



NIELSEN MARKET PULSE REPORT

FMCG UPDATES IN QUARTER 3/2017

MACRO ECONOMY



GDP growth of YTD Sep17 vs. YA



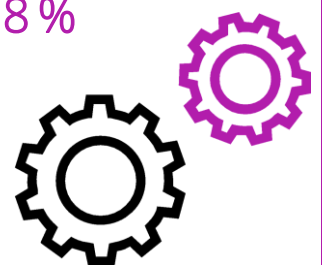
CPI % change of YTD Sep17 vs. YA

YTD SEP'17 vs. YA

Agriculture: +2.78%

Industry: +7.17%

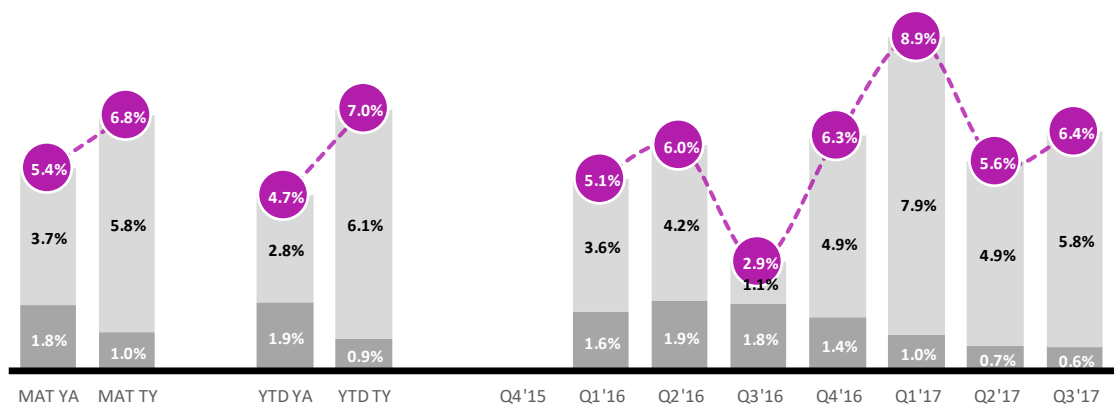
Services: +7.25%



FMCG DYNAMICS

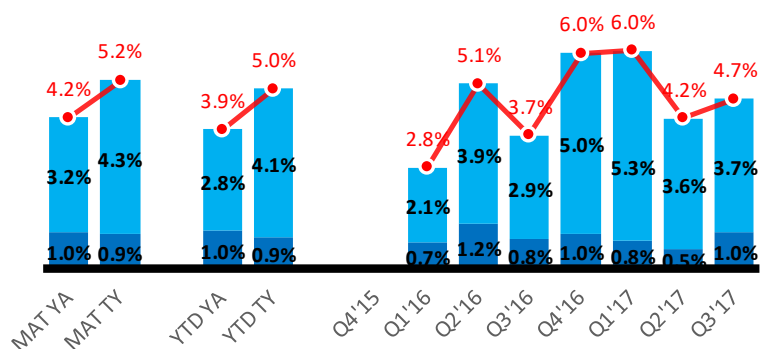


NATIONWIDE

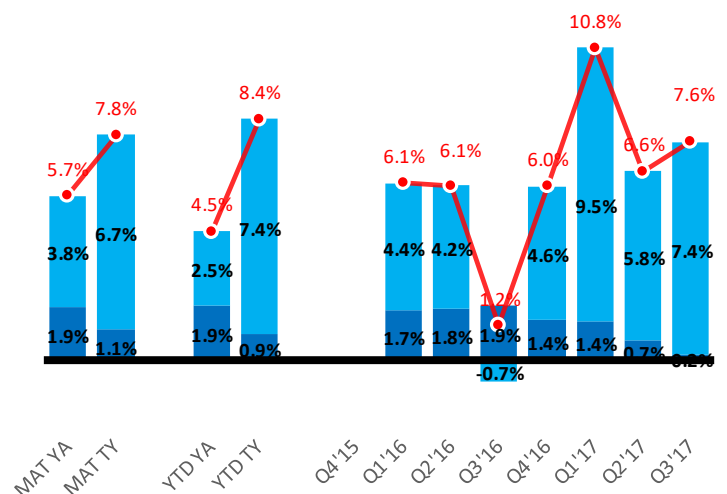


Unit Value Growth | Volume Change (Weighted Value) | Nominal Value Growth

TOTAL URBAN

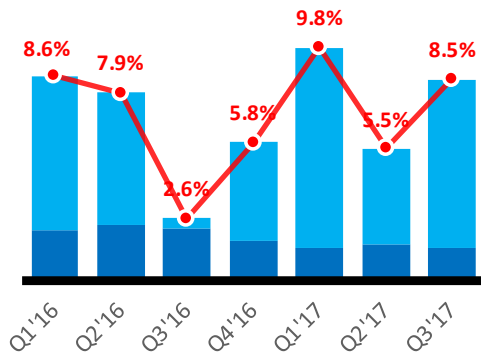


TOTAL RURAL

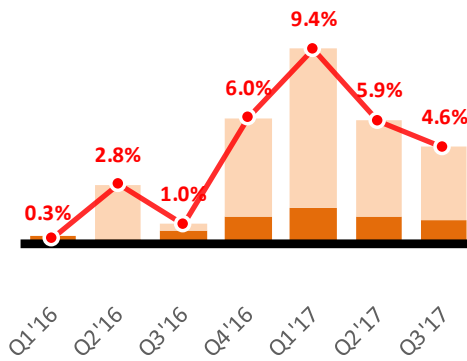


SUPER-CATEGORY OVERVIEW - NATIONWIDE

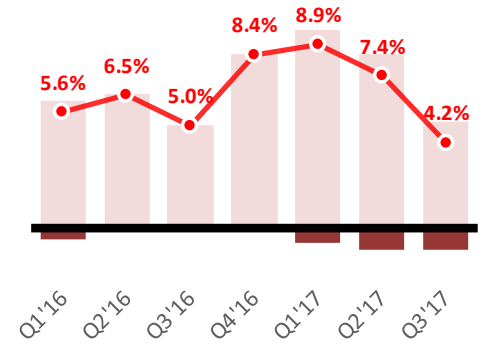
BEVERAGE



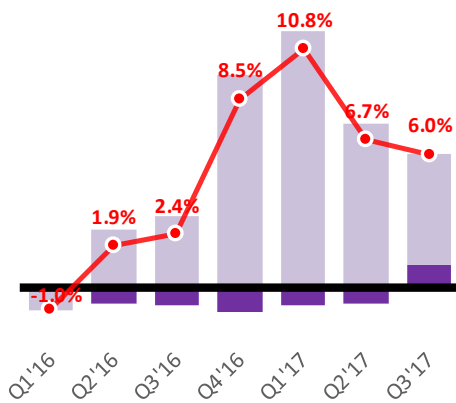
FOOD



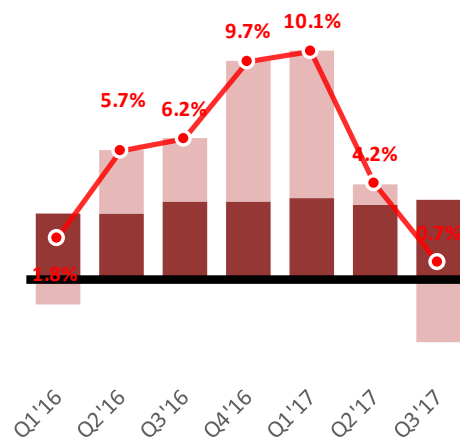
MILK BASED



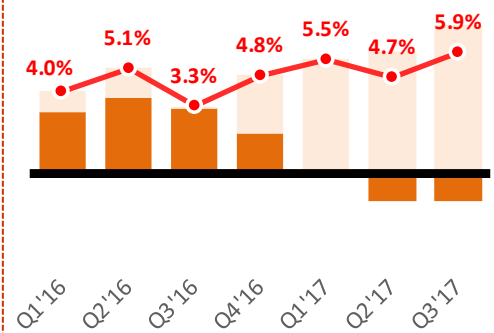
HOME CARE



PERSONAL CARE



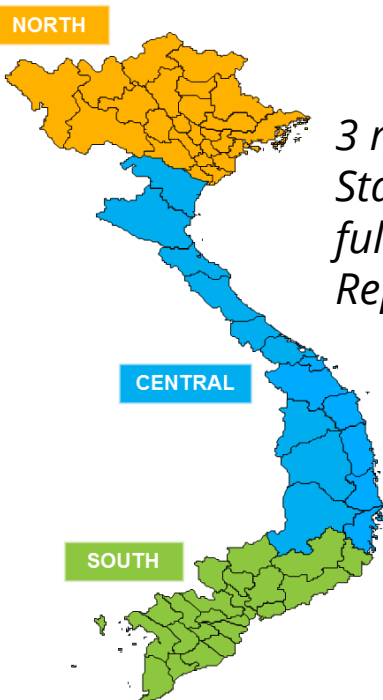
CIGARETTE



Unit Value Change
 Volume Change
 Nominal Value Growth

REGIONS DIFFERENCES

FMCG CONTRIBUTION BY 3 REGIONS - MAT TY



3 regions - 3 pictures.
Stay tune for Q3'17
full Market Pulse
Report.

