WESTERN EUROPEAN FMCG REPORT

Q2 2017

TOTAL EUROPE (DE/UK*/FR/ES/IT/NL/BE/PT/AT/NO*/CH*)
BY COUNTRY I LATEST 52 WEEKS
WEEK ENDING 18/06/2017

**EXCLUDES DISCOUNTERS*

EXECUTIVE SUMMARY

- In Western Europe, the 11 countries total FMCG size is **537 Billion EUR**
  - The overall trend in units is now flat for all markets, driven by declines in DE, UK, FR & BE
  - Value Growth is +1,2%, which is continued to be driven by higher unit prices* (+1,2%)

- **Biggest growth drivers** of FMCG growth are:
  - 56% thru Fresh Food and Alcoholic Beverages
  - 52% of growth thru Germany, UK and Spain
  - Other Manufacturers (56%)
  - Private Label (46%)
  - 100% of the growth is driven by NON-Promo Sales

- **Top 10** FMCG manufacturers are continuing losing value share

MANUFACTURER HIGHLIGHTS

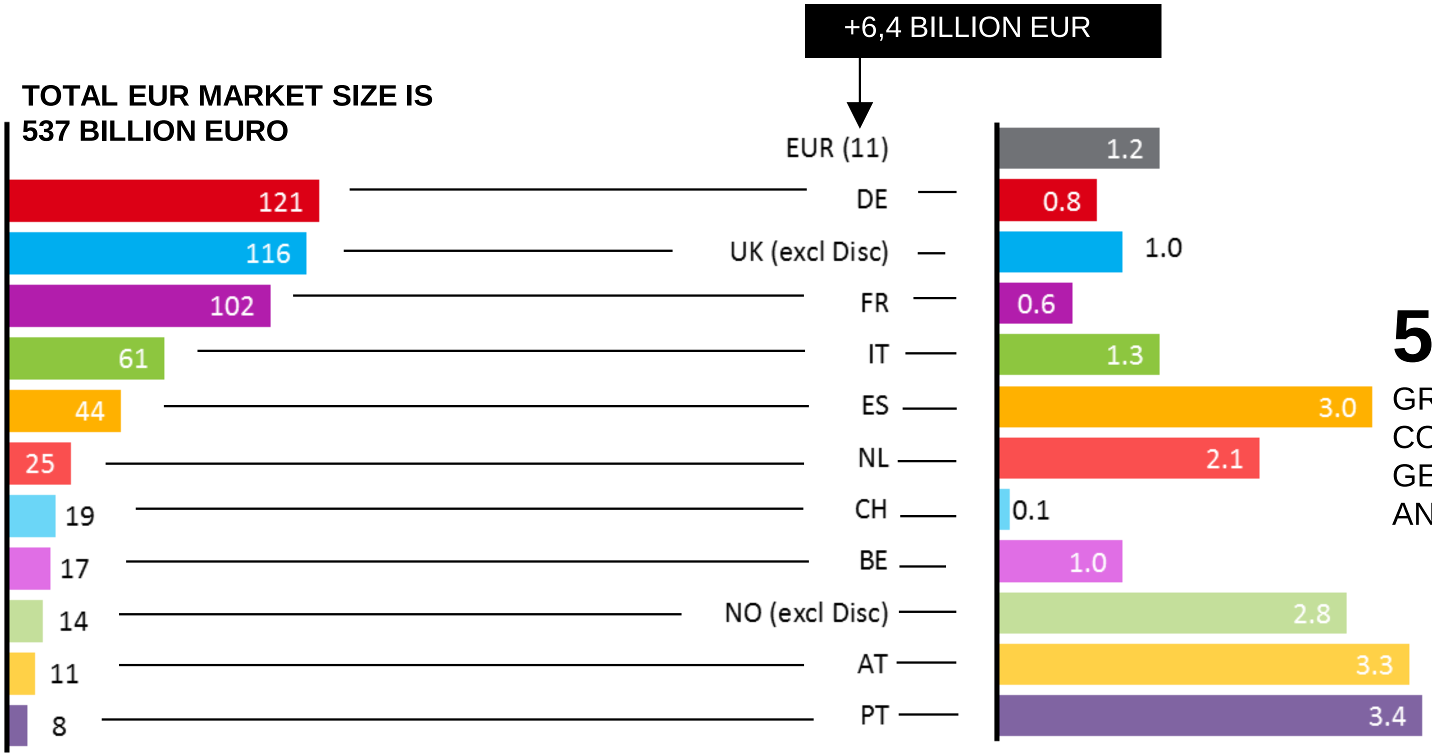
ABSOLUTE GROWTH VS YAGO

1. COCA-COLA
2. AB INBEV
3. HEINEKEN
4. L'ORÉAL

RANKING VALUE SHARE

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

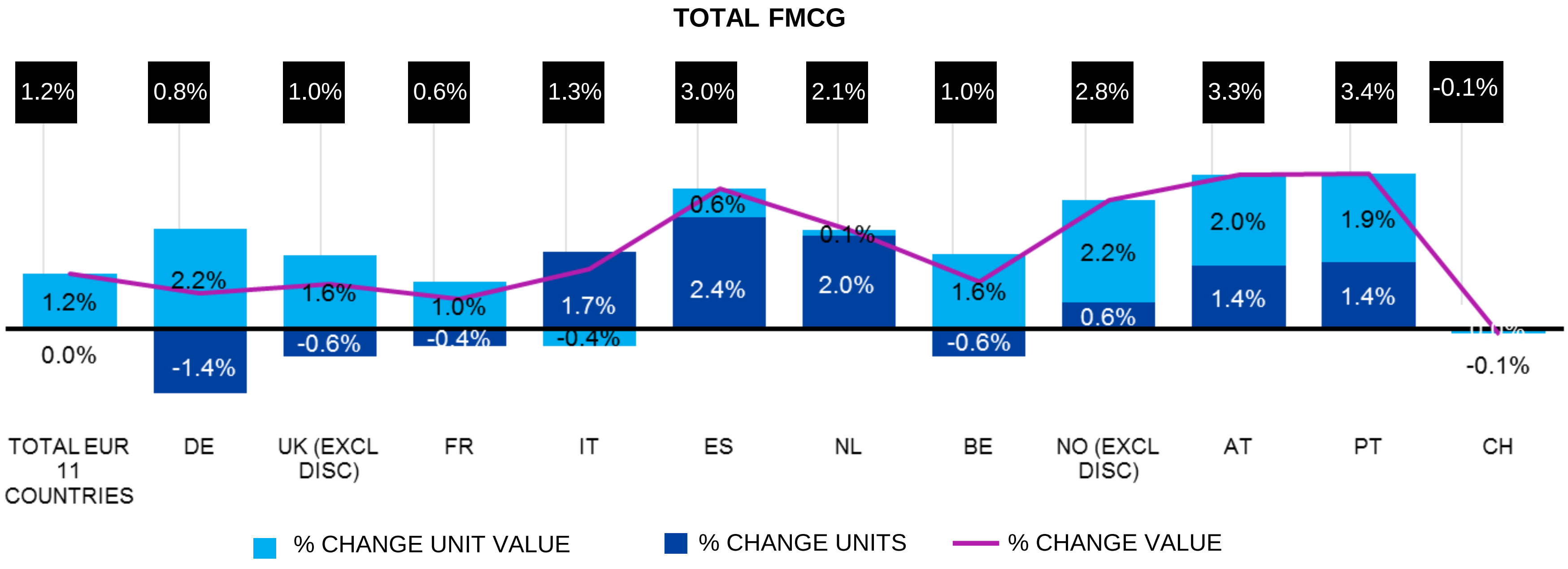
WESTERN EUROPE IS GROWING IN VALUE



52%

GROWTH COMING FROM GERMANY, UK AND SPAIN

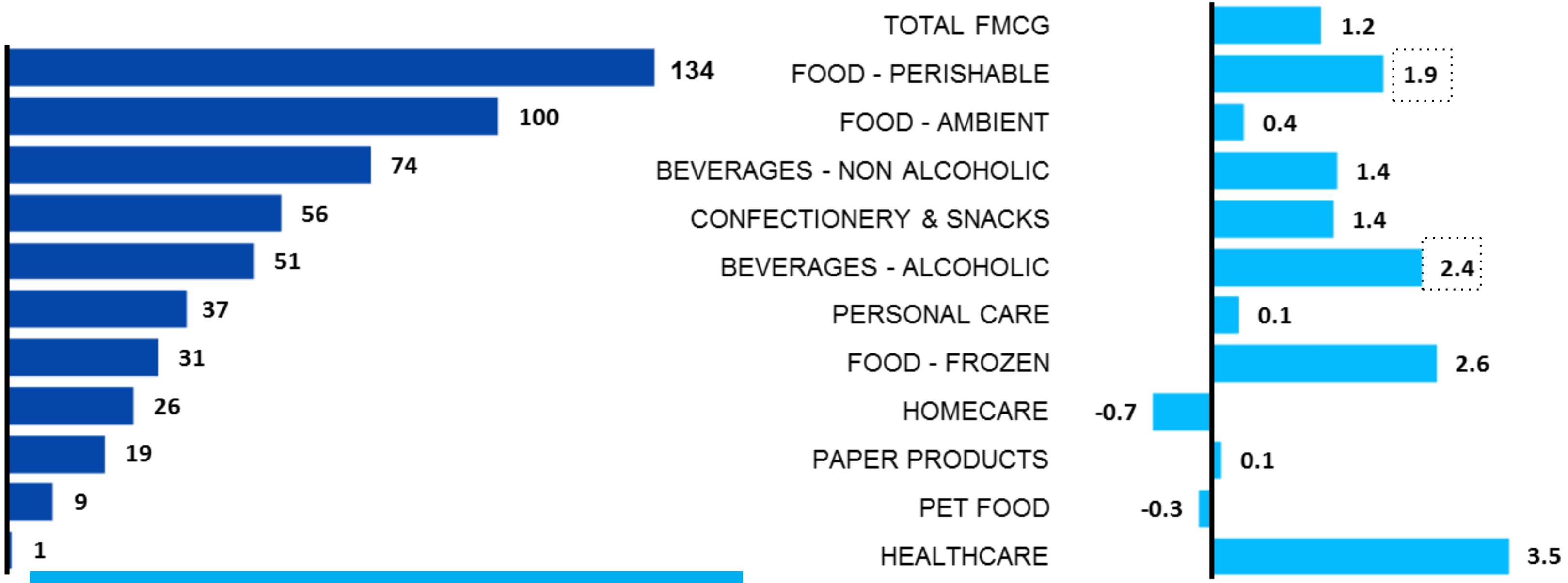
BUT VOLUMES UNDER PRESSURE IN SOME KEY MARKETS (GERMANY, UK, FRANCE)



FRESH FOOD & ALCOHOLIC BEVERAGES ARE DRIVING THE VALUE GROWTH

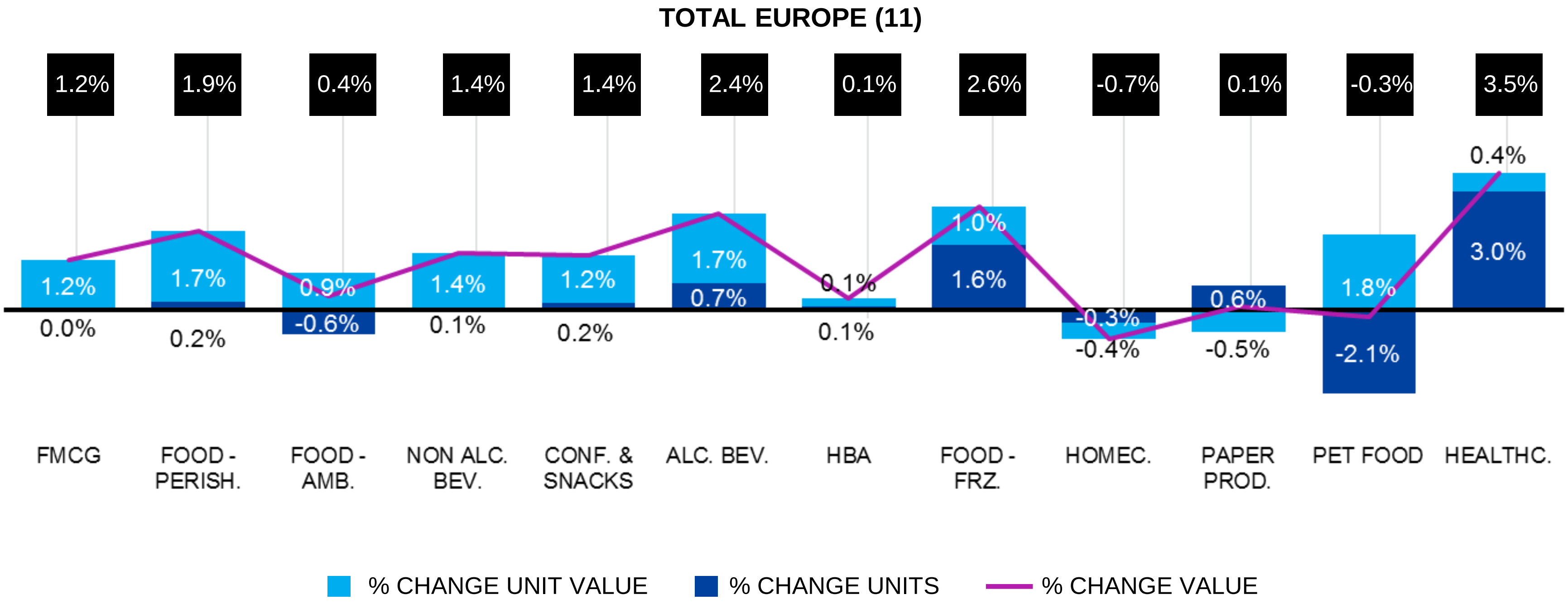
EUROPE (11 MARKETS)
VALUE € (BILLION)

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



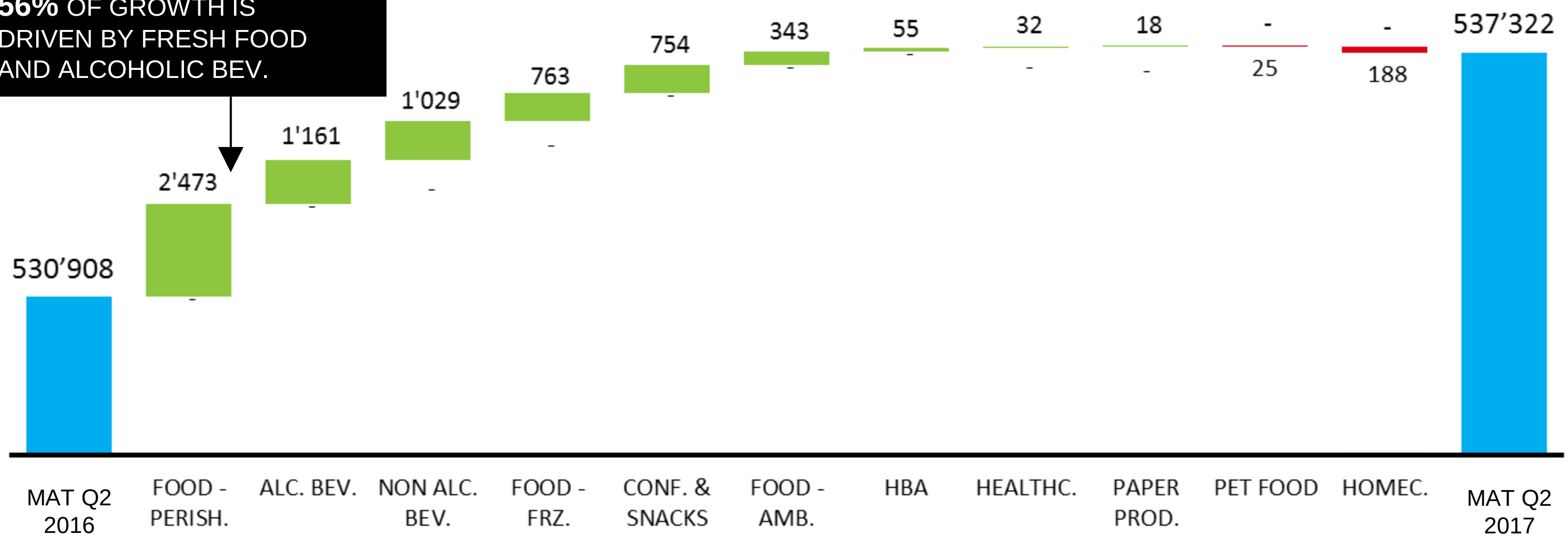
TOTAL EUR MARKET SIZE IS 537 BILLION €

MOST OF THE CATEGORY GROWTH IS ALSO DRIVEN BY HIGHER UNIT PRICES



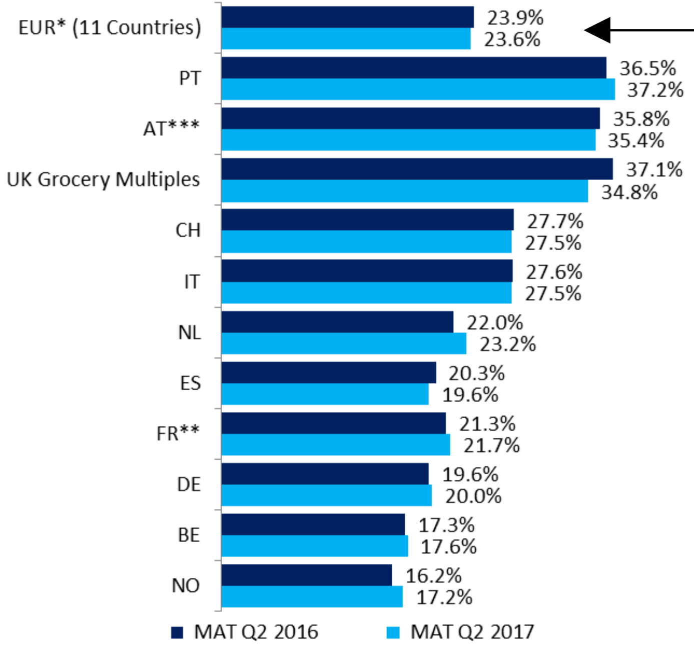
VALUE GROWTH IS HAPPENING WITHING FOOD CATEGORIES

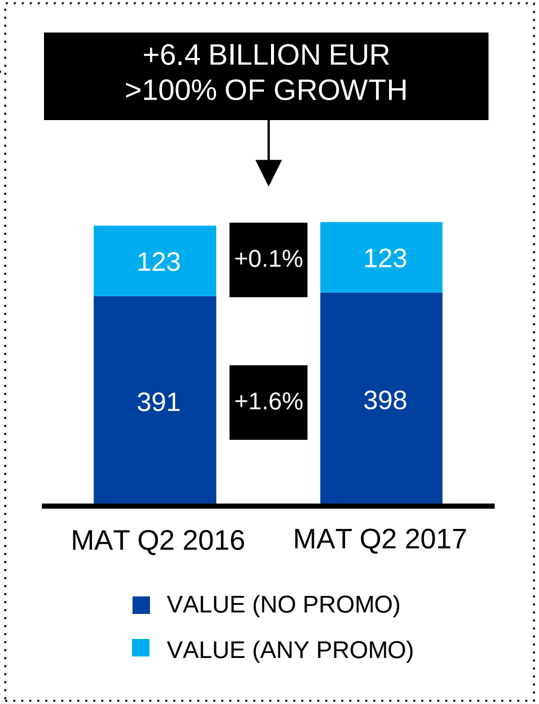
56% OF GROWTH IS DRIVEN BY FRESH FOOD AND ALCOHOLIC BEV.



NON PROMO SALES ARE INCREASING FASTER THAN PROMO SALES

% VALUE SALES WITH PROMOTION (ANY)

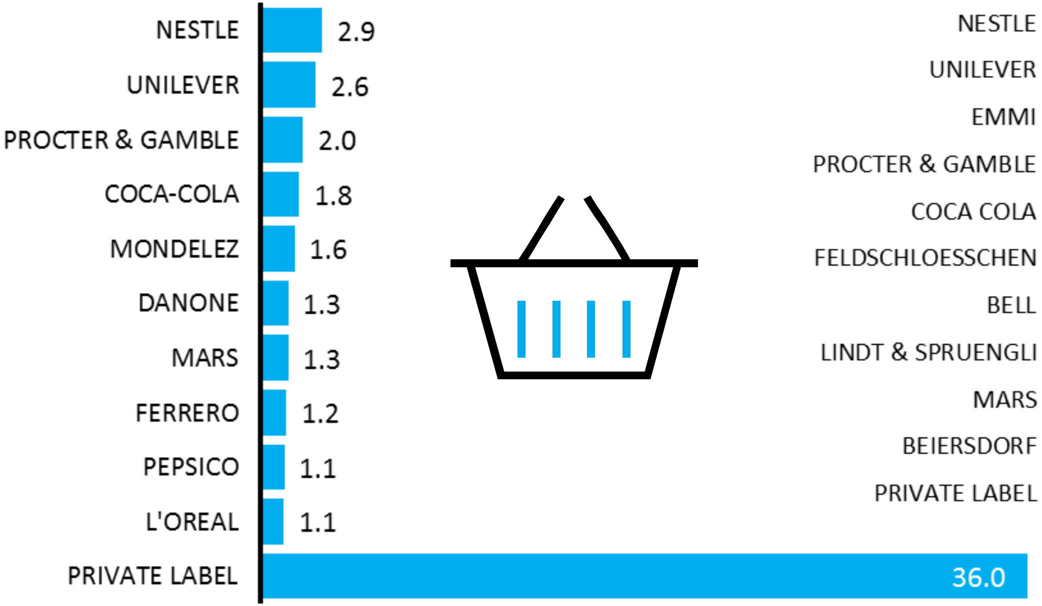




TOTAL EUROPE (DE/UK/FR/ES/IT/NL/BE/PT/AT/NO/CH)
BY COUNTRY I LATEST 52 WEEKS I WEEK ENDING 18/06/2017
TOTAL EUROPE* (11)
**FR =EXCL E-COMMERCE & DISCOUNTERS, ***AT=EXCL DISCOUNTERS AND SMALL SUPERETTES, ****UK=GROCERY/MULTIPES

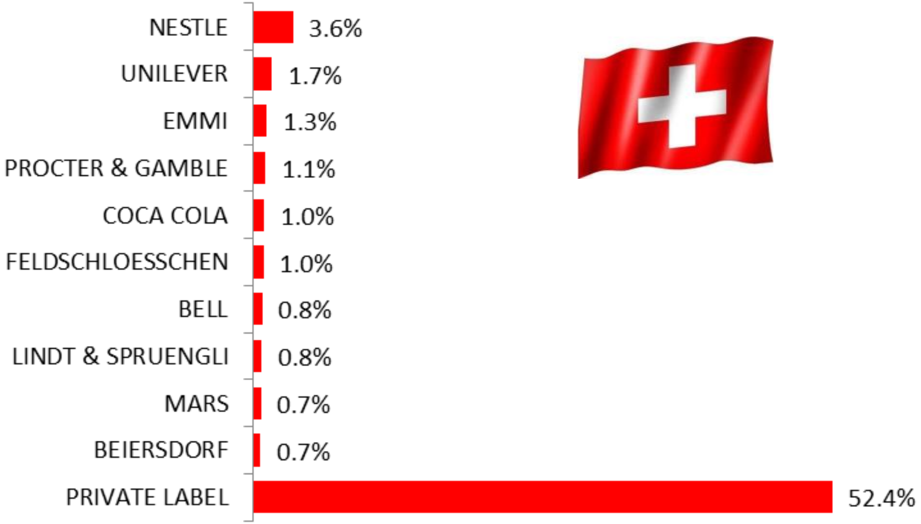
TOP 10 PLAYERS REPRESENT JUST OVER 17% OF FMCG SALES

TOP 10 MANUFACTURERS (17,1%)
SHARE OF VALUE SALES (IN %)



TOTAL EUROPE (DE/UK/FR/ES/IT/NL/BE/PT/AT/NO)
BY COUNTRY I LATEST 52 WEEKS I WEEK ENDING 18/06/2017
UK & NO EXCLUDES DISCOUNTERS

TOP 10 MANUFACTURERS (12,6%)
SHARE OF VALUE SALES (IN %)

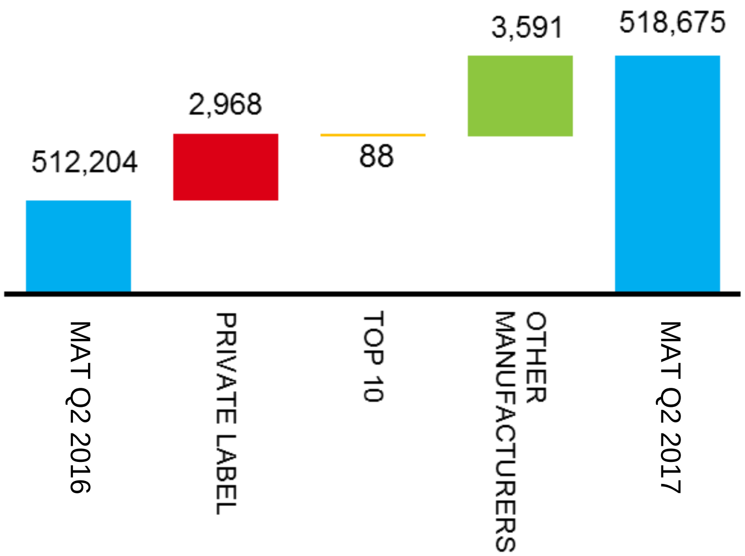


TOTAL SWITZERLAND
BY COUNTRY I LATEST 52 WEEKS I WEEK ENDING 18/06/2017
EXCLUDES DISCOUNTERS

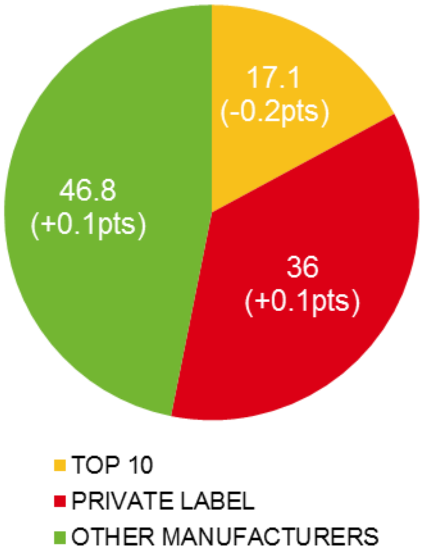
NO GROWTH FOR THE TOP 10

"Other manufacturers" drive 56% of the growth

WATERFALL - EUROPE (10)
ABSOLUTE VALUE CHANGE VS MAT YAGO - MILLION EUR €

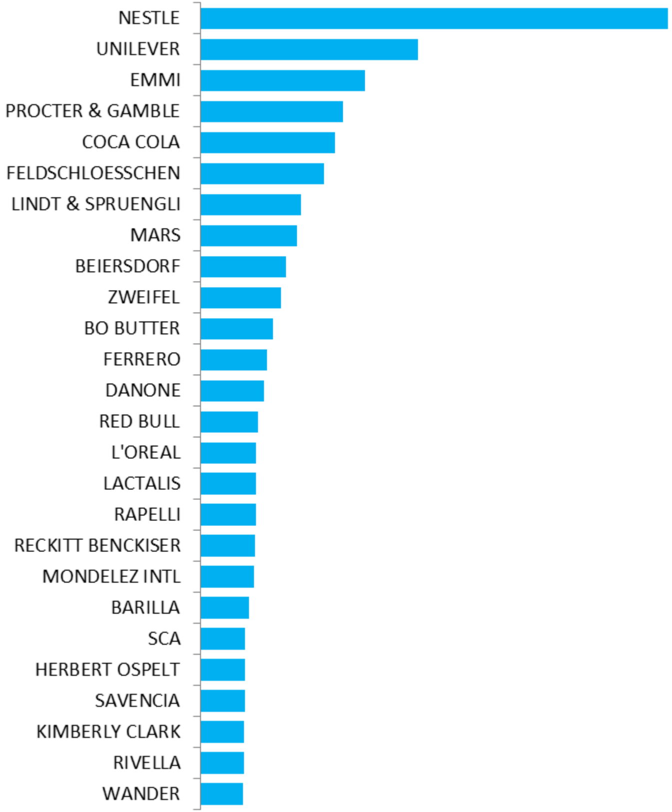


VALUE SHARE AND %PTS CHANGE

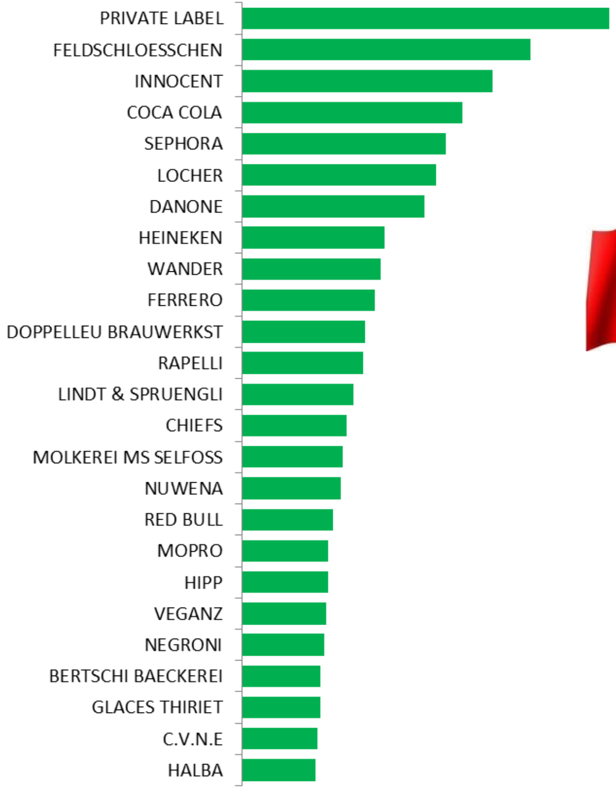


TOTAL EUROPE (DE/UK/FR/ES/IT/NL/BE/PT/AT/NO)
BY COUNTRY I LATEST 52 WEEKS I WEEK ENDING 18/06/2017
UK EXCLUDES DISCOUNTERS

TOP 25 MANUFACTURES & WINNING 25

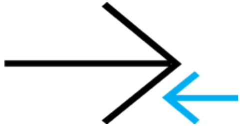


Ranking based on Value Share

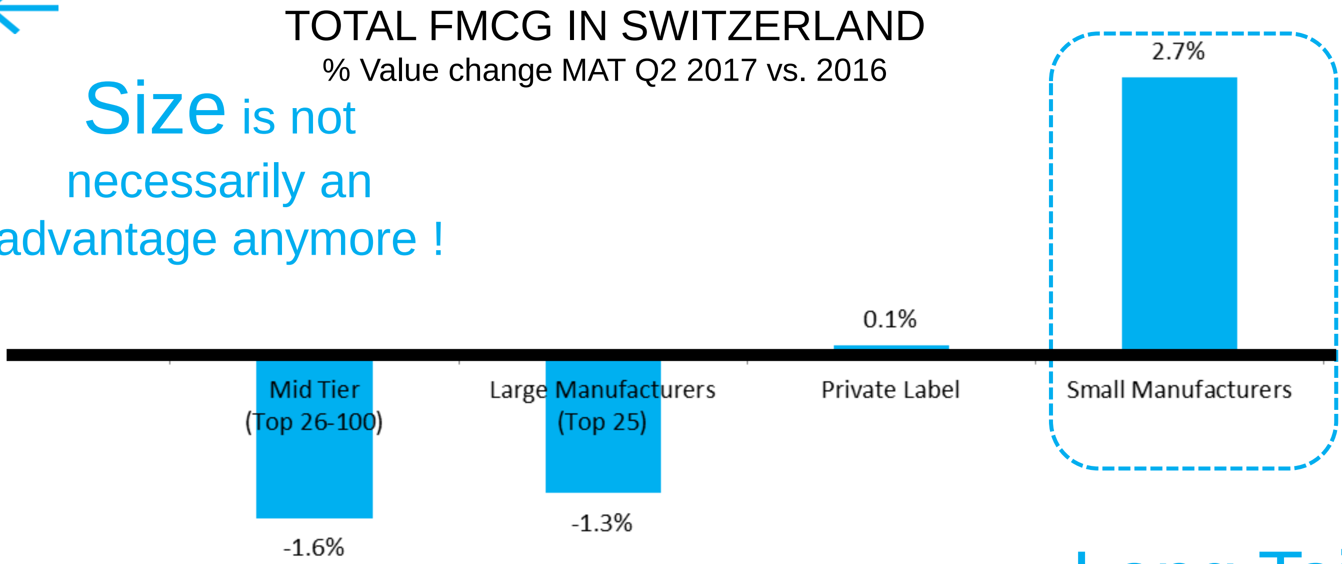


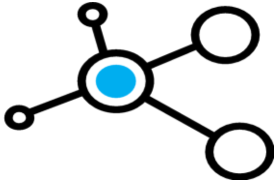
Ranking based on ABS Value Change vs MAT Q2 2016

SMALLER MANUFACTURERS GROW FASTER

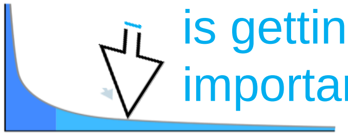


Size is not necessarily an advantage anymore !





The market place is getting more and more fragmented.



The Long Tail is getting more important.

Source: Nielsen Retail Panel

FR & CH, ONLY MARKETS WHERE PRIVATE LABEL DOESN'T DOMINATE THE GROWTH….(It is even declining in FR)

TOP 5 MANUFACTURERS ABSOLUTE VALUE GROWTH PER COUNTRY

EUROPE*

1. Private Label
2. Coca-Cola
3. AB Inbev
4. Heineken
5. L'Oréal

UK

1. Private Label
2. AB Inbev
3. Diageo
4. L'Oréal
5. Coca-Cola

FRANCE

1. Heineken
2. Carlsberg
3. Andros
4. AB Inbev
5. Sodebo

GERMANY

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

SPAIN

1. Private Label
2. Mahou San Miq.
3. Pescanova
4. L'Oréal
5. Heineken

ITALY

1. Private Label
2. Heineken
3. Gruppo Colossi
4. Bolton Group
5. Kelly Deli

NETHERLANDS

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

BELGIUM

1. Private Label
2. Coca-Cola
3. AB Inbev
4. Spadel
5. Ferrero

PORTUGAL

1. Private Label
2. Unicer
3. Heineken
4. Unilever
5. Sumal + Compal

AUSTRIA

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

NORWAY

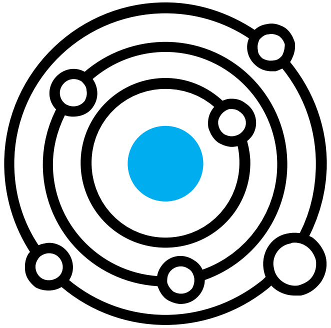
1. Private Label
2. Carlsberg
3. Red Bull
4. Arla Foods
5. Pepsico

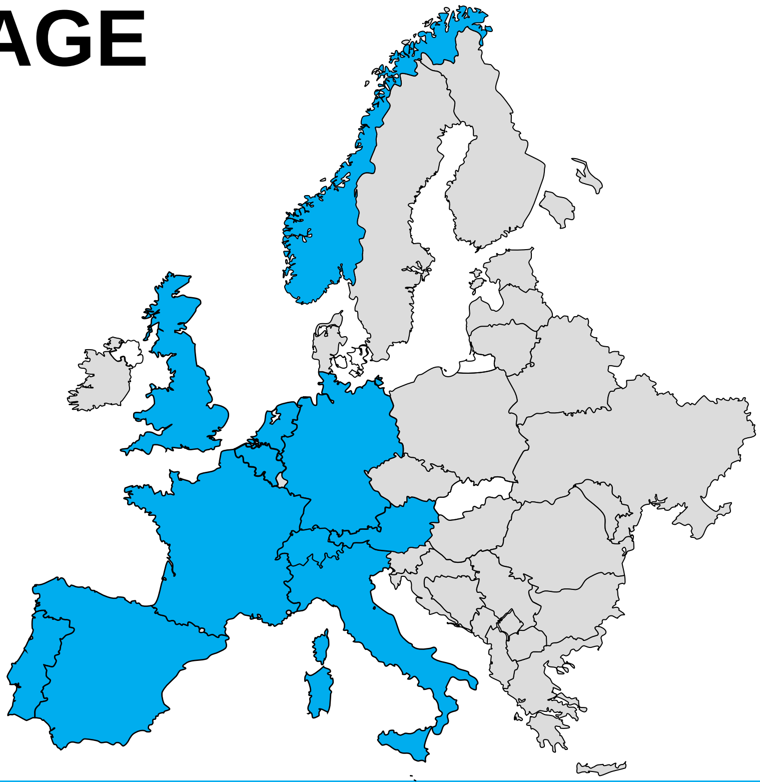
SWITZERLAND

1. Private Label
2. Feldschloesschen
3. Innocent
4. Coca Cola
5. Sephora

APPENDIX

11 COUNTRIES 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 11 MARKETS
EXCLUDING: 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

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
NORWAY	NA	NA	✓	✓	✓	✓	NA	NA
SWITZERLAND	NA	NA	✓	✓	✓	✓	NA	NA

X Total Coverage of locally measured FMCG channels by Nielsen = >95%
Tobacco has been excluded