



NIELSEN MARKET PULSE REPORT

FMCG UPDATES IN AUGUST 2017

MACRO ECONOMY



GDP growth of H1'17 vs. YA



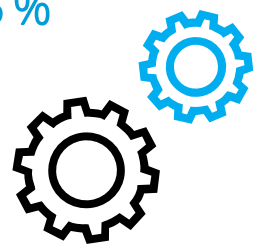
CPI % change of YTD Aug17 vs. YA

H1'17 vs. YA

Agriculture: +2.65%

Industry: +5.81%

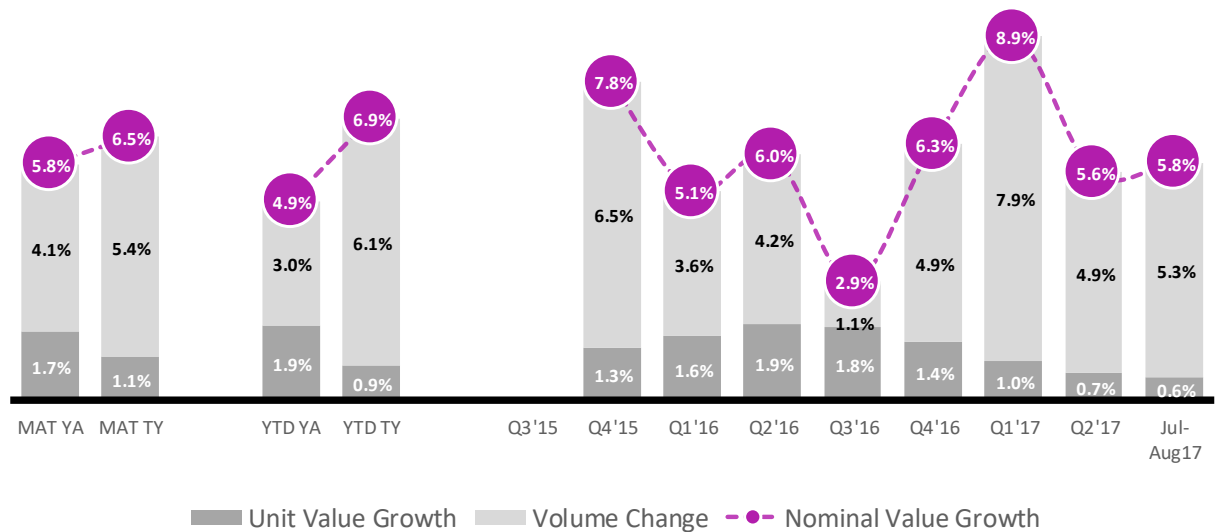
Services: +6.85%



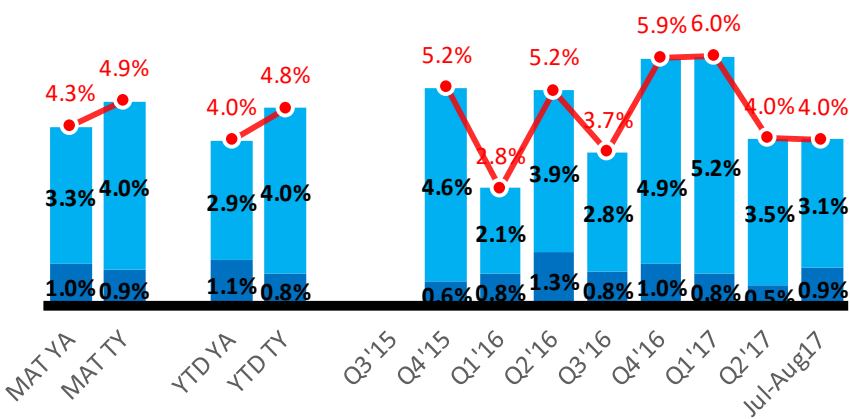
FMCG DYNAMICS



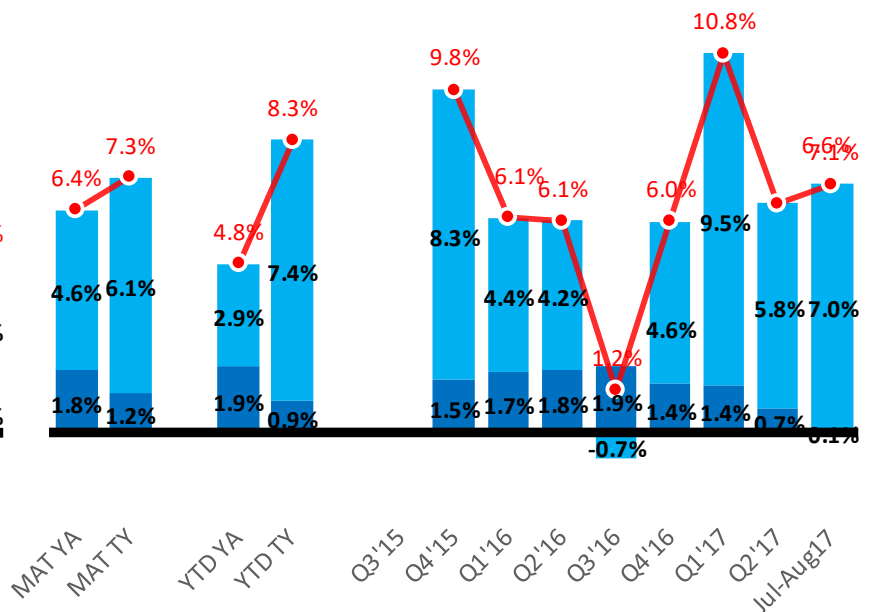
NATIONWIDE



TOTAL URBAN

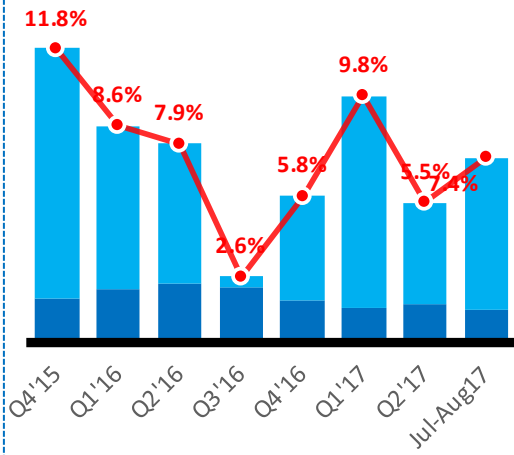


TOTAL RURAL

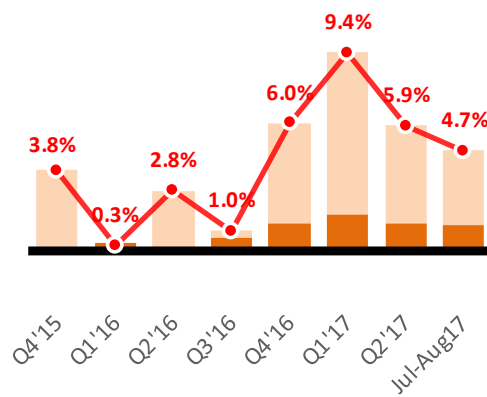


SUPER-CATEGORY OVERVIEW - NATIONWIDE

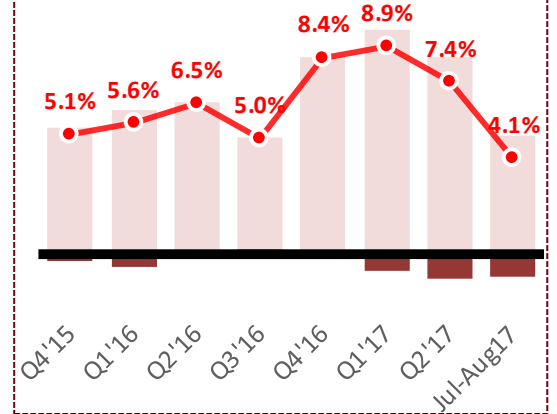
BEVERAGE



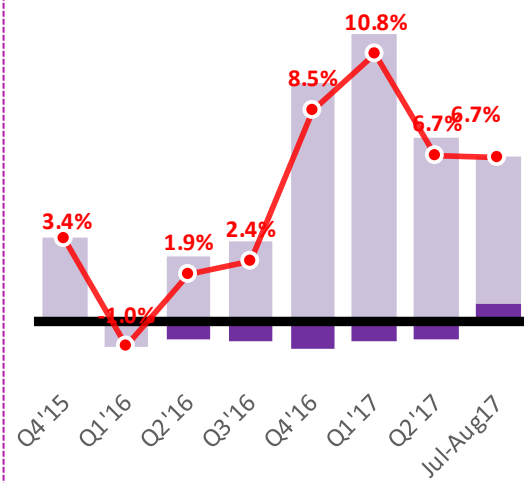
FOOD



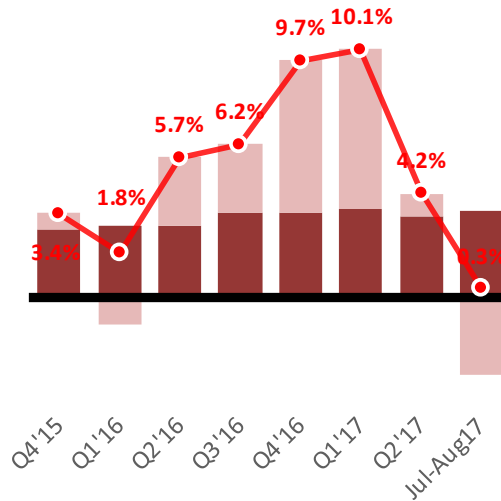
MILK BASED



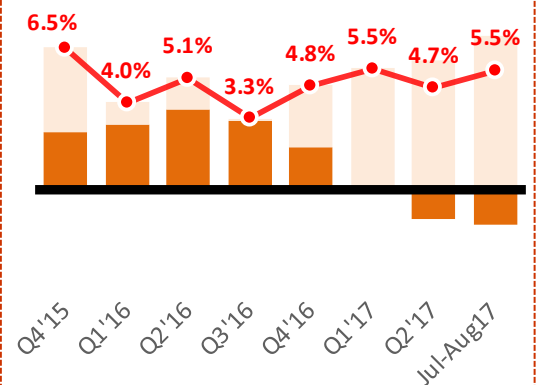
HOME CARE



PERSONAL CARE



CIGARETTE



Unit Value Change
 Volume Change
 Nominal Value Growth

SEIZE OPPORTUNITIES IN LAOS

GROWTH IN POPULATION, URBANIZATION & DRIVING SPENDING

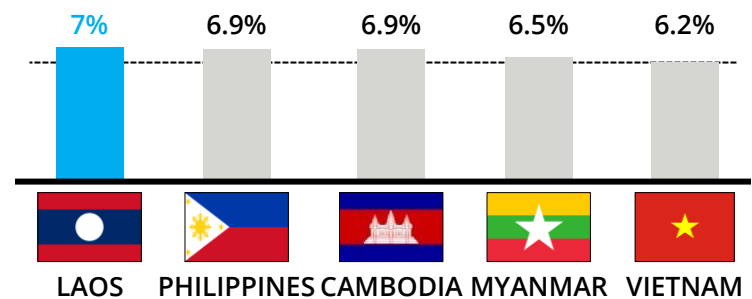
- Population: 6.8M
- Urban : Rural (%) 38:62
- USD Per Person: 2,353K (highest among Indochina)
- Double digit growth in all consumer good categories



Source: World Bank

LAOS IS GROWING FASTER THAN OTHER PEERS

ASIA GDP Growth Ranking - 2016



Source: World Bank

- WHAT DOES THE FULL **LAOS UNIVERSE** LOOK LIKE?
- HOW BIG IS THE **MARKET SIZE FOR FMCG**?
- HOW DOES CURRENT **ROUTE TO MARKET** LOOK LIKE?
- WHERE ARE THE **TOP STORES** FOR MY DISTRIBUTION TO MAXIMIZE COVERAGE AND SALES?

PLEASE CONTACT HUNG.PHAM@NIELSEN.COM FOR MORE DETAILS