



# NIELSEN MARKET PULSE REPORT

## FMCG UPDATES IN APRIL 2017

### MACRO ECONOMY



GDP growth of Q1'17 vs. YA

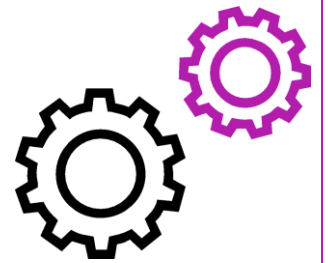


CPI % chg of Mar17 vs. YA

Agriculture: +2.0%

Industry: +4.2%

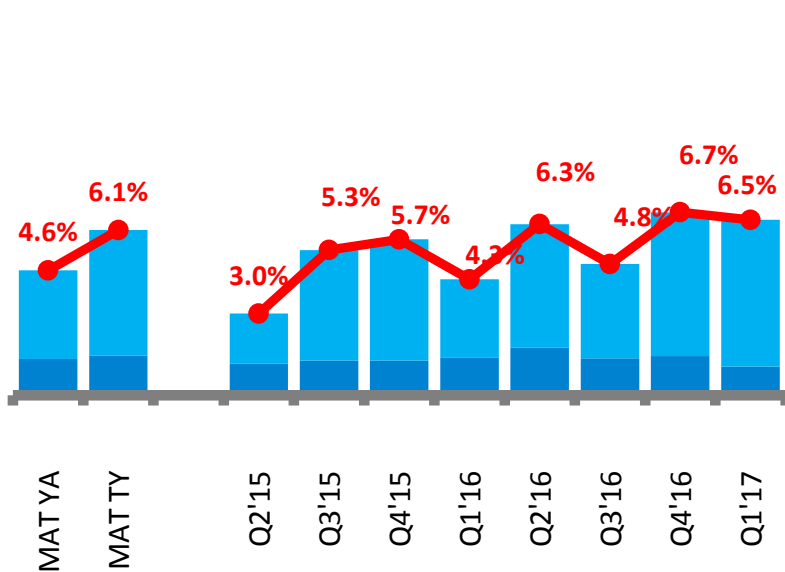
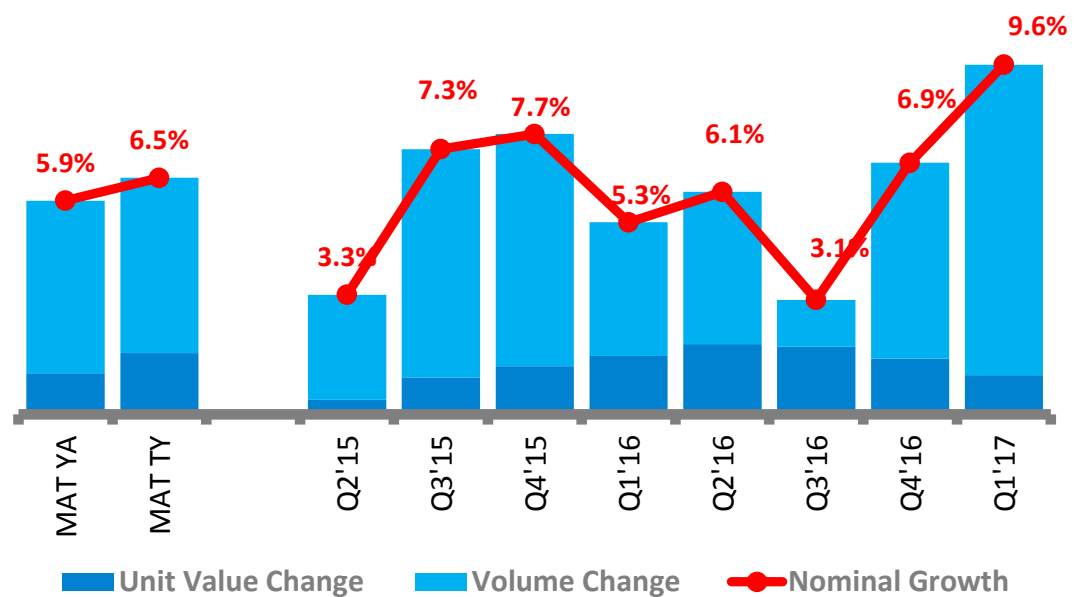
Services: +6.5%



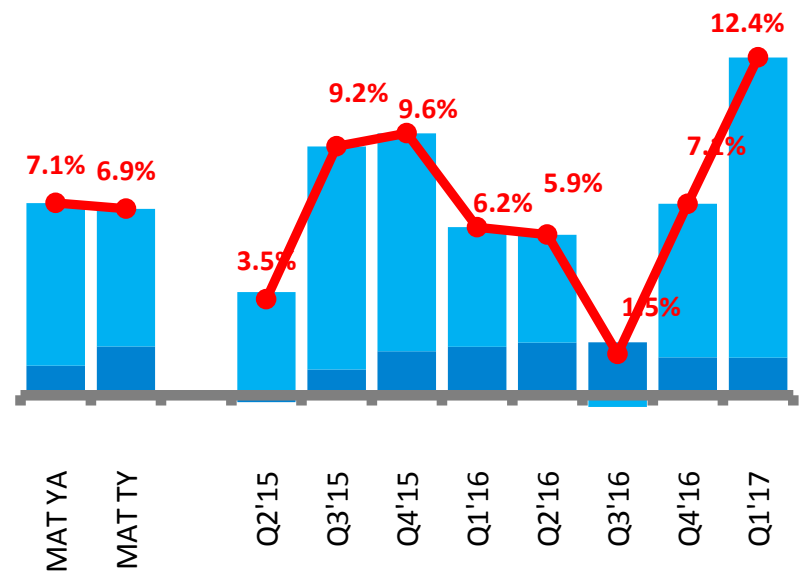
### FMCG DYNAMICS



NATIONWIDE



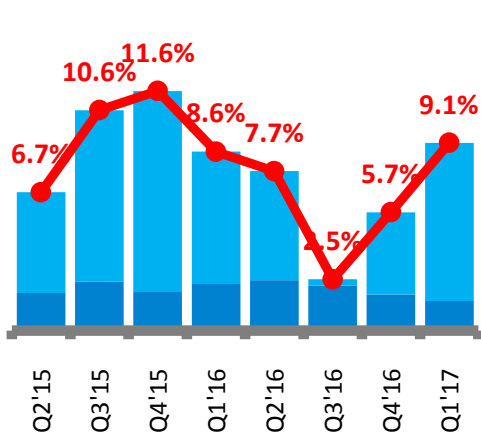
TOTAL URBAN



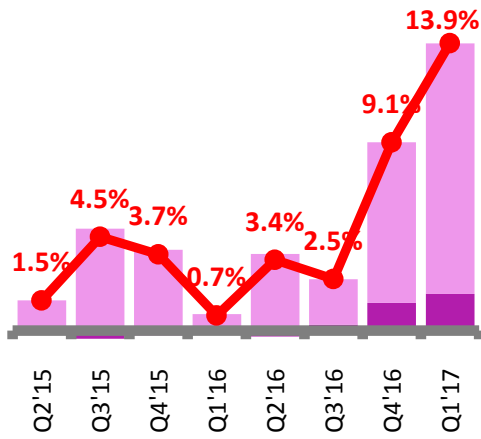
TOTAL RURAL

# SUPER-CATEGORY OVERVIEW - NATIONWIDE

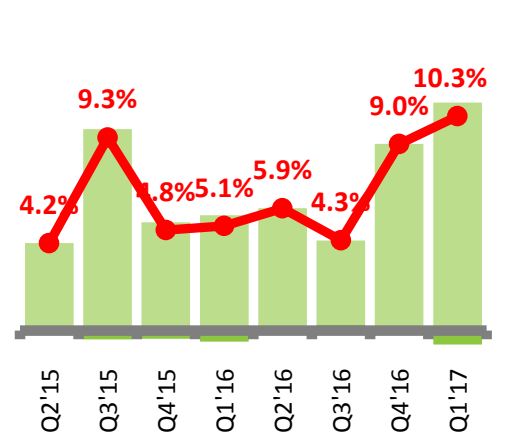
## BEVERAGE



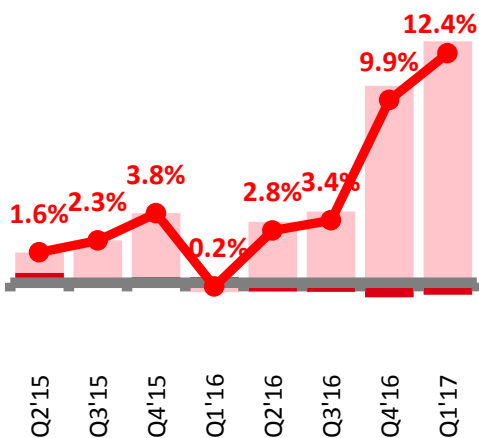
## FOOD



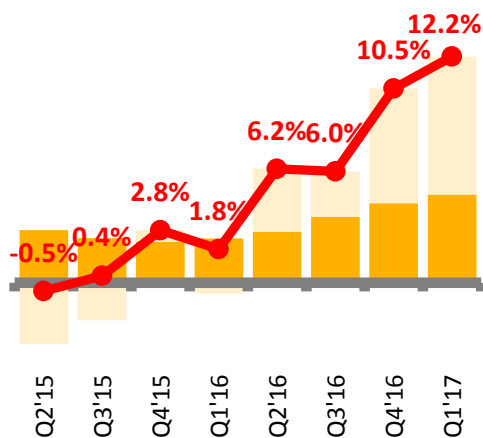
## MILK BASED



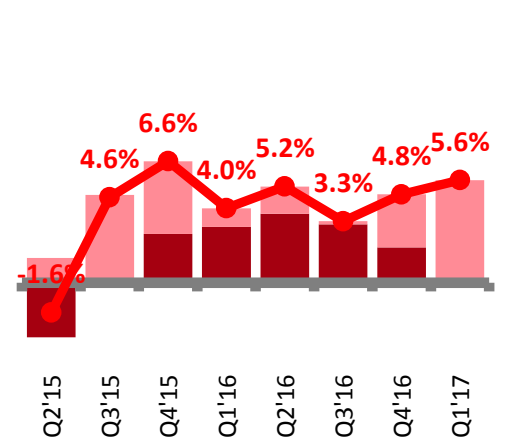
## HOME CARE



## PERSONAL CARE



## CIGARETTE



Unit Value Change
  Volume Change
  Nominal Value Growth

## MARKET HIGHLIGHTS

### TOP PERFORMERS IN L3MS VS. YA



Beer

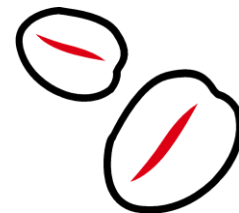


Cigarette

### WEAK PERFORMERS IN L3MS VS. YA



RTDT



Ready-to-drink Coffee

The Nielsen Market Pulse Report shines a light on the big picture of FMCG, scans the categories that matter to you, reports on the latest market insights, and dives into FMCG landscapes. To help the manufacturers identify the size (value) & value growth of categories which belong to subscribed super-group. Kindly contact your Nielsen's representatives for further clarification or email [vietnaminfo@nielsen.com](mailto:vietnaminfo@nielsen.com)