KANTAR

Consumer Insights Asia

Asia | Q3 2020

Q3 2020 | Summary Asia

% Value Change FMCG – MAT Q3 2020 vs. Year Ago

Growth ≤ -0.5% | -0.5% < Growth ≤ 5% | Growth > 5%

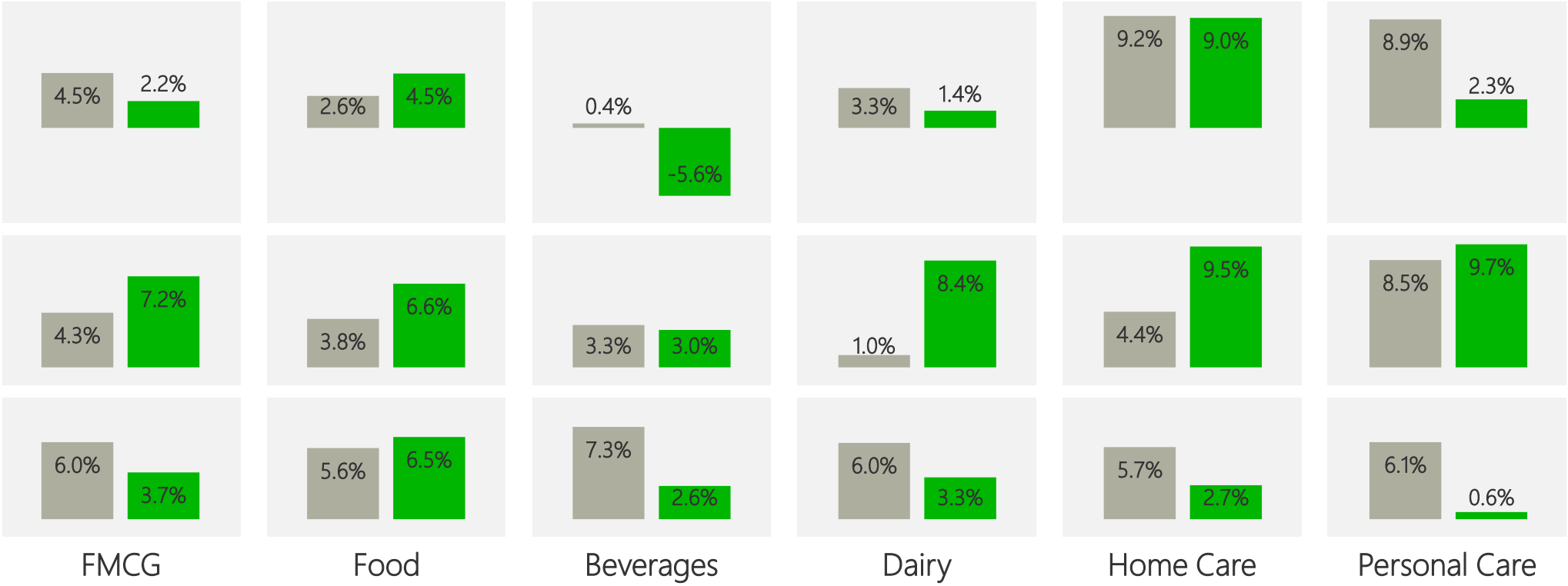
	Asia	Northeast Asia			West Asia		Southeast Asia					
	Total	China	Taiwan	South Korea	India (Urban)	Saudi Arabia	Indonesia	Malaysia	Thailand	Philippines	Vietnam (Urban)	Vietnam (Rural)
FMCG Total	3.1	1.8	3.1	4.7	6.9	8.6	8.8	6.6	1.2	-6.3	10.7	10.3
Food	5.2	2.9	6.6	13.0	5.6	12.7	11.0	12.2	4.0	-4.1	20.1	14.0
Beverages	-3.0	-7.3	2.6	6.3	-0.3	8.1	7.8	5.7	7.3	-8.3	0.8	2.1
Dairy	2.3	1.5	1.9	0.4	19.6	7.2	9.1	4.6	-3.3	-5.4	11.7	14.5
Home Care	7.6	9.4	6.2	6.9	11.0	4.3	6.2	3.9	0.7	-6.9	6.4	10.5
Personal Care	2.6	3.8	-1.9	-7.2	11.2	6.6	6.6	-3.5	-1.9	-9.5	11.8	11.7

FMCG Growth in Asia: YOY

Asia/MAT Q3 2020 – Value Spend Growth

FMCG Growth in Asia: YOY

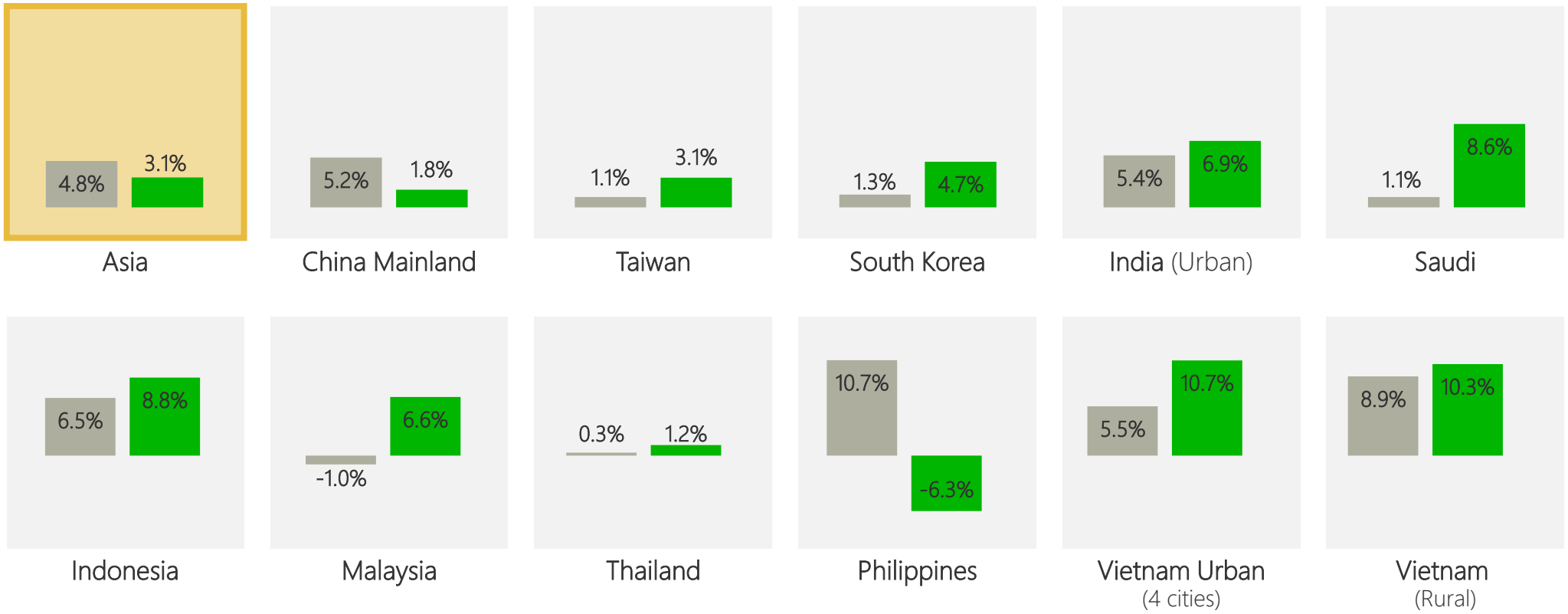
Asia/MAT Q3 2020 – Value Spend Growth



FMCG

Asia/MAT Q3 2020 – Value Growth FMCG

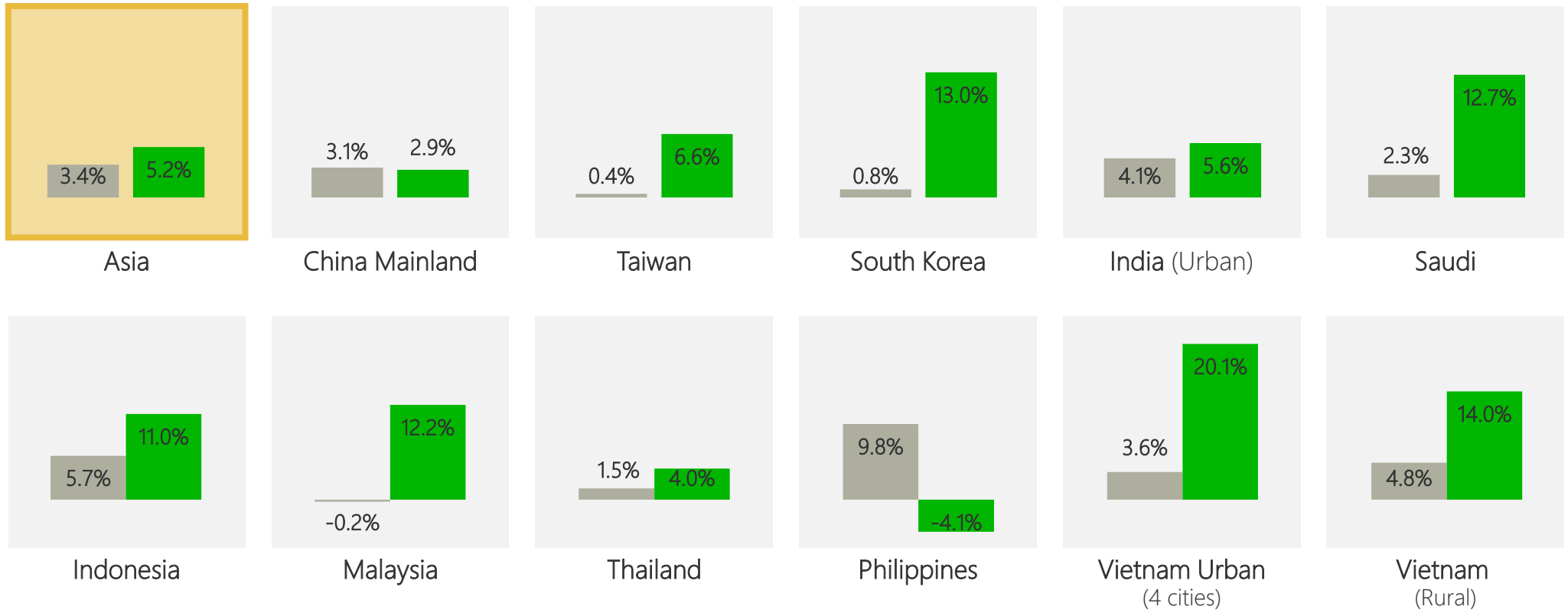
Q3' 19 vs Q3' 18 Q3' 20 vs Q3' 19



Food

Asia/MAT Q3 2020 – Value Growth FOOD

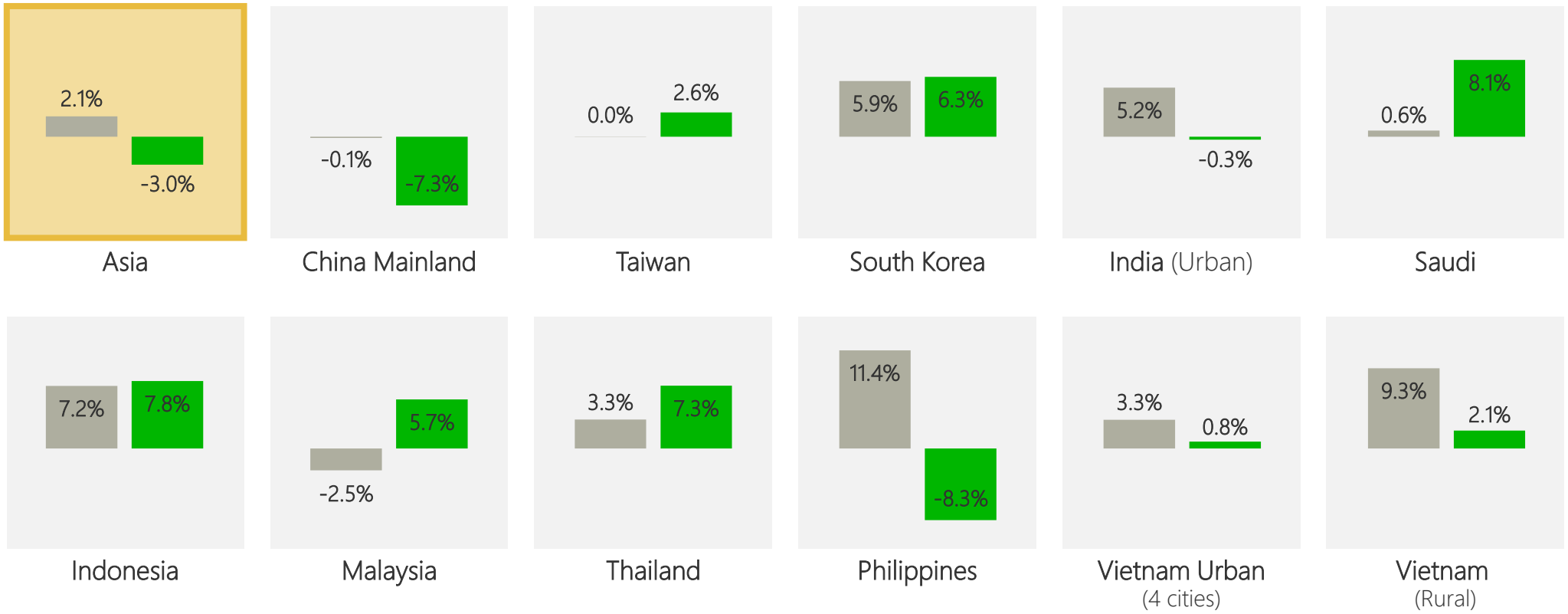
Q3' 19 vs Q3' 18 | Q3' 20 vs Q3' 19



Beverages

Asia/MAT Q3 2020 – Value Growth BEVERAGES

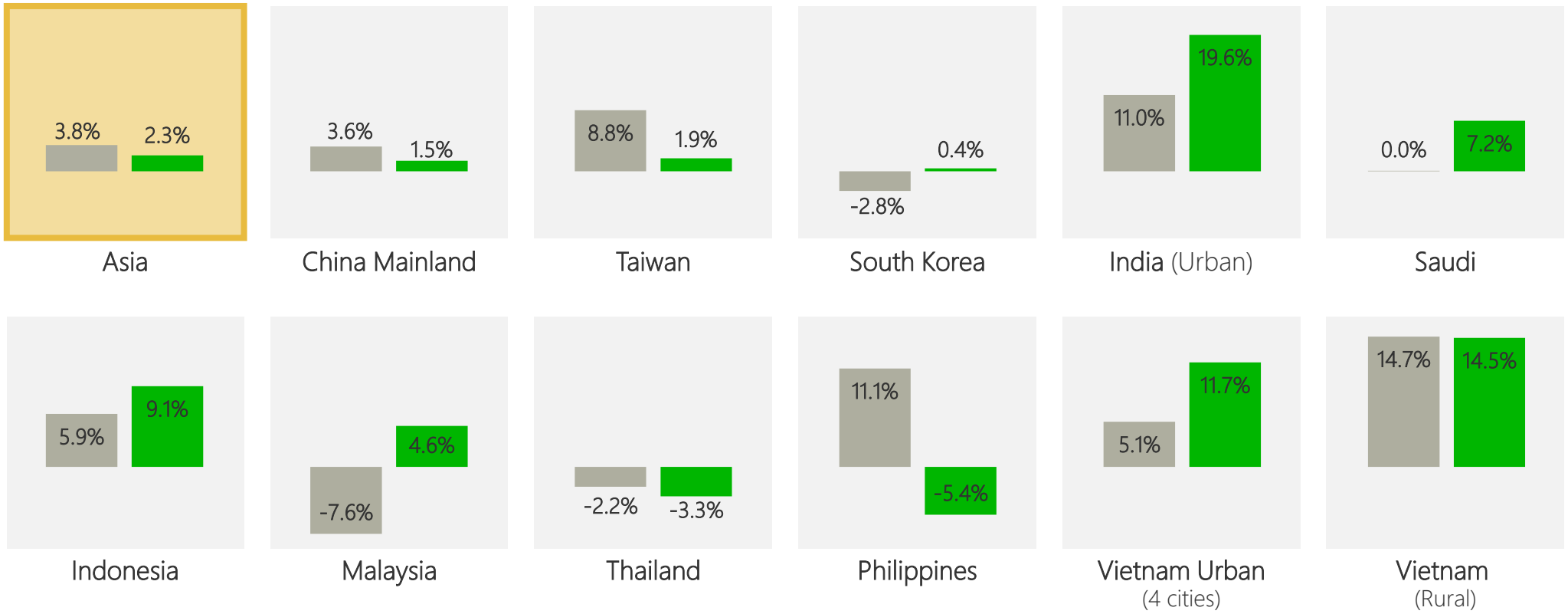
Q3' 19 vs Q3' 18 | Q3' 20 vs Q3' 19



Dairy

Asia/MAT Q3 2020 – Value Growth DAIRY

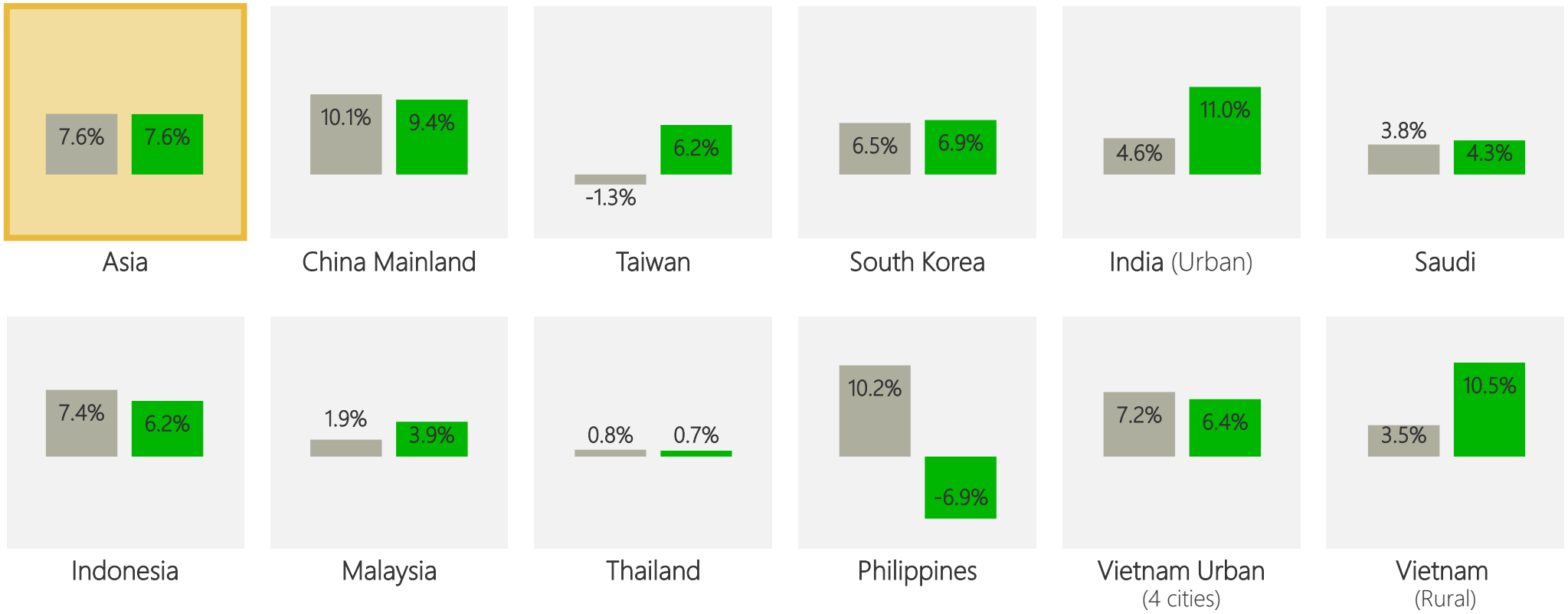
Q3' 19 vs Q3' 18 Q3' 20 vs Q3' 19



Home Care

Asia/MAT Q3 2020 – Value Growth HOME CARE

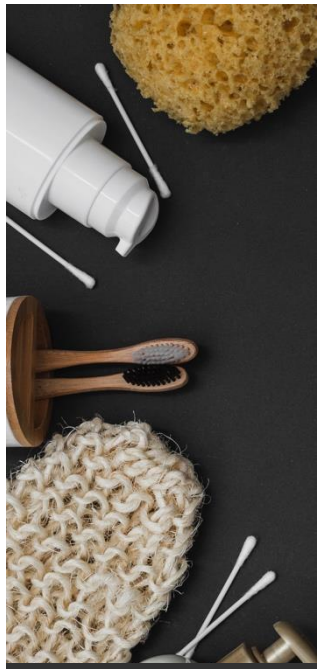
Q3' 19 vs Q3' 18 | Q3' 20 vs Q3' 19

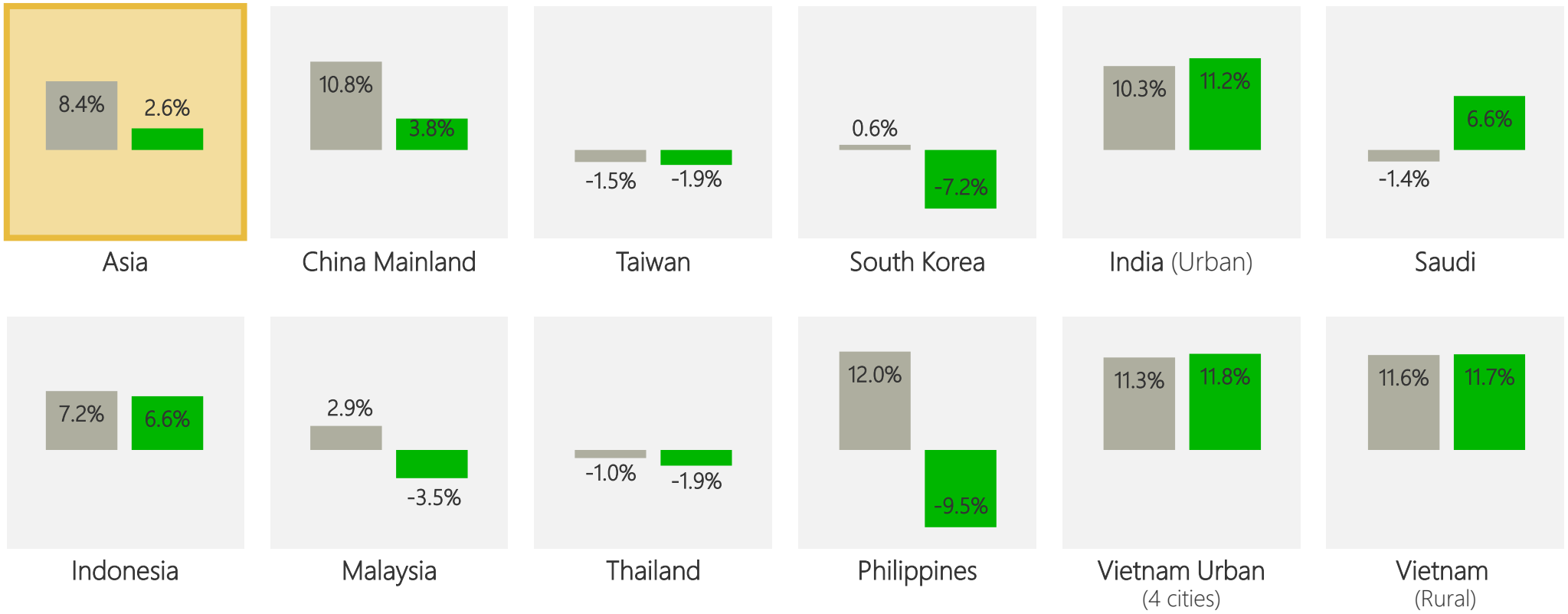


Personal Care

Asia/MAT Q3 2020 – Value Growth PERSONAL CARE

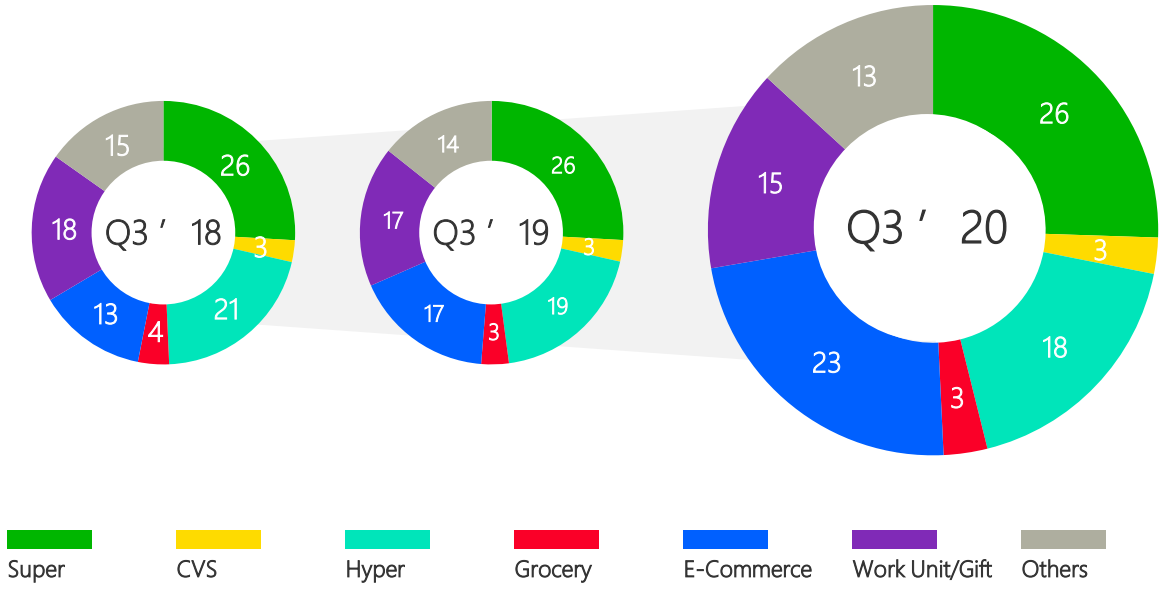
Q3' 19 vs Q3' 18 Q3' 20 vs Q3' 19





China Mainland

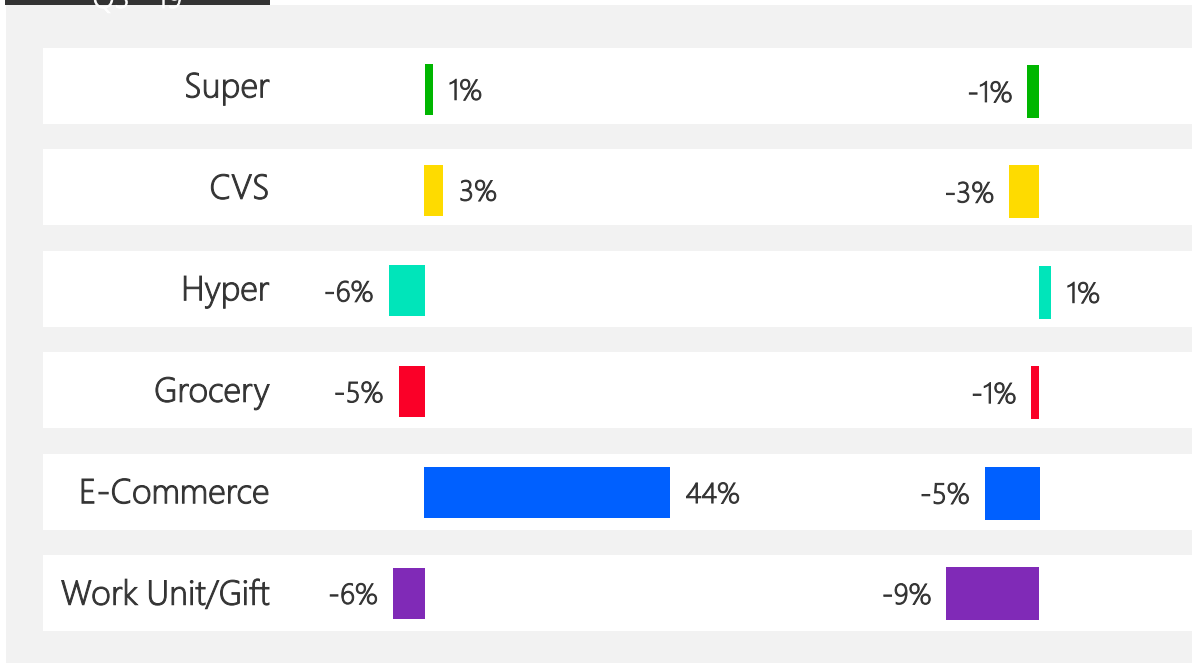
Channel Importance – % Value



MAT Q3' 20 vs Q3' 19

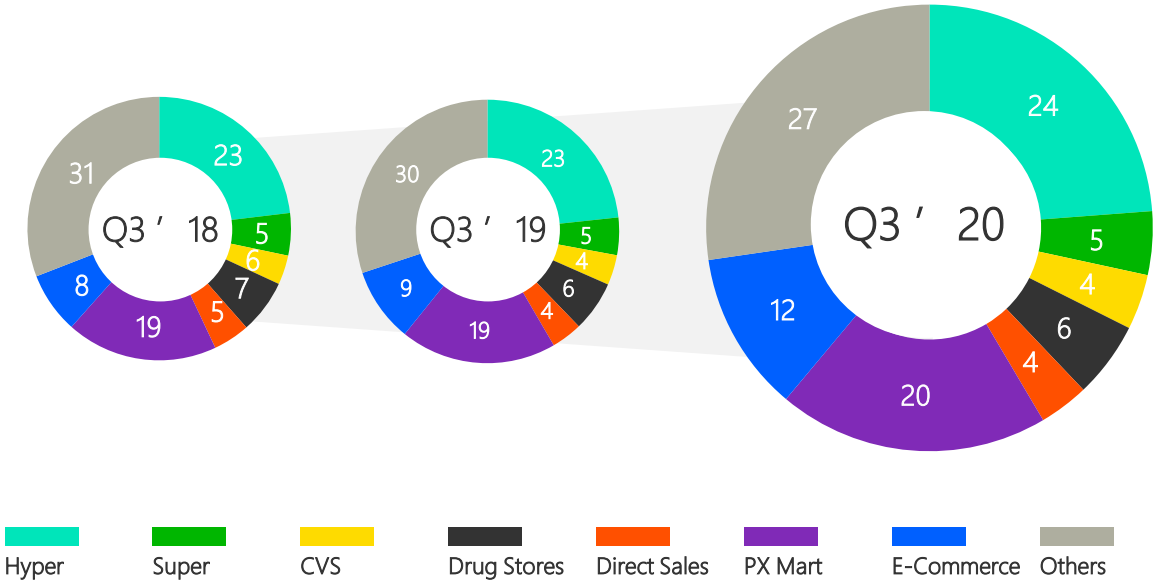
Shopping Occasions

Spend/Trip



Taiwan

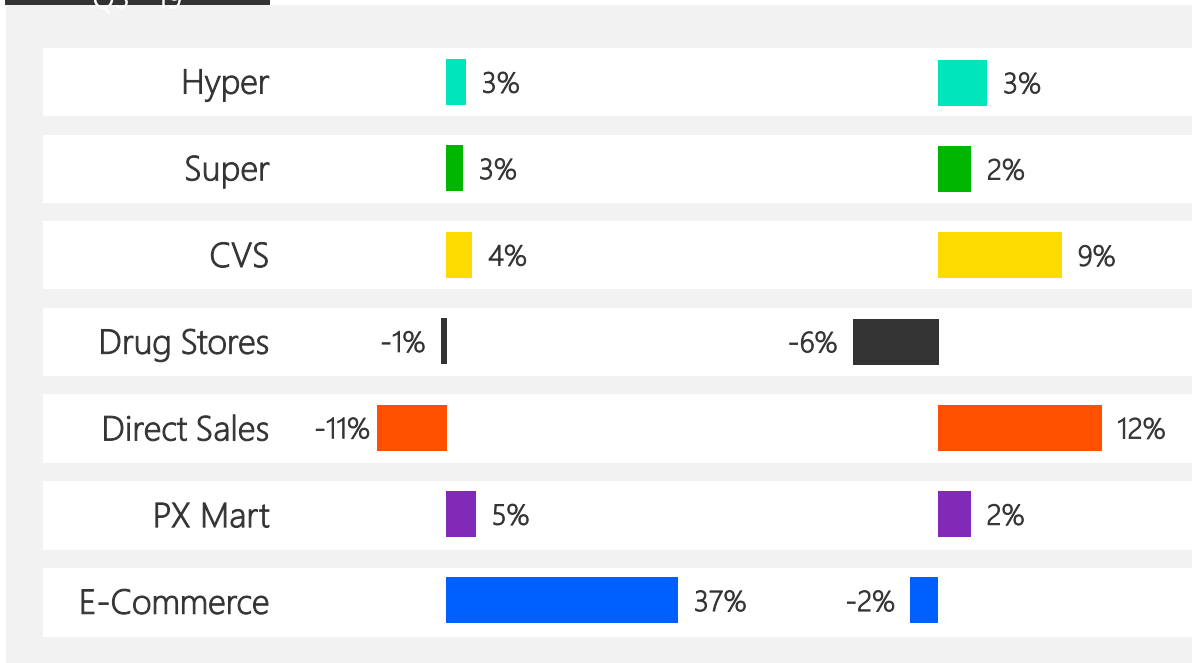
Channel Importance – % Value



MAT Q3' 20 vs Q3' 19

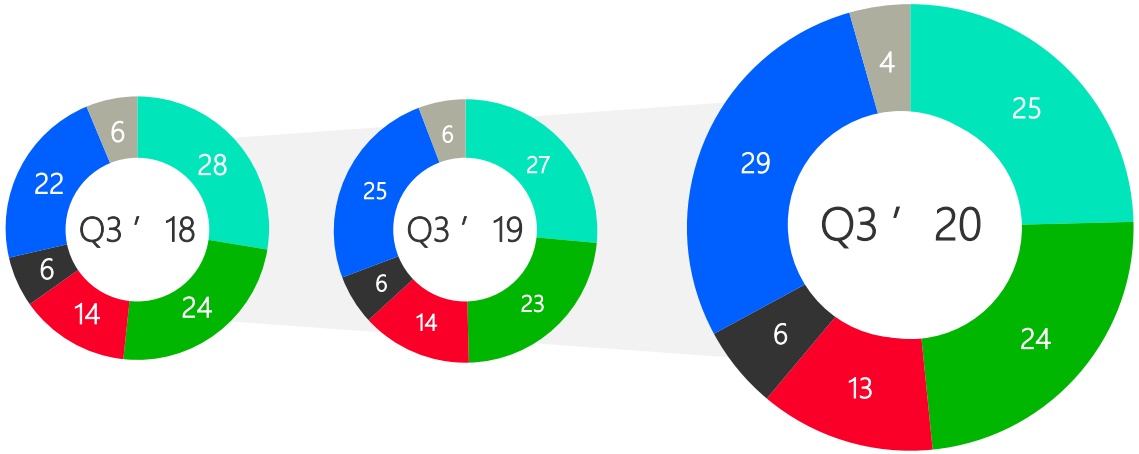
Shopping Occasions

Spend/Trip



South Korea

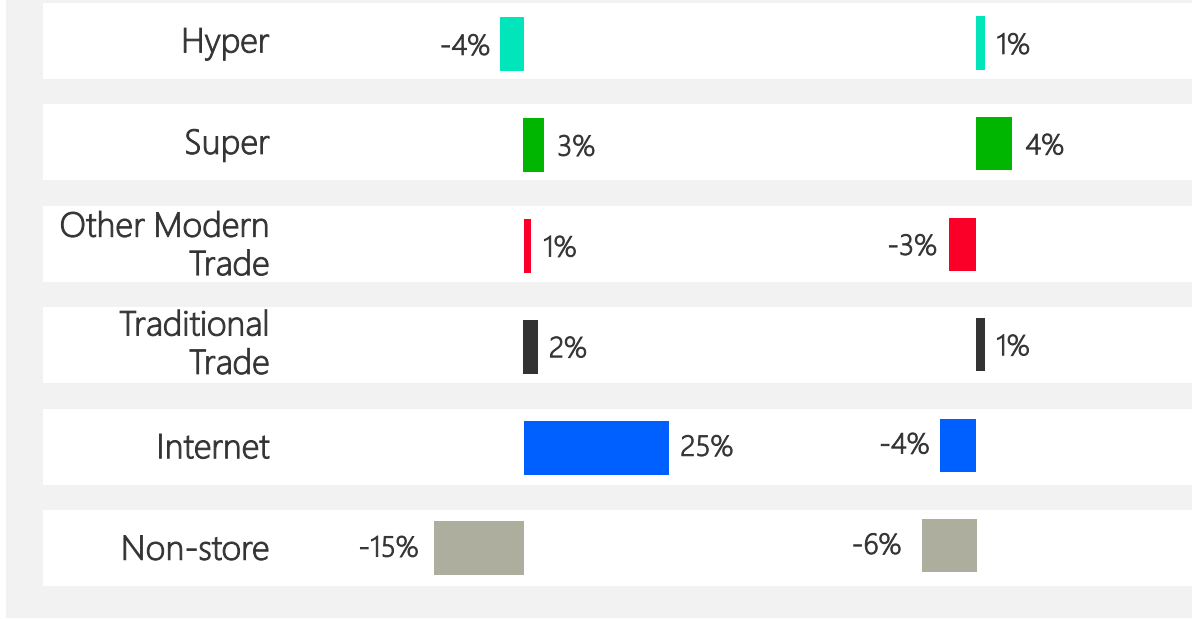
Channel Importance – % Value



MAT Q3' 20 vs Q3' 19

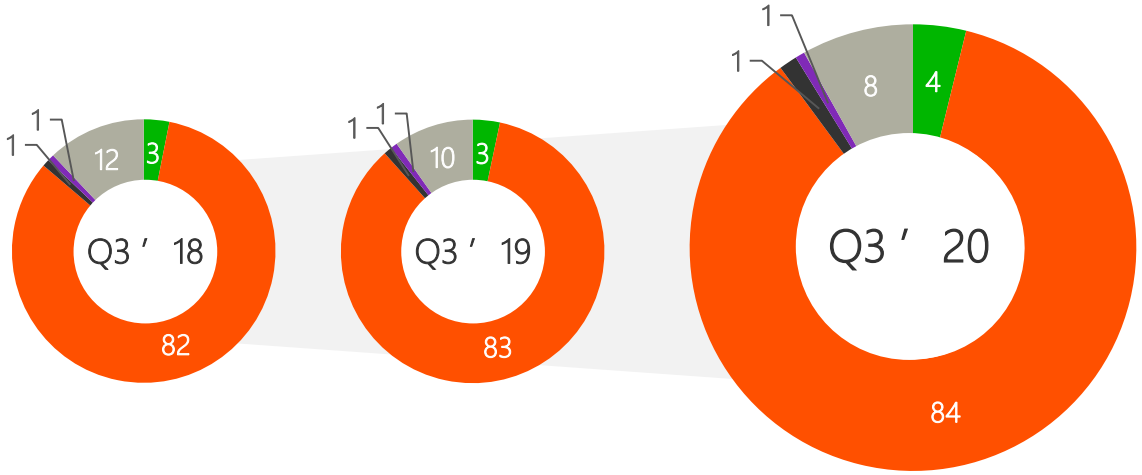
Shopping Occasions

Spend/Trip



India (Urban)

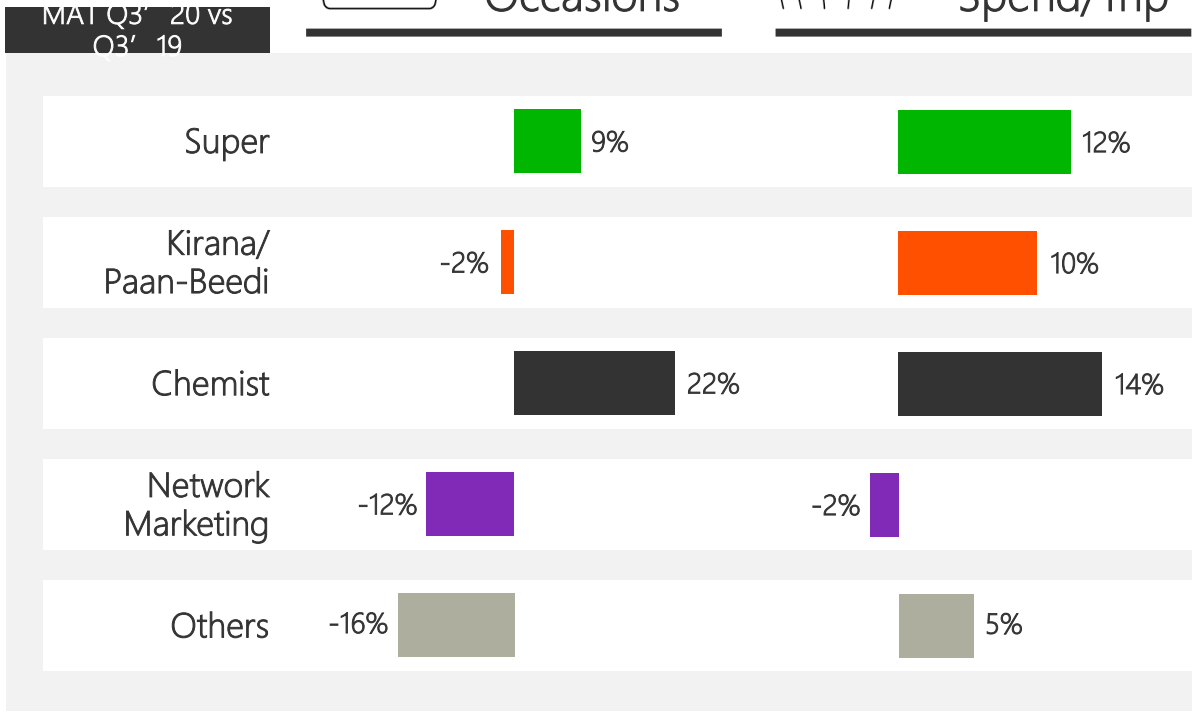
Channel Importance – % Value



Super | Kirana / Beedi | Paan- Chemist | Network Marketing | Others

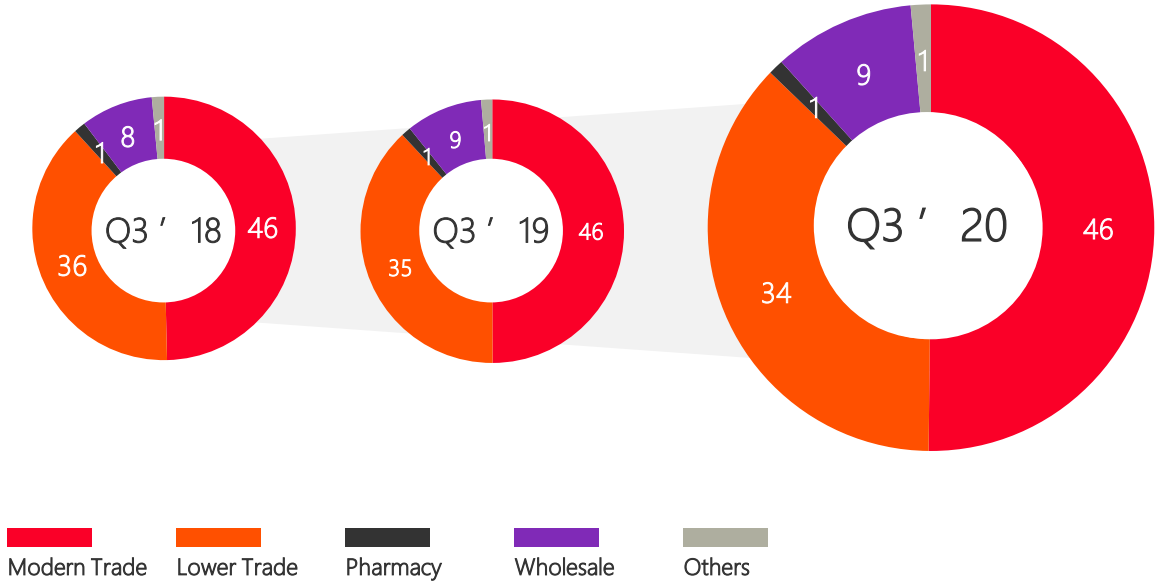
Shopping Occasions

Spend/Trip



Saudi Arabia

Channel Importance – % Value

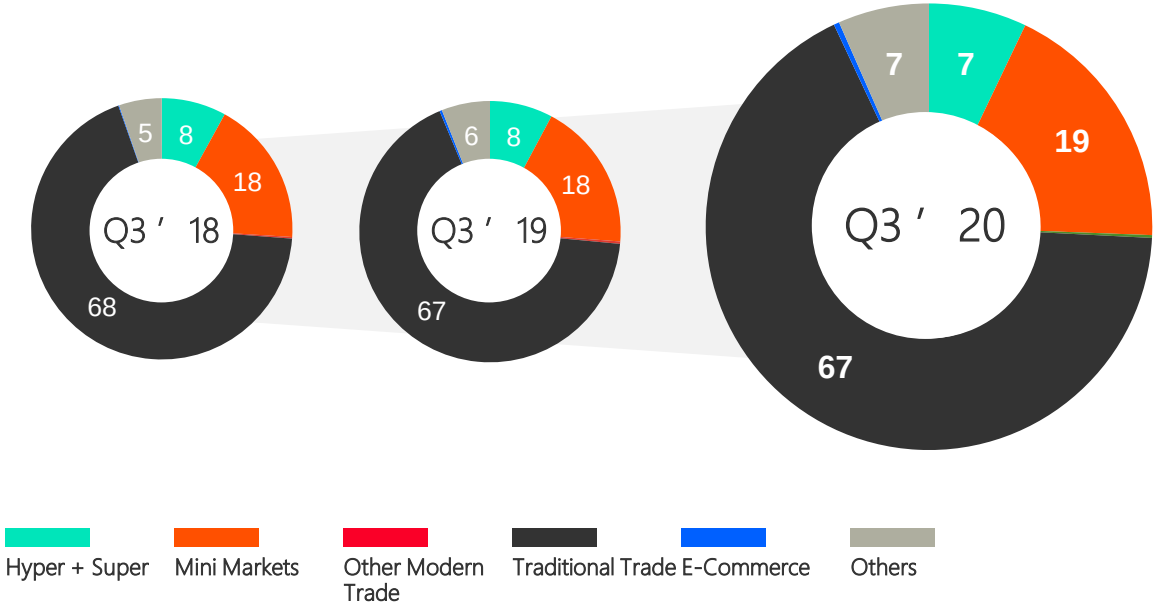


Shopping Occasions

Spend/Trip

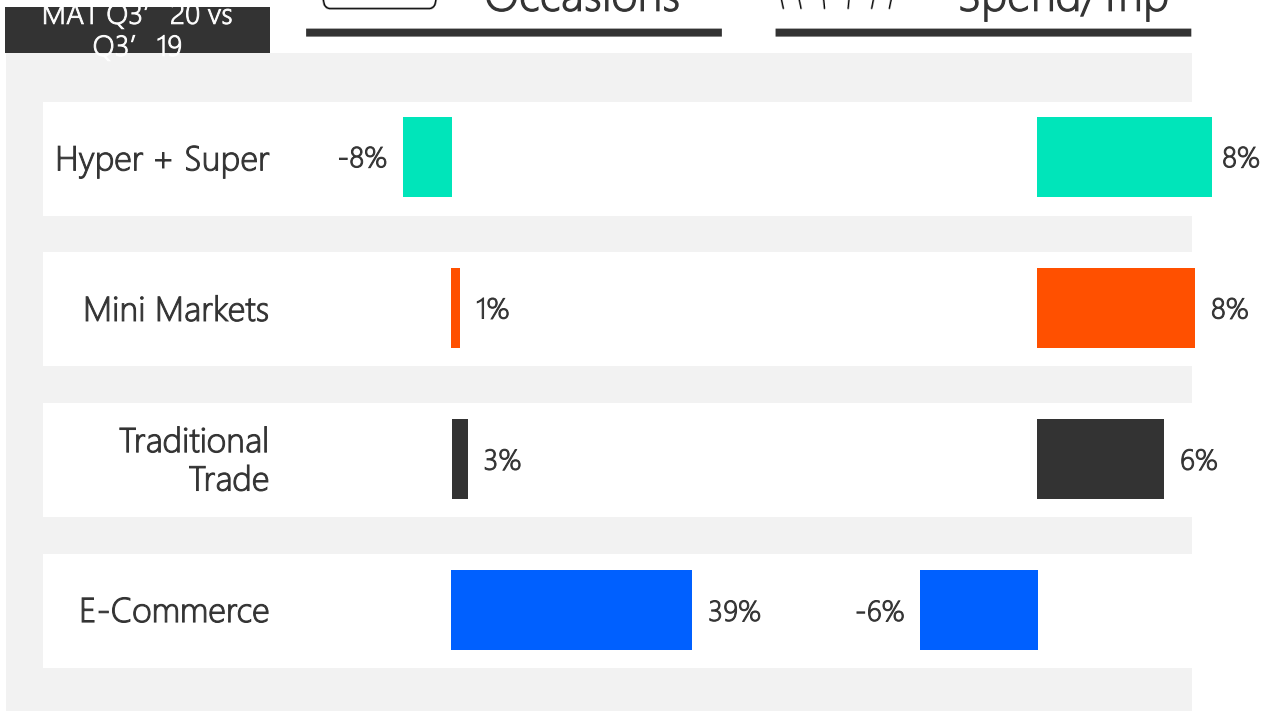
Indonesia

Channel Importance – % Value



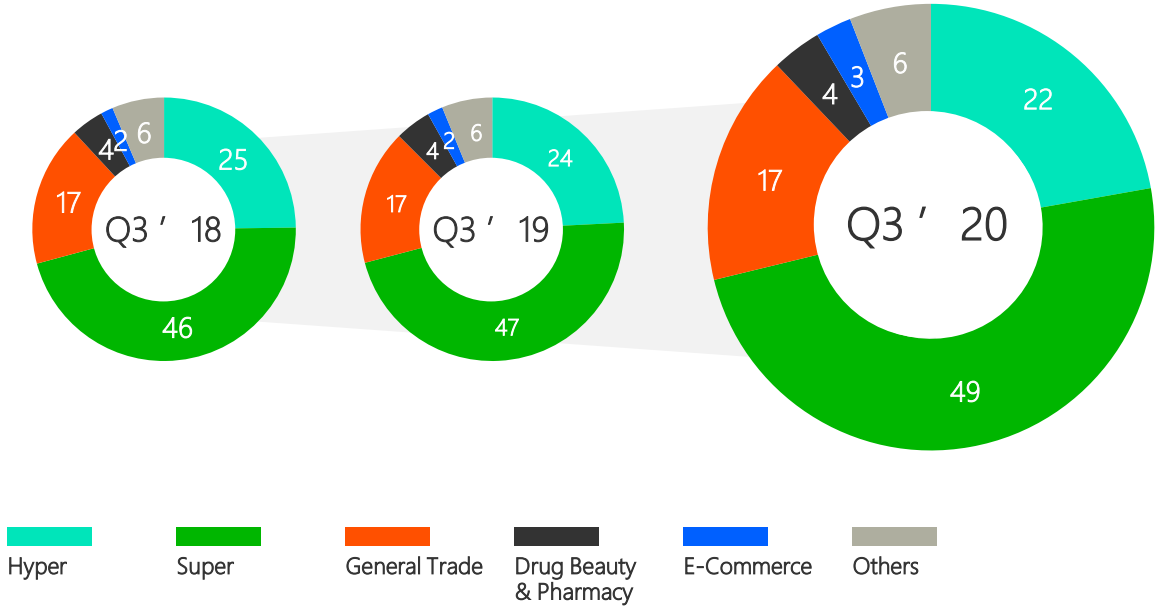
Shopping Occasions

Spend/Trip



Malaysia

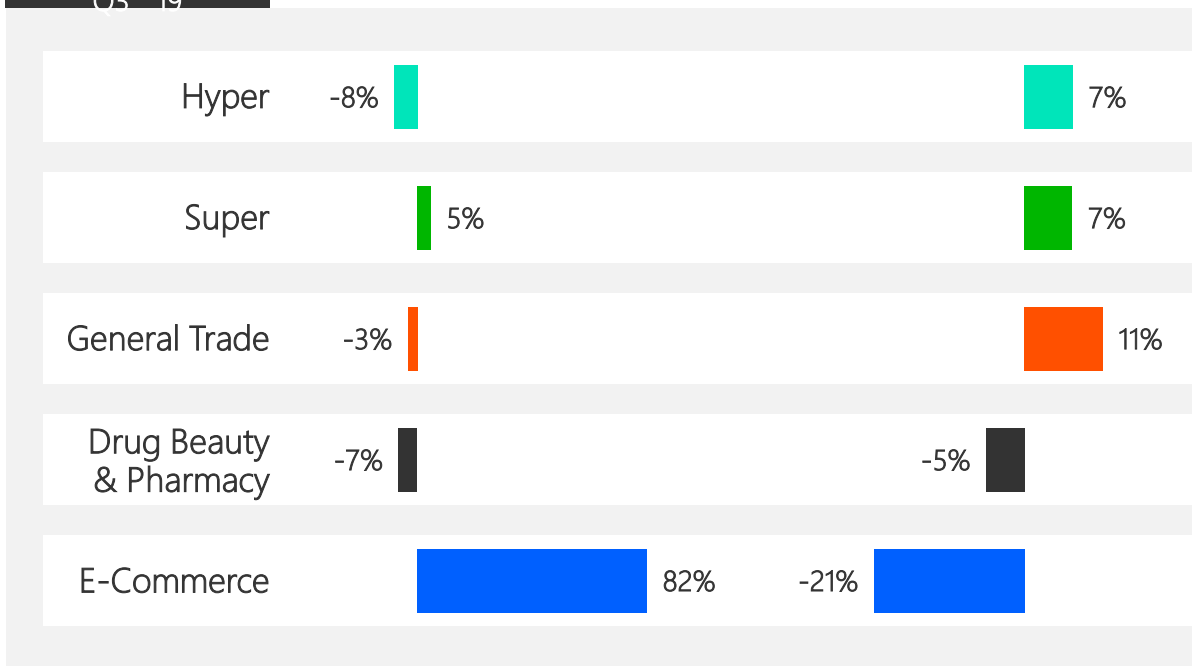
Channel Importance – % Value



MAT Q3' 20 vs Q3' 19

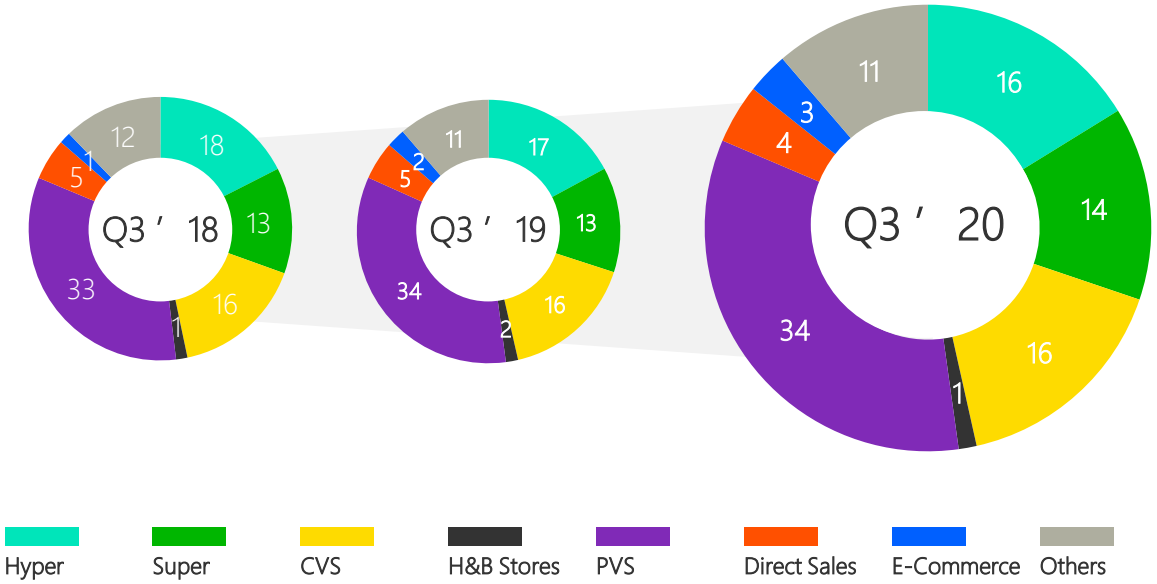
Shopping Occasions

Spend/Trip



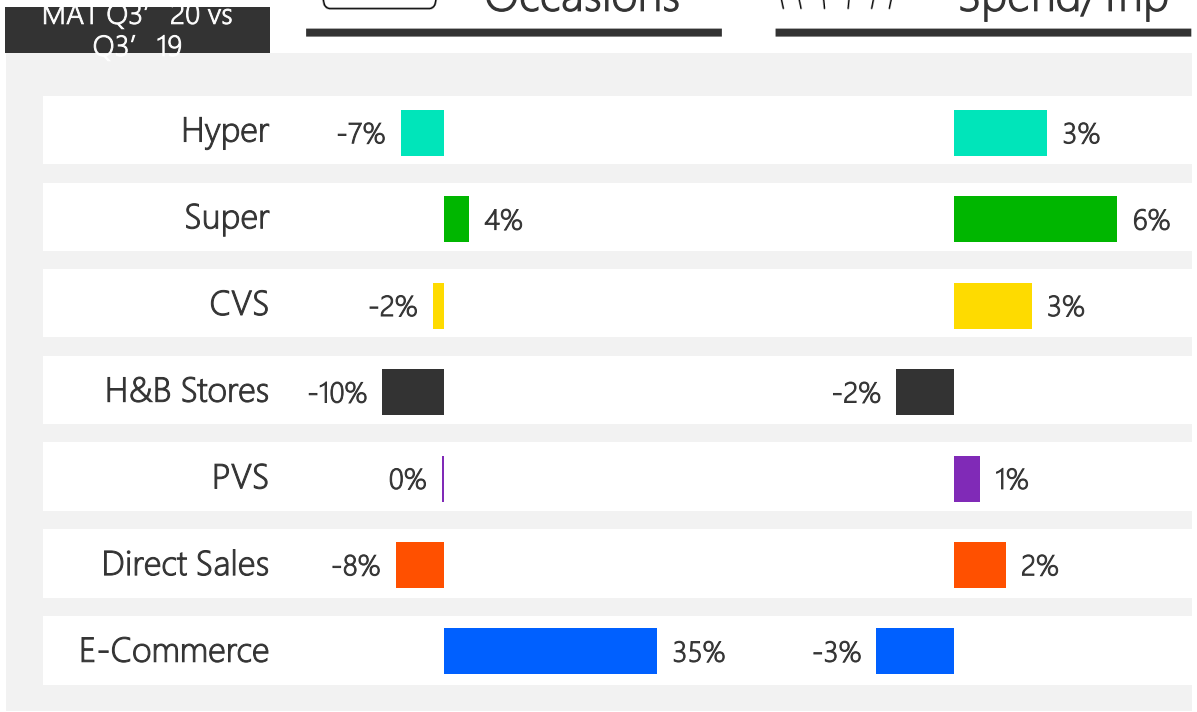
Thailand

Channel Importance – % Value



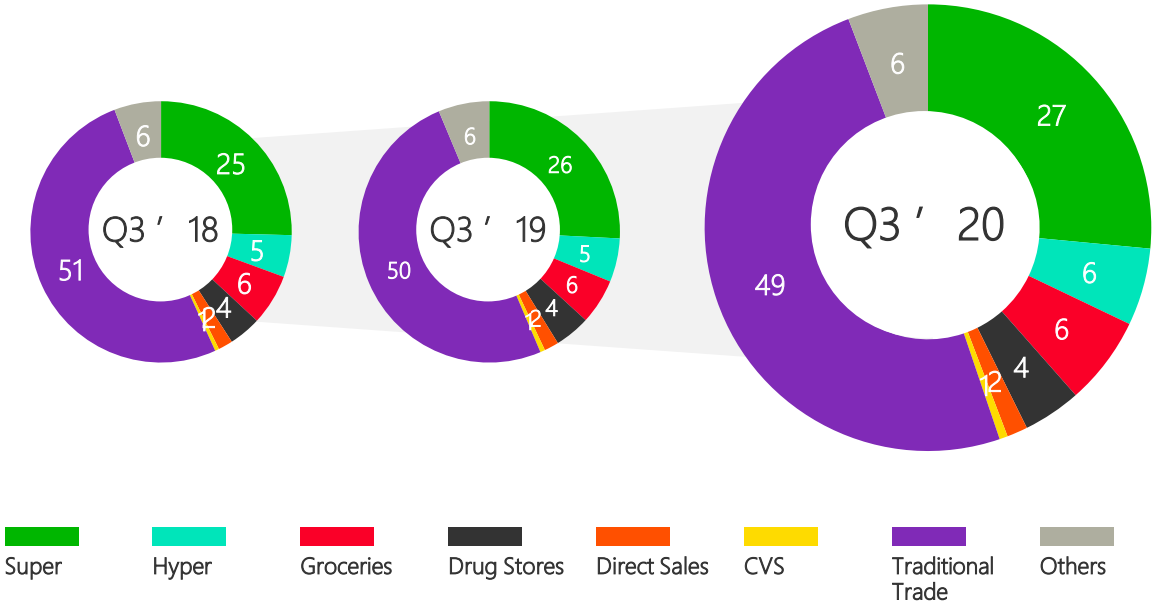
Shopping Occasions

Spend/Trip



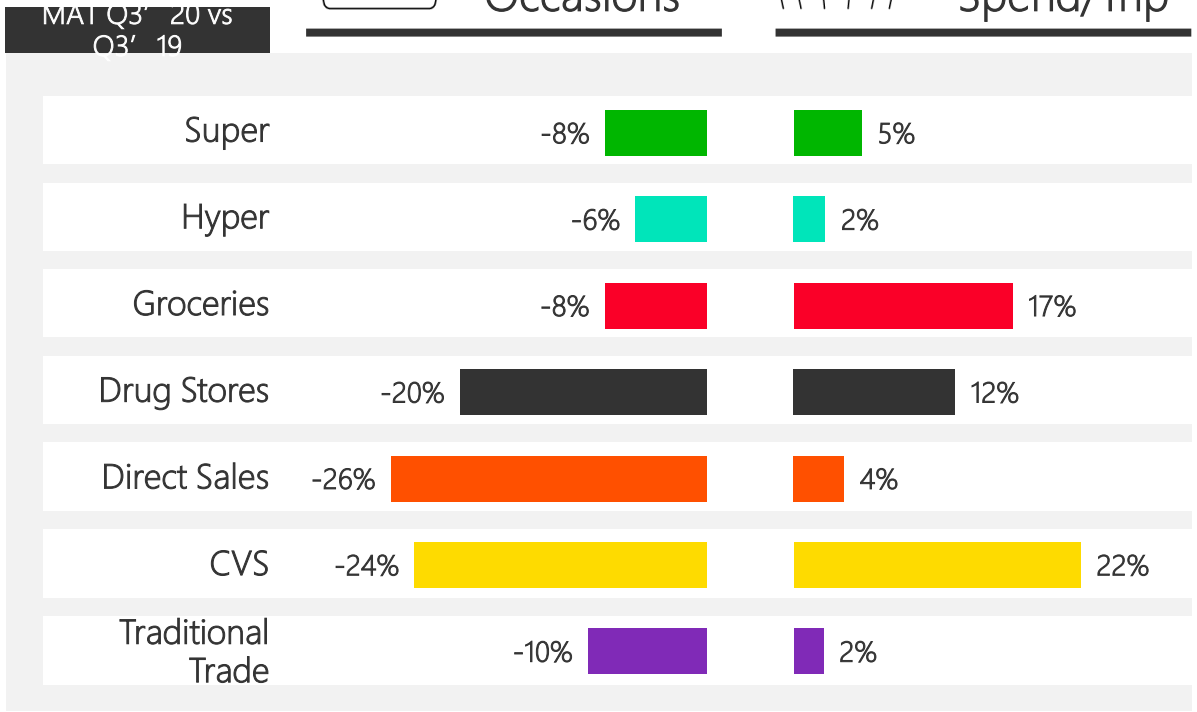
Philippines

Channel Importance – % Value



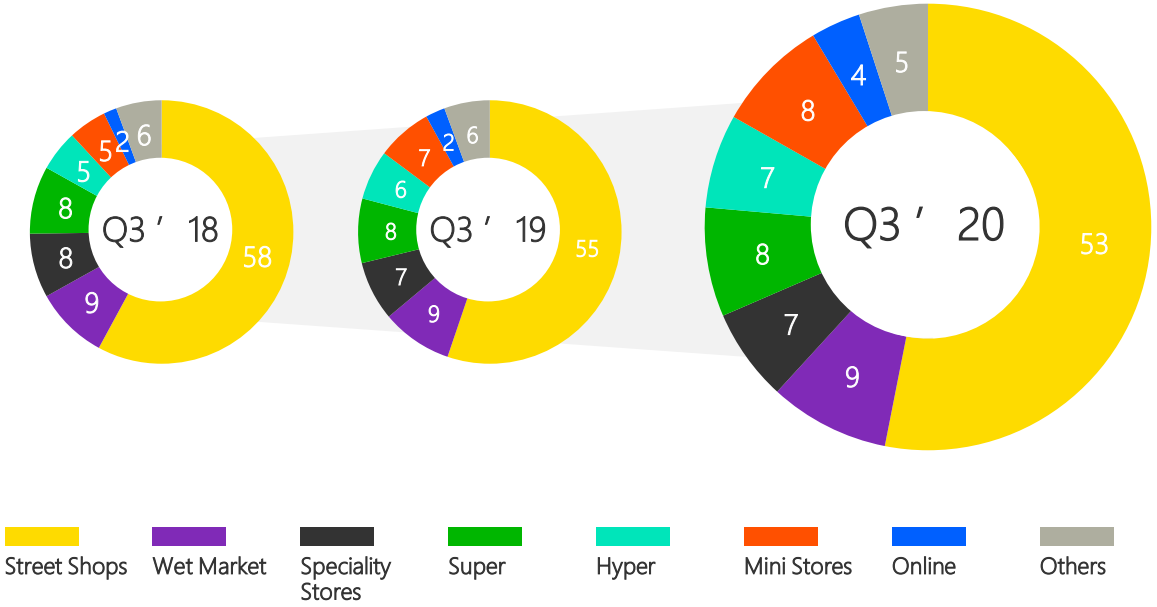
Shopping Occasions

Spend/Trip



Vietnam (Urban 4 cities)

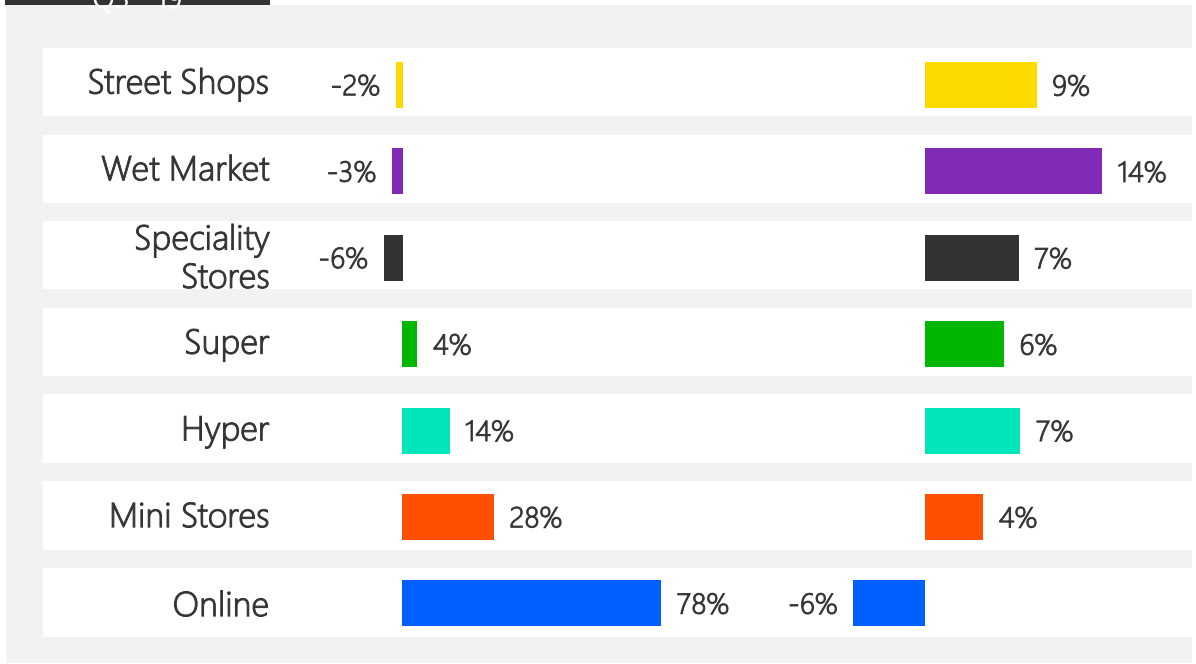
Channel Importance – % Value



MAT Q3' 20 vs Q3' 19

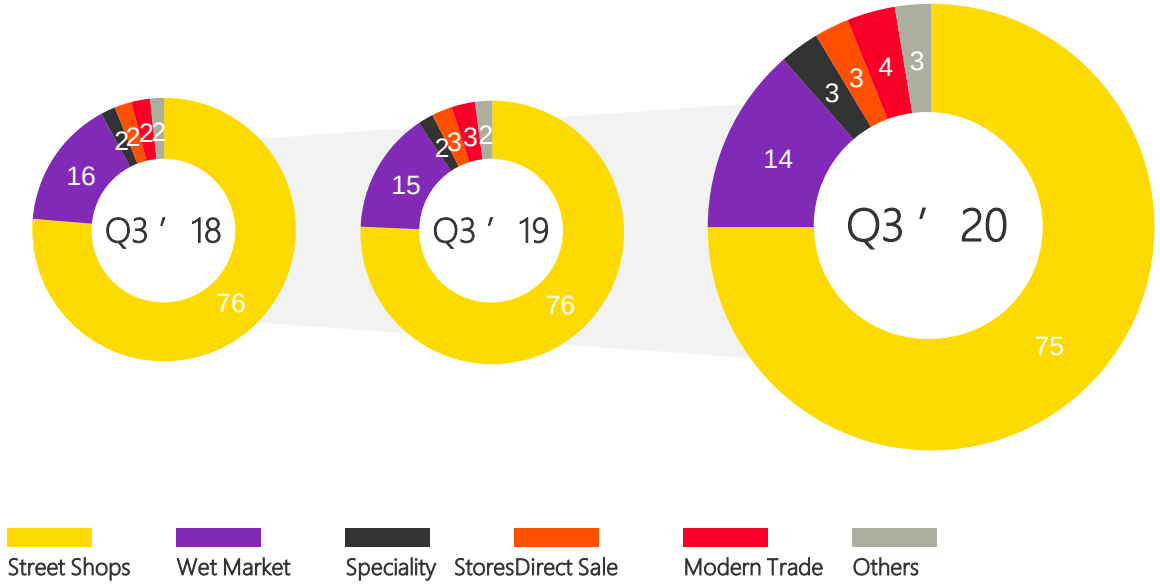
Shopping Occasions

Spend/Trip



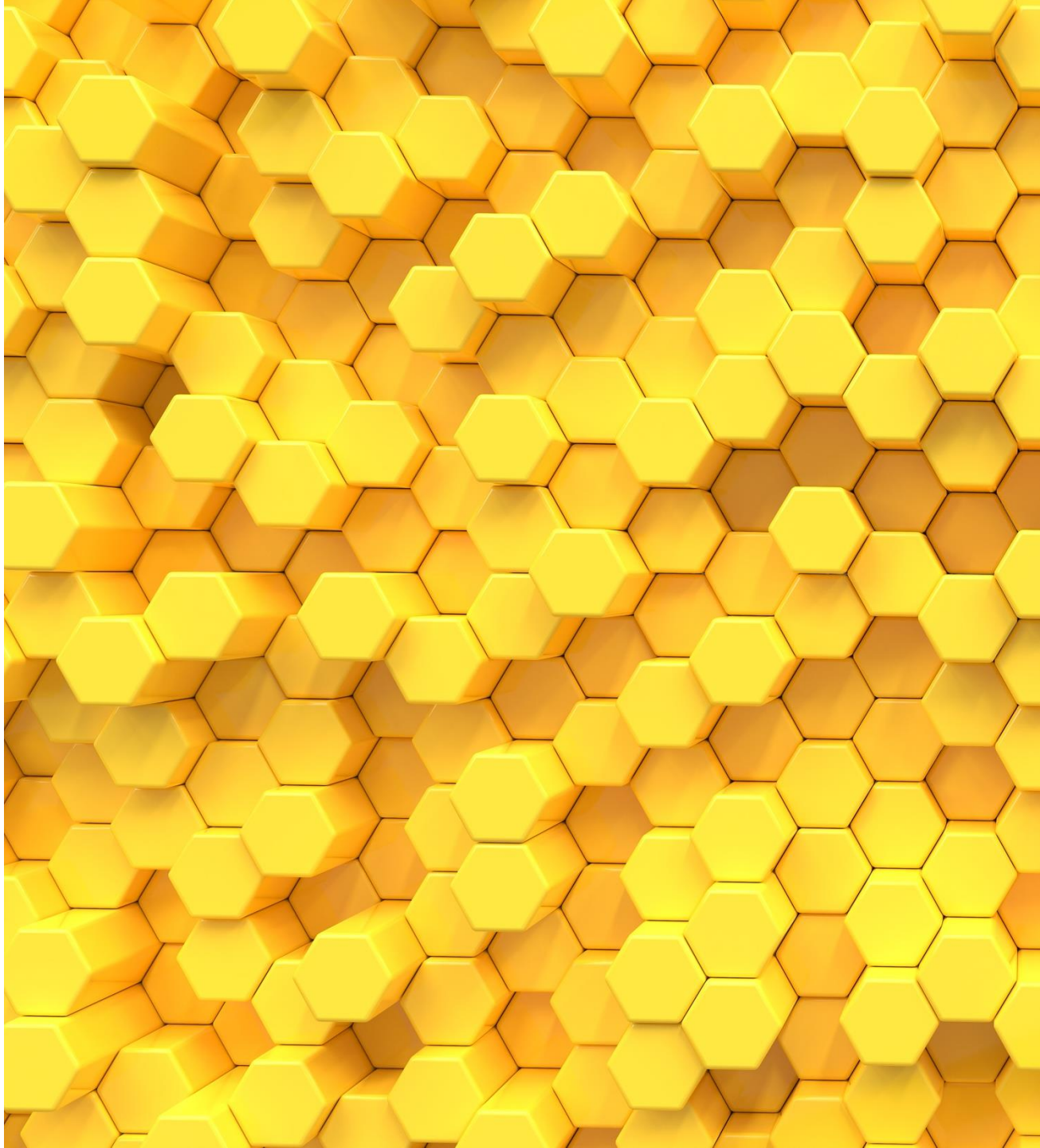
Vietnam (Rural)

Channel Importance – % Value



MAT Q3' 20 vs Q3' 19	Shopping Occasions	Spend/Trip
Street Shops	2%	8%
Wet Market	-1%	1%
Speciality Stores	10%	50%
Direct Sale	7%	3%
Modern Trade	28%	4%

KANTAR

Thank you

For further information please contact: