



KANTAR



ASIA
PULSE

ASIA'S FMCG MARKET AT A GLANCE

Issue 4 | November 2021

Worldpanel Division

官方微信: [kantarchina](#)

KEY HIGHLIGHTS ACROSS ASIA

CHINESE MAINLAND

#UncertainGrowthProspects

While the market had been steadily recovering since the second quarter of 2020, stagnation in the latest two quarters has brought a higher level of uncertainty around the growth prospects for the full year of 2021.

#O2OFurtherIntegrated

Instant retail (O2O) has maintained a strong growth trend since 2020. The latest Kantar Worldpanel figures indicate that 57% of urban households used O2O home delivery services to purchase FMCG in the first nine months of this year.

#OOHContinuestoRebound

The out-of-home Food and Beverage market in China's upper-tier cities continued to rebound, with year-on-year growth of 4.4% in Q3. Beer, Packaged Beverages and On-premise Drinks made major contributions to this growth.

China Taiwan

#StrongMomentumFromFood

China Taiwan's GDP for Q3 of 2021 grew by 3.8% versus last year and 0.6% versus Q2, mostly due to exporting. Though the government lifted COVID-19 restrictions in July, people still tended to avoid dining out and purchased more food products to eat at home. The growth momentum in Food remained strong in Q3, driving the growth of total FMCG.

#NewHeightsforEcommerce

Ecommerce took off during the outbreak of the pandemic that hit in May and continues the growth to Q3 that makes its share reach 15%. China Taiwanese shoppers across all categories and age groups are becoming more used to purchasing FMCG products online.

#PersonalCareRecovery

As people spent more time staying at home following the May outbreak, some focused greater attention on caring for their skin and body. As a result, categories like Bodycare, Hair Treatment and Mouthwash helped to drive recovery in the Personal Care sector.

SOUTH KOREA

#LivingWithCovid

Due to increasing COVID-19 cases and tough restrictions, Korea's economic growth slowed in the third quarter, with its GDP expanding 0.3%, down from a 0.8% gain tallied in the second quarter. However, as Korea made the transition to 'Living with COVID-19', and achieved a high vaccination rate, consumption is forecasted to pick up, with the economy expected to regain momentum in the fourth quarter.

#GrowthofOOH Drink

Out-of-home drink is growing significantly as people tend to consume more beverages outside. In-home beverage consumption is likely to decrease, therefore, due to the relaxation of regulations and 'Living with COVID-19'.

#FallinDemandforHMR

As Korea began 'Living with COVID-19', out-of-home consumption increased, ultimately leading to a decrease in demand for home meal replacement (HMR) in the home. However, as HMR moves toward premiumisation, the market will grow due to its improved quality of taste.

INDIA URBAN

#RoadToEconomicRecovery

GDP grew by 7.9% in Q3 of 2021, and is expected to grow 10 to 10.5% in FY 22. Many economic growth indicators are suggesting a faster-than-expected revival in economic activities. The FMCG market has also been performing well.

#ChangeinPurchaseBaskets

FMCG grew by 7% in the third quarter, which is the same as the previous year. There has been a change in households' purchase baskets. Last year, growth was driven by internal and external hygiene categories like Hand Sanitisers, Floor Cleaners and Toilet/Bathroom Cleaners. This year, as life returns to normal, the categories driving growth are Chocolates, Bottled Soft Drinks and Cereals.

#IncreaseinShoppingTrips

As the country has now opened back up, households have increased the number of shopping trips they make – mainly to Supermarkets and Kirana Stores – while spend per trip remains stable across all channels.

KEY HIGHLIGHTS ACROSS ASIA

SAUDI ARABIA

[#EveryFMOTMatters](#)

Fewer shopping trips mean fewer opportunities for manufacturers and retailers to interact with the shopper. This means brands need to ensure that every FMOT (first moment of truth) counts in their favour, to enable them to enter the shopper's basket.

[#HaveaCredibleRTB](#)

Shoppers make conscious choices between 'need to have' and 'nice to have'. A credible RTB (reason to buy) will help brands become more meaningful, salient and different in order to stand out amongst the competition.

[#DrivePromoEfficiency](#)

The FMCG industry needs to make a call on how effective the current mechanics are in driving long-term growth. Establishing win-win partnerships between manufacturers and retailers will be the game changer.

UNITED ARAB EMIRATES

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INDONESIA

[#2ndWaveRestriction](#)

Economic recovery has been slightly halted due to the stricter restrictions put in place as the coronavirus Delta variant spread in Indonesia. GDP has grown modestly, at 3.5%, from a low base last year, while households across social classes are expanding allocation for non-primary sectors.

[#OnlineBeauty](#)

The Beauty sector's double-digit growth in online channels has been driven by more buyers purchasing more units. This growth is mostly driven by skincare categories such as Toner, Face Masks, and Facial Moisturisers.

[#FindtheOpportunities](#)

The FMCG market posted 6% growth in Q3 2021, which is slower than last year. For the rest of this year, it is important that brands can find opportunities to stay ahead and close the year strong.

MALAYSIA

[#DeadlyCovid19](#)

As expected, with the reduction in COVID-19 cases and the high vaccination rate, CSI improves and now is over the optimistic threshold after 3 years, similarly for the employment index. The economy is opening, leading to a positive outlook in terms of employment and finances, and we can expect shoppers to beef up their shopping plans in the coming months.

[#ImpactofLockdown](#)

FMCG grew at a slightly slower pace this year. All sectors continued to record growth except Beverages, as the implementation of second and third national lockdowns affected festivity-driven categories such as Alcoholic Drink, Isotonic Drink and CSD.

[#ChangingChannelLandscape](#)

Online and Supermarkets have been the biggest winners during the pandemic. Penetration for the two biggest winners - convenience store 99Speedmart and ecommerce platform Shopee - reached an all-time high in the last month.



KEY HIGHLIGHTS ACROSS ASIA



THAILAND

#Co-PayforTheLocalChannels

'Co-pay' is the government subsidy program that supports local channels (Provision Stores, Local Supermarkets/CVS). This has led to a shift in channels used by Thai shoppers and an increase in basket size during the pandemic. After first being introduced in Q4 2020 and ended in Q1 2021, Co-pay was brought back in Q3-Q4 2021. However, the growth in take-home FMCG is expected to slow down in Q4 compared to the high peak of same period last year when Co-pay was first introduced.

#PayMore,GetMoreForModernTrade

The new government subsidy programme 'Pay More, Get More' was introduced in Q3-Q4 2021, with the purpose of driving the economy by encouraging higher income groups to spend more. This programme benefits Modern Trade, both big and small formats, and is helping the channel to gain back share this quarter.

#Selective&StockUp

Consumers continue to purchase larger basket sizes while reducing shopping trips as the stock up trend continues during COVID-19. However, this has not resulted in an increase in the number of categories and brands being bought. Thai consumers are still selective.

PHILIPPINES

#EconomicExpansionMode

Despite the emergence of the Delta variant and new lockdown restrictions, the economy in the Philippines has managed to post a stronger performance than it did a year ago. This means that the country is likely to reach its annual growth target.

#TighteningBelts

Filipino shoppers are reducing their FMCG spending by making fewer shopping trips, as lockdown restrictions remain in place.

#ProximityStores

Households continue to value traditional trade and proximity stores over other channels.

VIETNAM

#EconomicOverview

The huge Wave 4 outbreak of COVID-19 brought many challenges for the country, resulting in a sharp GDP decline in Q3 coupled with an increase of CPI.

#FMCGSlowdown

FMCG spending levels remain higher than normal, driven by another peak in the purchase of packaged foods during periods of lockdown in Wave 4.

#ConvenienceisKing

The growth of Minimarket and Online formats are continuing to surge, while Hyper-Super and Wet Markets are losing share, mainly due to operational disruption caused by stricter restrictions.

Q3 2021 | Summary Asia

% Value Change FMCG – MAT Q3 2021 vs. Year Ago

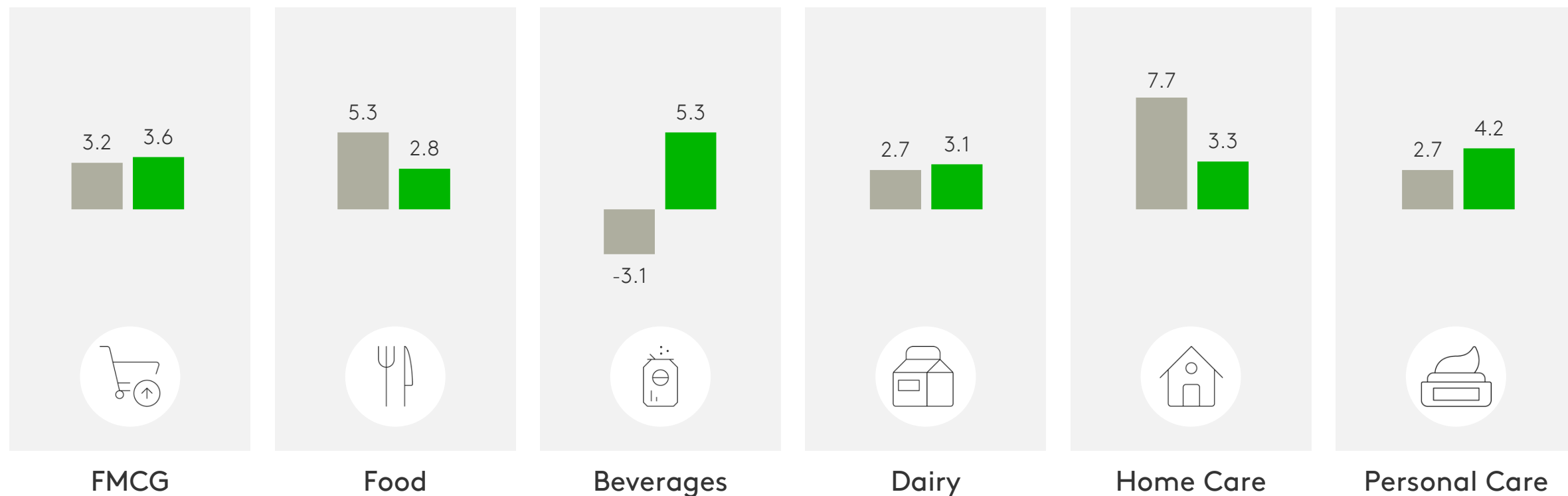
● Growth ≤ -0.5% ● -0.5% < Growth ≤ 5% ● Growth > 5%

	Asia		Northeast Asia			West & South Asia				Southeast Asia				
	Total	Chinese Mainland	China Taiwan	South Korea	India (Urban)	Saudi Arabia	UAE	Indonesia	Malaysia	Thailand	Philippines	Vietnam (Urban)	Vietnam (Rural)	
FMCG Total	3.6 ●	3.1 ●	6.2 ●	5.2 ●	7.1 ●	4.3 ●	-7.1 ●	5.9 ●	5.5 ●	3.4 ●	-5.3 ●	3.4 ●	5.0 ●	
Food	2.8 ●	-1.2 ●	10.9 ●	8.1 ●	7.1 ●	5.4 ●	-7.3 ●	8.6 ●	9.9 ●	6.9 ●	-1.5 ●	11.5 ●	7.1 ●	
Beverages	5.3 ●	6.4 ●	2.9 ●	10.0 ●	8.9 ●	5.6 ●	-8.1 ●	3.9 ●	-1.5 ●	6.8 ●	-2.5 ●	1.0 ●	-4.0 ●	
Dairy	3.1 ●	3.9 ●	2.8 ●	2.8 ●	12.3 ●	4.9 ●	-7.9 ●	5.9 ●	3.6 ●	-0.5 ●	-10.6 ●	2.2 ●	8.7 ●	
Home Care	3.3 ●	4.9 ●	-1.7 ●	3.4 ●	5.3 ●	-1.6 ●	-7.6 ●	0.5 ●	1.3 ●	3.3 ●	-7.1 ●	-2.0 ●	3.2 ●	
Personal Care	4.7 ●	5.1 ●	7.6 ●	-1.5 ●	7.2 ●	1.5 ●	-4.6 ●	4.5 ●	3.2 ●	0.3 ●	-9.9 ●	0.0 ●	13.1 ●	

FMCG Growth in Asia: YOY

Asia/MAT Q3 2021 – Value Spend Growth vs YA

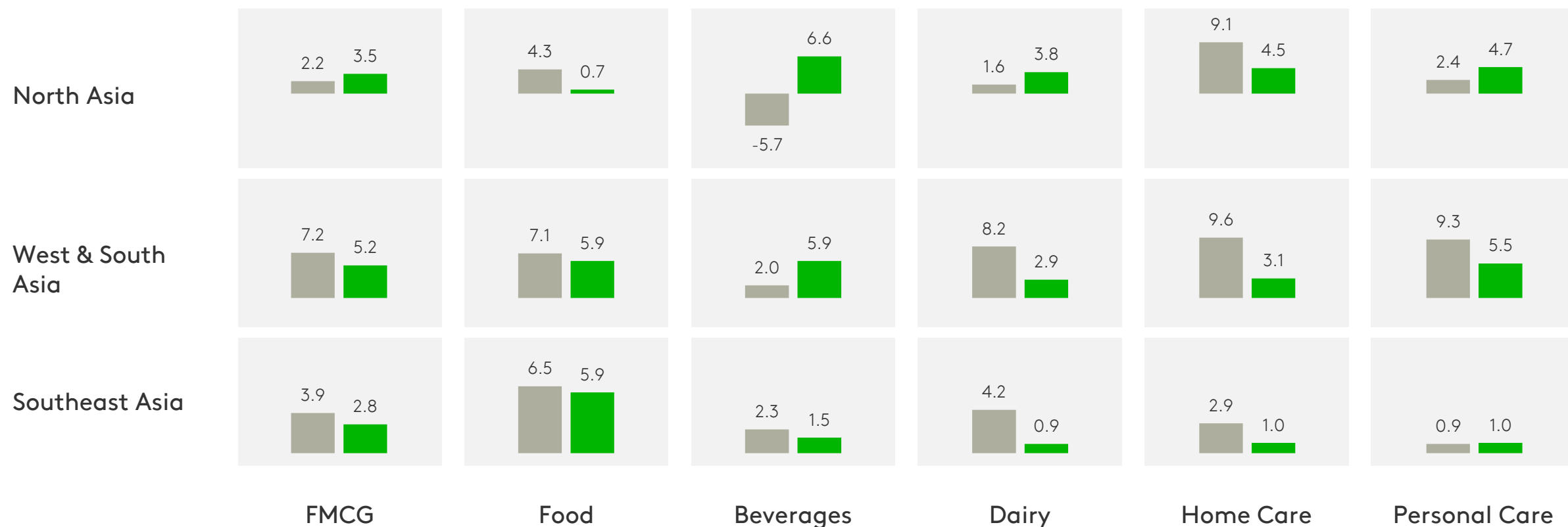
● Q3'20 ● Q3'21



FMCG Growth in Asia: YOY

Asia/MAT Q3 2021- Value Spend Growth vs YA

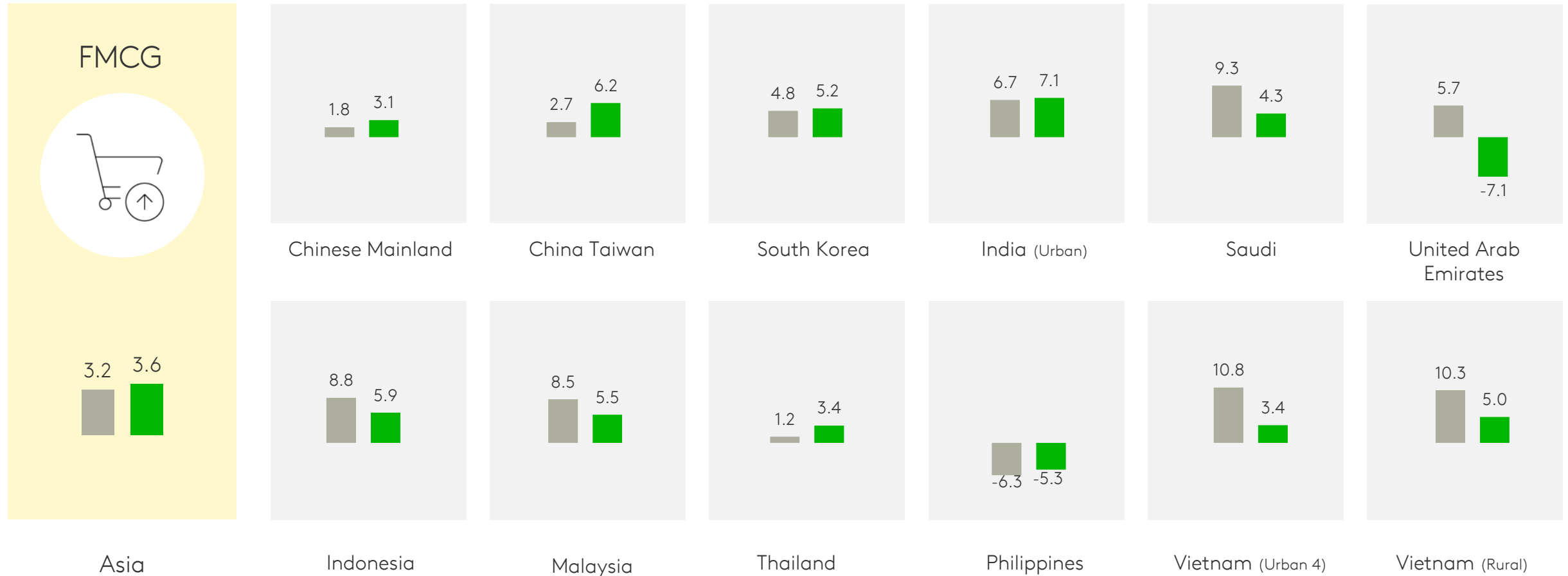
● Q3'20 ● Q3'21



FMCG

Asia/MAT Q3 2021 – % Value Growth vs YA

● Q3'20 ● Q3'21



Food

Asia/MAT Q3 2021 – % Value Growth vs YA

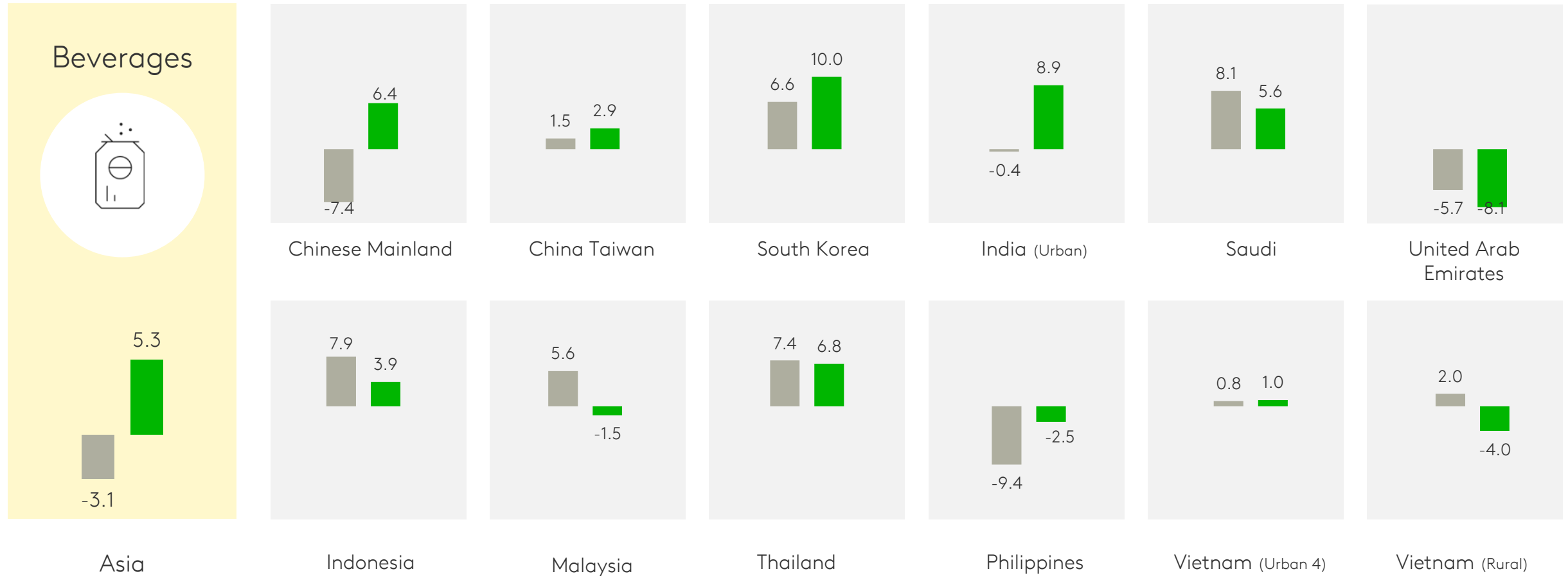
● Q3'20 ● Q3'21



Beverages

Asia/MAT Q3 2021 – % Value Growth vs YA

● Q3'20 ● Q3'21



Dairy

Asia/MAT Q3 2021 – % Value Growth vs YA

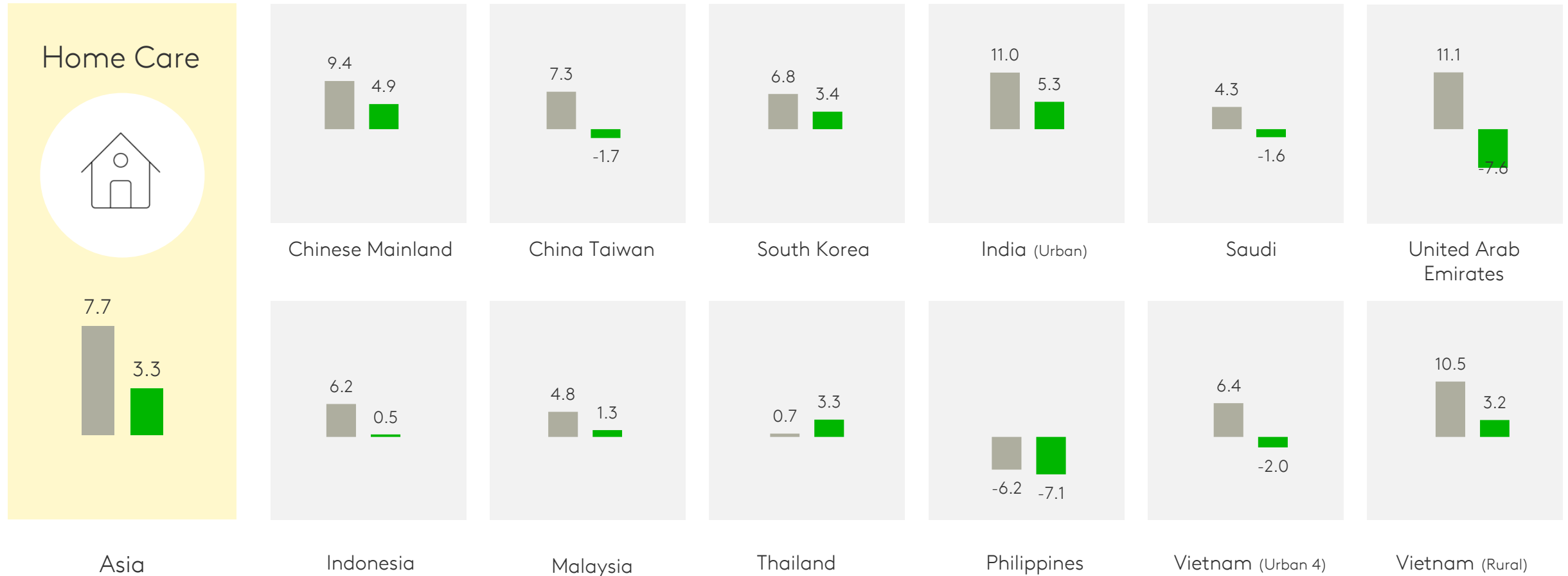
● Q3'20 ● Q3'21



Home Care

Asia/MAT Q3 2021 – % Value Growth vs YA

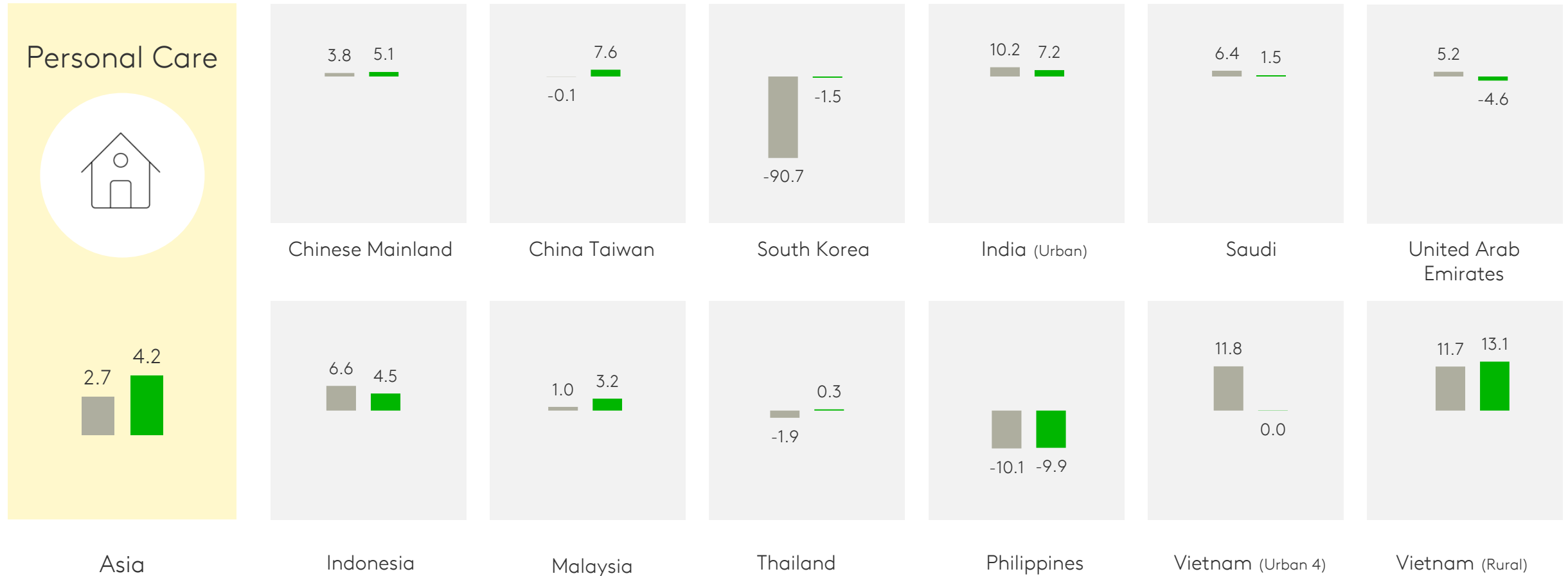
● Q3'20 ● Q3'21



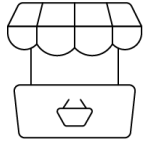
Personal Care

Asia/MAT Q3 2021 – % Value Growth vs YA

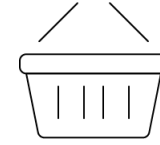
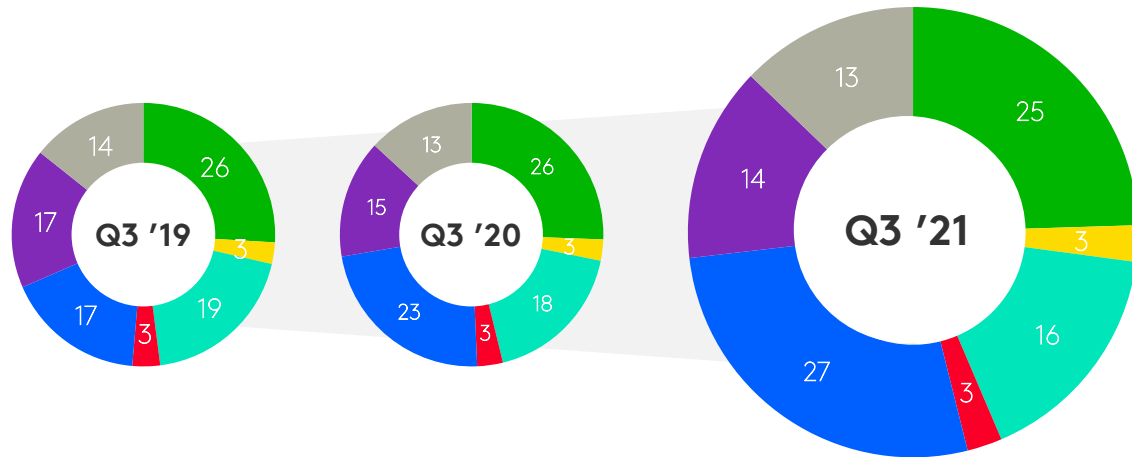
● Q3'20 ● Q3'21



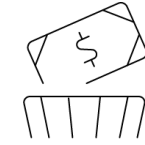
Chinese Mainland



Channel Importance – % Value



Shopping Occasions

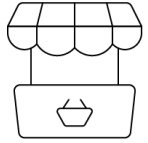


Spend/Trip

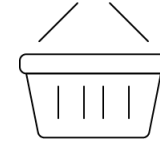
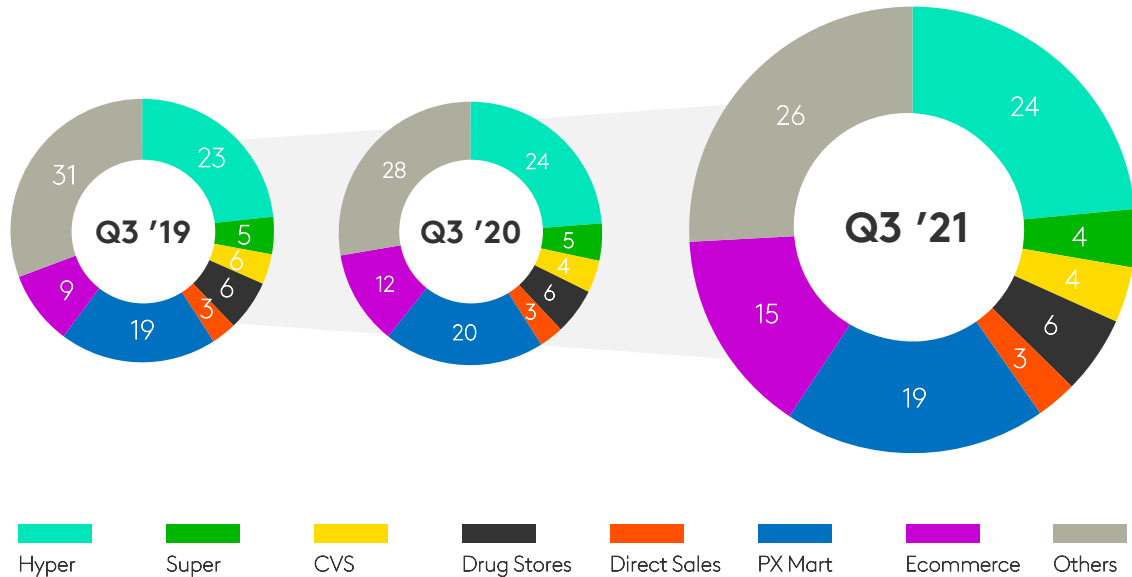
MAT Q3'21 vs Q3'20

Category	Shopping Occasions (%)	Spend/Trip (%)
Super	-2%	-2%
CVS	6%	-3%
Hyper	-9%	0%
Grocery	-12%	-9%
Ecommerce	36%	-13%
Work Unit/Gift	6%	-9%

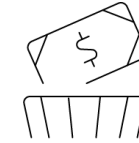
China Taiwan



Channel Importance – % Value



Shopping Occasions

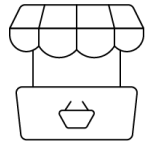


Spend/Trip

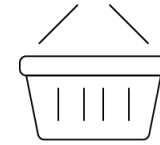
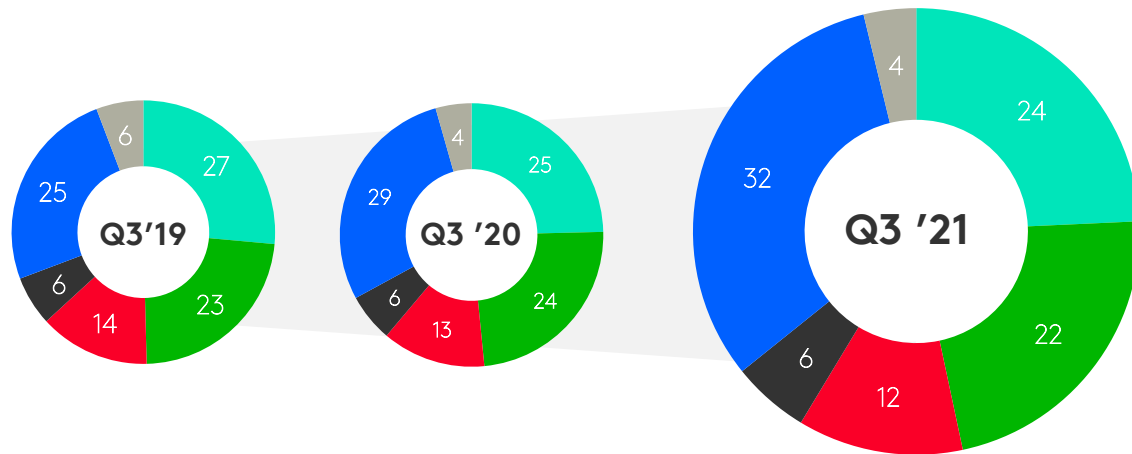
MAT Q3'21 vs Q3'20

Channel	Shopping Occasions (%)	Spend/Trip (%)
Hyper	-11%	14%
Super	-12%	8%
CVS	-4%	8%
Drug Stores	-14%	18%
Direct Sales	-12%	14%
PX Mart	-8%	7%
Ecommerce	30%	1%

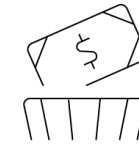
South Korea



Channel Importance – % Value



Shopping Occasions

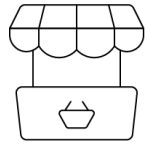


Spend/Trip

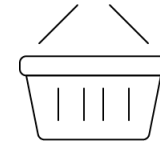
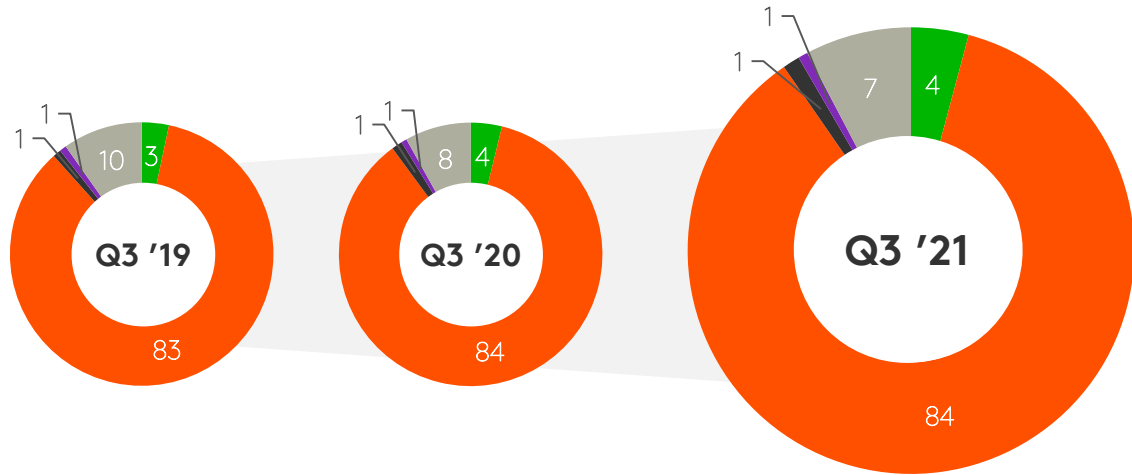
MAT Q3'21 vs Q3'20

Category	Shopping Occasions	Spend/Trip
Hyper	-2%	6%
Super	-3%	2%
Other Modern Trade	1%	-2%
Traditional Trade	-2%	2%
Internet	22%	-4%
Non-store	-15%	6%

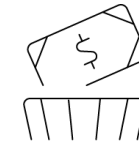
India (Urban)



Channel Importance – % Value

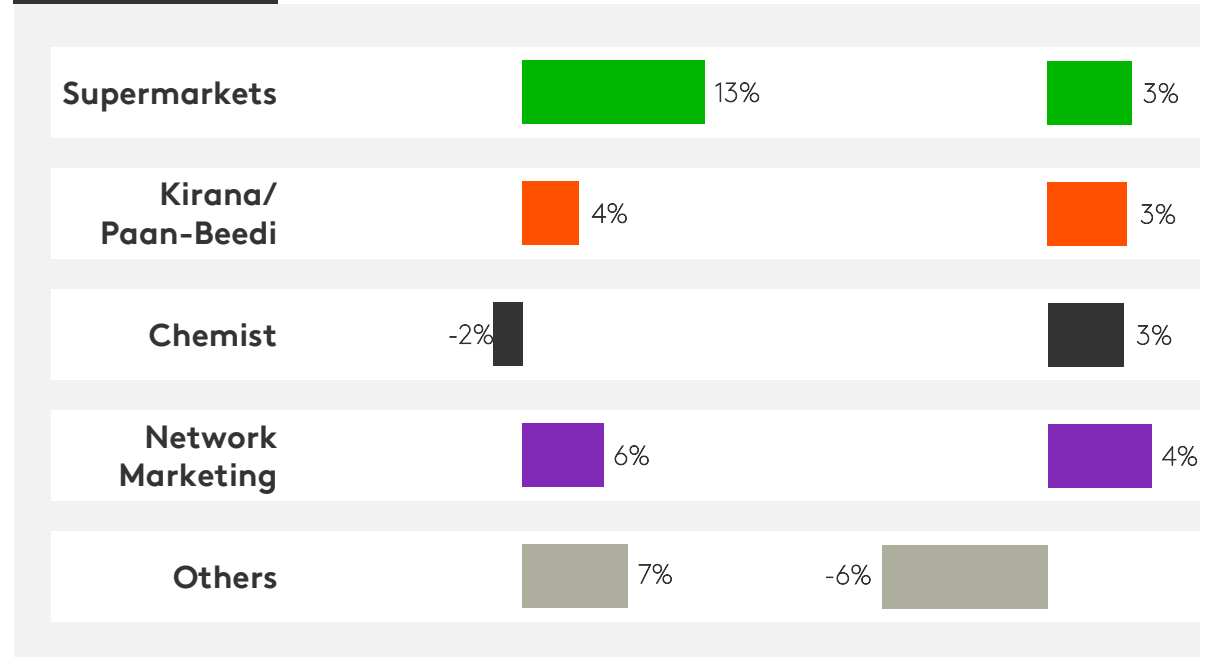


Shopping Occasions

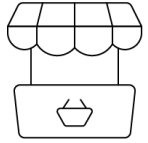


Spend/Trip

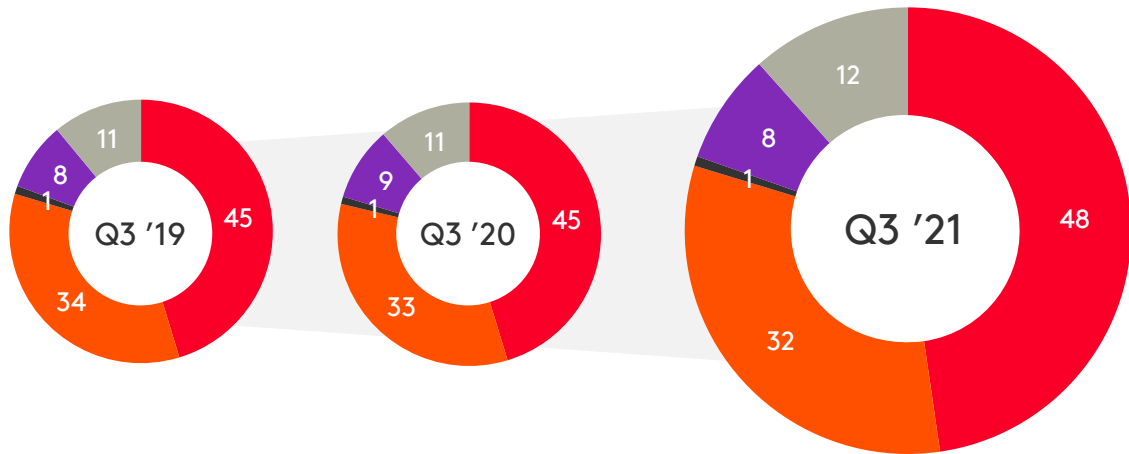
MAT Q3'21 vs Q3'20



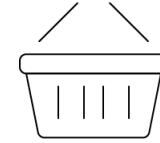
Saudi Arabia



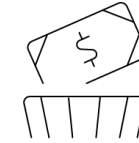
Channel Importance – % Value



■ Modern Trade
 ■ Lower Trade
 ■ Pharmacy
 ■ Wholesale
 ■ All Others



Shopping Occasions

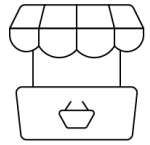


Spend/Trip

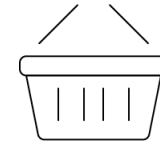
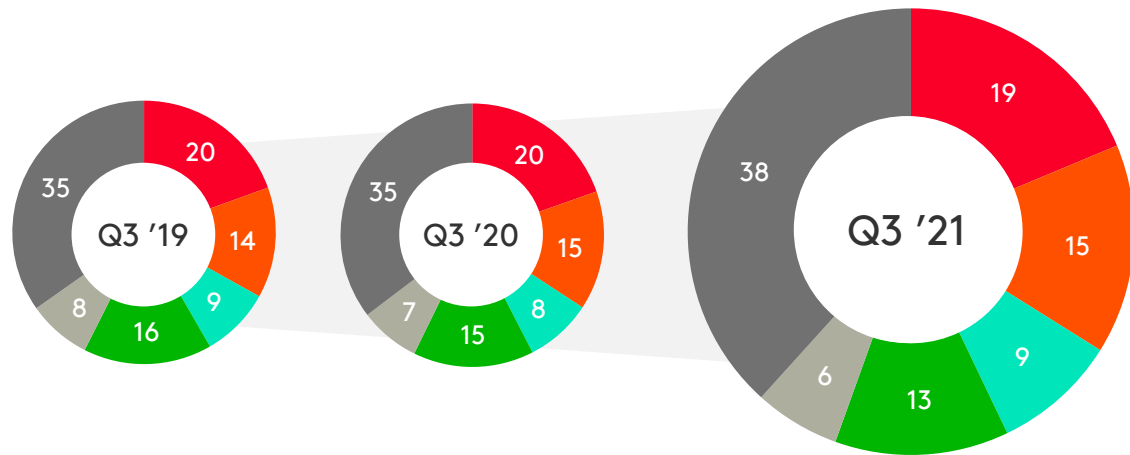
MAT Q3'21 vs Q3'20

Category	Shopping Occasions	Spend/Trip
Modern Trade	5%	6%
Lower Trade	-5%	5%
Pharmacy	4%	7%
Wholesale	-3%	11%
Others	23%	7%

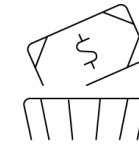
United Arab Emirates



Channel Importance – % Value



Shopping Occasions

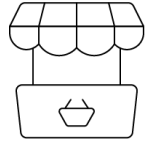


Spend/Trip

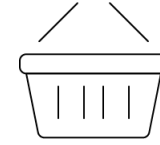
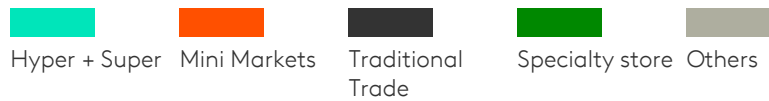
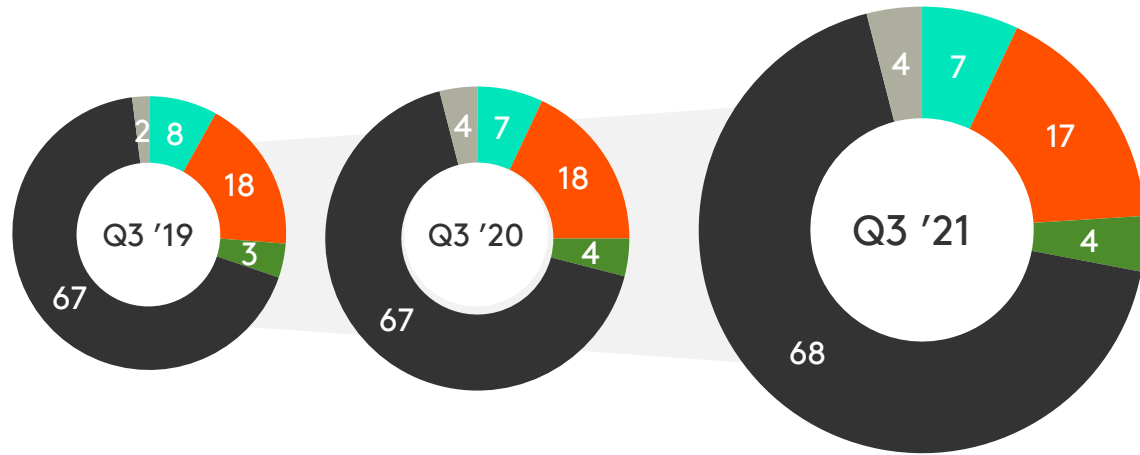
MAT Q3'21 vs Q3'20

Category	Shopping Occasions	Spend/Trip
Total Carrefour	-11%	9%
Total Lulu	-3%	4%
Key Hypermarkets	-9%	12%
Key Supermarkets	-15%	-2%
Key Cooperatives	-14%	6%
Others	-4%	8%

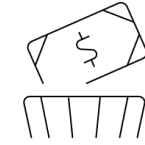
Indonesia



Channel Importance – % Value

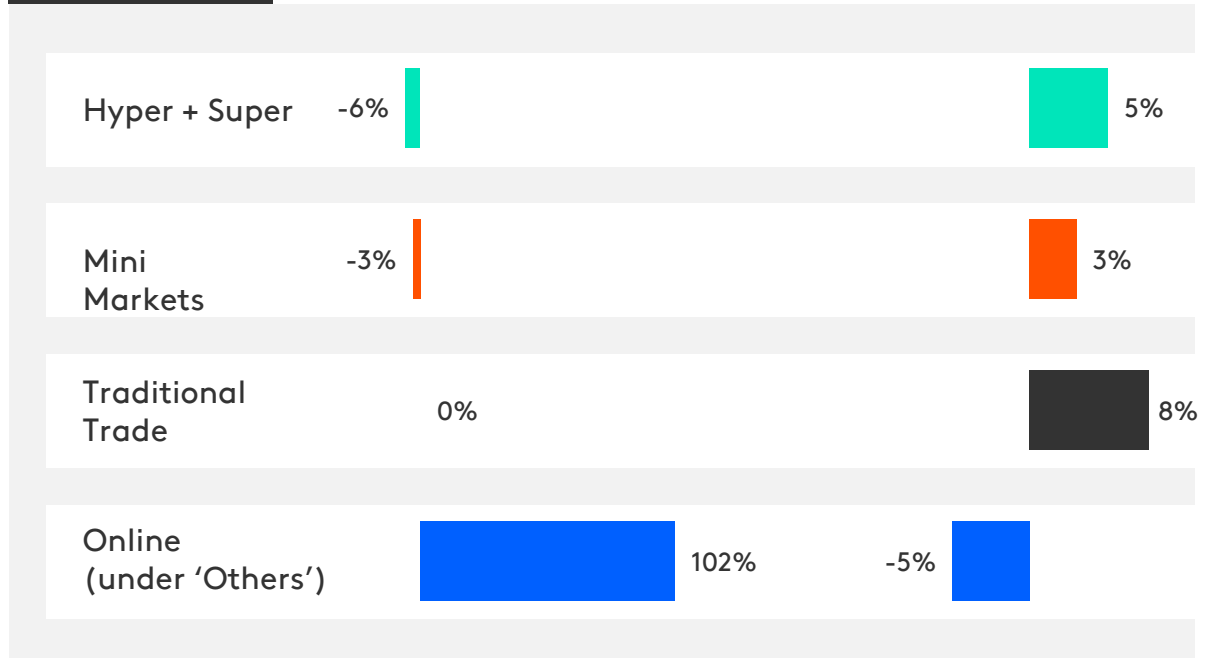


Shopping Occasions

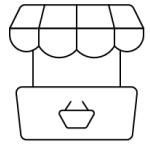


Spend/Trip

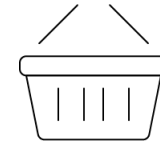
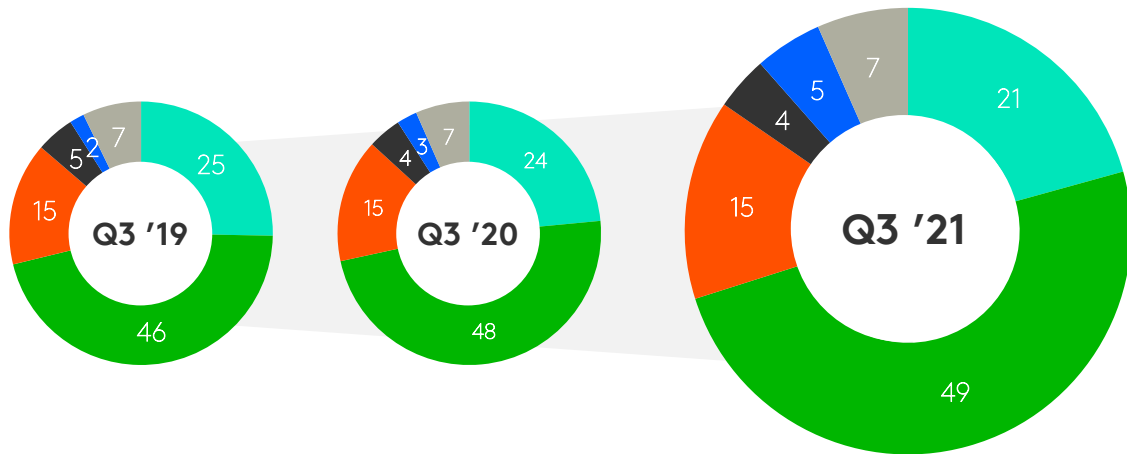
MAT Q3'21 vs Q3'20



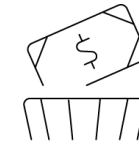
Pen. Malaysia



Channel Importance – % Value (MAT)

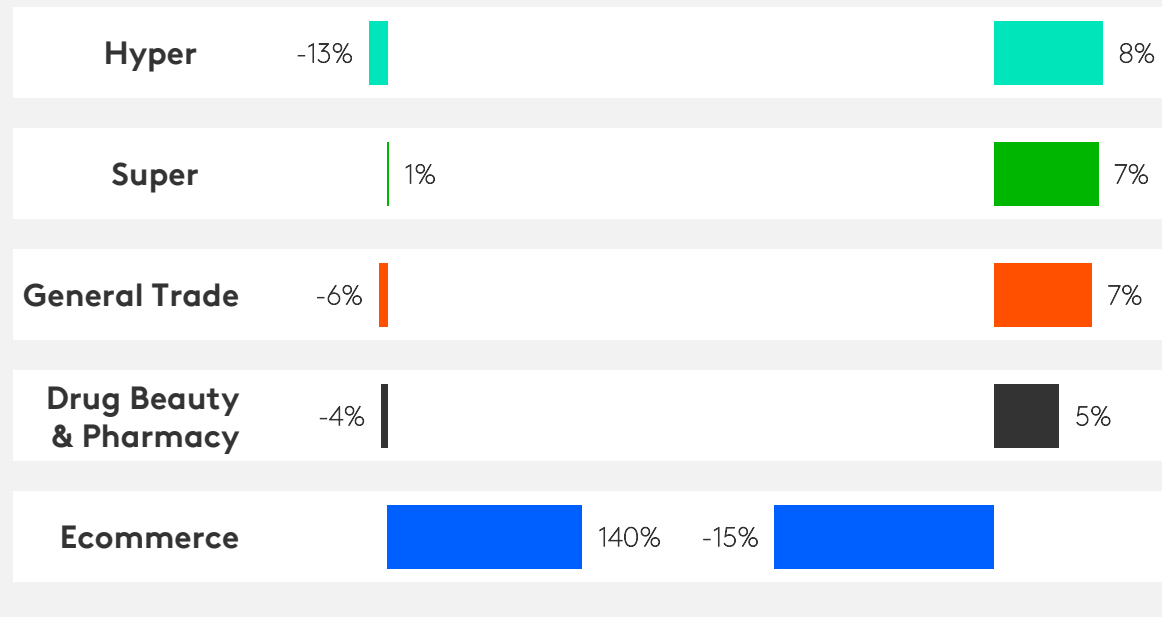


Shopping Occasions

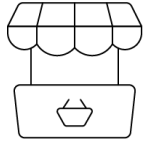


Spend/Trip

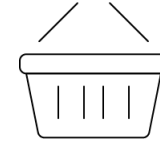
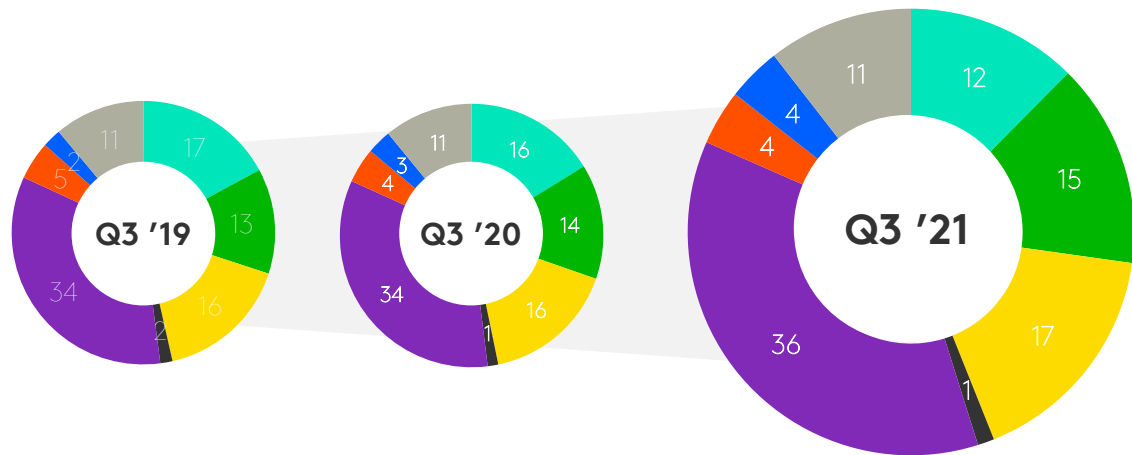
MAT Q3'21 vs Q3'20



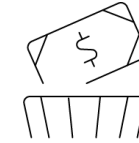
Thailand



Channel Importance – % Value



Shopping Occasions

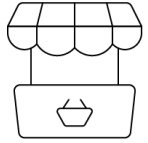


Spend/Trip

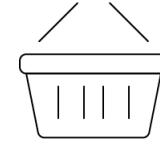
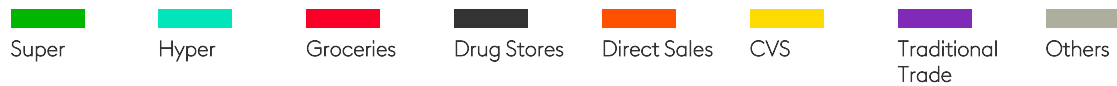
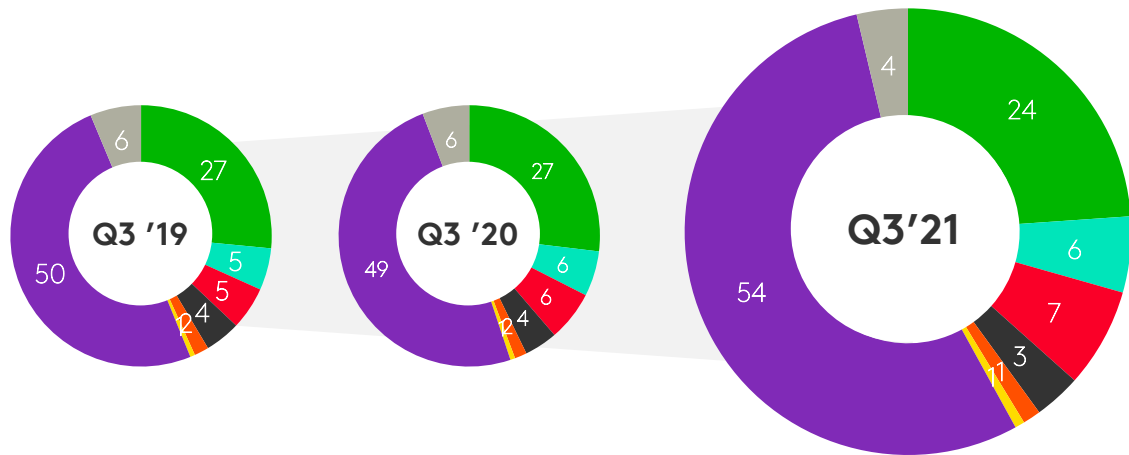
MAT Q3'21 vs Q3'20

Channel	Shopping Occasions (%)	Spend/Trip (%)
Hyper	-21%	0%
Super	-3%	13%
CVS	-4%	10%
H&B Stores	4%	-6%
PVS	-4%	16%
Direct Sales	-9%	4%
Ecommerce	54%	-12%

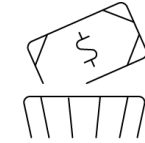
Philippines



Channel Importance – % Value



Shopping Occasions

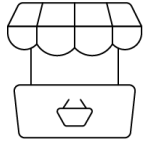


Spend/Trip

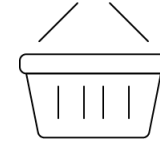
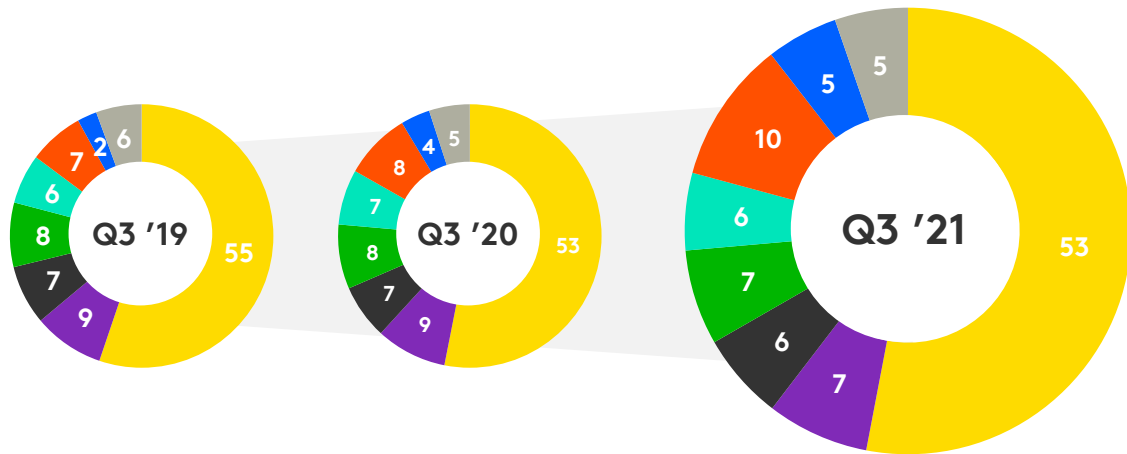
MAT Q3'21 vs Q3'20

Channel	Shopping Occasions	Spend/Trip
Super	-19%	4%
Hyper	-12%	7%
Groceries	2%	7%
Drug Stores	-26%	4%
Direct Sales	-24%	7%
CVS	9%	10%
Traditional Trade	-3%	8%

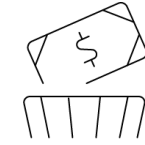
Vietnam (Urban 4 cities)



Channel Importance – % Value



Shopping Occasions

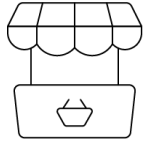


Spend/Trip

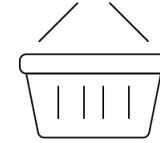
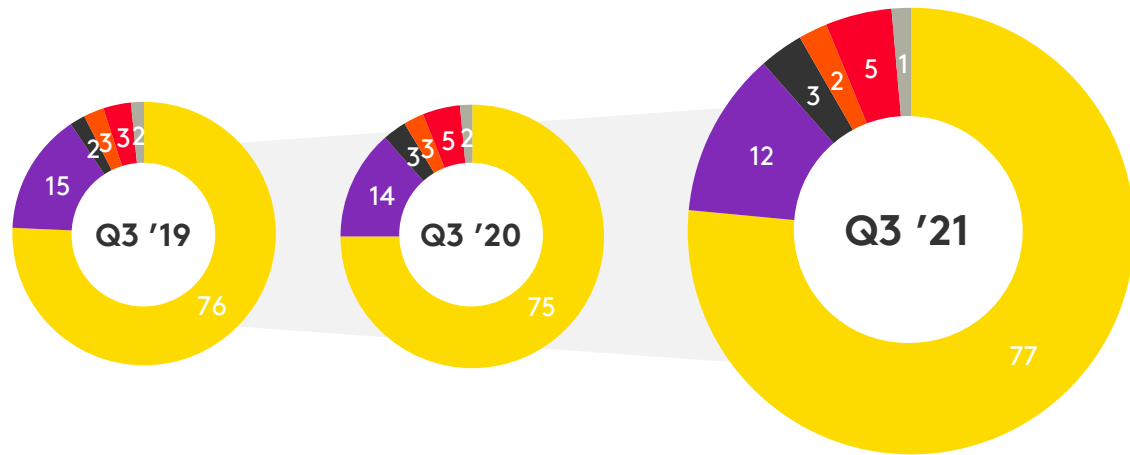
MAT Q3'21 vs Q3'20

Channel	Shopping Occasions	Spend/Trip
Street Shops	-4%	8%
Wet Market	-19%	9%
Speciality Stores	-5%	2%
Super	-12%	3%
Hyper	-19%	5%
Mini Stores	11%	17%
Online	63%	-8%

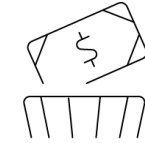
Vietnam (Rural)



Channel Importance – % Value

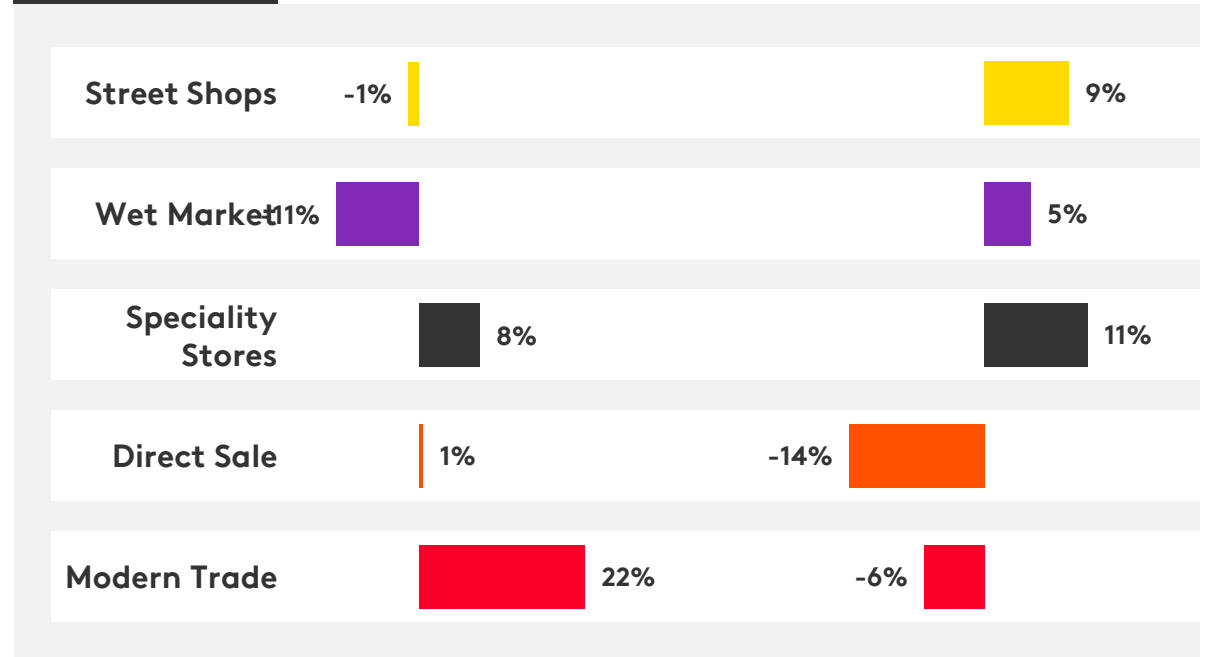


Shopping Occasions

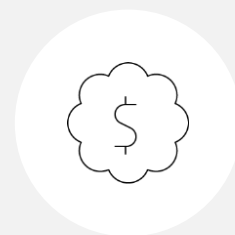


Spend/Trip

MAT Q3'21 vs Q3'20



KANTAR



Thank you

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