

# CLOSING 2017 AND HEADING TOWARDS YEAR 2018

## THE FMCG OPPORTUNITY SIGHTING REPORT

Time is here again when every manufacturer thinks through and plan the "Next Action" in FMCG landscape. It's delighted to introduce **The FMCG Opportunity Sighting Report** which helps discover the latest market trends and uncover sources of future market growth for Vietnam FMCG. The report also helps to find hidden potential in the most recent Retail Audit data, and plan your growth strategy with the next potential categories for expansion.

### TABLE OF CONTENTS

	<p><b>VIETNAM - PROMISING &amp; EVOLVING</b></p> <ul style="list-style-type: none"> <li>• Vietnam growth in the big picture with other markets</li> <li>• A picture of Vietnamese consumer: confidence and sentiment</li> <li>• FMCG in the context of macro</li> </ul>
	<p><b>VIETNAM FMCG LANDSCAPE - A QUICK GLIMSPE</b></p> <ul style="list-style-type: none"> <li>• Current contribution of different regions, channels and super categories to total FMCG picture</li> </ul>
	<p><b>ASSESSING FMCG THROUGH THE LENSE OF COMPOSITE SCORE INDEX ANALYSIS – First time comprehensive index analysis</b></p> <ul style="list-style-type: none"> <li>• Category Potential evaluated through a comprehensive assessment across lens:             <ul style="list-style-type: none"> <li>▪ Market Size</li> <li>▪ Category Growth</li> <li>▪ Fragmentation</li> <li>▪ Dilution Trend</li> <li>▪ Success of new launches in size and share</li> </ul> </li> <li>• Simulation tool to reflect the focus of your business</li> </ul>
	<p><b>A SNEAK PEAK INTO APAC LANDSCAPE - FMCG DRIVER CATEGORIES</b></p> <ul style="list-style-type: none"> <li>• Driver categories trend across APAC markets</li> <li>• Customized analysis for your two markets of choice</li> </ul>
	<p><b>PREDICTING THE FUTURE - A CONCEPT READ THROUGH</b></p> <ul style="list-style-type: none"> <li>• Nielsen's solution to help you predict future of selected categories till 2030 at provincial level</li> </ul>

We are delighted to present this solution to help you explore "what's next in FMCG landscape" for growing your business. Please feel free to contact your Nielsen representatives right now or email us at [vietnaminfo@nielsen.com](mailto:vietnaminfo@nielsen.com)