# CONTENTS

**WELCOME** ........................................................................................................... 3

**REGIONAL HIGHLIGHTS**

ASIA-PACIFIC ........................................................................................................ 4  
NORTH AMERICA ................................................................................................. 10  
EUROPE WEST ....................................................................................................... 14  
EUROPE EAST / CENTRAL ....................................................................................... 19  
LATIN AMERICA .................................................................................................... 24  
AFRICA AND MIDDLE EAST ..................................................................................... 29
WELCOME

Across the globe, how companies do business is changing. Consumer behaviors are evolving as demographics shift and advances in technology are opening up new avenues for people to engage with content and brands.

These new connections are unlocking opportunities for marketers to reach consumers. But knowing how and where to connect with consumers in this increasingly complex marketplace can be challenging. As multinationals seek growth across the globe and local companies look beyond their borders, they need help identifying the opportunities that are right for their business.

Our Quarter by Numbers reports help our clients do just that. Our fourth-quarter 2018 report covers 66 countries across five regions. This quarterly series provides a global snapshot of what's going on in our markets today.

We produce five reports to help clients zero in on specific regions of the world. The series is available free of charge to all Nielsen clients. They are also for sale to non-clients. This lite report represents an overview of the insights detailed in the five regional reports.

Our five market-level reports are as follows: Asia-Pacific (15 countries), North America (2), Latin America (7), Africa & Middle East (9) and Europe (33).

If you are interested in purchasing one or more of the individual regional reports, please click the images below for additional information.
ASIA-PACIFIC

At Nielsen, data drives everything we do—even art. That’s why we used real data to create this image.
THE BIG PICTURE

With another year behind us, we look back and see what has happened throughout 2018. Asia-Pacifc continues to boast some of the highest levels of GDP growth, the world's most optimistic consumers (increasingly so year on year) and solid fast-moving consumer goods (FMCG) growth. In this environment, it comes as no surprise that many companies continue to look more closely at this region to seek out growth opportunities. However, we know that while top-line growth can showcase where potential opportunities lie, scratching below the surface for a more granular view of our markets and consumers, is where even greater prospects can be found.

Nielsen's recent Changing Consumer Prosperity report showcased consumers' sentiment toward their evolving financial situations over the last five years and how it has affected their attitudes toward spending. Over the last 10 years, Asia has often been touted as the home of the growing middle class, with enormous potential opportunity. However, we know that this growing prosperity has also been disproportionate, with vast areas of inequality.

Across many markets, average incomes have been growing, often by double digits, usually off a very low base. However, consumers' lives are generally improving, and in our report, 70% of consumers in Asia-Pacific said they feel better off than they were five years ago. Comparatively, only 37% of consumers in Europe feel their financial situation has improved. If we look at top 10 markets across the world, Asia dominates, with Vietnam ranking the highest at 86%, and other markets like China, Indonesia, India and Philippines in the world top six.

But improved financial capacity is only one part of the picture, we also asked consumers about their spending ability—whether they can spend freely, are comfortable and able to buy a little extra or can only cover the basics. Markets like Vietnam, India and Thailand are more likely to state they have enough money to spend freely, whereas in more developed markets of Japan, Korea, New Zealand and Australia, people believe they only have enough for basics... if you think in terms of developing versus developed markets and their standard of living, it does not seem intuitive.

But across Southeast Asia in particular, as consumers' incomes have increased over the last five to 10 years, they have been able to afford things that were once not accessible to them. Urbanisation, internet connectivity and smartphone penetration have all opened up a new world of opportunity and they feel life is getting better with more comforts and the ability to afford small luxuries that they previously could not afford. Whereas in like Japan or Korea, Australia or New Zealand, where the standard of living is higher, with it brings higher costs of living and they may not believe they have additional money to spend or are already over-committed. The definition of “basics” can be very different.
THE BIG PICTURE

To win, it's critical to understand the role consumer sentiments play and how they translate into spending behaviour and the types of products and services consumers will buy. Like their global counterparts, consumers in Asia-Pacific are spending more money on groceries than they were five years ago. But education and other “lifestyle” or leisure areas such as dining out, travel and technology feature in the top five categories that people are spending more on; especially in markets where they are feeling better off. These categories represent tangible changes to their lifestyles that make them feel better and that they are moving “forward.” Whereas countries like Australia, Japan and Korea are spending more on “cost of living” expenses like utilities and health care—things that give little enjoyment.

But what does this mean for companies looking to invest? It's evident that increased wealth is bringing greater opportunities for companies to offer products that meet consumers' evolving needs. But despite the market, consumers will still be discerning and only prepared to pay a premium for products that they perceive adds value and offers them something more—be that superior functionality or claims that align with their values, or solve a pain point in their lives. Across Asia-Pacific, an environment of disruption and change, one thing is certain: This region is one of diversity. Not just across markets but also within markets. It is pivotal to scratch the surface below the national level. Quarter by Numbers is designed to showcase where those top-line opportunities may be—but it's just the first step. It's critical to really get to know your consumers so you can meet their individual needs, understand what is important to them, what they will pay more for and personalize your offering to become a part of their everyday lives.


## ASIA-PACIFIC AT A GLANCE

### ECONOMIC PULSE OF CONSUMERS AROUND ASIA-PACIFIC

The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen. Nielsen measures perceptions of local job prospects, personal finances and immediate spending intentions. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism, respectively.

### CONSUMER CONFIDENCE INDEX

<table>
<thead>
<tr>
<th>Country</th>
<th>Consumer Confidence Index Q4 2018</th>
<th>Q4 2018 vs Q3 2018</th>
<th>GDP (% change pa)</th>
<th>Inflation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malaysia</td>
<td>118</td>
<td>-9</td>
<td>4.7</td>
<td>0.3</td>
</tr>
<tr>
<td>Vietnam</td>
<td>122</td>
<td>-7</td>
<td>7.3</td>
<td>3.4</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>99</td>
<td>-7</td>
<td>1.3</td>
<td>2.6</td>
</tr>
<tr>
<td>Australia</td>
<td>96</td>
<td>-5</td>
<td>3.3</td>
<td>2.0</td>
</tr>
<tr>
<td>Singapore</td>
<td>96</td>
<td>-2</td>
<td>2.2</td>
<td>0.5</td>
</tr>
<tr>
<td>New Zealand</td>
<td>104</td>
<td>-1</td>
<td>3.1</td>
<td>1.7</td>
</tr>
<tr>
<td>South Korea</td>
<td>49</td>
<td>-1</td>
<td>3.2</td>
<td>1.8</td>
</tr>
<tr>
<td>Philippines</td>
<td>131</td>
<td>5</td>
<td>6.1</td>
<td>5.9</td>
</tr>
<tr>
<td>India</td>
<td>133</td>
<td>3</td>
<td>7.0</td>
<td>2.6</td>
</tr>
<tr>
<td>Japan</td>
<td>88</td>
<td>3</td>
<td>0.3</td>
<td>0.9</td>
</tr>
<tr>
<td>Taiwan</td>
<td>82</td>
<td>3</td>
<td>1.8</td>
<td>0.5</td>
</tr>
<tr>
<td>Thailand</td>
<td>113</td>
<td>1</td>
<td>3.7</td>
<td>0.8</td>
</tr>
<tr>
<td>China</td>
<td>113</td>
<td>1</td>
<td>6.4</td>
<td>2.1</td>
</tr>
<tr>
<td>Indonesia</td>
<td>127</td>
<td>1</td>
<td>5.2</td>
<td>2.9</td>
</tr>
</tbody>
</table>

ASIA-PACIFIC CONTINUES TO BE HOME TO SOME OF THE MOST OPTIMISTIC CONSUMERS IN THE WORLD.
ASIA-PACIFIC AT A GLANCE

CONSUMER SENTIMENT IN ASIA-PACIFIC

WHAT ARE THE TOP TWO CONCERNS IN THE NEXT SIX MONTHS? Q4 2018

Type of concern

Bars reflect Q4 2018. Table shows comparison to Q3 2018

WHO’S SPENDING, SAVING, AND INVESTING? Q2 2018

After living expenses, how is spare money spent?

Bars reflect Q4 2018. Table shows comparison to Q3 2018

HEALTH REMAINS A GROWING CONCERN AMONG MANY COUNTRIES

IN = India ID = Indonesia
The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen.

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.
LOOKING THROUGH ASIA-PACIFIC’S FMCG LENS

FAST-MOVING CONSUMER GOODS MARKET DYNAMICS

Weighted average – APAC – 14 countries

WHERE ARE THE FMCG GROWTH OPPORTUNITIES?

Average volume growth Q3 2018 & Q4 2018

Colour coding indicates growth or declining trend compared to same 6 month period year ago
Average volume growth of Q3’18 & Q4’18 vs Q3’17 & Q4’17.
NORTH AMERICA

At Nielsen, data drives everything we do—even art. That’s why we used real data to create this image.

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.
THE BIG PICTURE

CONTENDING WITH CAUTIOUS CONSUMERS

Inflationary conditions persist across North American fast-moving consumer goods (FMCG), or consumer packaged goods (CPG), as they’re commonly referred to in the U.S. In both Canada and the U.S., unit volume growth ground to a halt in the final quarter of last year. With 2018 behind us, every opportunity to stimulate organic growth, beyond just dollars, has to be explored.

In the same period, on top of declining product consumption, consumer sentiment has also taken a hit. With consumer confidence at an index score of 117, optimism across North America has dropped four points since the last quarter. Putting this into perspective, as a region, we still remain above the global norm of 107. But where global sentiment has slightly improved this quarter, North American optimism has begun to recoil. For most consumers, despite the allure of holiday season promotions, they felt no more or less convinced that this quarter was a good time to buy the goods they want and need.

This skepticism is also apparent in how consumers are spending their spare cash. For both Canadians and Americans, cautiousness has remained key and spare cash is being put into savings.

In the face of slowed rates of product consumption and a rising tide of timid consumers, the challenge today is to remain relevant. Unlocking the recipe for relevance lies in continuous, data-led and robust consumer intelligence.

The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen.
NORTH AMERICA AT A GLANCE

CONSUMER SENTIMENT IN NORTH AMERICA

THE ECONOMY AND HEALTH REMAIN AMONG THE TOP CONCERNS HELD BY CONSUMERS ACROSS NORTH AMERICA. NOTABLY, IMMIGRATION RANKS AMONG THE ISSUES MOST TOP-OF-MIND THIS QUARTER, LARGELY DRIVEN BY CHANGES IN AMERICAN SENTIMENT. IN CANADA, CONSUMERS REMAIN UNIQUELY CONCERNED ABOUT RISING FOOD PRICES AND UTILITY BILLS.

TOP TWO CONCERNS OVER NEXT SIX MONTHS
Q4 2018

<table>
<thead>
<tr>
<th>Concern</th>
<th>Canada</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Health</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>Immigration</td>
<td>19</td>
<td>15</td>
</tr>
<tr>
<td>Debt</td>
<td>23</td>
<td>15</td>
</tr>
<tr>
<td>Political Stability</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Food Prices</td>
<td>25</td>
<td>13</td>
</tr>
<tr>
<td>Job Security</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Terrorism</td>
<td>5</td>
<td>13</td>
</tr>
<tr>
<td>Global</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Utility Bills</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

THE THROUGH THE END OF 2018, BOTH CANADIANS AND AMERICANS CONTINUED TO PRIORITIZE SAVING THEIR SPARE MONEY, THOUGH TO A LESSER EXTENT THAN THE PREVIOUS YEAR.
LOOKING THROUGH NORTH AMERICA’S FMCG LENS

CANADA FMCG MARKET DYNAMICS
Latest 52 weeks – Q4 2018

EVEN THOUGH DOLLAR GROWTH SLOWED IN Q4, FMCG MANAGED TO CLOSE THE YEAR WITH OVERALL DOLLAR GROWTH. HIGHER PRICES AND SLOWED CONSUMPTION ARE THE CHALLENGES FOR THE NEW YEAR.

U.S. CPG OFFLINE MARKET DYNAMICS
Latest 52 weeks – Q4 2018

WHILE WE’VE MANAGED TO ESCAPE VOLUMETRIC DECLINES, UNIT CONSUMPTION GROWTH IS FLAT (0.0%), UP BY ONLY 5.6 MILLION. BRICK-AND-MORTAR CPG CONTINUED TO FACE INFLATIONARY CONDITIONS THROUGHOUT THE LAST QUARTER OF 2018, WITH DOLLAR SALES UP NEARLY $3.5 BILLION (+1.7%).

Source: Nielsen MarketTrack, National All Channels, 52 Weeks to Jan. 5, 2019
Excludes Fresh Random weight - Canada

Source: Nielsen Retail Measurement Services (RMS), inclusive of Nielsen’s Total Food View, Total U.S. All Outlets Combined (xAOC), 52 weeks to Dec. 29, 2018, UPC-coded and random-weight/non-UPC data
THE BIG PICTURE: EUROPE WEST

As everyone holds their collective breath for the approaching BREXIT and its potential impacts, it may be a good time to consider that moving forward there will be plenty more “external” factors to our industries that will present challenges and opportunities. One of these is changing consumer prosperity.

Over recent years, market leaders in Western Europe have observed growth coming from both budget and premium offerings—often at the same time and in the same market. The success of private label has come with examples of premium, niche and craft products, while the popularity of hard discounters has been accompanied by growth in specialty stores and convenience.

The expanding fragmentation of the financial and spending capability of consumers across Europe is evident in these observations and the widening gap is something that will become an increasingly important factor in fast-moving consumer goods (FMCG). In February, Nielsen released a report on Changing Consumer Prosperity around the globe, and it highlighted some of the European mentality that we ought to consider.

In Europe, 37% of consumers feel they are better off financially than they were five years ago, 32% say they are about the same and 31% are worse off versus five years prior. The proportion of respondents that feel worse off is the highest in the world. There are some noticeable variances across markets and in Western Europe: France (36%) Finland, Italy and Norway (all 35%) have the highest percentages of people saying they are worse off. There are a handful of Eastern European markets that are among the top “better off” consumer groups globally.

The dynamic economic conditions we are experiencing, including various social and political uncertainties across Europe, is creating a sensitive consumer market where the attitudes and approach to spending stretches across a spectrum that retailers, manufacturers and industry players have to navigate in smarter ways to continue winning.

Part of a winning formula is to understand what European consumers are willing and not willing to pay a bit more money for and this again differs across markets. Looking at Europe on a regional level, consumers report they are more likely to spend a premium on clothes, shoes, electronics, meat/seafood, and tea or coffee, while they’re least likely to pay a premium for tobacco, carbonated beverages, frozen meals, salty snacks and cereal. They are also seeking certain benefits that will often lead to higher price points, like organic ingredients, and this has been seen in healthy options: 28% of Europeans say they will pay more for these qualities. Even with these variances at a market level, the challenge is complicated by consumers switching approach to premium or budget by occasion and options at different quality and price tier may become increasingly critical.

Looking forward, economic growth and associated levels of discretionary spending ability may be more subdued in Western Europe when compared to some buoyant forecasts in areas like Asia or even Eastern Europe. This will not dampen prospects across the board in Western Europe but continue to fragment the consumer landscape and increase the need for more targeted, thoughtful and precise approaches to the consumer where consideration of spending capability and financial situation will be key.
EUROPE WEST AT A GLANCE

ECONOMIC PULSE OF CONSUMERS AROUND EUROPE

The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen measures perceptions of local job prospects, personal finances and immediate spending intentions. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism, respectively.

<table>
<thead>
<tr>
<th>Country</th>
<th>Consumer Confidence</th>
<th>GDP (annual % growth)</th>
<th>Inflation</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>64</td>
<td>-13</td>
<td>0.9</td>
</tr>
<tr>
<td>Finland</td>
<td>83</td>
<td>-7</td>
<td>2.8</td>
</tr>
<tr>
<td>Netherlands</td>
<td>105</td>
<td>-7</td>
<td>1.8</td>
</tr>
<tr>
<td>Switzerland</td>
<td>99</td>
<td>-7</td>
<td>1.8</td>
</tr>
<tr>
<td>Portugal</td>
<td>87</td>
<td>-6</td>
<td>1.7</td>
</tr>
<tr>
<td>Norway</td>
<td>89</td>
<td>-5</td>
<td>1.8</td>
</tr>
<tr>
<td>Sweden</td>
<td>95</td>
<td>-4</td>
<td>2.4</td>
</tr>
<tr>
<td>Ireland</td>
<td>106</td>
<td>-4</td>
<td>2.8</td>
</tr>
<tr>
<td>UK</td>
<td>98</td>
<td>-3</td>
<td>1.3</td>
</tr>
<tr>
<td>Spain</td>
<td>94</td>
<td>-3</td>
<td>2.4</td>
</tr>
<tr>
<td>Germany</td>
<td>104</td>
<td>-2</td>
<td>0.6</td>
</tr>
<tr>
<td>Denmark</td>
<td>120</td>
<td>-2</td>
<td>2.3</td>
</tr>
</tbody>
</table>

GDP and Inflation reflect % change per annum to Q4 2018 or (-) indicates not available at time of publication.
Source: Economist Intelligence Unit (EIU) * estimate/OECD/local government sources.

ECONOMIC UNCERTAINTY AFFECTED CONSUMER CONFIDENCE ACROSS MANY WESTERN EUROPEAN MARKETS IN THE LAST QUARTER.
EUROPE WEST MARKETS AT A GLANCE

CONSUMER SENTIMENT IN WESTERN EUROPE

WHAT ARE THE TOP TWO CONCERNS IN THE NEXT SIX MONTHS?

<table>
<thead>
<tr>
<th>Type of concern</th>
<th>EU</th>
<th>AT</th>
<th>BE</th>
<th>CH</th>
<th>DE</th>
<th>DK</th>
<th>ES</th>
<th>FI</th>
<th>FR</th>
<th>GB</th>
<th>IE</th>
<th>IT</th>
<th>NL</th>
<th>NO</th>
<th>PT</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The economy</td>
<td>0</td>
<td>-1</td>
<td>2</td>
<td>2</td>
<td>-2</td>
<td>1</td>
<td>1</td>
<td>-3</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Using utility</td>
<td>3</td>
<td>0</td>
<td>-5</td>
<td>0</td>
<td>7</td>
<td>0</td>
<td>6</td>
<td>11</td>
<td>-2</td>
<td>2</td>
<td>-4</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

Bars reflect Q4 2018. Table shows comparison to Q3 2018

WHO’S SPENDING, SAVING, AND INVESTING?

After living expenses, how is spare money spent?

<table>
<thead>
<tr>
<th>Putting into savings</th>
<th>EU</th>
<th>AT</th>
<th>BE</th>
<th>CH</th>
<th>DE</th>
<th>DK</th>
<th>ES</th>
<th>FI</th>
<th>FR</th>
<th>GB</th>
<th>IE</th>
<th>IT</th>
<th>NL</th>
<th>NO</th>
<th>PT</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 2 -2 -1 0 -3 2 7 0 1</td>
<td>2</td>
<td>2</td>
<td>-2</td>
<td>-1</td>
<td>0</td>
<td>-3</td>
<td>2</td>
<td>7</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>-5</td>
<td>-2</td>
<td>-2</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>New clothes</td>
<td>0 1 -4 0 3 -2 4 -2 -7 -2 -1 0 6 -5 2 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bars reflect Q4 2018. Table shows comparison to Q3 2018

ALTHOUGH POSITIVE SENTIMENT PREVAILS ACROSS WESTERN EUROPE THERE IS STILL CAUTION IN CONSUMERS MINDS WITH MANY INDICATING THEY PREFER TO SAVE RATHER THAN SPEND.

The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen.
LOOKING THROUGH EUROPE WEST’S FMCG LENS

FAST-MOVING CONSUMER GOODS MARKET DYNAMICS – Q4 2018
Weighted average – West Europe – 15 countries

WHERE ARE THE FMCG GROWTH OPPORTUNITIES?
Average volume growth Q3 2018 & Q4 2018

Colour coding indicates growth or declining trend compared to same six-month period year ago.
Average volume growth of Q3’18 & Q4’18 vs Q3’17 & Q4’17.

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.
THE BIG PICTURE: EUROPE EAST / CENTRAL

East and central Europe continues to show positive signs of growth across various markets and indicators. It may be that consumers and businesses are cautious when it comes to speculating about the future in these markets, but what about the last five years? Would there be consensus that things are more positive versus five years prior?

In Eastern and Central Europe, consumers certainly have very fragmented views on this highlighting the increasing differences between financial capabilities and spending attitudes. Over half of consumers in Romania, Poland, Bulgaria, Estonia and Kazakhstan say they are better off than they were five years ago, which is much higher than the European average of 37%. And although most East and Central markets are above this average, the large proportions in these markets who are “in the same position” or worse off illustrate the gaps between consumers.

Romania is one example. It recorded the most positive response of people saying they are better off across Europe at 61%. However, 24% say they are in the same financial position and 15% say they were in a worse financial position than they were five years. These high proportions of less-positive sentiment is present in all European markets. Although this is a reflection of consumer opinions instead of a review of their actual finances, it does suggest that despite positive economic growth at a national level, increased prosperity is not being spread evenly leading to highly fragmented consumer markets based on spending ability.

The big differences in spending ability aligns with many of the “polar opposite” trends that we have seen, such as the success of both hard discounters and specialty stores in many markets, as well as the share increases at both a budget price tier and a premium price tier in certain categories. Moving forward, many believe that this stretching spectrum of consumer prosperity and mindset will continue, if not accelerate in Eastern and central European markets. That would suggest that a more segmented approach to products and prices should be adopted. Complicating this even further is that we know that shoppers will sometimes shop from a constrained budget mindset one day and a “treat myself” approach the next day depending on the occasion.

A simple response may be to provide options and alternatives across the quality, benefit and price spectrums or to focus on one or a few segments. Regardless of the approach, the increasingly complicated consumer landscape will represent challenges and opportunities that need a closer, clearer and more agile understanding of financial capability and the impacts on spending.
# EUROPE CENTRAL AND EAST MARKETS AT A GLANCE

## ECONOMIC PULSE OF CONSUMERS AROUND EUROPE

The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen. It measures perceptions of local job prospects, personal finances and immediate spending intentions. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism, respectively.

### CONSUMER CONFIDENCE INDEX

<table>
<thead>
<tr>
<th></th>
<th>Q4 2018</th>
<th>Q4 2018 vs Q3 2018</th>
<th>GDP (annual % growth)</th>
<th>Inflation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulgaria</td>
<td>82</td>
<td>-10</td>
<td>3.1</td>
<td>3.1</td>
</tr>
<tr>
<td>Ukraine</td>
<td>59</td>
<td>-5</td>
<td>3.4</td>
<td>9.7</td>
</tr>
<tr>
<td>Czech Rep.</td>
<td>107</td>
<td>-2</td>
<td>2.8</td>
<td>2.1</td>
</tr>
<tr>
<td>Russia</td>
<td>65</td>
<td>-2</td>
<td>2.2</td>
<td>3.9</td>
</tr>
<tr>
<td>Lithuania</td>
<td>82</td>
<td>-1</td>
<td>3.6</td>
<td>2.5</td>
</tr>
<tr>
<td>Hungary</td>
<td>75</td>
<td>-1</td>
<td>4.9</td>
<td>3.2</td>
</tr>
<tr>
<td>Belarus</td>
<td>66</td>
<td>-1</td>
<td>3.5</td>
<td>5.2</td>
</tr>
<tr>
<td>Turkey</td>
<td>87</td>
<td>8</td>
<td>-3.0</td>
<td>22.4</td>
</tr>
<tr>
<td>Serbia</td>
<td>78</td>
<td>4</td>
<td>3.5</td>
<td>2.0</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>83</td>
<td>4</td>
<td>4.1</td>
<td>5.3</td>
</tr>
<tr>
<td>Greece</td>
<td>71</td>
<td>3</td>
<td>2.3</td>
<td>1.1</td>
</tr>
<tr>
<td>Romania</td>
<td>101</td>
<td>3</td>
<td>4.1</td>
<td>3.6</td>
</tr>
<tr>
<td>Slovakia</td>
<td>92</td>
<td>2</td>
<td>4.0</td>
<td>2.2</td>
</tr>
<tr>
<td>Croatia</td>
<td>80</td>
<td>2</td>
<td>2.3</td>
<td>2.6</td>
</tr>
<tr>
<td>Latvia</td>
<td>83</td>
<td>1</td>
<td>5.0</td>
<td>2.9</td>
</tr>
<tr>
<td>Poland</td>
<td>105</td>
<td>1</td>
<td>4.6</td>
<td>1.4</td>
</tr>
<tr>
<td>Estonia</td>
<td>89</td>
<td>1</td>
<td>4.2</td>
<td>3.7</td>
</tr>
<tr>
<td>Slovenia</td>
<td>87</td>
<td>1</td>
<td>4.1</td>
<td>1.9</td>
</tr>
</tbody>
</table>

### OVERALL GDP GROWTH HAS BEEN SOLID, WHILE CONSUMER CONFIDENCE HAS FLUCTUATED DUE TO THE COMPLEX SOCIAL AND POLITICAL ENVIRONMENT ACROSS THE REGION.

GDP and Inflation reflect % change per annum to Q4 2018 /latest available data
Source: Economist Intelligence Unit (EIU)/OECD/ local government sources
The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen.
EUROPE CENTRAL AND EAST MARKETS AT A GLANCE

CONSUMER SENTIMENT IN CENTRAL / EAST EUROPE

WHAT ARE THE TOP TWO CONCERNS IN THE NEXT SIX MONTHS?

<table>
<thead>
<tr>
<th>Type of concern</th>
<th>EU</th>
<th>BG</th>
<th>BL</th>
<th>CZ</th>
<th>EE</th>
<th>GR</th>
<th>HR</th>
<th>HU</th>
<th>KZ</th>
<th>LT</th>
<th>LV</th>
<th>PL</th>
<th>RO</th>
<th>RS</th>
<th>RU</th>
<th>SI</th>
<th>SK</th>
<th>TR</th>
<th>UA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>0</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>-1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>-1</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>Increasing utility</td>
<td>3</td>
<td>-2</td>
<td>1</td>
<td>7</td>
<td>-2</td>
<td>-3</td>
<td>-2</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>11</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Bars reflect Q4 2018. Table shows comparison to Q3 2018

WHO’S SPENDING, SAVING, AND INVESTING?

After living expenses, how is spare money spent?

<table>
<thead>
<tr>
<th></th>
<th>EU</th>
<th>BG</th>
<th>BL</th>
<th>CZ</th>
<th>EE</th>
<th>GR</th>
<th>HR</th>
<th>HU</th>
<th>KZ</th>
<th>LT</th>
<th>LV</th>
<th>PL</th>
<th>RO</th>
<th>RS</th>
<th>RU</th>
<th>SI</th>
<th>SK</th>
<th>TR</th>
<th>UA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Putting into savings</td>
<td>2</td>
<td>0</td>
<td>6</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>-4</td>
<td>1</td>
<td>-4</td>
<td>4</td>
<td>4</td>
<td>-2</td>
<td>-1</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>New Clothes</td>
<td>0</td>
<td>-1</td>
<td>4</td>
<td>0</td>
<td>-2</td>
<td>5</td>
<td>-1</td>
<td>-3</td>
<td>1</td>
<td>0</td>
<td>-3</td>
<td>3</td>
<td>2</td>
<td>7</td>
<td>-11</td>
<td>4</td>
<td>4</td>
<td>14</td>
<td>2</td>
</tr>
</tbody>
</table>

Bars reflect Q4 2018. Table shows comparison to Q3 2018

PUTTING MONEY INTO SAVINGS CONTINUES TO BE THE NUMBER ONE ACTION WHEN CONSUMERS HAVE SPARE MONEY.
Looking through Europe Central / East’s FMCG Lens

Fast-Moving Consumer Goods Market Dynamics – Q4 2018

Europe East / Central – 18 countries

Average volume growth decreasing versus last period
- 0.2%
- 1.2%
- 1.8%
- 2.6%
- 5.4%
- 6.9%
- 2.5%
0.7%
- 0.9%
- 1.6%
- 3.0%
- 4.6%
- 6.3%
- 2.4%
- 1.1%
- 2.4%
- 4.7%
- 6.3%
- 2.7%
2.0%
- 1.7%
- 1.8%
- 2.7%
- 2.0%
- 1.8%
- 1.6%
- 0.2%
1.5%
- 0.2%
1.1%
0.9%
1.2%
1.8%
1.7%
6.3%
9.5%
24.2%
26.9%
16.1%
10.6%
6.6%

Average volume growth increasing versus last period
- 0.1%
- 0.9%
0.3%
1.1%
1.2%
2.8%
1.6%
1.8%
2.8%
4.9%
0.8%
3.8%
2.4%
1.6%
0.4%
1.6%
2.0%
0.4%
1.7%
0.6%
3.0%
5.5%
2.4%
4.7%
0.4%
1.6%
1.8%
2.9%
3.5%
4.3%
7.5%
25.8%
24.2%
16.1%
10.6%
6.6%

*BL = BELARUS

Where Are the FMCG Growth Opportunities?

Average volume growth Q3 2018 & Q4 2018

Estonia (+1.3%)

Lithuania (+1.4%)

Czech Republic (-2.1%)

Slovakia (-0.3%)

Hungary (+2.1%)

Slovenia (-0.5%)

Croatia (+1.3%)

Serbia (+1%)

Russia (+2.7%)

Latvia (+3.5%)

Belarus (-6.1%)

Poland (+2.7%)

Ukraine (+7.5%)

Kazakhstan (-2.6%)

Romania (+4.8%)

Bulgaria (+1.1%)

Greece (-0.6%)

Turkey (-0.3%)

Colour coding indicates growth or declining trend compared to same 6 month period year ago.
Average volume growth of Q3’18 & Q4’18 vs Q3’17 & Q4’17, except for Belarus. Belarus is compared with Average of Q1 & Q2 of 2018

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.
LATIN AMERICA
AT A GLANCE

Latin America’s economic growth showed slight recovery to 1.7% in the last quarter of 2018, but Peru, Brazil and Chile posted stronger results; overall regional growth, however, was hampered by the deepening recession in Argentina.

Inflationary trends in the region are moderating—despite slight upward revisions—which is in line with the recent depreciation of exchange rates and some recovery in domestic demand. Despite receding inflationary pressure in many countries, the region will face ongoing economic growth challenges in 2019. Economic dynamics have started worse than expected, mainly in Argentina, Chile and Colombia. Political turmoil will, however, remain an issue in nearly all the countries, as there is still uncertainty regarding the policies of the new governments, and reforms take time to gain traction.

In most of Latin American countries, confidence indicators were lessening in the last quarter, while 49% of Latin American consumers said that they only have enough to spend on basics. Discover how they are feeling about their personal finances in our recent Changing Consumer Prosperity report.

Sources: The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen, GDP and inflation from Latin Focus, Q4 2018
LATIN AMERICA AT A GLANCE

ECONOMIC PULSE OF CONSUMERS AROUND LATIN AMERICA

The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen, measures perceptions of local job prospects, personal finances and immediate spending intentions. Consumer confidence levels above or below a baseline of 100 indicate degrees of optimism and pessimism, respectively.

<table>
<thead>
<tr>
<th>MACRO ECONOMICS</th>
<th>CONSUMER CONFIDENCE INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP (annual % growth) Q4 2018</td>
<td>Inflation Q4 2018</td>
</tr>
<tr>
<td>Brazil</td>
<td>1.8</td>
</tr>
<tr>
<td>Chile</td>
<td>3.2</td>
</tr>
<tr>
<td>Mexico</td>
<td>2.2</td>
</tr>
<tr>
<td>Colombia</td>
<td>2.7</td>
</tr>
<tr>
<td>Peru</td>
<td>4.1</td>
</tr>
<tr>
<td>Argentina</td>
<td>-5.4</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>2.5</td>
</tr>
</tbody>
</table>

CONSUMER UNCERTAINTY AND INCREASING CONCERNS FOR THEIR FINANCIAL FUTURE HAVE IMPACTED CONSUMER CONFIDENCE IN THE MANY LATAM MARKETS.

Sources: The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen, GDP and Inflation from Latin Focus, Q4 2018

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.
LATIN AMERICA
AT A GLANCE

CONSUMER SENTIMENT IN LATIN AMERICA

WHAT ARE THE TOP 3 CONCERNS IN THE NEXT SIX MONTHS?

Type of concern (%)

LATAM  BR  CL  MX  CO  PE  AR  CR

The economy  1  3  4  -1  -2  3  -4  0
Job security  0  5  1  -2  -2  5  -1  1
Crime  1  0  1  -3  1  2  -1

Bars reflect Q4'18 - Table shows change versus Q3'18

ACTIONS TAKEN TO SAVE ON HOUSEHOLD EXPENSES

Top 3 actions taken to save money (%)

LATAM  BR  CL  MX  CO  PE  AR  CR

Out-of-home entertainment  6  6  -2  8  13  5  8  -4
New clothes  4  5  1  2  6  -4  13  -5
Grocery brands  2  3  -4  3  5  5  5  -9

Bars reflect Q4'18 - Table shows change versus Q3'18

THE ECONOMY REMAINS THE TOP CONCERN, RESULTING IN CONSUMERS CUTTING BACK SPEND ON NON-ESSENTIAL EXPENSES, SUCH AS OUT-OF-HOME ENTERTAINMENT.

Source: The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.
LOOKING THROUGH LATIN AMERICA’S FMCG LENS

FAST-MOVING CONSUMER GOODS MARKET DYNAMICS

Weighted average – Latin America – 12 countries*

WHERE ARE THE FMCG GROWTH OPPORTUNITIES?

Average volume growth Q3 & Q4 2018

MEXICO (+1.6)

COLOMBIA (+0.6)

PERU (-4.0)

CHILE (+0.9)

COSTA RICA (-3.9)

BRAZIL (-2.2)

ARGENTINA (-11.0)

Color coding indicates growth or declining trend compared to same 6 month period year ago
Average volume growth of Q3 & Q4 ’18 vs. Q3 & Q4 ’17

(*) Mexico, Nicaragua, Costa Rica, El Salvador, Guatemala, Honduras, Colombia, Chile, Argentina, Brazil, Peru and Uruguay, data from Q1’14 until present. Excluded: Venezuela, Puerto Rico, Panama and Dominican Republic. Due to enhancements in Brazil and Uruguay databases LatAm’s MAT YA growth cannot be shown.
THE BIG PICTURE: AFRICA AND MIDDLE EAST

Across African and the Middle East (AME), the diversity of local variables, whether they pertain to consumer product preferences or shopping behavior, or even to the range of economic, political and social conditions that consumers are experiencing, are challenging to understand. That said, however, they are rapidly shaping current and future consumption demand and opportunities.

In this edition of Quarter by Numbers, we are pleased to include Cameroon for the first time, which will add to the insights and understanding of markets in Africa and Middle East.

2018 ended on a positive note on many fronts for an array of territories: economic growth recovered in seven markets, and while growth is declining slightly in Kenya, it remains strong at 6%. The AME GDP forecast is set to improve further in 2019 as commodity markets, in particular, continue to stabilize.

High levels of inflation have plagued many AME markets in recent years. At the end of 2018, inflation eased in four markets and remained unchanged in three markets, with inflation in all nine markets closing the year below 10%, bringing much needed relief to consumption spending.

Fast-moving consumer goods (FMCG) spending reflected the improved pricing positions with positive value and volume growth levels in all markets except Morocco. Moroccan market dynamics were disrupted due to the unique social media boycott campaign that adversely affected certain leading brands and overall FMCG spending. Despite the improving economics and pricing respite for consumers, overall confidence was less optimistic at the close of the year, with additional, local factors affecting the outlook. Many consumers remain concerned about their economies and job security, and the majority have little spare cash.

While 52% of AME consumers feel that their financial situations have improved compared to five years ago, only 12% say they are able to spend freely. Nielsen’s recent Changing Consumer Prosperity report explores the impact of wealth fragmentation on the consumer environment, providing insights into what consumers are spending more on, and what they are willing to pay a premium for.
AFRICA AND MIDDLE EAST AT A GLANCE

ECONOMIC PULSE OF CONSUMERS AROUND AME

The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen measures perceptions of local job prospects, personal finances and immediate spending intentions. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism, respectively.

<table>
<thead>
<tr>
<th>Country</th>
<th>CCI Q4 2018</th>
<th>CCI CHG vs P/Q</th>
<th>GDP Annual Growth</th>
<th>Inflation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghana</td>
<td>108</td>
<td>-5</td>
<td>7.4</td>
<td>9.4</td>
</tr>
<tr>
<td>Morocco</td>
<td>70</td>
<td>-4</td>
<td>3.0</td>
<td>1.9</td>
</tr>
<tr>
<td>South Africa</td>
<td>88</td>
<td>-2</td>
<td>1.1</td>
<td>4.4</td>
</tr>
<tr>
<td>UAE</td>
<td>110</td>
<td>-1</td>
<td>0.8</td>
<td>0.3</td>
</tr>
<tr>
<td>Nigeria</td>
<td>117</td>
<td>-1</td>
<td>2.4</td>
<td>9.8</td>
</tr>
<tr>
<td>Kenya</td>
<td>102</td>
<td>8</td>
<td>6.0</td>
<td>5.7</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>109</td>
<td>4</td>
<td>2.5</td>
<td>2.2</td>
</tr>
<tr>
<td>Cameroon</td>
<td>82</td>
<td>0</td>
<td>5.5</td>
<td>8.3</td>
</tr>
</tbody>
</table>

GDP and Inflation are annualized for the latest quarter available (GDP – Q3’18, Inflation Q4’18). CCI change is relative to the previous quarter (PQ). CCI data is not available for Cameroon.

GDP GROWTH IMPROVED IN SEVEN MARKETS, AND INFLATION CLOSED THE YEAR BELOW 10% IN ALL AME MARKETS, BRINGING MUCH NEEDED RELIEF FOR CONSUMER SPENDING.

Source: Trading Economics: GDP and Inflation
The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen.

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.
AFRICA AND MIDDLE EAST AT A GLANCE

CONSUMER SENTIMENT IN AME

WHAT ARE THE TOP TWO CONCERNS IN THE NEXT SIX MONTHS?

Type of concern

<table>
<thead>
<tr>
<th></th>
<th>EGY</th>
<th>MOR</th>
<th>KSA</th>
<th>UAE</th>
<th>ZA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job security</td>
<td>3</td>
<td>-1</td>
<td>-1</td>
<td>-1</td>
<td>0</td>
</tr>
<tr>
<td>The economy</td>
<td>-6</td>
<td>0</td>
<td>-2</td>
<td>2</td>
<td>-5</td>
</tr>
</tbody>
</table>

Chart – Current quarter; Table – Change vs Previous Quarter
Top Concern and Spending data unavailable for Ghana, Kenya, Cameroon and Nigeria

WHO’S SPENDING, SAVING AND INVESTING?
After living expenses, how is spare money spent

<table>
<thead>
<tr>
<th></th>
<th>EGY</th>
<th>MOR</th>
<th>KSA</th>
<th>UAE</th>
<th>ZA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Putting into savings</td>
<td>0%</td>
<td>6%</td>
<td>-2%</td>
<td>-3%</td>
<td>1%</td>
</tr>
<tr>
<td>New clothes</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>-1%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

UNCERTAINTY ABOUT ECONOMIC GROWTH AND JOB PROSPECTS ARE MAJOR CONCERNS, HOLDING CONSUMERS BACK FROM SPENDING MORE FREELY.
LOOKING THROUGH AME’S FMCG LENS

FAST-MOVING CONSUMER GOODS MARKET DYNAMICS – Q4 2018
AME – 9 countries – Weighted average growth Q4 2018 vs. year ago

WHERE ARE THE FMCG GROWTH OPPORTUNITIES?
Average volume growth Q3 2018 & Q4 2018

Colour coding indicates growth or declining trend -
Average Q4 ‘18 & Q3 ‘18 vs Q4 ‘17 & Q3 ‘17.

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.
INTERESTED IN ADDITIONAL INSIGHTS?

If you are interested in purchasing one or more of the regional quarter by numbers reports, please click the images below for additional information.
ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what’s happening now, what’s happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world’s population. For more information, visit www.nielsen.com.

THE SCIENCE BEHIND WHAT’S NEXT™