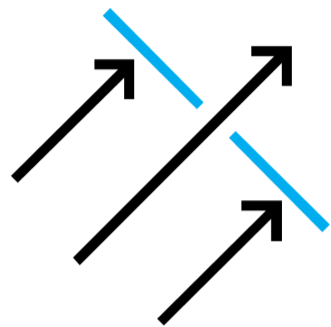


OVERVIEW INCREASE IN SALES

NIELSEN ANALYSIS SHOWS CORONA-EFFECT ON FMCG PRODUCTS

DATA ON A WEEKLY BASIS | CW 01 - CW 20 2020



Disinfectants and bread mixes are still popular with the consumers in week 20.

Stocks of ready meals and toilet paper are used up.

Product Group	Change in Sales Volume (converted) vs. Previous Year (in %)																			
	CW 2	CW 3	CW 4	CW 5	CW 6	CW 7	CW 8	CW 9	CW 10	CW 11	CW 12	CW 13	CW 14	CW 15	CW 16	CW 17	CW 18	CW 19	CW 20	
DESINFECTANTS/SANITIZERS	-0.4	8.3	19.4	96.5	62	53.1	50.6	466.8	366.5	243.5	210.4	154.9	161.9	116.1	166.6	195.3	139.4	200.2	207.3	
BREAD BAKING MIX	7.3	1.9	8.6	6.5	4.6	7.8	8.4	392.3	176.2	334.6	168.9	34	68.4	80.3	70	140.2	82.9	75.8	97.1	
HAND CREAM	-16.4	-7	-22.1	-19.1	-15.2	-8.3	-3.7	24.2	77.9	63.7	122.1	105.1	71.2	24.7	0.6	52.6	20.1	27.8	28.6	
SALTY SNACKS	2.1	5.6	5.7	7.8	2.9	15.8	21.4	-5.3	10.5	33.3	40.7	16	16.1	13.8	-5	35.1	9.5	8	13.1	
CHEESE (SELF-SERVICE)	-3.2	1.9	0.8	2.3	0.7	0.6	0.3	14.9	6.7	29.9	30.1	1.3	9.4	17.5	-16.6	28.2	8.5	12.3	12.1	
WET SOUPS	-8.5	-6.3	-12.6	-4	-1.4	-8.5	4.7	99.2	51.2	112.9	149.4	14.7	29.3	-11.8	-1.5	16.3	-4.7	-3.9	11.2	
FROZEN FOOD	-2.6	-4.6	-3.8	-2.5	-1.1	-1.8	1.7	22	7.4	42.5	52.5	9.7	19.4	15.3	-21.1	24.7	9.4	5.8	10.9	
RICE	-1	5.3	3.6	4	7.4	12.7	5.5	164.6	84.6	179	161.3	34.1	22.8	4.4	-8.4	12.9	-0.4	-5.3	10.8	
FLOUR	-1.7	-4.3	2.7	1.5	4.8	5.6	6.8	148.8	120.7	200.9	154.3	63.8	49.8	26.6	-26	32.2	6.3	0.5	9.9	
SPIRITS	-1	-0.2	4.8	-0.3	3.7	7.2	21.7	-17.9	1.8	14.4	8.5	-9.8	5.9	14	-29.6	9.4	-2.4	9.2	9.1	
SUGAR	3	-11.2	-5.3	-4.6	-21.7	-0.9	0	104.6	67.1	111.1	41.2	36.9	9.6	-9	-32	9.4	-5.5	-11.7	8.7	
READY TO EAT CEREALS	-1.3	-0.6	6.3	-0.3	0	0.7	-1.9	29.4	20.4	67.6	80.3	8.7	10.3	6.8	-1.1	22.6	17.4	6.9	8.2	
BEER / BEER MIX	-2.3	0.2	0.4	-0.3	-0.3	-4	8.6	-10.8	-5	11.3	18.8	-13.4	-6.9	23.4	-24.5	21	5.3	22.8	6.7	
DRY SOUPS	-4	4.6	-10.8	-8.1	5	13.8	-10.2	84.5	49.9	143.5	129.8	16.1	5.8	-21.7	-15.3	4.3	1.7	-9.5	5.4	
CONFECTIONARY	-0.5	-0.6	0.2	1.4	0.8	-3.2	1.6	2.4	14.9	13.5	15.1	-6.6	26.9	17.4	-49.5	18.2	0.3	4.8	4.6	
UHT MILK	-6.1	1.5	-3.3	-2.5	0.8	0.3	-4.3	42.3	11.9	67.8	56.5	-8.6	-1.8	-6.9	-17.3	11.6	-0.8	-2.5	4	
SALAMI	-8.8	-6.6	-8.2	-9.4	-3.2	-2.1	-4.5	10.6	2.8	34.7	38	-9.6	6.1	5.6	-18.2	15.1	0.5	6.9	1.4	
CIGARETTES	-10.8	-6.5	-6.5	-7.6	-6.6	-8.4	-7	-9.9	-6.3	1.3	20.8	-0.7	4.9	16.8	-13.7	16.6	1.7	5.9	0.5	
CARBONATED SOFT DRINKS	0.4	5.4	3.7	0.8	0.2	-3.4	-0.8	-1.7	1.1	10.7	1	-12.9	-5.5	5.9	-28.6	9.1	-0.7	7	0.1	
TOOTH PASTE	-4.5	-1.9	-4.2	-8.2	-0.4	-5.2	-4.9	13.9	32	43.8	75.3	-5.7	-14.8	-21.1	-15	-3	-22.4	-10.1	-2.3	
FIX PRODUCTS	-2.6	11.8	-10.8	8.3	-2.3	-6.8	-3.1	30.8	2.2	55.9	49.5	8.1	8.2	9.7	-15.7	30.7	13.3	0	-2.3	
BABY FOOD	-9.1	-7.1	-6.4	-8.9	-5.8	-9.4	-10	5.6	4.7	25.8	10.1	-30.6	-20.7	-19.4	-30.8	-7.4	-16.9	-11.4	-5.3	
WATER	-3.2	-5.8	-2.2	-4.5	-5.9	-11.1	-9.3	20	3.4	28.3	23.6	-22.7	-18.3	-6	-24.7	-3.9	-9.4	-2.1	-5.9	
PASTA PRODUCTS	-14.9	13.9	20	-23.1	-8.2	5.6	-0.8	108.4	93.6	170.1	141.2	17.1	4.6	-0.2	-42	-8.8	-5.3	0.3	-6.2	
CANNED SAUSAGES	-17.5	-8.3	6.7	0.6	1.4	-6	13.4	45.6	35.4	111.9	155	18.1	14.3	-7.3	-14.9	12.5	-1.5	-7.7	-7.3	
WET READY-TO-EAT MEALS	6.7	-26	-8.1	12.8	15.9	-3	15.1	104.5	67	127.3	132.7	101.4	21.2	-21.9	-3.4	-17.1	-33.7	-21	-8.3	
TOILET PAPER	-8.3	0.3	6.1	-2.4	-5.2	1.9	-6.4	46.3	76.1	118.3	98.8	45.4	0.2	-20	-24.1	-5.3	-37.6	-41.5	-42.5	

Source: Nielsen Scantrack, various product groups, change in sales volume (converted) vs. previous year (in %), Germany Retail+Drug Stores excl. Aldi, Lidl, Norma, CW 01-20 2020