



VIETNAM FMCG – OPPORTUNITY SIGHTING

Data ending: Jun17

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VIETNAM : PROMISING & EVOLVING

2

VIETNAM FMCG LANDSCAPE - A QUICK GLIMPSE

3

ASSESSING FMCG THROUGH THE LENSE OF COMPOSITE
SCORE INDEX ANALYSIS

Analysis framework

Categories & Markets Covered

6 cts	36 cts	36 CTs (TT & MT) + Rural	
1. Baby Cereal	5. Body Lotion	14. Personal wash	27. Fabric Softener
2. Baby Diaper	6. Deodorant	15. Beer	28. Feminine Protection
3. Milk powder	7. Facial Care Product	16. Biscuit	29. Hair Conditioner
4. Spoon Yoghurt	8. Tissue	17. MSG-Bouillon	30. Household Cleaner
	9. Gum	18. Cigarette	31. Insecticide
	10. Tonic food drink	19. Coffee	32. Instant noodle
	11. Snack	20. Carbonated Soft Drink	33. Laundry Product
	12. Ready To Drink Coffee	21. Energy Drink	34. Pie & Sponge
	13.1 Soy Sauce	22. RTDT	35. RTDM
	13.2 Fish sauce	23. Packaged water	36. Shampoo
		24. Fruit Juice	37. Toothbrush
		25. Sport Drink	38. Toothpaste
		26. Dishwashing liquid	39. Sweet Condensed Milk

Analysis framework

Categories & Markets Covered

6 cts	Urban	Nationwide	
1. Baby Cereal	5. Body Lotion	14. Personal wash	27. Fabric Softener
2. Baby Diaper	6. Deodorant	15. Beer	28. Feminine Protection
3. Milk powder	7. Facial Care Product	16. Biscuit	29. Hair Conditioner
4. Spoon Yoghurt	8. Tissue	17. MSG-Bouillon	30. Household Cleaner
	9. Gum	18. Cigarette	31. Insecticide
	10. Tonic food drink	19. Coffee	32. Instant noodle
	11. Snack	20. Carbonated Soft Drink	33. Laundry Product
	12. Ready To Drink Coffee	21. Energy Drink	34. Pie & Sponge
	13.1 Soy Sauce	22. RTDT	35. RTDM
	13.2 Fish sauce	23. Packaged water	36. Shampoo
	40. Mayonnaise	24. Fruit Juice	37. Toothbrush
	41. Milk Makers	25. Sport Drink	38. Toothpaste
		26. Dishwashing liquid	39. Sweet Condensed Milk

VIETNAM FMCG LANDSCAPE : A QUICK GLIMPSE

THE PROCEEDING ANALYSIS IS BASED UPON THE FOLLOWING RESOURCES

MARKETS ANALYSED

Vietnam nation wide
(specific markets in specific category & analysis cases)

PERIOD COVERED

3 years ; 2 years
(depends on specific analysis cases)

NUMBER OF CATEGORIES ANALYZED

40

CATEGORIES MEASUREMENT POINTS COVERED FOR ANALYSIS

40 categories : size ; growth ; distribution; top players market share for 3 years ; number & market share of all new brands launches in yec 17

**HOWEVER ARE ALL CATEGORIES LIVING
ITS BEST POTENTIAL THROUGH
LEVERAGING DISTRIBUTION IN VIETNAM?**

OR THERE LIES OPPORTUNITY TO SCALE UP?

“YES, VERY MUCH”

HOW ARE THESE CATEGORIES PHASING OUT ? ASSESSING POTENTIAL & CHALLENGE – GUIDE FOR FUTURE ACTION

READING THROUGH THE LENS OF COMPOSITE
SCORE INDEX

THE COMPOSITE SCORE INDEX – POSITIONING CATEGORY IN YOUR OWN SWOT MATRIX

Process of evaluation & derivation

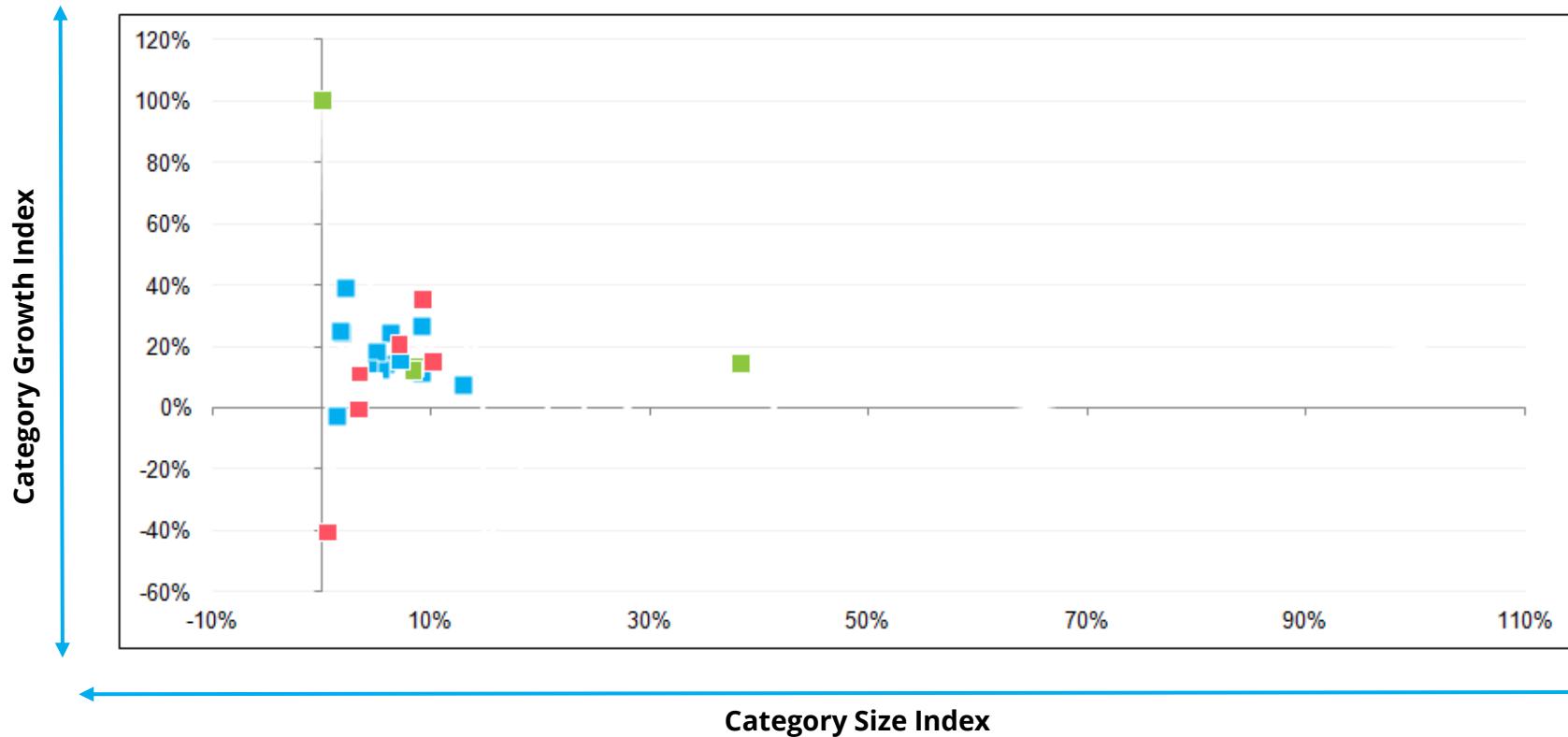
5 determining Parameters identified & scored individually

Weightage given to each parameter on basis of importance

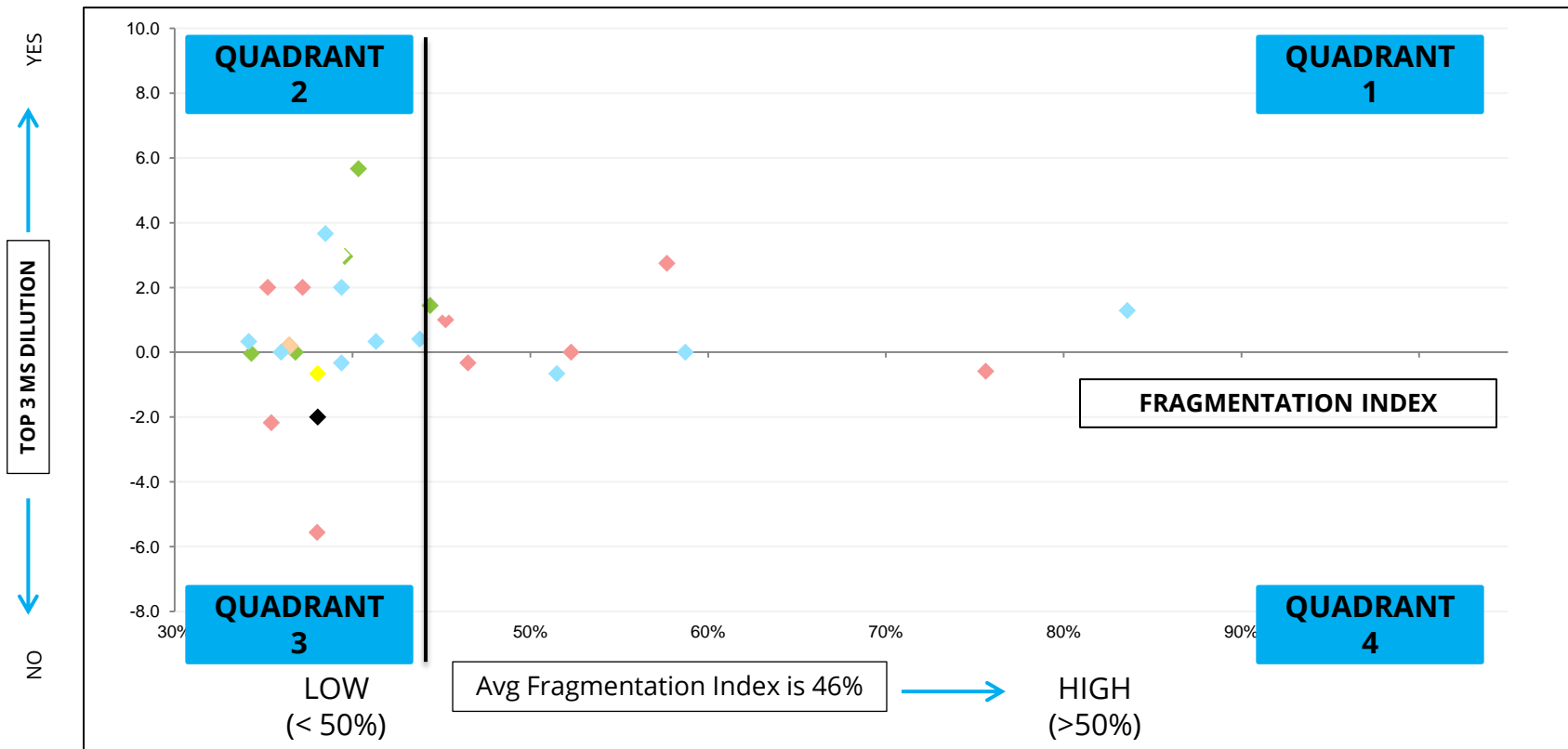
Each parameter score added up to derive composite score ranking



MARKET SHOWS PROMISING GROWTH FOR.....

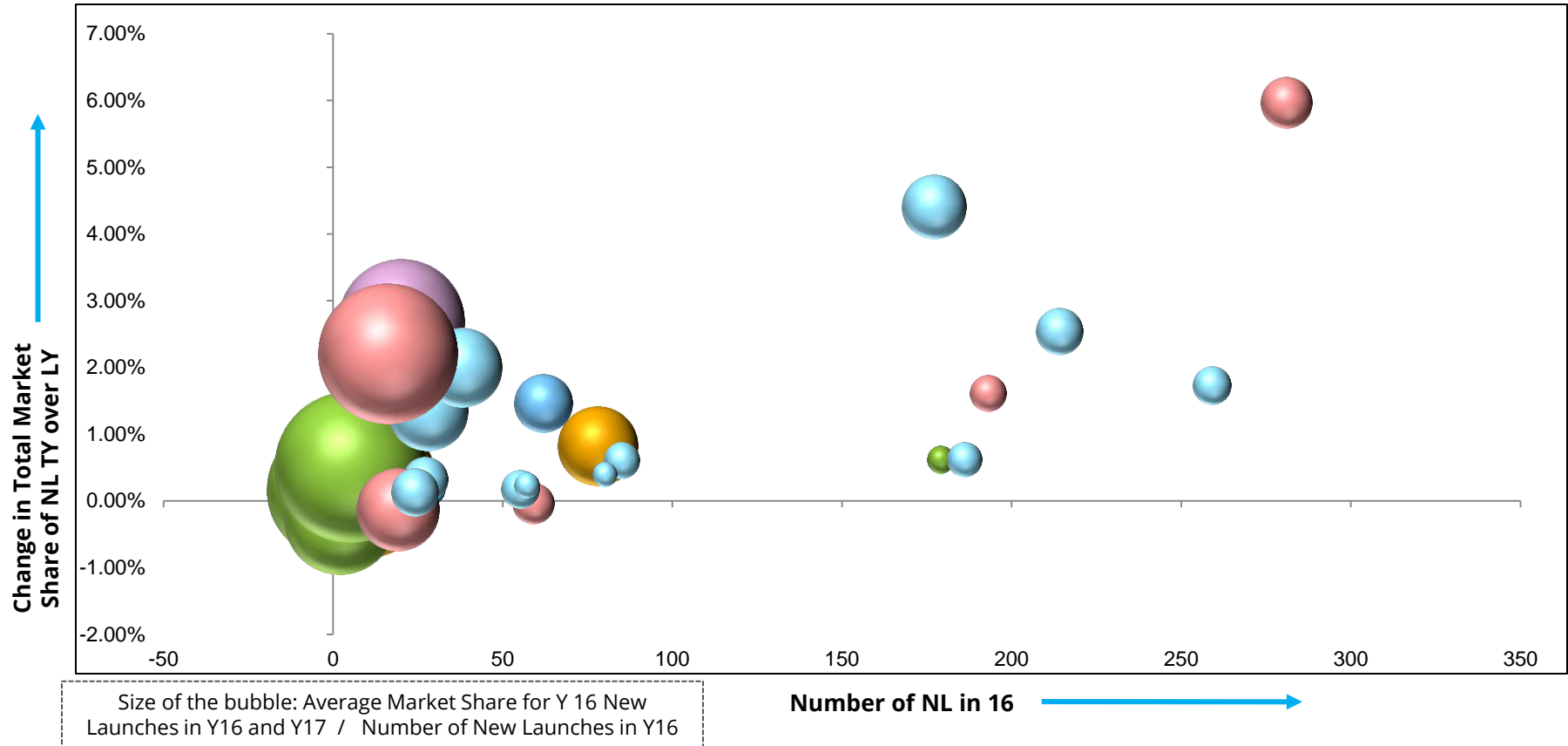


QUADRANT 1 & 2 HOST LOT CATEGORIES REFLECTING VIETNAM OPENING UP TO NEXT SET OF PLAYERS. HOWEVER QUADRANT 3 IS WHERE TOP PLAYERS ENJOY BOTH HIGH SHARE AND GETTING MORE STRONG YOY. IN QUADRANT 4 AS WELL TOP PLAYERS GAINING DOMINANCE

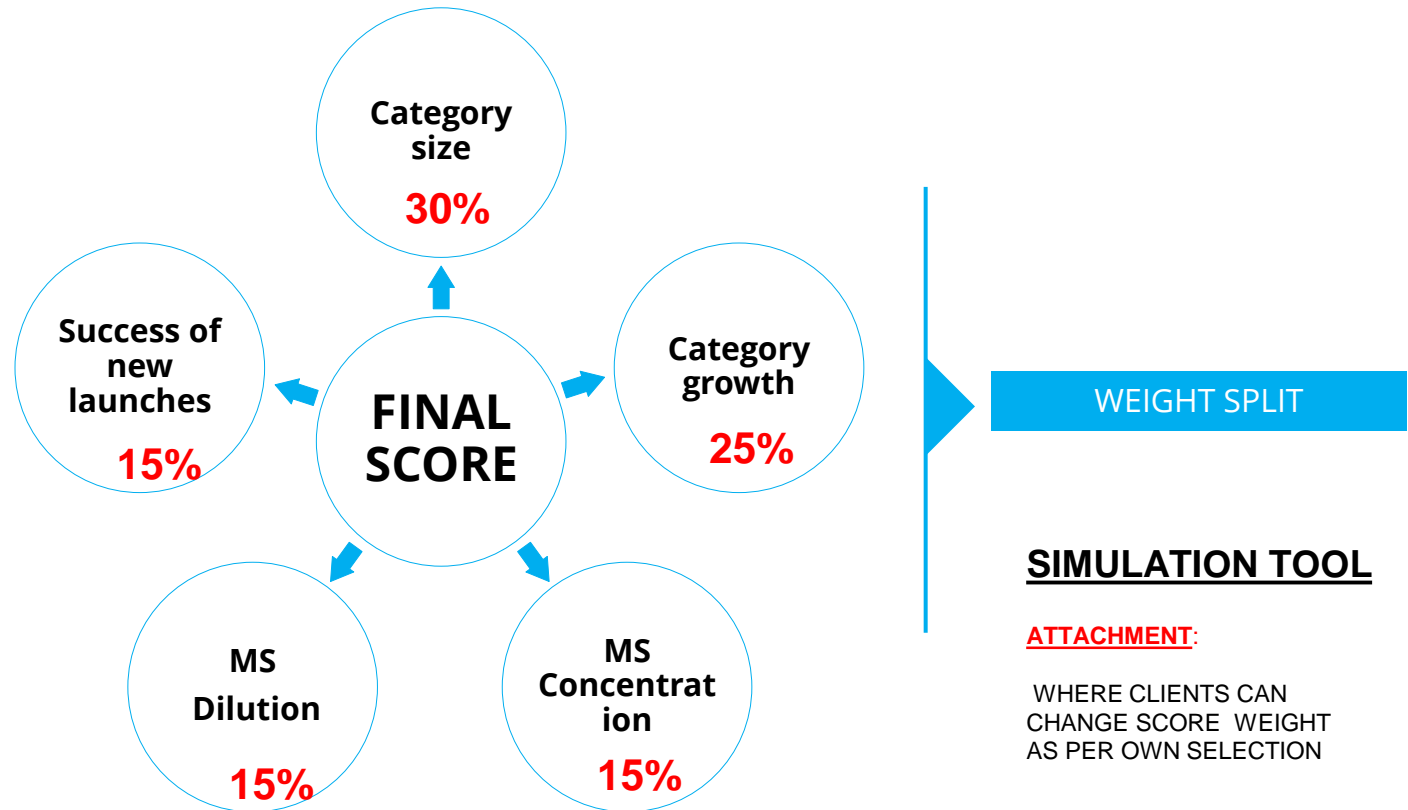


..... CATEGORY WITH HIGHEST SHARE GAIN PER NEW BRAND LAUNCHED IN RECENT YR.

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PLACING CATEGORIES WITHIN COMPOSITE SCORE INDEX –



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