



NIELSEN MARKET PULSE REPORT

FMCG UPDATES IN APRIL 2017

MACRO ECONOMY

5.1%

GDP growth of Q1'17 vs. YA

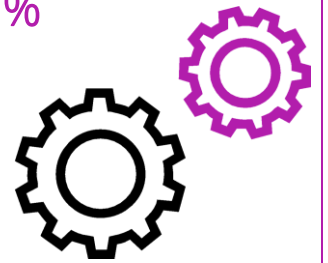
4.8%

CPI % chg of YTD Apr17 vs. YA

Agriculture: +2.0%

Industry: +4.2%

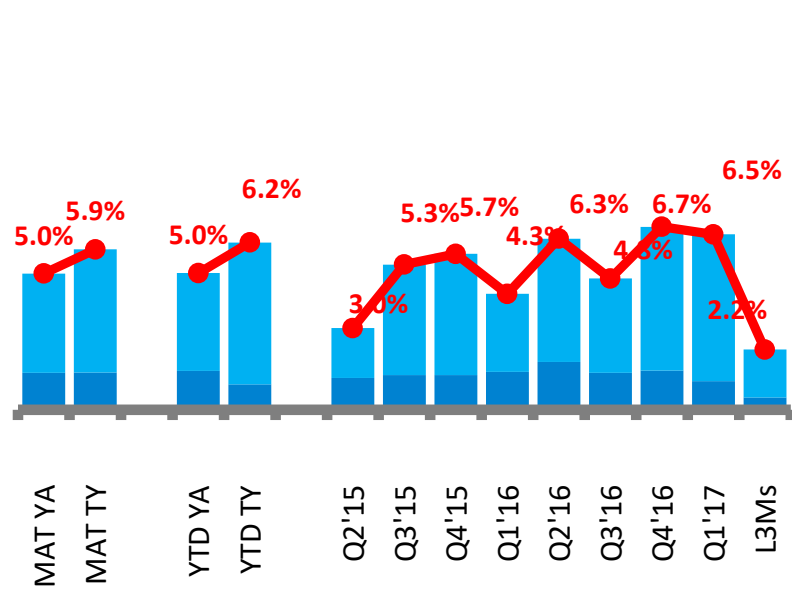
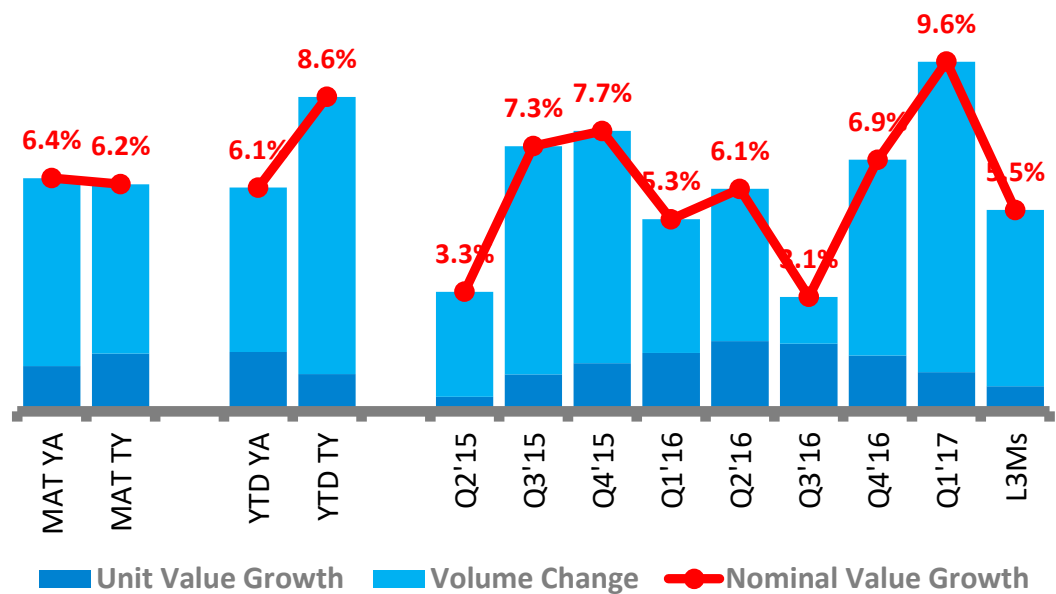
Services: +6.5%



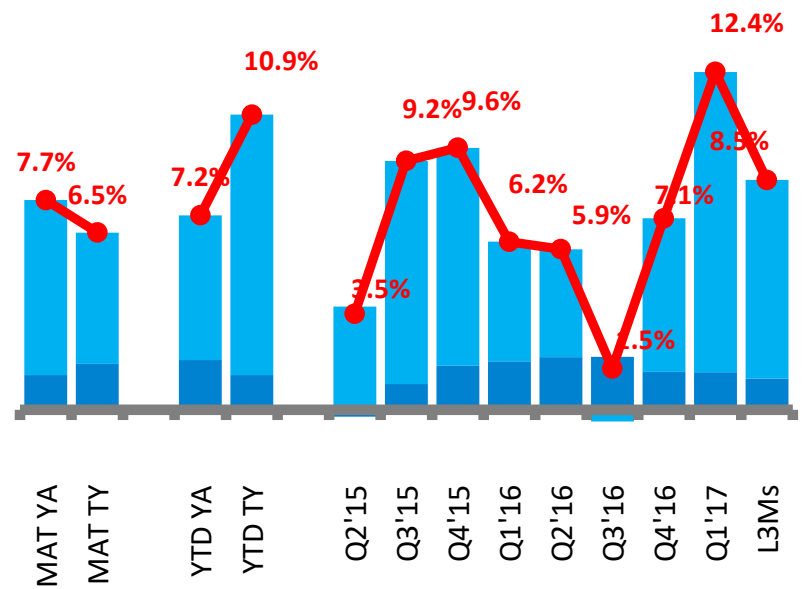
FMCG DYNAMICS



NATIONWIDE



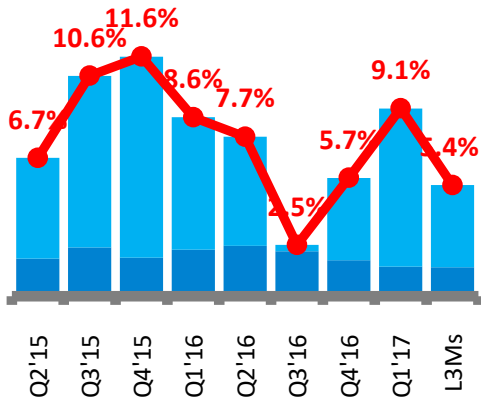
TOTAL URBAN



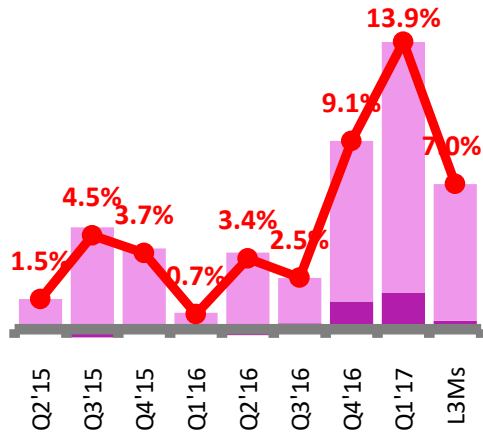
TOTAL RURAL

SUPER-CATEGORY OVERVIEW - NATIONWIDE

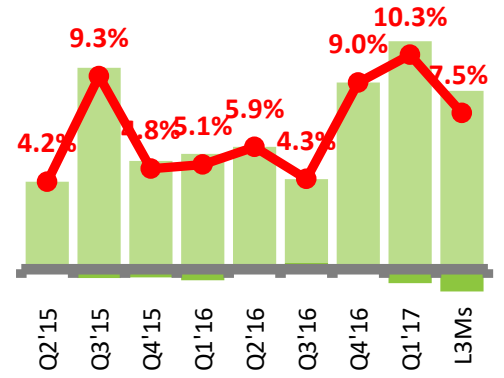
BEVERAGE



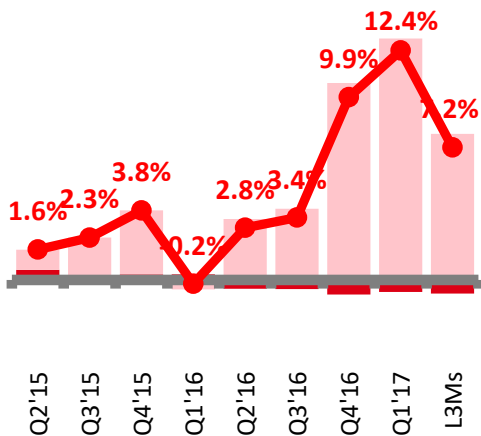
FOOD



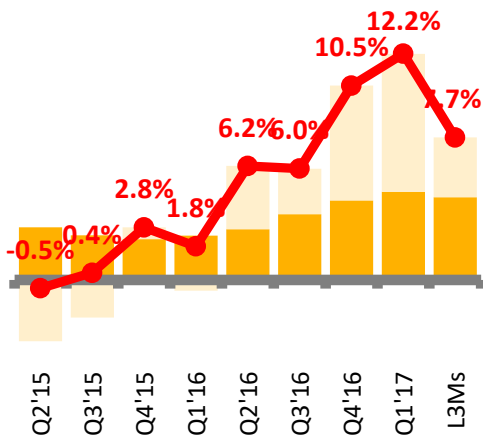
MILK BASED



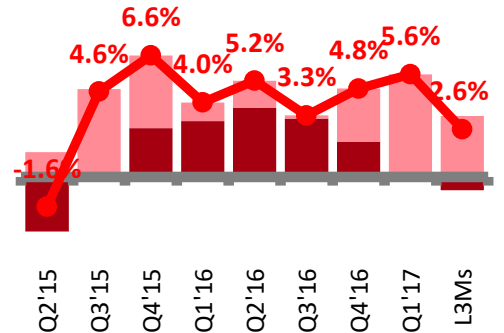
HOME CARE



PERSONAL CARE



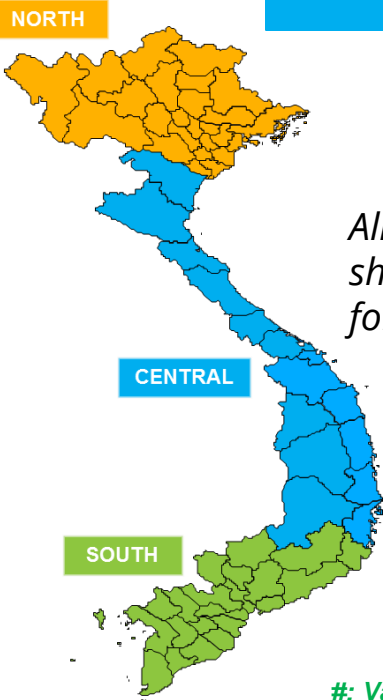
CIGARETTE



Unit Value Change
 Volume Change
 ◆ Nominal Value Growth

MARKET HIGHLIGHTS

Value contribution to total FMCG – MAT TY



All rural regions are showing potential for FMCG

URBAN

RURAL

NORTH
25%

12%
+3%

13%
+5%

CENTRAL
27%

8%
+3%

19%
+9%

SOUTH
47%

29%
+8%

19%
+6%

#: Val % Chg MAT TY vs. YA

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 or email vietnaminfo@nielsen.com for further clarification.