



nielsen

WESTERN EUROPEAN FMCG REPORT

Q4 2016

TOTAL EUROPE (DE/UK/FR/ES/
IT/NL/BE/PT/AT) BY COUNTRY | LATEST 52
WEEKS | WEEK ENDING 25/12/2016

UK EXCLUDES DISCOUNTERS



EXECUTIVE SUMMARY

- In Western Europe, the 9 countries total FMCG size is 499 Billion EUR
 - The total trend in Units is now flat (0,1%) for all countries, driven by declines in DE, UK & FR
 - Value Growth is +0,9%, which is continued to be driven by higher unit prices* (+0,8%)
- Biggest growth drivers of FMCG growth are:
 - >60% thru Fresh Food (volume driven) & Confectionary (volume & price driven)
 - >40% of growth thru France and Germany
 - Other Manufacturers (>70%)
 - Promotions (>50%)
- Private Label is still growing but growth declined and value share now stable
- Top 10 FMCG manufacturers is losing value share to Other Manufacturers (-0,2pts)

MANUFACTURER HIGHLIGHTS

ABSOLUTE GROWTH VS YAGO

1. FERRERO
2. INBEV
3. DIAGEO
4. HEINEKEN

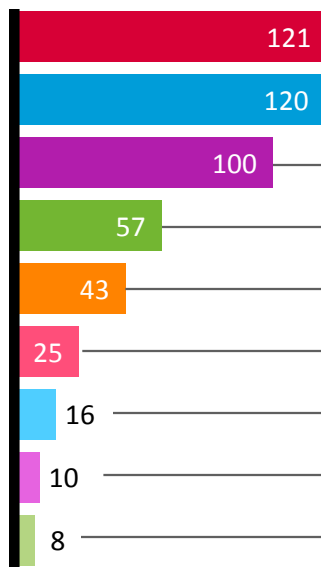
RANKING VALUE SHARE

1. NESTLÉ
2. UNILEVER
3. PROCTER & GAMBLE
4. COCA-COLA

*Price/Eq. Volume not available at this stage

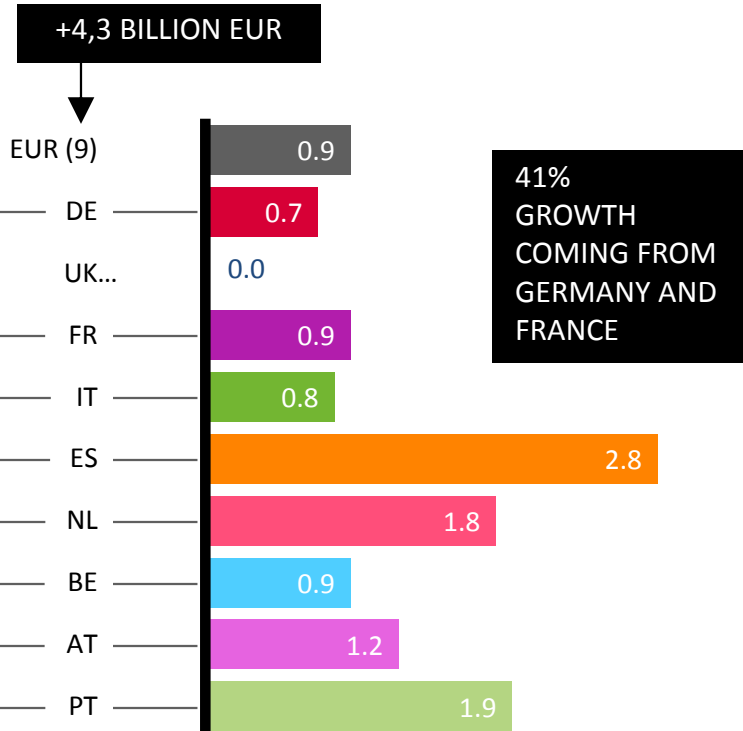
ALL THE MARKETS ARE GROWING IN VALUE, UK* BACK TO GROWTH FOR THE 1ST TIME SINCE Q2 2014

EUROPE (9 MARKETS)
VALUE € (BILLION)



TOTAL EUR MARKET SIZE
IS 499 BILLION EURO

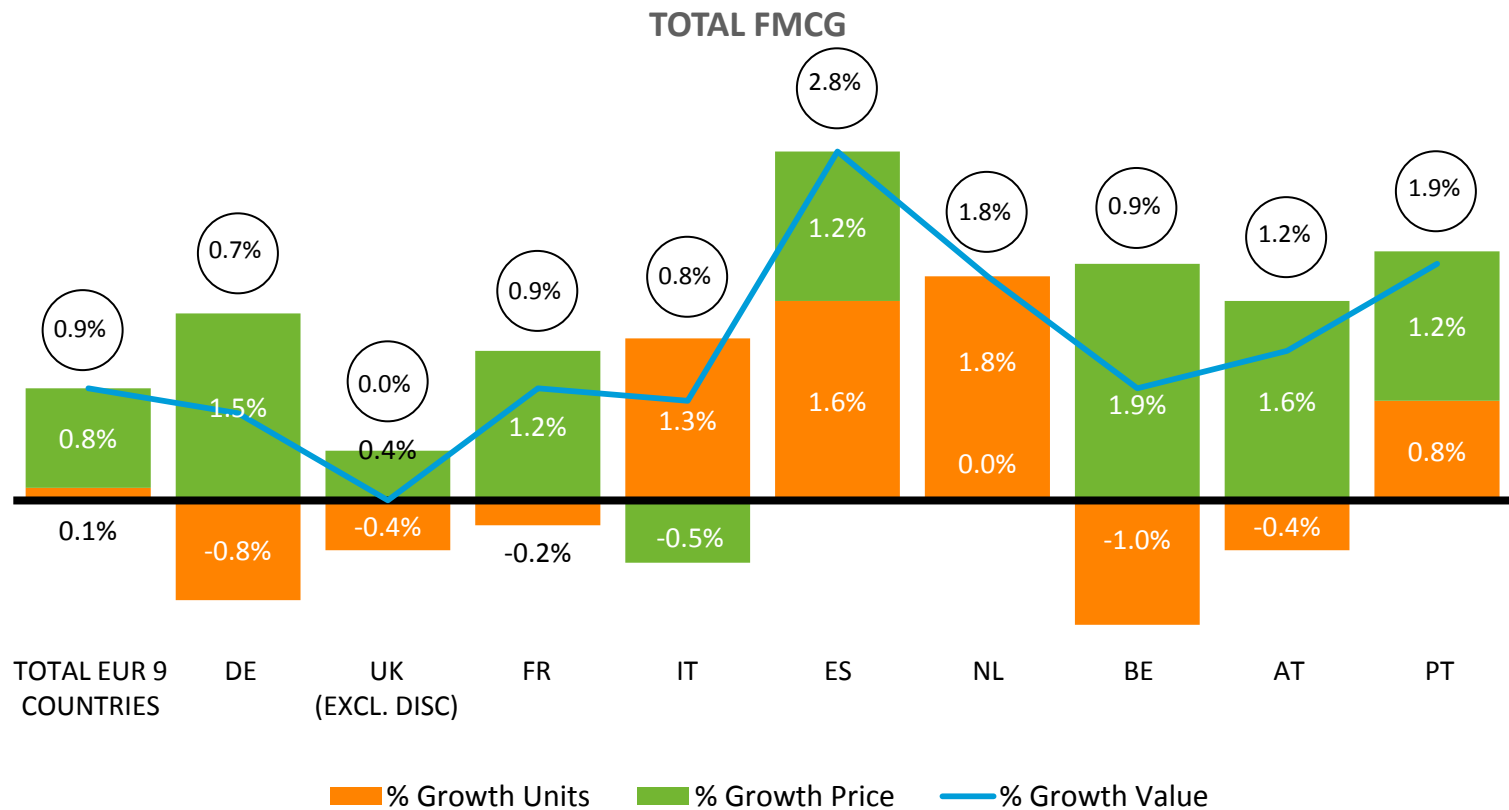
% CHANGE VALUE VS. YEAR AGO



*Total Europe (DE/UK/FR/ES/IT/BE/NL/PT/AT) by country | Latest 52 weeks | Week Ending 25/12/2016

UK excludes Discounters

VOLUME GROWTH (IN UNITS) IS UNDER PRESSURE IN THE 3 MAIN MARKETS

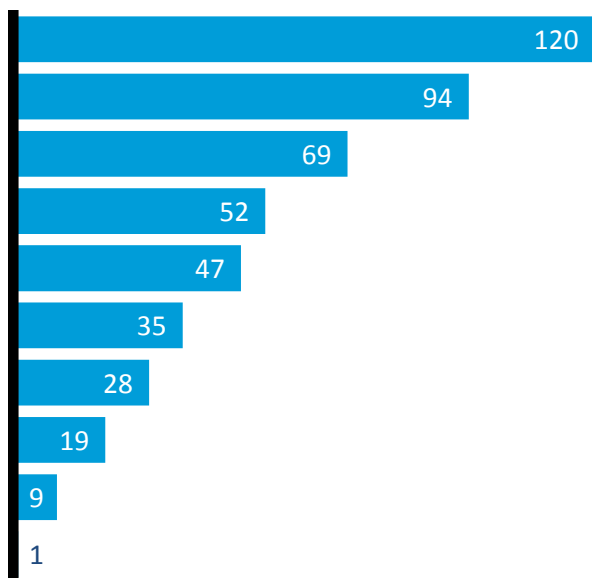


Total Europe (DE/UK/FR/ES/IT/BE/NL/PT/AT) by country | Latest 52 weeks | Week Ending 25/12/2016

UK excludes Discounters

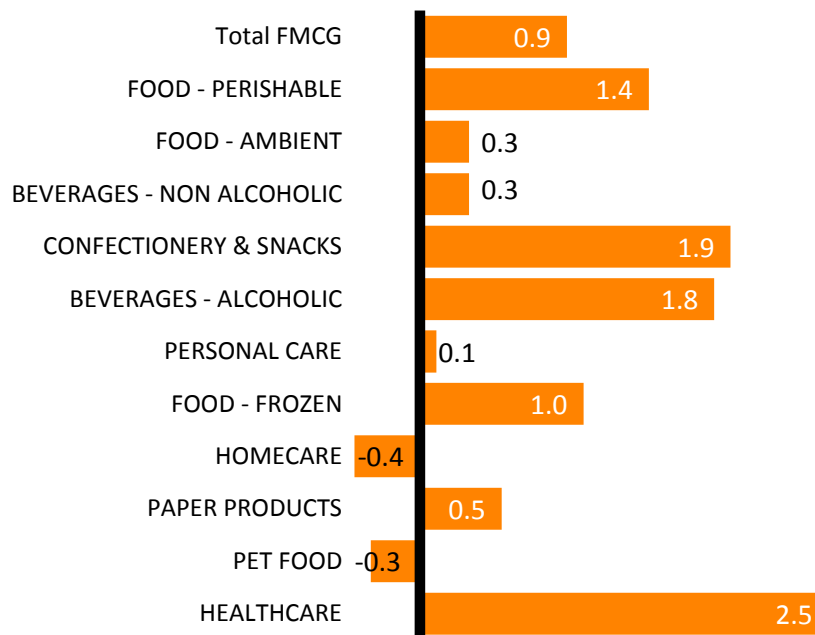
GROWTH IS MAINLY COMING FROM FRESH FOOD, CONFECTIONERY AND ALCOHOL

EUROPE (9 MARKETS)
VALUE € (BILLION)



**TOTAL EUR MARKET SIZE
IS 499 BILLION EURO**

EUROPE (9 MARKETS)
% CHG. VALUE VS. YEAR AGO

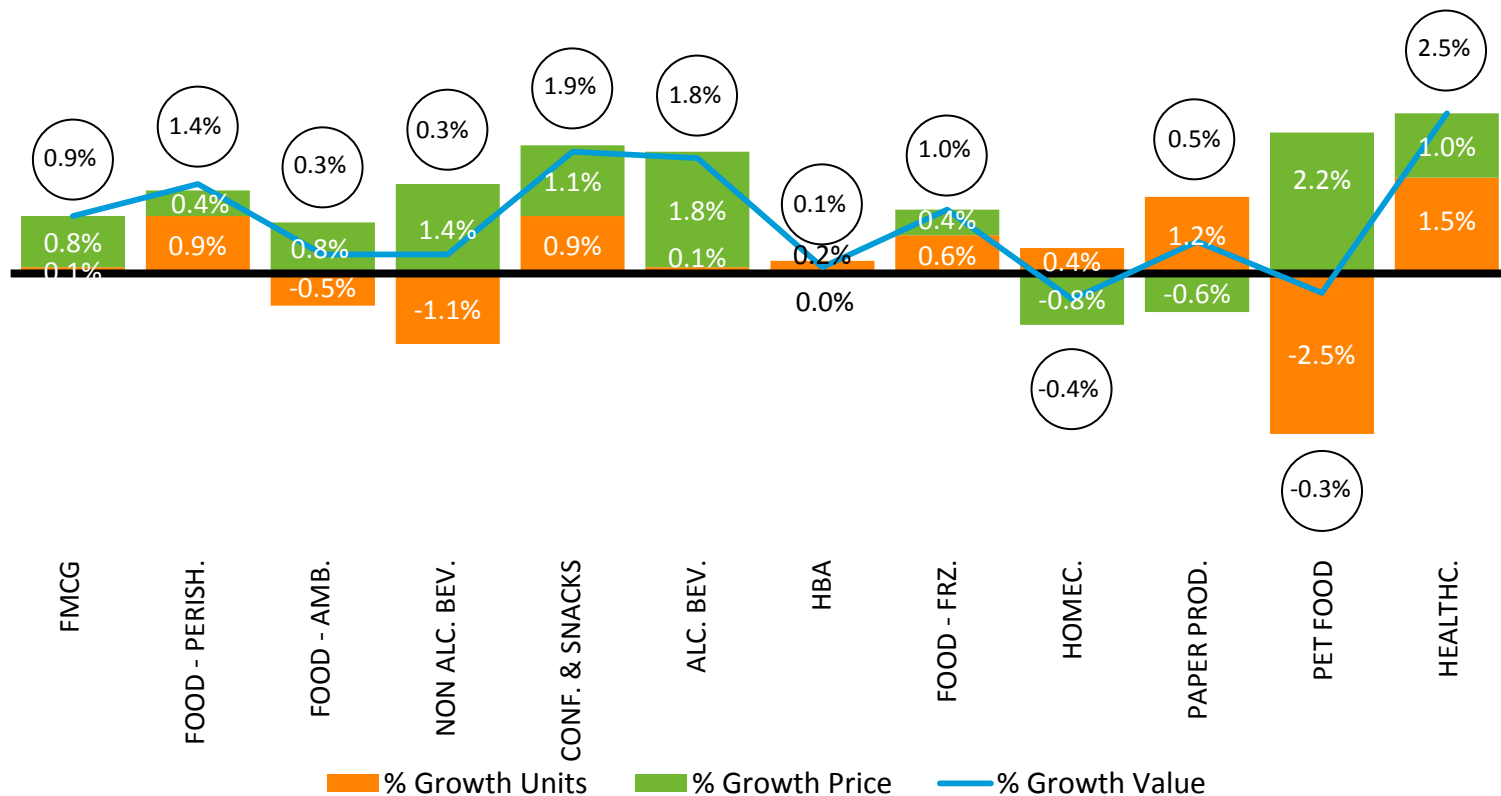


Total Europe (DE/UK/FR/ES/IT/BE/NL/PT/AT) by country | Latest 52 weeks | Week Ending 25/12/2016

UK excludes Discounters

FRESH FOOD & CONFECTIONARY GROWTH DRIVEN BY VOLUME CONFECTIONARY AND ALCOHOLIC BEVERAGES GROWTH ALSO DRIVEN BY PRICE

TOTAL EUR 9 COUNTRIES

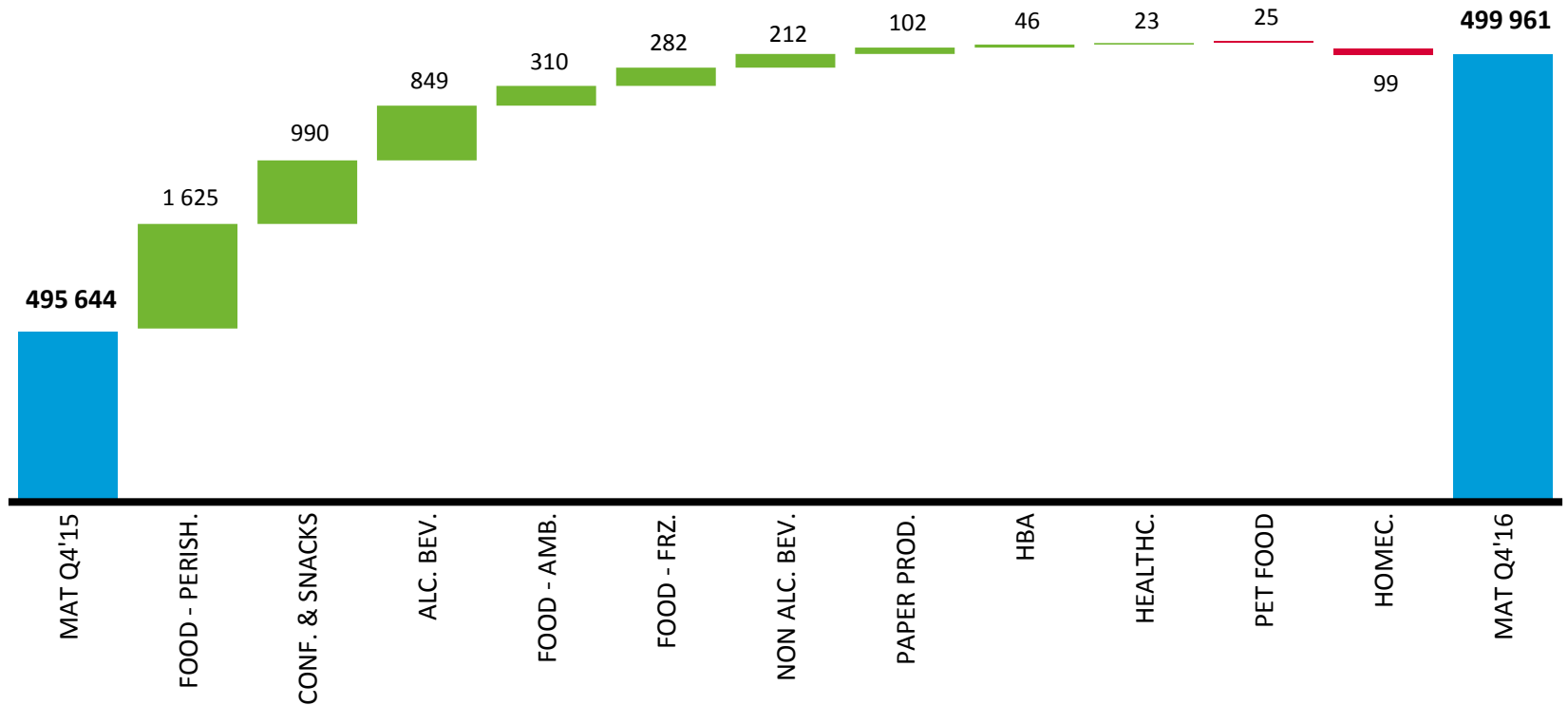


Total Europe (DE/UK/FR/ES/IT/BE/NL/PT/AT) by country | Latest 52 weeks | Week Ending 25/12/2016

UK excludes Discounters

61% OF GROWTH IS DRIVEN BY FRESH FOOD AND CONFECTIONERY

EUROPE (9 MARKETS)
VALUE € (MILLION)



Total Europe (DE/UK/FR/ES/IT/BE/NL/PT/AT) by country | Latest 52 weeks | Week Ending 25/12/2016

UK excludes Discounters

WINNERS & LOSERS

CATEGORY VALUE RANKING BASED ON ABSOLUTE GROWTH

TOP 10 WINNING	% GROWTH VALUE	% GROWTH UNITS	% GROWTH PRICE	VALUE SHARE (19,2%)
TOTAL FMCG	0.9%	0.1%	0.8%	100.0%
FRESH MEALS	5.9%	4.2%	1.7%	2.3%
BEER	2.8%	0.2%	2.6%	3.8%
OTHER FRESH PROD.	8.4%	6.2%	2.2%	1.3%
MINERAL WATER	4.0%	1.8%	2.2%	2.1%
SMOKED FISH	9.9%	10.3%	-0.4%	0.7%
CHOCOLATE	1.8%	-0.5%	2.4%	3.5%
SEEDS & NUTS	6.8%	6.8%	0.0%	0.9%
SALAD RTE	3.4%	2.4%	1.0%	1.1%
SWEET BISCUITS	1.3%	0.2%	1.1%	2.5%
SPARKLING WINE	3.6%	0.9%	2.7%	0.9%

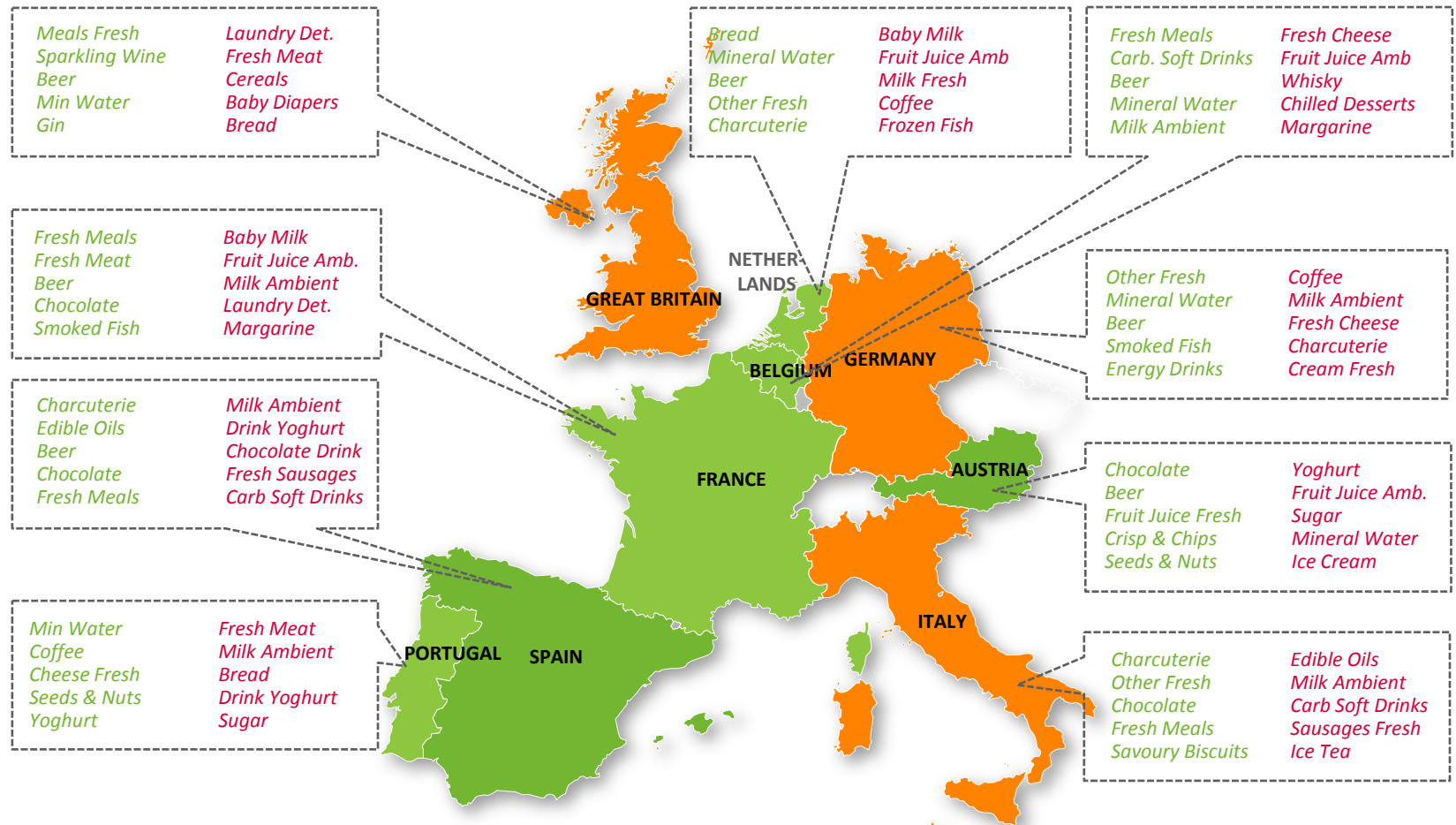
TOP 10 DECLINING	% GROWTH VALUE	% GROWTH UNITS	% GROWTH PRICE	VALUE SHARE (9,8%)
BABY MILK	-9.5%	-7.8%	-1.8%	0.4%
FRUIT JUICE AMBIENT	-2.1%	-5.2%	3.1%	1.6%
MILK AMBIENT	-1.8%	-2.8%	1.0%	1.8%
LAUNDRY DETERGENTS	-2.0%	-1.7%	-0.3%	1.5%
MARGARINE	-4.4%	-3.7%	-0.6%	0.6%
BABY DIAPERS	-3.6%	-0.4%	-3.2%	0.6%
SUGAR	-5.6%	-3.7%	-1.8%	0.3%
HAIR STYLING	-6.7%	-4.2%	-2.5%	0.3%
CHILLED DESERTS	-1.3%	-1.1%	-0.3%	1.3%
FRESH MILK	-1.3%	-0.7%	-0.6%	1.3%

Total Europe (DE/UK/FR/ES/IT/BE/NL/PT/AT) by country | Latest 52 weeks | Week Ending 25/12/2016

UK excludes Discounters

ABSOLUTE GROWTH VALUE DRIVERS & BLOCKERS

Top 5 and bottom 5 categories per country



- GROWTH RATE ABOVE OR EQUAL TO EUROPE AVERAGE
- GROWTH RATE BETWEEN "ZERO" AND EUROPE AVERAGE
- GROWTH RATE BELOW "ZERO"

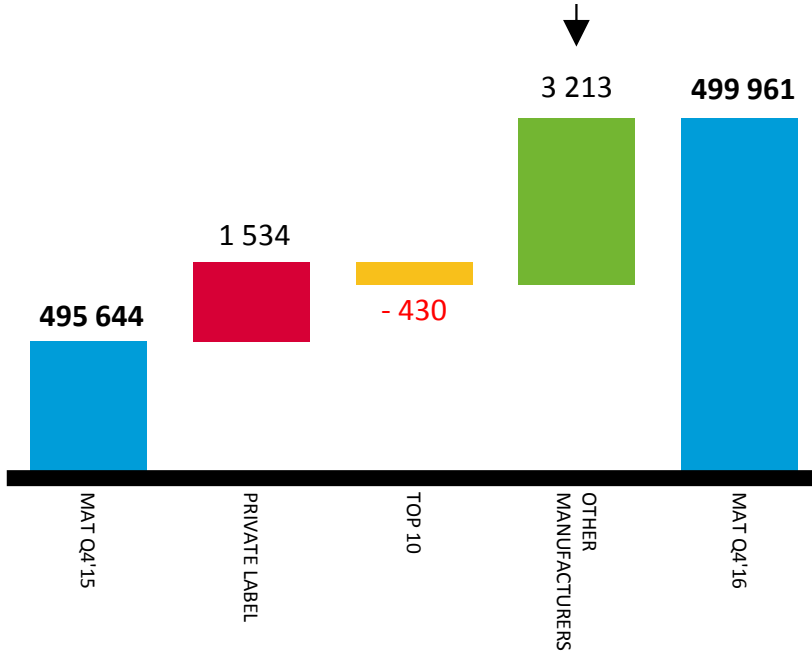
Total Europe (DE/UK/FR/ES/IT/BE/NL/PT/AT) by country | Latest 52 weeks | Week Ending 25/12/2016

UK excludes Discounters

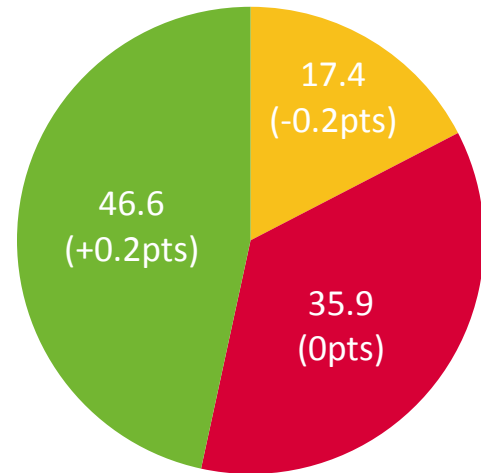
NO GROWTH FOR THE TOP 10 - OTHER MANUFACTURERS DRIVE >70% OF THE GROWTH

70% OF GROWTH IS DRIVEN BY OTHER MANUFACTURERS

WATERFALL - EUROPE (9)
ABSOLUTE VALUE CHANGE VS MAT YAGO - MILLION EUR €



VALUE SHARE AND %PTS CHANGE



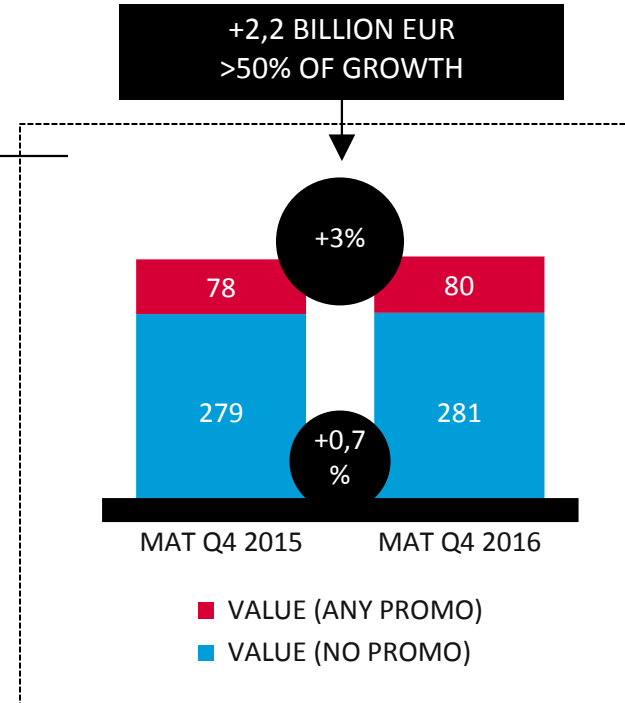
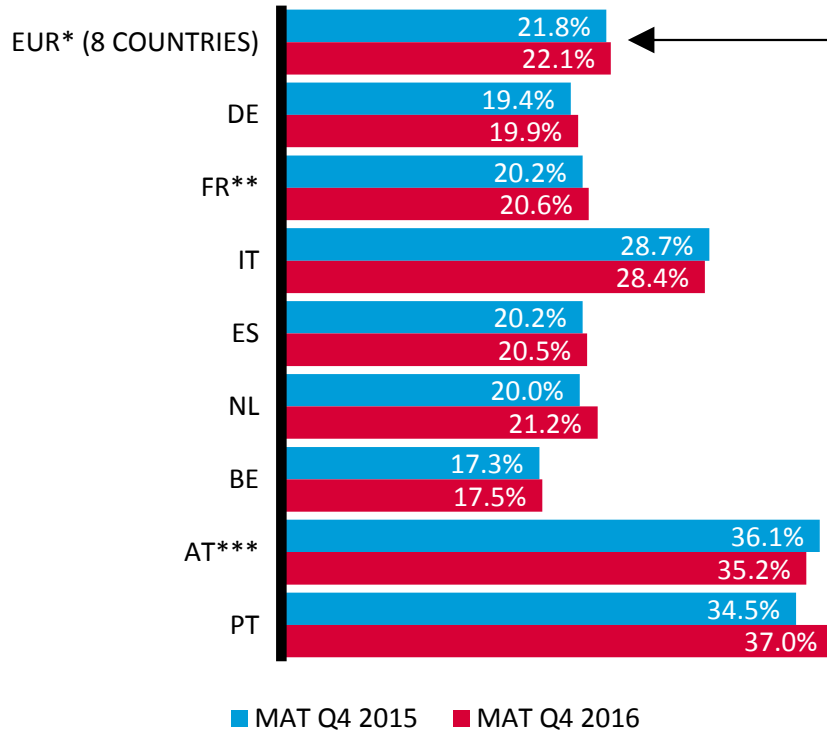
- TOP 10
- PRIVATE LABEL
- OTHER MANUFACTURERS

Total Europe (DE/UK/FR/ES/IT/BE/NL/PT/AT) by country | Latest 52 weeks | Week Ending 25/12/2016

UK excludes Discounters

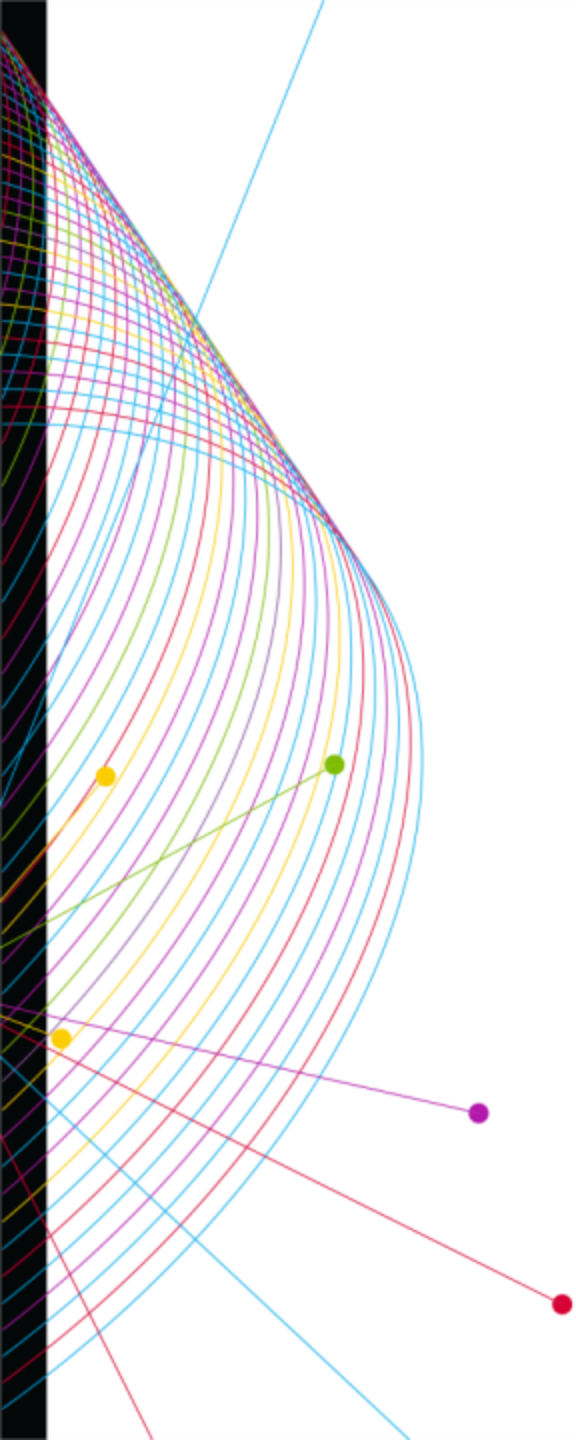
PROMOTIONAL SALES ARE ALSO INCREASING AND REPRESENT >50% OF GROWTH

% VALUE SALES WITH PROMOTION (ANY)



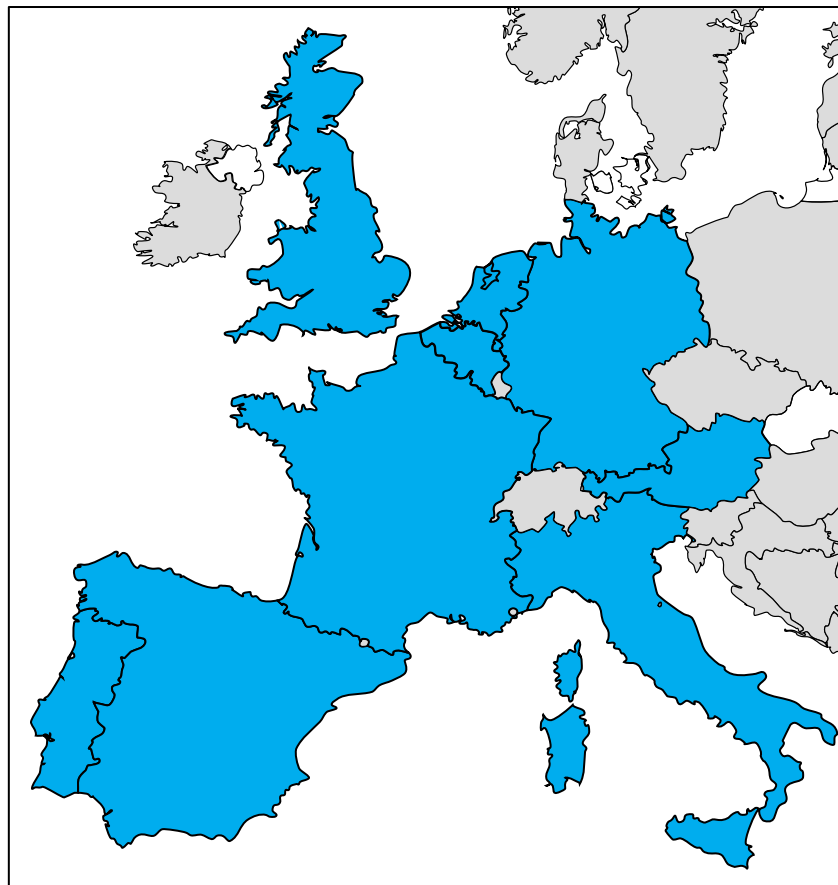
Total Europe* (DE//FR**/ES/IT/BE/NL/PT/AT***) by country | Latest 52 weeks | Week Ending 25/12/2016

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



APPENDIX

9 COUNTRY COVERAGE



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

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

FMCG CATEGORIES – EXCLUDING TOBACCO, CLOTHS, HARD WARE, ELECTRONICS, BOOKS, MAGAZINES, WINES, CANDLES etc (for complete overview by country ask your Nielsen representative)

WESTERN EUROPEAN FMCG REPORT - 9 COUNTRIES

9 COUNTRIES (UK, FR, DE, IT, ES, BE, NL, AT, PT)



TOTAL FMCG COVERAGE AT COUNTRY LEVEL:

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

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

Tobacco has been excluded

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™

