

ASIA WILL BE HOME TO 3 BILLION MIDDLE CLASS BY 2030

AS THEY URBANISE, CONSUMERS.....



ARE WILLING TO SPEND



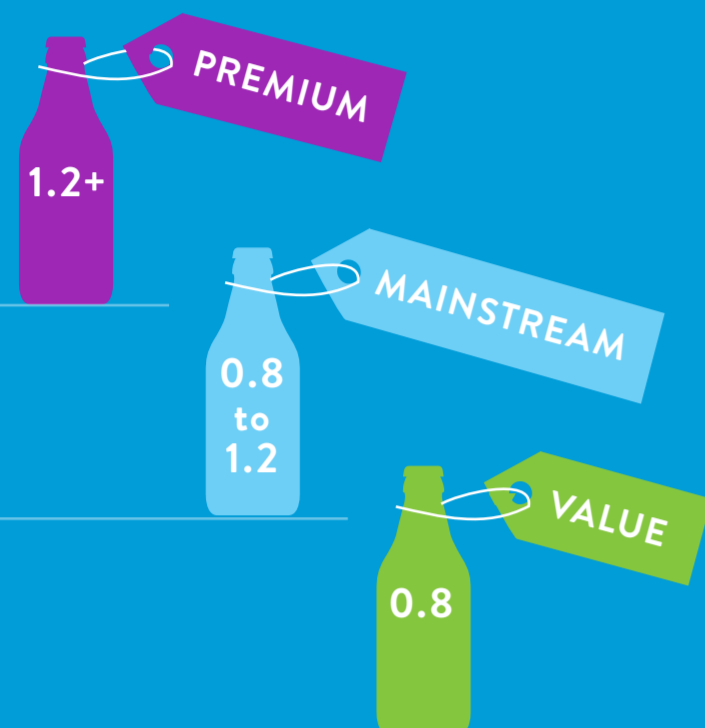
WANT BETTER, NOT MORE



SEEK NEW EXPERIENCES AND OFFERINGS

WHAT DEFINES A PREMIUM PRODUCT?

PRICE INDEX (RELATIVE TO AVERAGE CATEGORY PRICE)

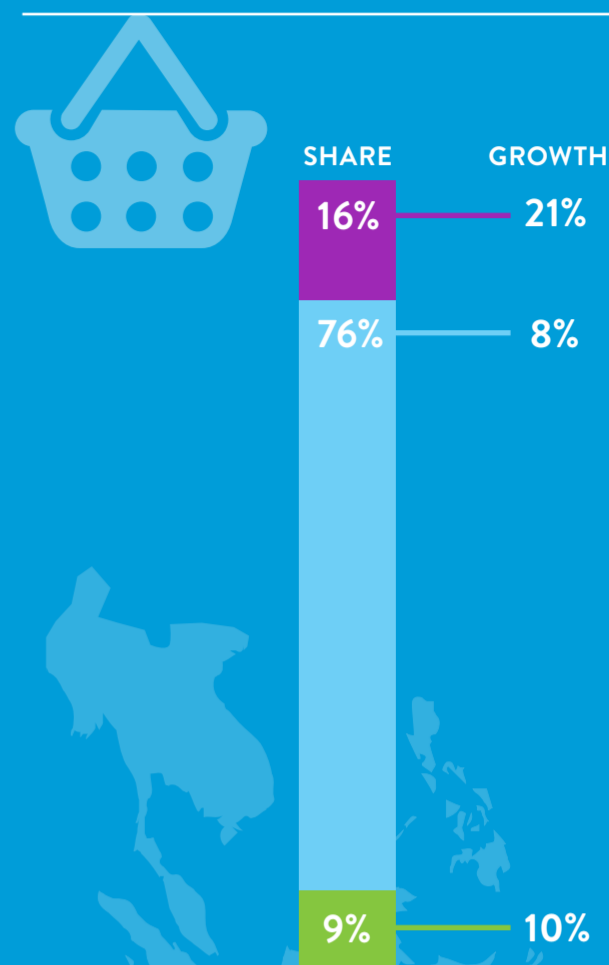


GO PREMIUM IN SOUTHEAST ASIA?

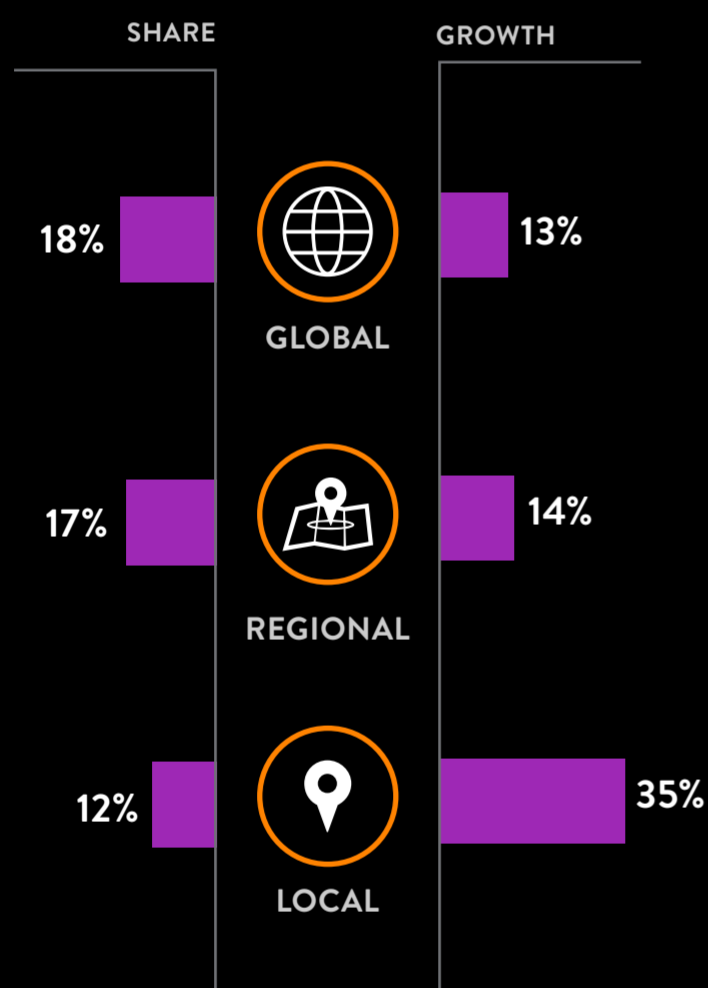
PREMIUM PRODUCTS ARE AT LEAST 20% MORE EXPENSIVE THAN THE AVERAGE CATEGORY PRICE

SPANS UP TO 12X CATEGORY PRICE IN SOME CATEGORIES

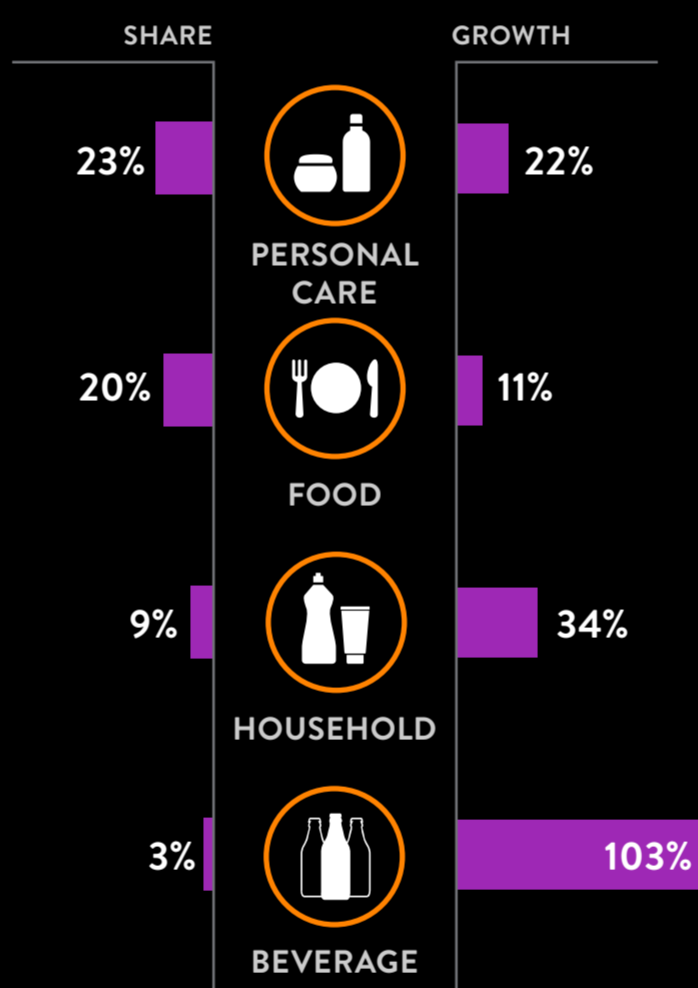
GROCERY PRICE TIERS IN SOUTHEAST ASIA



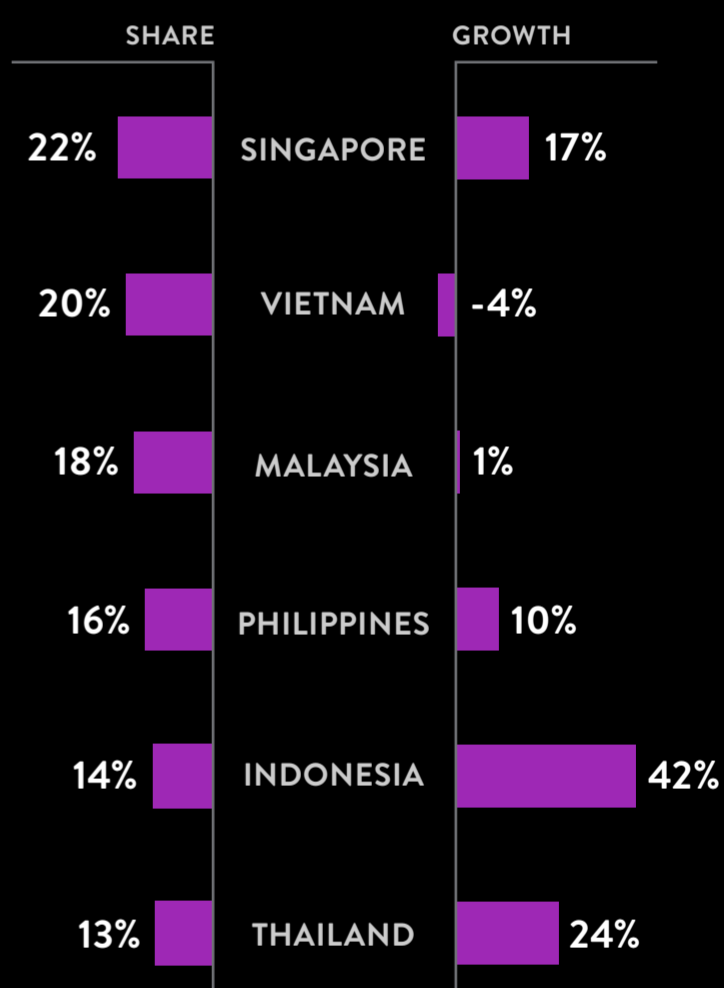
WHO'S DRIVING PREMIUM?



WHICH CATEGORIES?



WHERE IN SOUTHEAST ASIA?



WHY IS IT HAPPENING?



MANUFACTURER DRIVEN VIA INNOVATION



CONSUMER ASPIRATIONS AND DESIRES



CHANGING PRICING STRATEGY MAKES IT EASIER TO TRADE UP



PREMIUM BRANDS THAT SUCCEED:

- ✓ PERFORM EXCEPTIONALLY TO FULFIL A CONSUMER NEED NOT MET BY OTHER PRODUCTS
- ✓ DELIVER A PACKAGE THAT OZZES PREMIUM: NAME, PACKAGING AND EXPERIENCE

Source: Nielsen Analysis

UNDERSTAND WHAT IT TAKES TO CAPITALISE ON THE 'GO PREMIUM' PHENOMENON IN SOUTHEAST ASIA

For more information, contact your Nielsen representative or visit www.nielsen.com/apac

nielsen AN UNCOMMON SENSE OF THE CONSUMER™