FAST MOVING TRENDS IN FMCG

Consumer Panel Services

What is Fast Moving Trends Report?

How can I use it?

It's fair to say there is never a dull moment in FMCG. From the pace at which goods leave the shelves to the rate of product innovation, things move quickly.

With this thought in mind, we designed a report which will come in handy when you need:

o   More context about the marketplace for your yearly business reviews and budget estimations;

o   More information to support your tactical and even strategic decisions;

o   Catch the first glimpse at the trends which are shaping the tomorrow shopper.

What's in this report?

What drives the FMCG market?

How is shopping behavior changing?

Which are the drivers? Up-trading or down-trading?

What is the impact on total FMCG sales of different age groups?

Category analysis

FMCG mapping by size and growth%

Which are the categories growing and which are the ones losing volume?

Are they building volumes behind new buyers, purchase frequency or spend per trip?

About the trade scene

How is the trade scene evolving and which are the novelties about retailers.

New stores in tows.

Top retailers.

What is happening with promotions? What about Private Labels?

Promotions and private labels are growing, but which is the pace? How different is this evolution across different categories?

What's new?

Fast Moving Trends Report has **quarterly updates**, showing you in **real time** how the marketplace is transforming.

We will not only be looking at general FMCG trends, but we will have **category analysis** (example: fresh food, snacks&sweets, dairy, beer, water, hot drinks, soft drinks, oral care, face care, laundry, home cleaners, etc).

As the **aging population** of Romania is a real challenge, we will keep you informed on how **purchasing behavior** is evolving in different **life-stage groups**.

Bonus: in each edition we will explore the **hottest topics** of the moment in a **case study.**
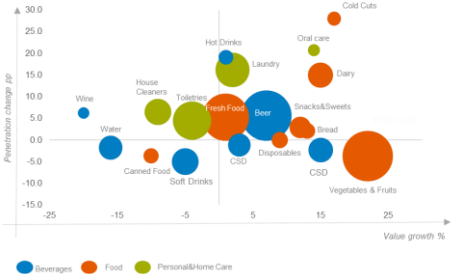
A few output examples (dummy data)

In Romania growth is coming from volume

Market is not saturated, still room for growth

+2%
value growth

+4.5%
Volume growth

-1.4%
Food inflation

-1.4%
Down Trade

Dynamic of shopping behavior

Number of shopping trips is decreasing

- Average trip size
- Number of shopping trips

Category Market Overview

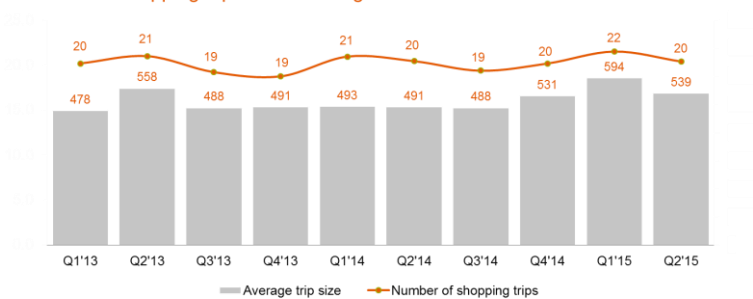Category mapping based on size, value growth% and penetration change

Best performance: Dairy, Oral Care, Cold Cuts, Vegetables and Fruits

Constant: Fresh Food, CSD, Laundry

Underperforming: Water, Wine, Canned Food, House Cleaners

Main 3 retailers in Romania cover 20% of the total FMCG Market

Growing retailers: Retailer 1, 3 and 7

	Value Share in total FMCG in %, MAT May'15	Shares growth, YTD Jun'15 vs YTD Jun'15
Retailer 1	8,3	+0,7
Retailer 2	7,0	+0,0
Retailer 3	4,4	+0,4
Retailer 4	2,8	+0,0
Retailer 5	2,5	-0,6
Retailer 6	2,0	-1.0
Retailer 7	1,6	+0,6
Retailer 8	1,6	+0,0
Retailer 9	1,1	+0,3
Retailer 10	0,9	+0,0

Source: GfK Rus, Consumer Panel, FMCG incl. fresh food

Data Source [Consumer Panel Data]

3,000

sample of households
Urban & Rural

EAN Barcode Scanner
Data collection

Continuous measurement of **all FMCG categories**

All retailers included and traditional stores

Community size
Regions
Households size
Age of household head
Presence of children up to 14 years

5 key

Households
recruitment
criteria

All purchases
brought home

Investment (quarterly updates): 6,500 euro (w/o 20% VAT)

For more information contact your Consumer Panel Key Account!

First report will start with Q1-16 vs Q1-15.