

# QUARTER BY NUMBERS

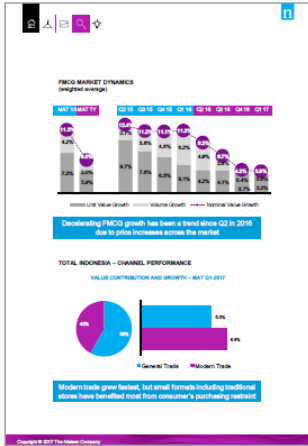
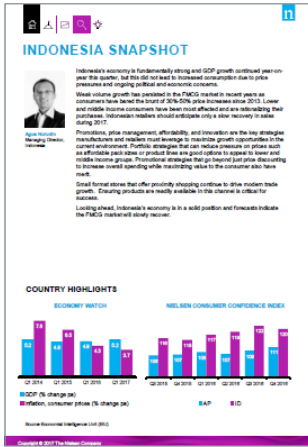
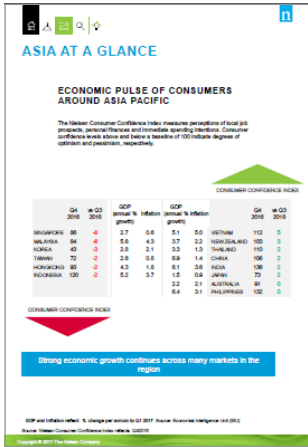
# UNDERSTAND THE BIG PICTURE TO WIN

Nielsen's Quarter by Numbers arms you with the data to understand what is going on across our regions today to identify growth opportunities for tomorrow.

Every three months, Quarter by Numbers shines a light on the big picture, scans the markets from across the world that matter to you, report on the latest consumer insights, and dives into the FMCG landscapes with a single goal - to help you think fast and win big.

Each region's report includes:

- **The Big Picture:** A message from Nielsen's Regional Leader
- **Region at a glance:** Key economic drivers including GDP and Inflation, consumer confidence and spending sentiments and Total FMCG growth from around the region
- **Market snapshots:** A local perspective of markets including local commentary from market leaders, economic and consumer sentiments and a drill down into FMCG trends in the local market including:
  - Total FMCG market dynamics
  - FMCG channel performance
  - Super category performance
  - Manufacturer performance
- **In the Industry:** Nielsen's latest thought leadership



## QUARTER BY NUMBERS IS CURRENTLY AVAILABLE IN THE FOLLOWING REGIONS

### ASIA PACIFIC

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Myanmar
- New Zealand
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

### AFRICA & MIDDLE EAST

- Egypt
- Morocco
- United Arab Emirates
- Saudi Arabia
- Ghana
- Kenya
- Nigeria
- South Africa

### NORTH AMERICA

- Canada
- United States

### LATIN AMERICA

- Argentina
- Brazil
- Chile
- Colombia
- Costa Rica
- Mexico
- Peru

### EUROPE

#### West:

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Ireland
- Italy
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom

#### Central/East:

- Belarus
- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Greece
- Hungary
- Israel
- Kazakhstan
- Latvia
- Lithuania
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Turkey
- Ukraine

## VISIT OUR E-COMMERCE PLATFORM TO PURCHASE