



NIELSEN MARKET PULSE REPORT

FMCG UPDATES IN QUARTER 1/2018

MACRO ECONOMY



GDP growth of Q1'18 vs. YA



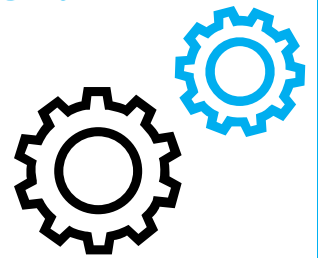
CPI % change of Q1'18 vs. YA

YTD Q1'18 vs. YA

Agriculture: +4.05%

Industry: +9.7%

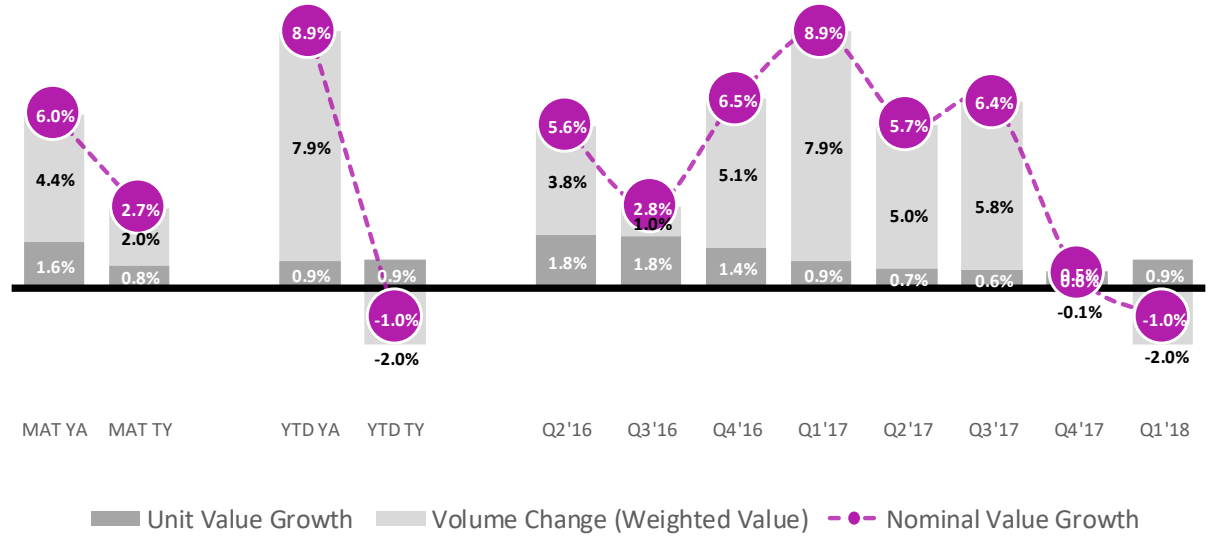
Services: +6.7%



FMCG DYNAMICS

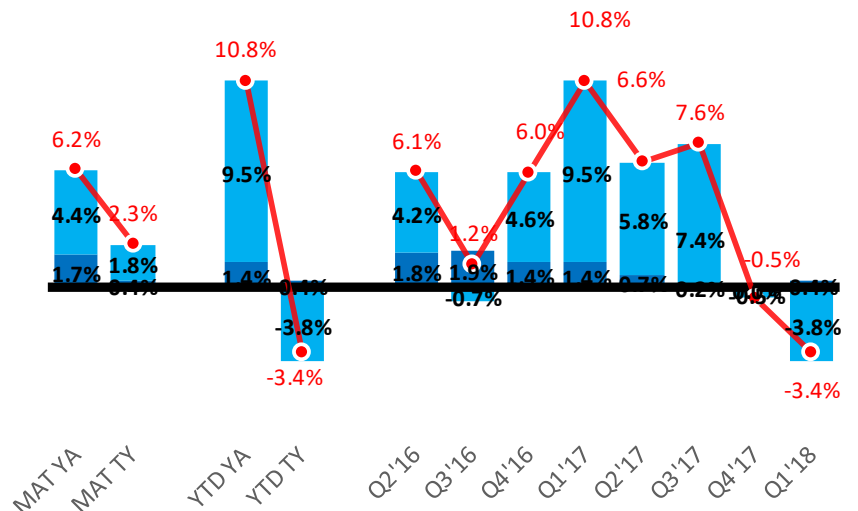
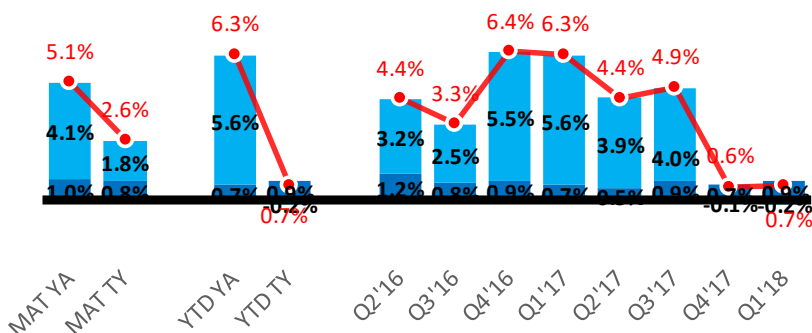


NATIONWIDE



TOTAL URBAN

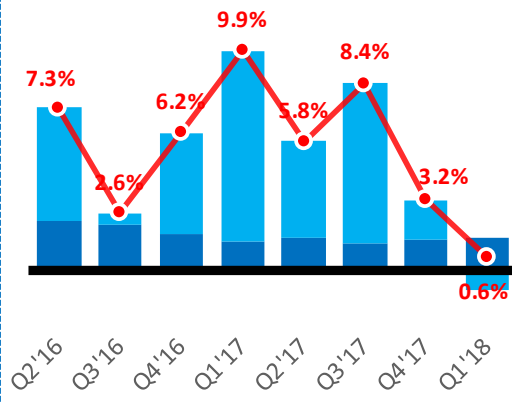
TOTAL RURAL



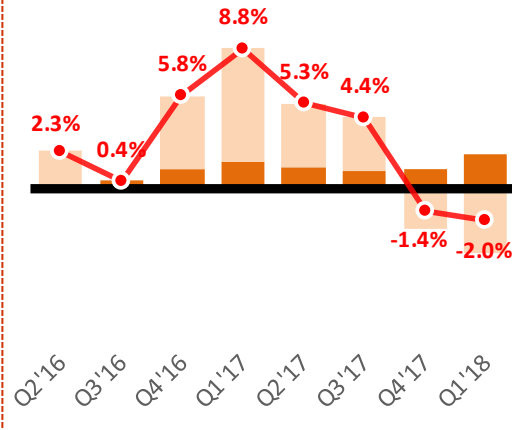
*Data is measured in traditional trade channel nationwide.

SUPER-CATEGORY OVERVIEW - NATIONWIDE

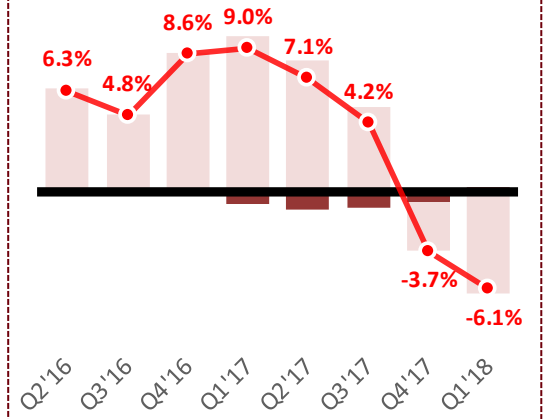
BEVERAGE



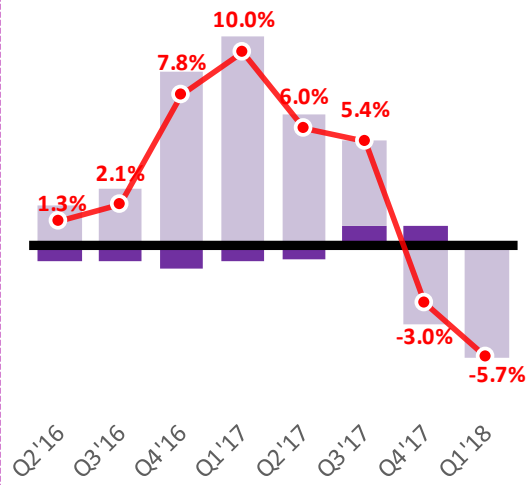
FOOD



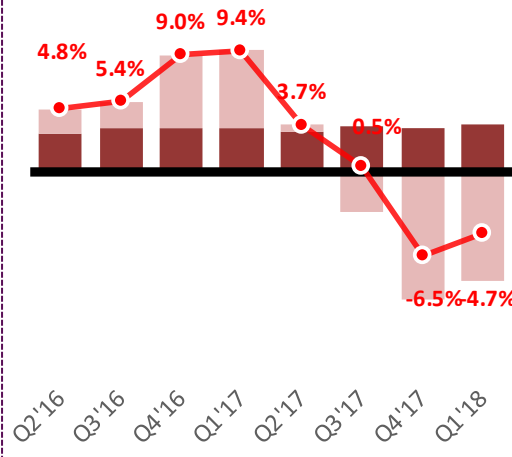
MILK BASED



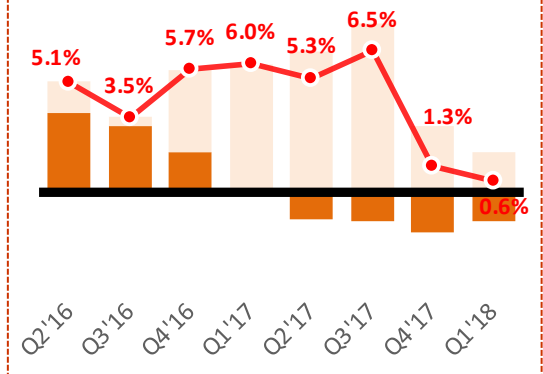
HOME CARE



PERSONAL CARE



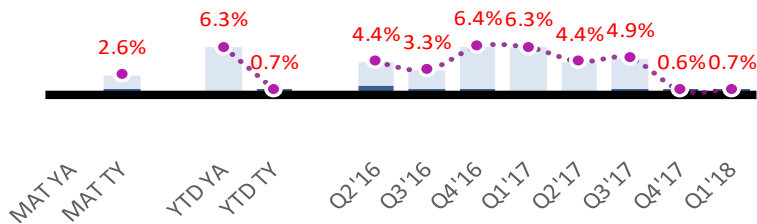
CIGARETTE



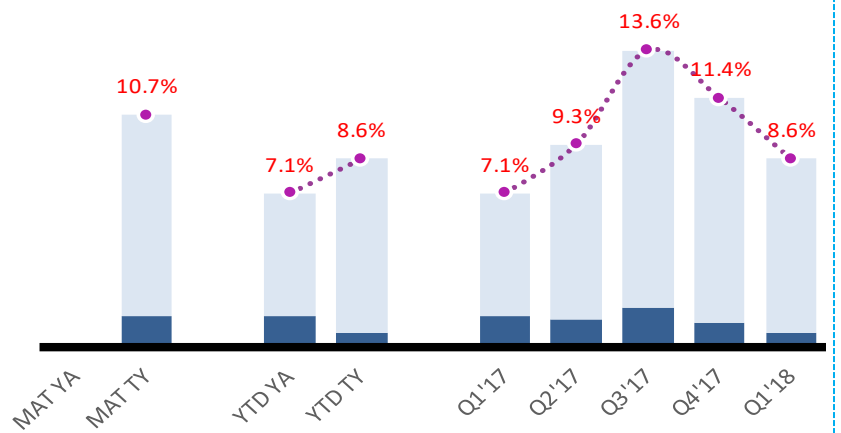
Unit Value Change
 Volume Change
 Nominal Value Growth

FMCG PERFORMANCE IN URBAN AREAS

TT URBAN



MT URBAN



Unit Value Change
 Volume Change
 Nominal Value Growth