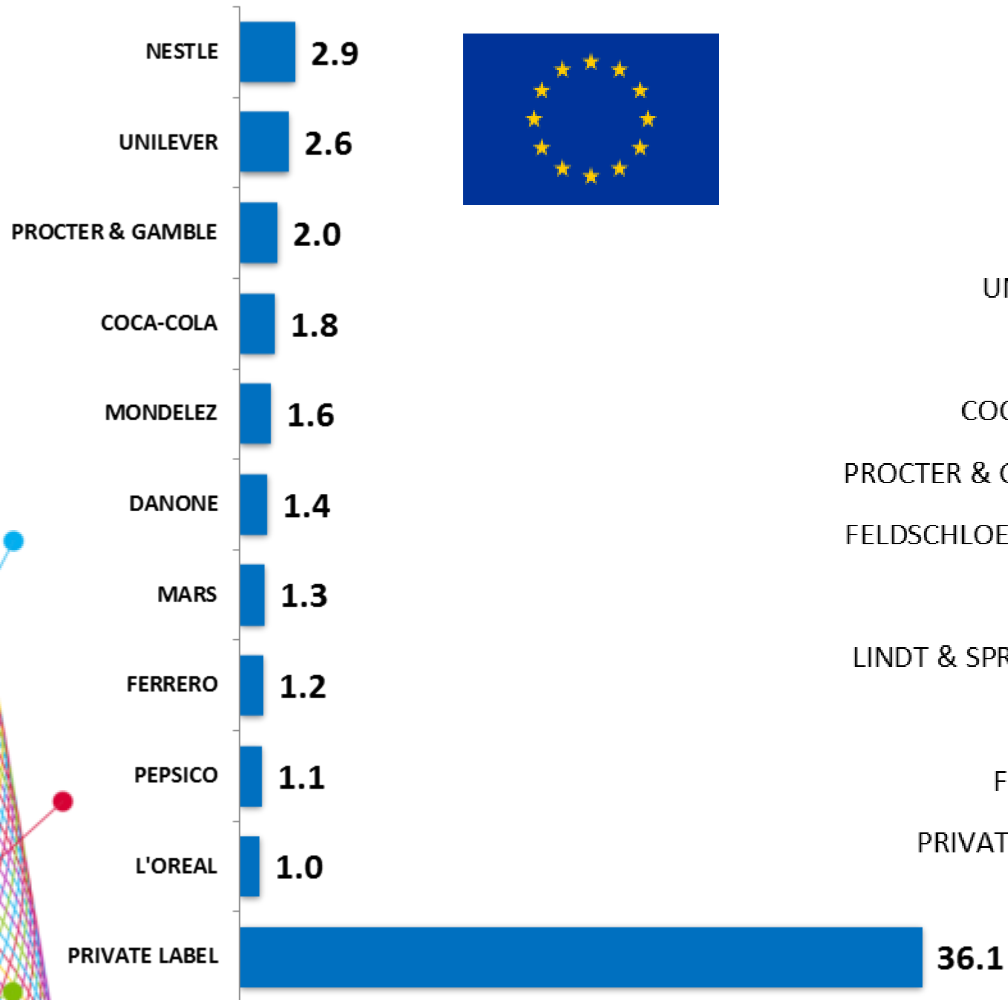




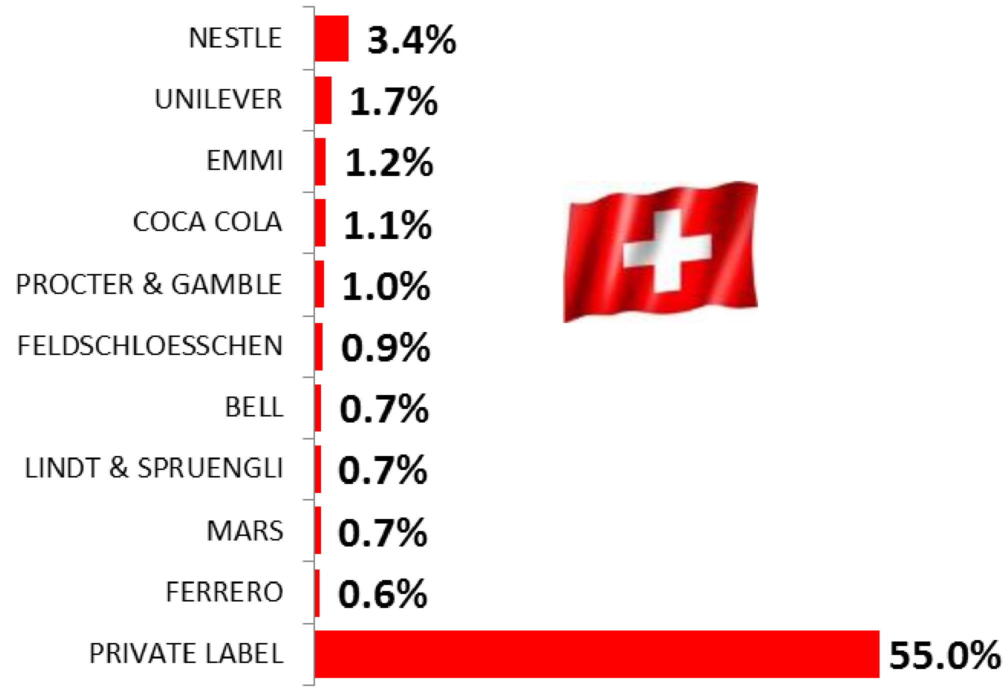
+8,7 BILLION EUR
77% OF GROWTH

**FR =Excl E-Commerce & Discounters, ***AT=Excl Discounters and Small Superettes, ****UK=Grocery/Multipes

EUR Top 10 represent 17% of FMCG value

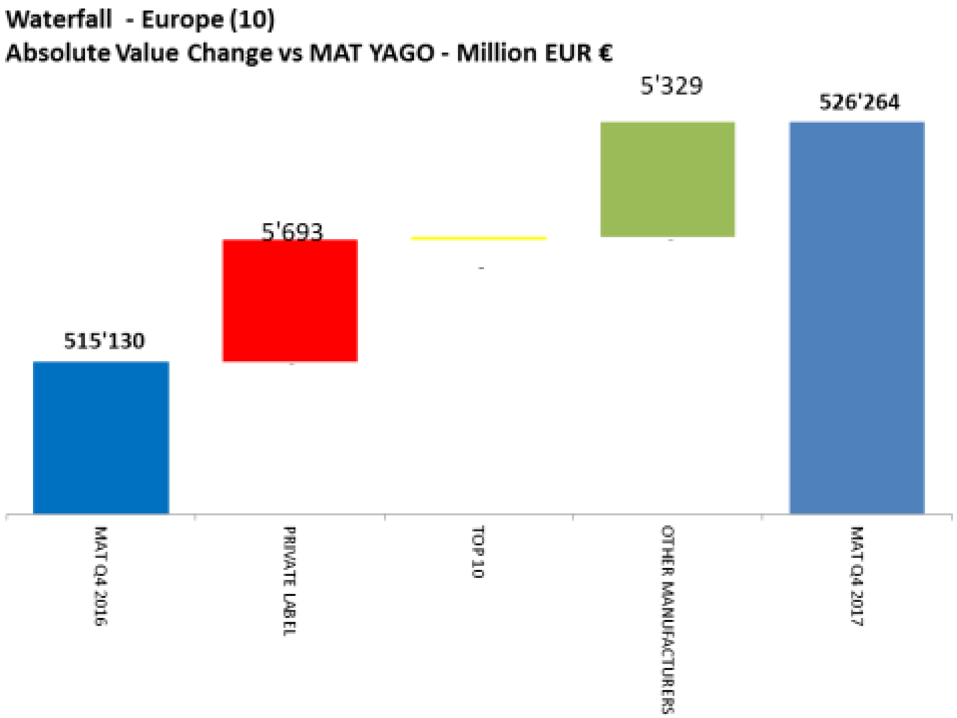


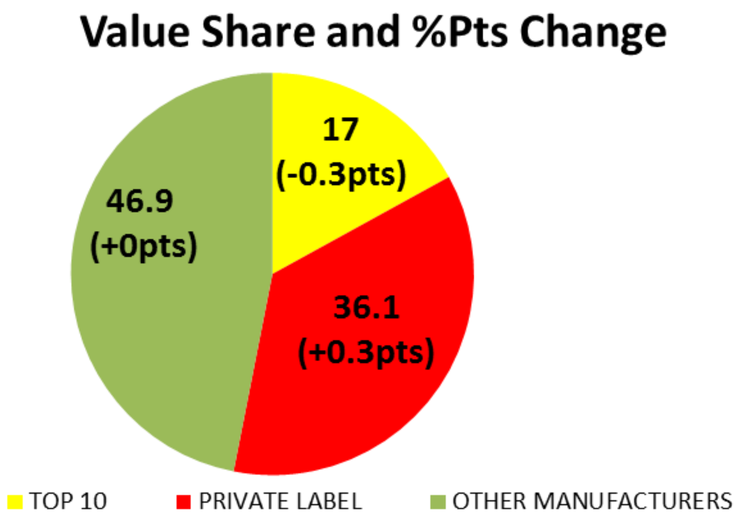
TOP 10 MANUFACTURERS (11,9%)
SHARE OF VALUE SALES (IN %)



No growth in EUR Top 10

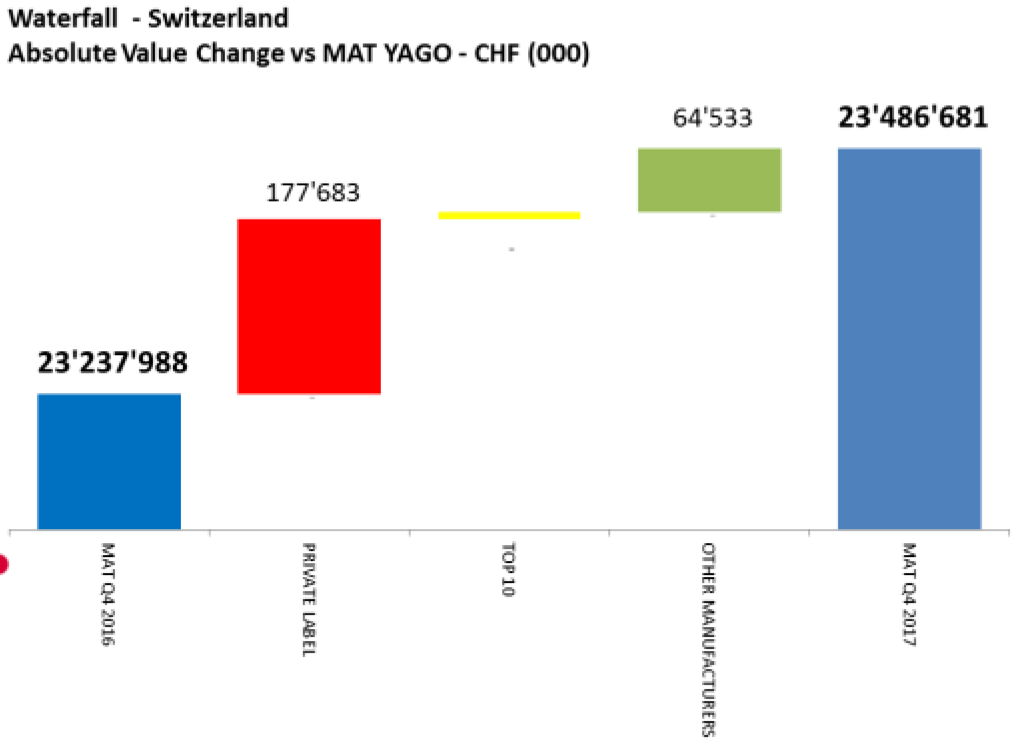
Private Label drive 51% and Other Manufacturers 48% of the growth

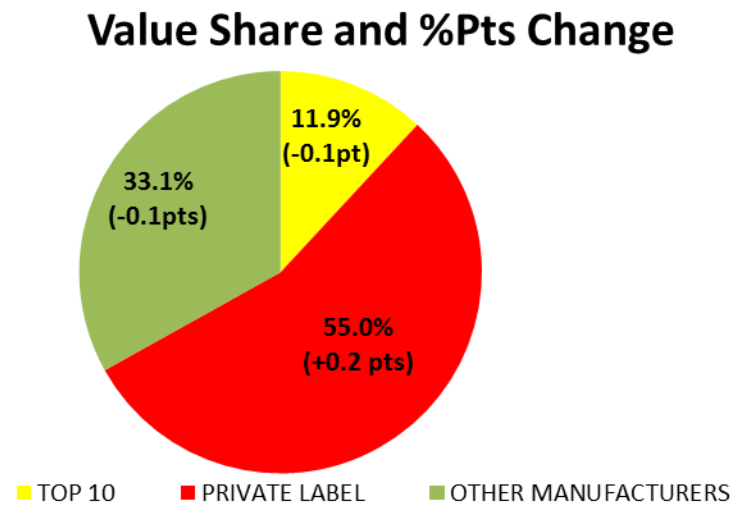




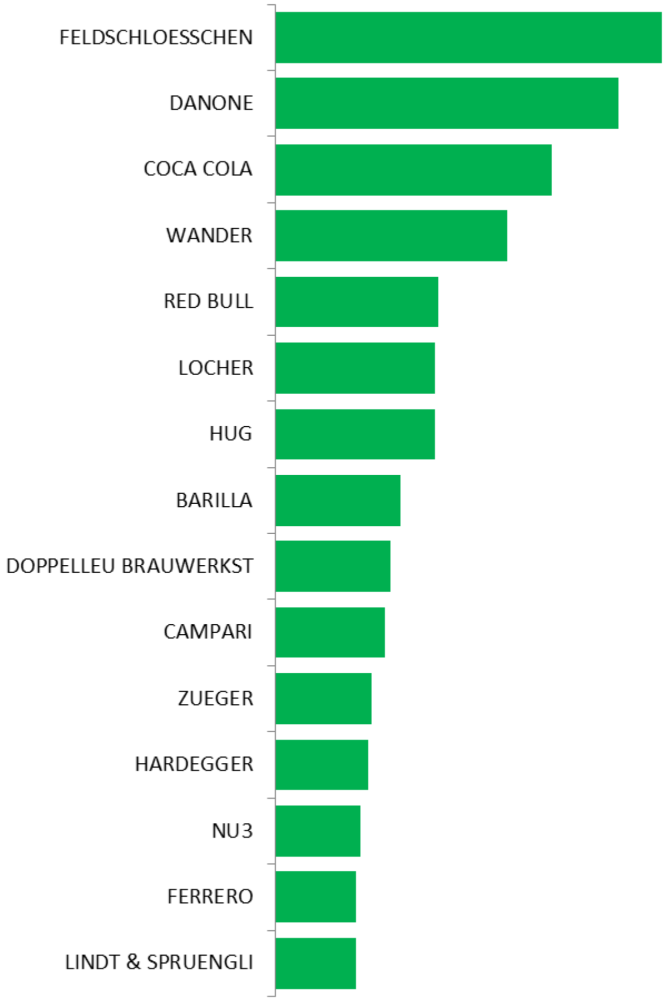
Also no growth in Swiss Top 10

Private Label drive 71% of the growth



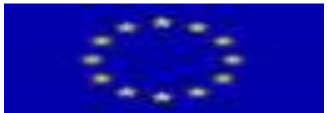


WHO IS WINNING?



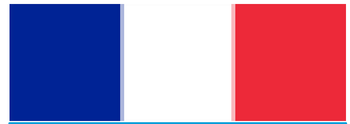
Ranking based on ABS Value Change CHF vs MAT Q4 2016

TOP 5 MANUFACTURERS ABS GROWTH – PRIVATE LABEL IS GROWING IN EVERY MARKET BUT FRANCE



1. Private Label
2. Pepsico
3. Inbev
4. Coca-Cola
5. Diageo

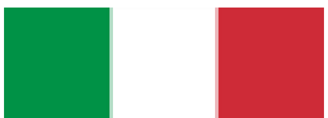
1. Private Label
2. Diageo
3. Inbev
4. Coca-Cola
5. Arla Foods



1. Nestlé
2. Savencia
3. Heineken
4. Carlsberg
5. Lambert Dodard

1. Private Label
2. Ornua Foods
3. L'Oréal
4. Coca-Cola
5. Mondelez

1. Private Label
2. Mahou San Miq.
3. Pescanova
4. Heineken
5. JDE



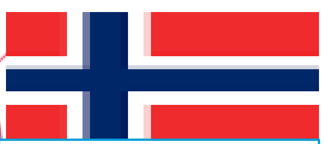
1. Private Label
2. Heineken
3. Nomad Foods
4. Ferrero
5. San Benedetto

1. Private Label
2. Coca-Cola
3. Pepsico
4. Unilever
5. Inbev

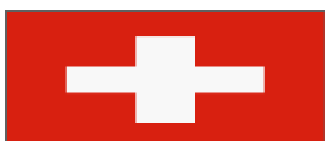
1. Private Label
2. Coca-Cola
3. Spadel
4. Savencia
5. Vranken Pommery

1. Private Label
2. Unicer
3. Bimbo
4. Lactogal
5. Nestlé

1. Private Label
2. Heineken
3. Berglandmilch
4. Nöm
5. Coca-Cola



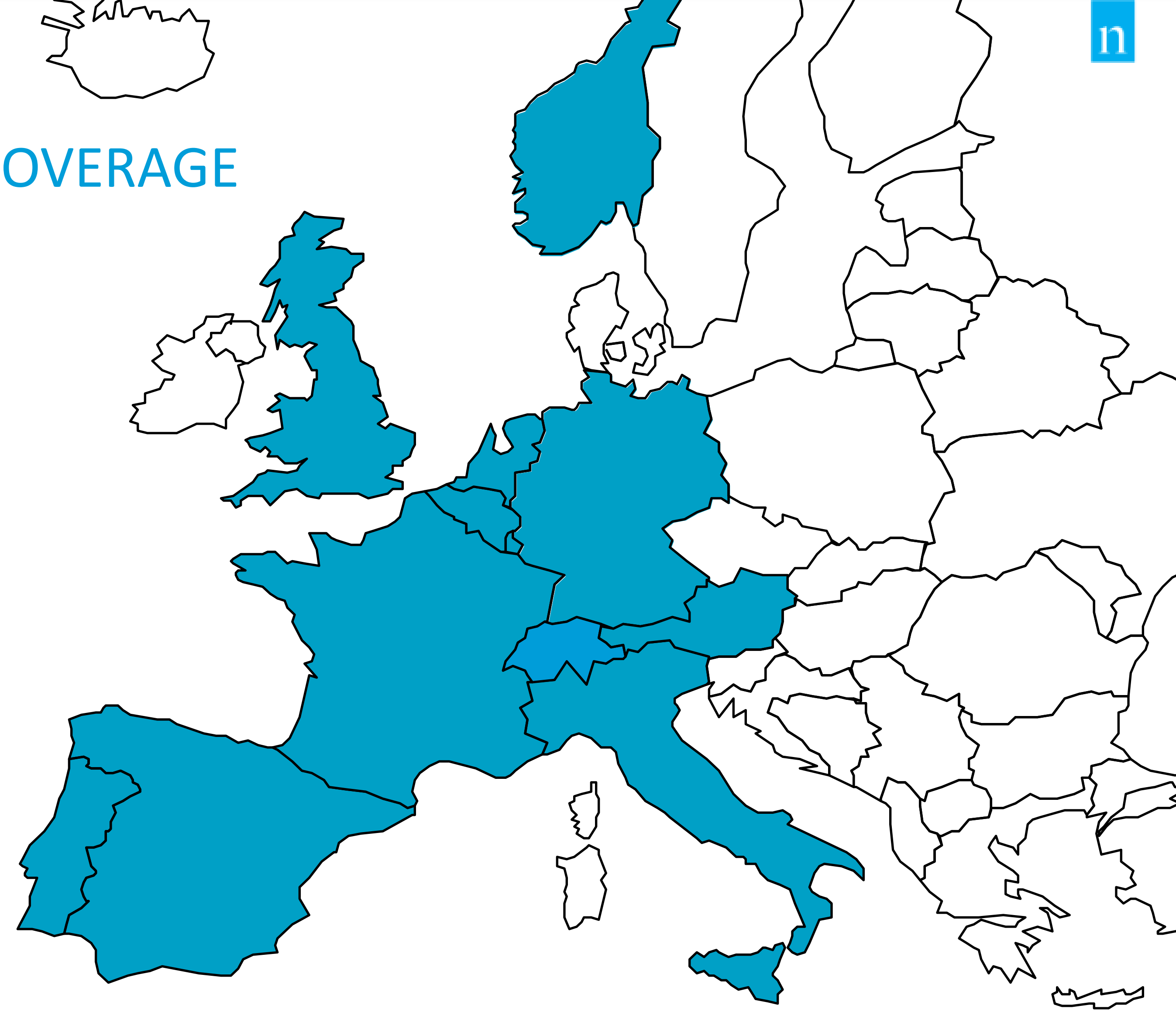
1. Private Label
2. Carlsberg
3. Pepsico
4. Campell Soup
5. Red Bull



1. Private Label
2. Feldschloesschen
3. Danone
4. Coca-Cola
5. Wander

APPENDIX

11 COUNTRY COVERAGE



UK, FRANCE, GERMANY, ITALY, SPAIN, PORTUGAL, NETHERLANDS, NORWAY, BELGIUM, AUSTRIA, SWITZERLAND

CHANNELS – Total Coverage of locally measured FMCG channels by Nielsen = >95%

FMCG CATEGORIES – LIKE FOR LIKE FOOD & NON-FOOD CATEGORIES ACROSS THE 10 MARKETS
<u>EXCLUDING</u>: TOBACCO, FRESH VARIABLE WEIGHT, TOYS, CLOTHS, HARD WARE, ELECTRONICS, BOOKS, MAGAZINES, WINES, CANDLES etc (for complete overview by country ask your Nielsen representative)

WESTERN EUROPEAN FMCG REPORT – 11 COUNTRIES

TOTAL FMCG COVERAGE AT COUNTRY LEVEL:

	Drug	Discounters	Hypermarkets >2500m2	Large Supermarkets 1000-2500m2	Small Supermarkets 400-1000m2	Trad./ Superettes <400m2	Convenience	Liquor Stores	E-Drive
UK	✓	X	✓	✓	✓	✓	NA	✓	NA
FRANCE	NA	✓	✓	✓	✓	NA	NA	NA	✓
GERMANY	✓	✓	✓	✓	✓	✓	NA	NA	NA
ITALY	✓	✓	✓	✓	✓	✓	NA	NA	NA
SPAIN	✓	✓	✓	✓	✓	✓	NA	NA	NA
BELGIUM	✓	✓	✓	✓	✓	✓	NA	NA	NA
NETHERLANDS	✓	✓	✓	✓	✓	✓	NA	✓	NA
AUSTRIA	X	✓	✓	✓	✓	✓	NA	NA	NA
PORTUGAL	✓	✓	✓	✓	✓	✓	NA	NA	NA
NORWAY	NA	NA	✓	✓	✓	✓	✓	NA	NA
Switzerland	NA	NA	✓	✓	✓	✓	NA	NA	NA

X Total Coverage of locally measured FMCG channels by Nielsen = >95%

Tobacco has been excluded