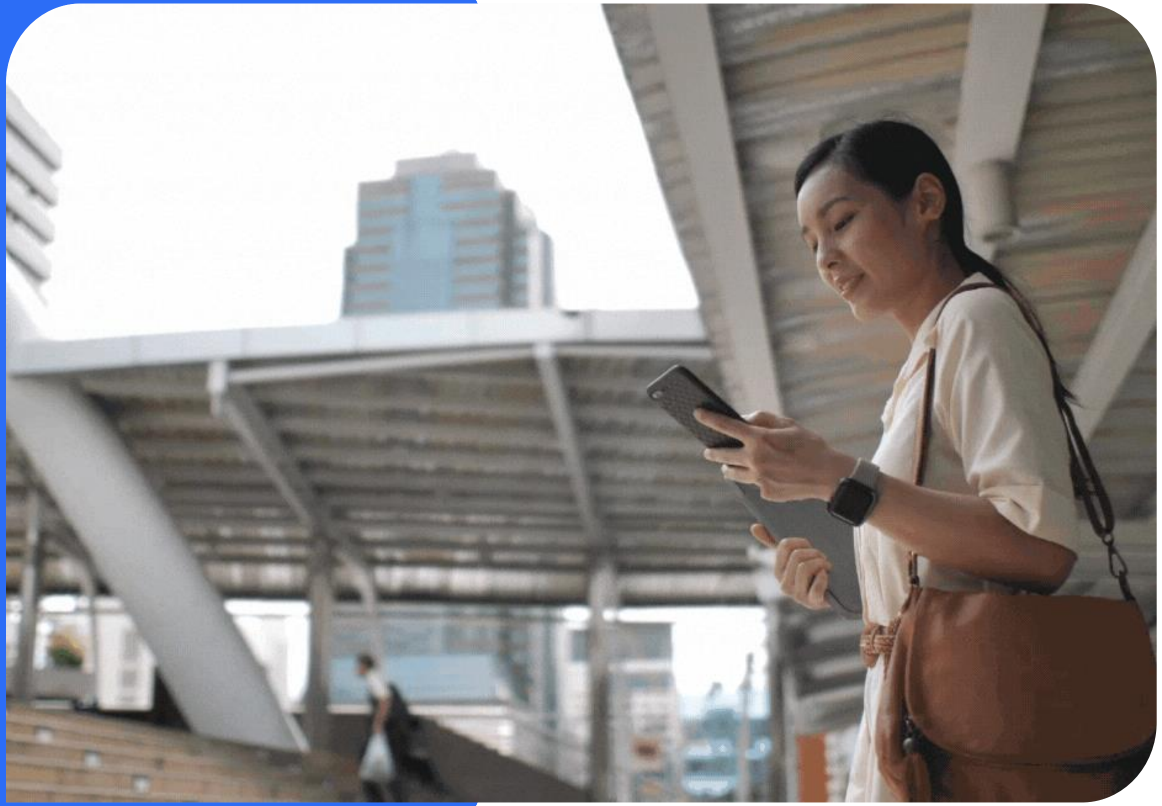
Thrive in ‘25

How to drive even faster growth and outperformance in FMCG in Asia Pacific in 2025 and beyond



Today’s agenda and presenters

State of FMCG in APAC

Ting Szu Tan
Regional Director
APAC GCO
Consulting and Insights

Turning up volume even higher

Wei Cheng Lee
Regional Senior Manager
APAC GCO
Consulting and Insights

Wealth & Health

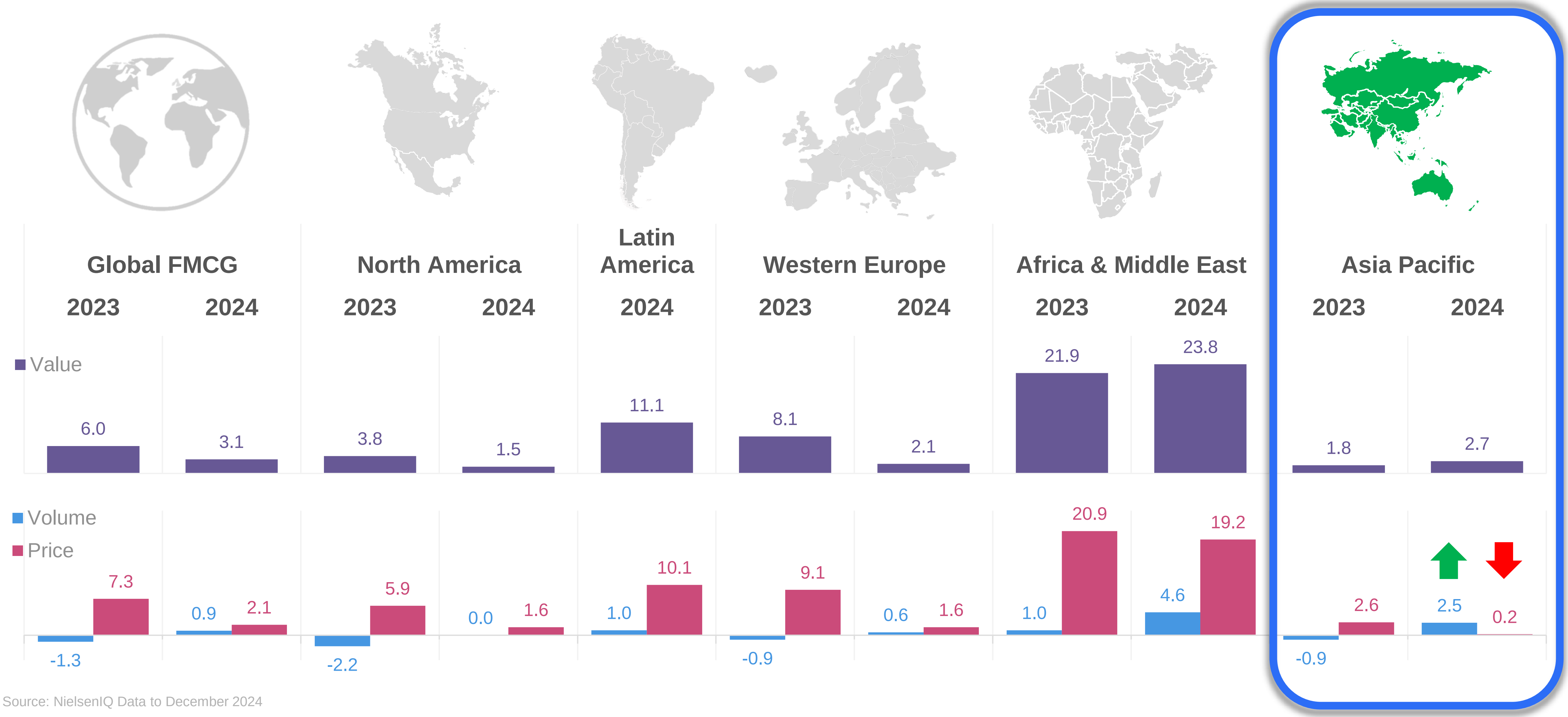
Rena Kim
Regional Associate Director
Consumer Panel
Customer Success

State of FMCG in Asia Pacific

Ting Szu Tan
Regional Director APAC GCO Consulting and Insights

Slower 2024 growth in APAC vs. global, but showing promising signs with volume recovery

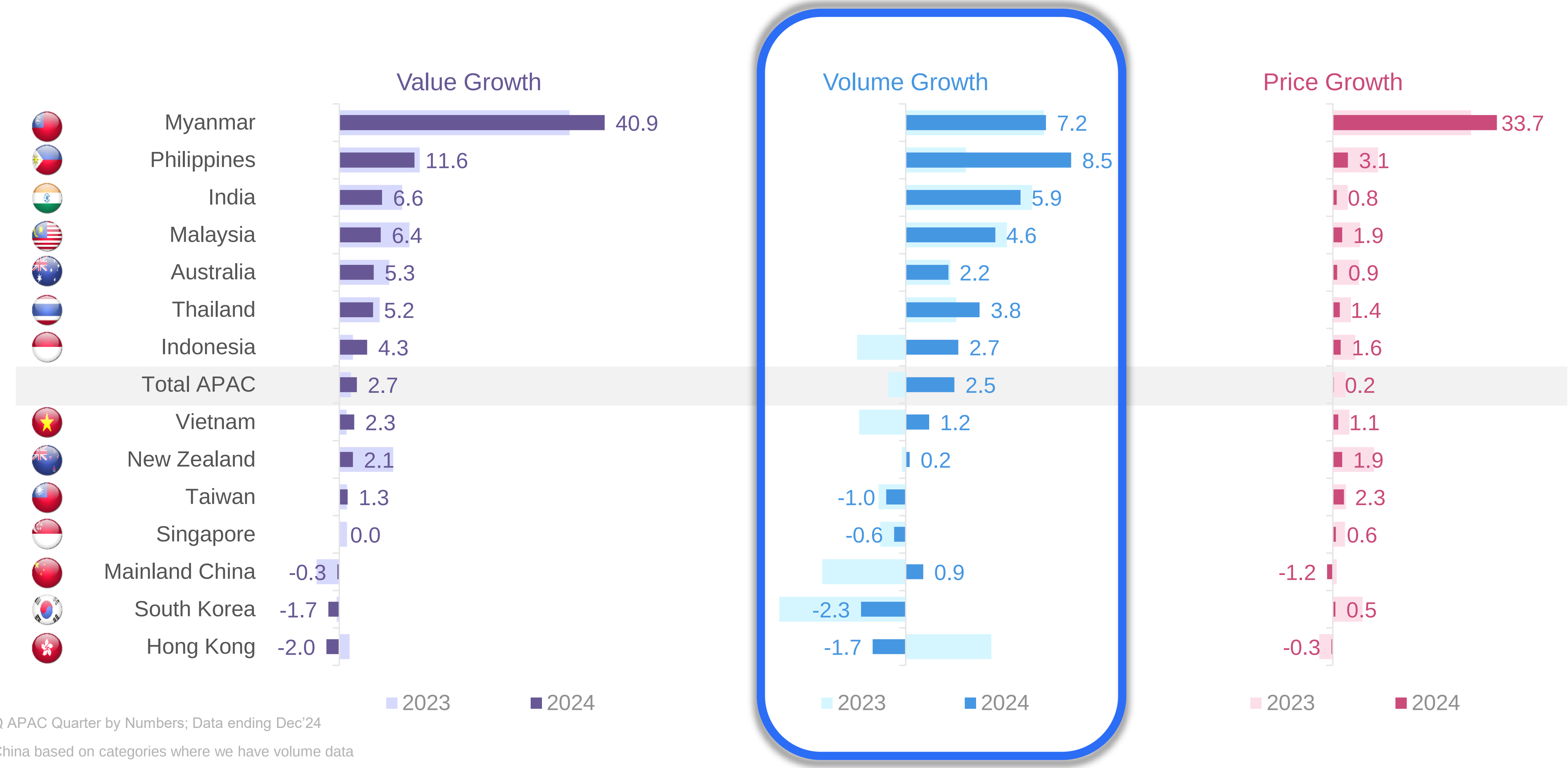
Better performance compared to 2023 when growth was price-driven



Source: NielsenIQ Data to December 2024

Volume growth is key to APAC's future as price growth slows down

10 out of 14 markets show value growth in 2024; More than half of which on sustained organic growth

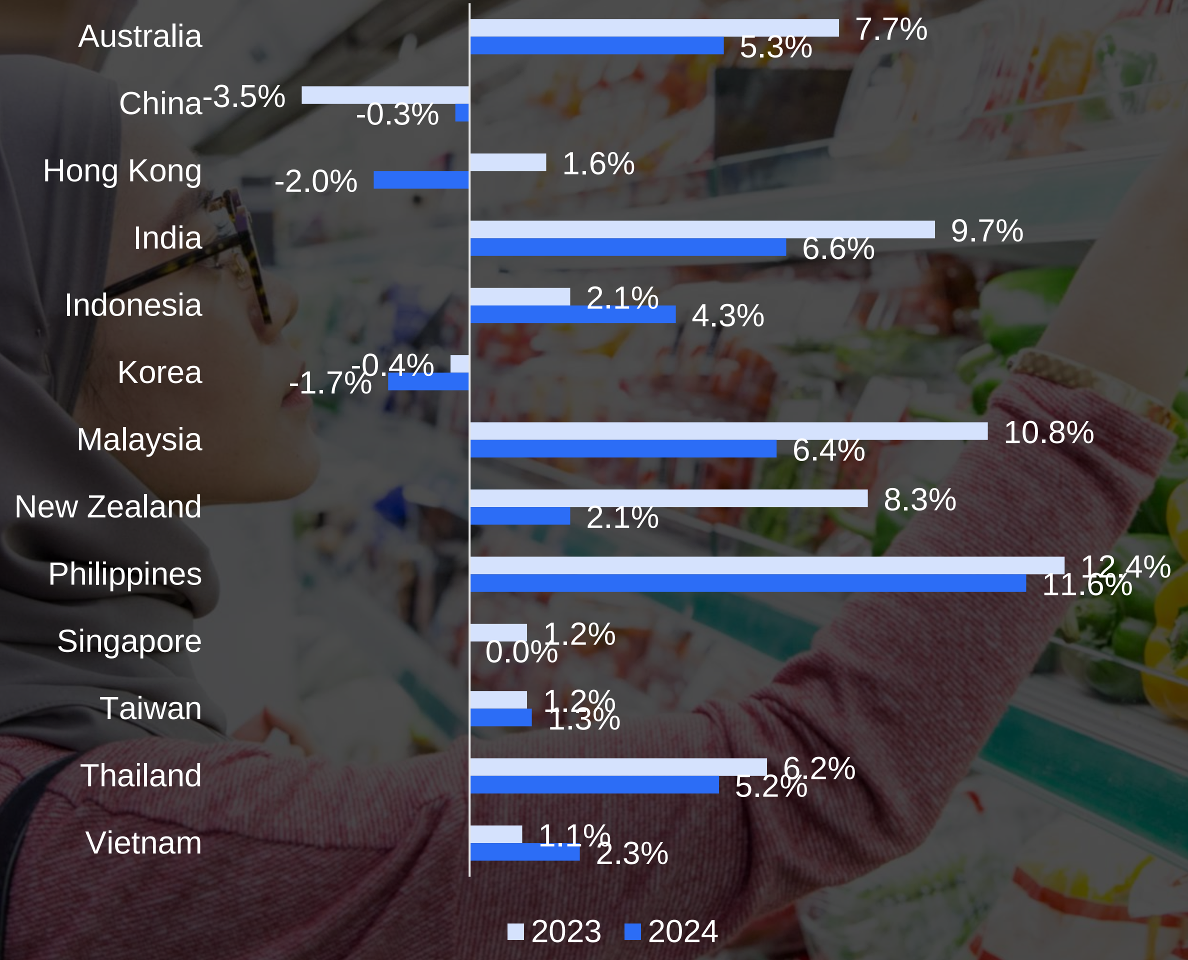


Source: NIQ APAC Quarter by Numbers; Data ending Dec'24

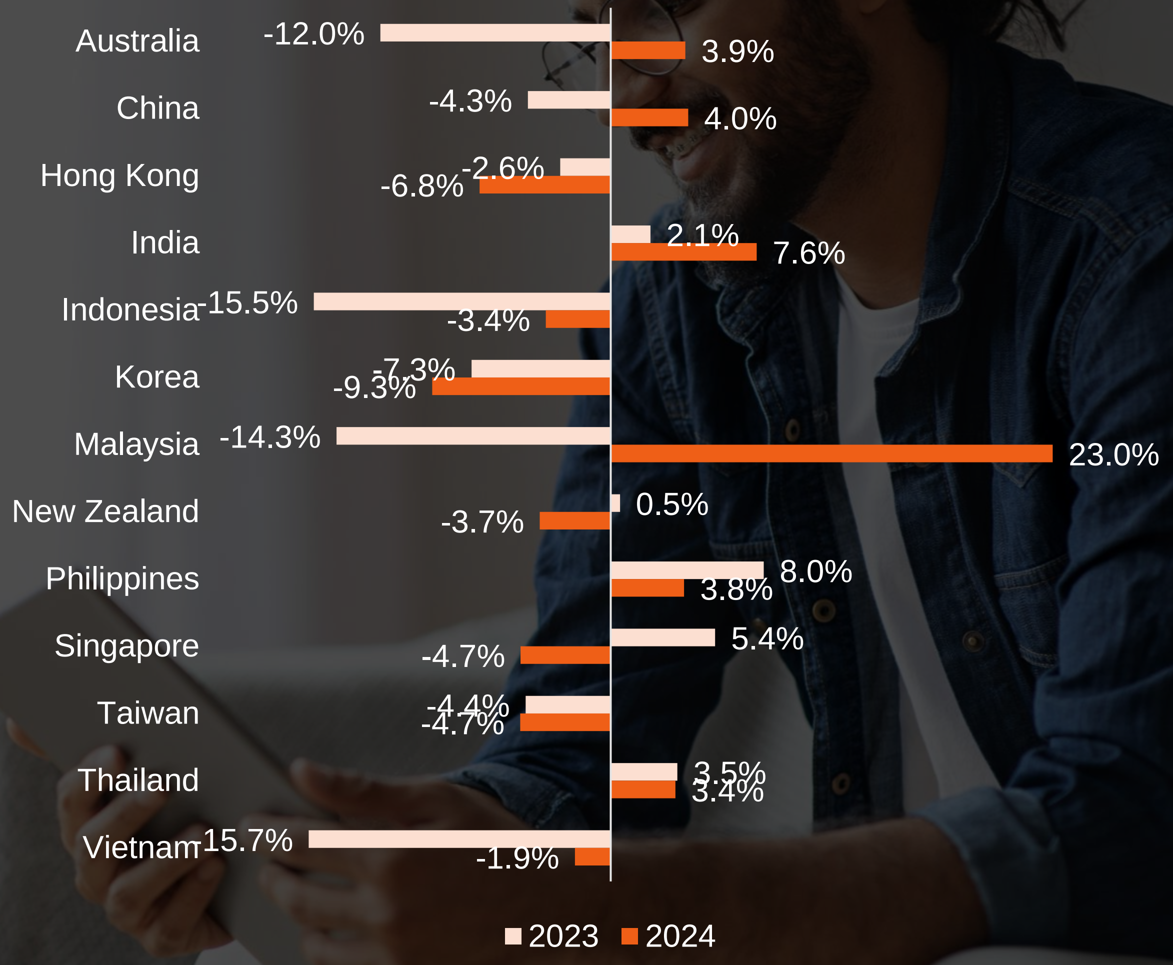
*Mainland China based on categories where we have volume data

More dramatic growth swing seen in tech and durables

Fast Moving Consumer Goods Value growth



Tech and Durables Value growth

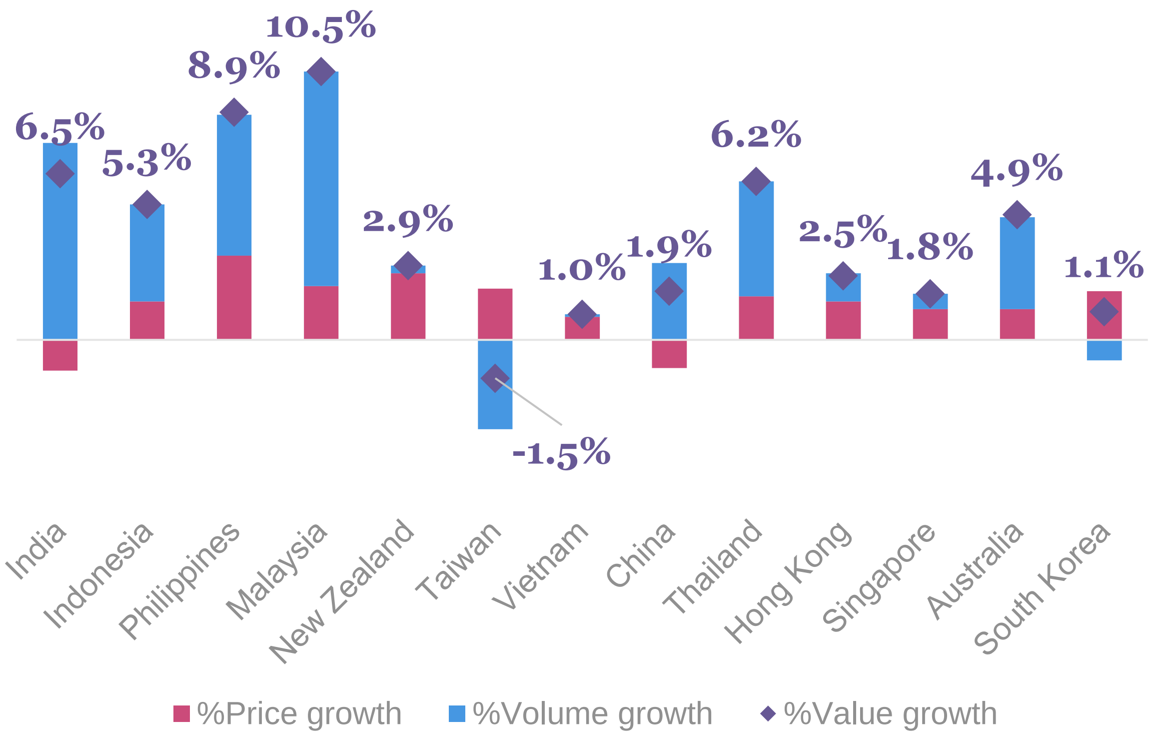


Source: NielsenIQ Data to December 2024
Source: NielsenIQ Data to December 2024

Price is becoming more of a factor in Q1, but driving volume growth will be imperative

faster growth vs YA

Q1 2024

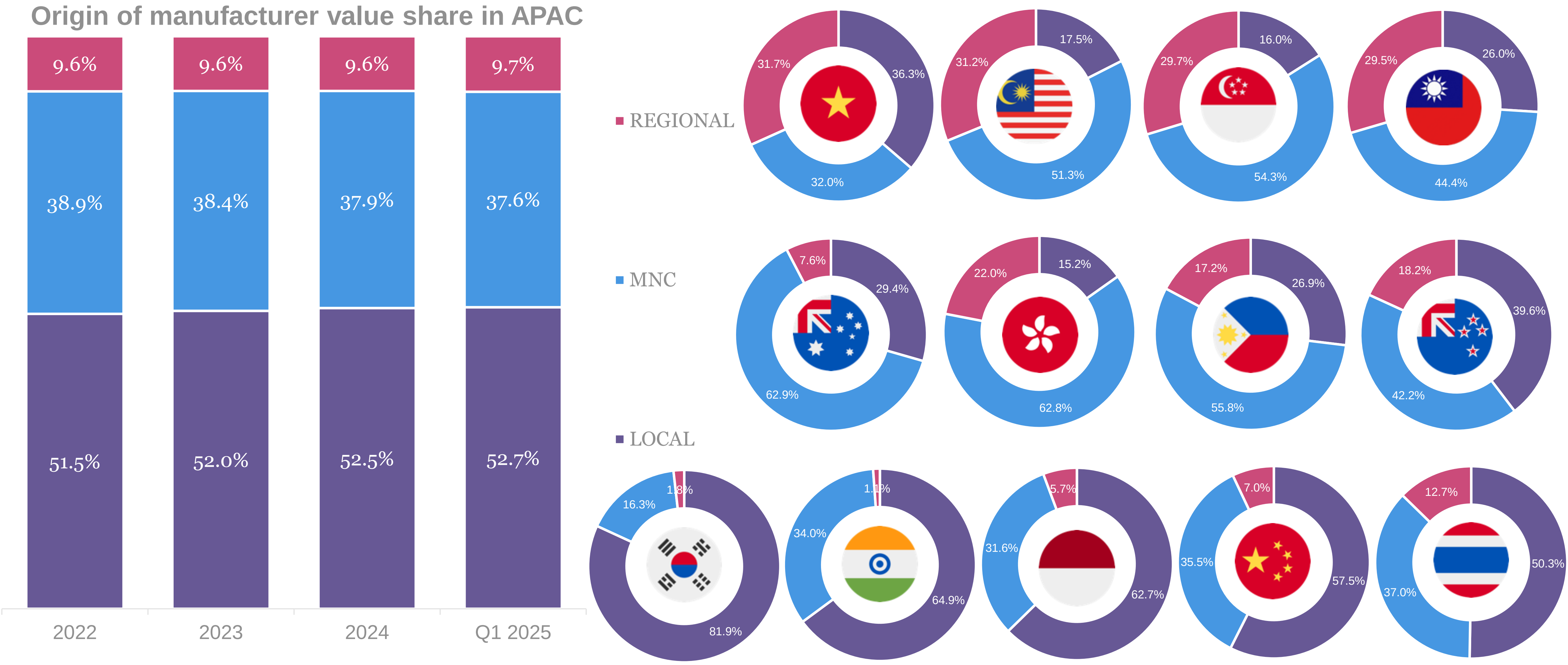


Q1 2025

Source: NIQ data to March 2025

Opportunity for local companies to expand further within the region

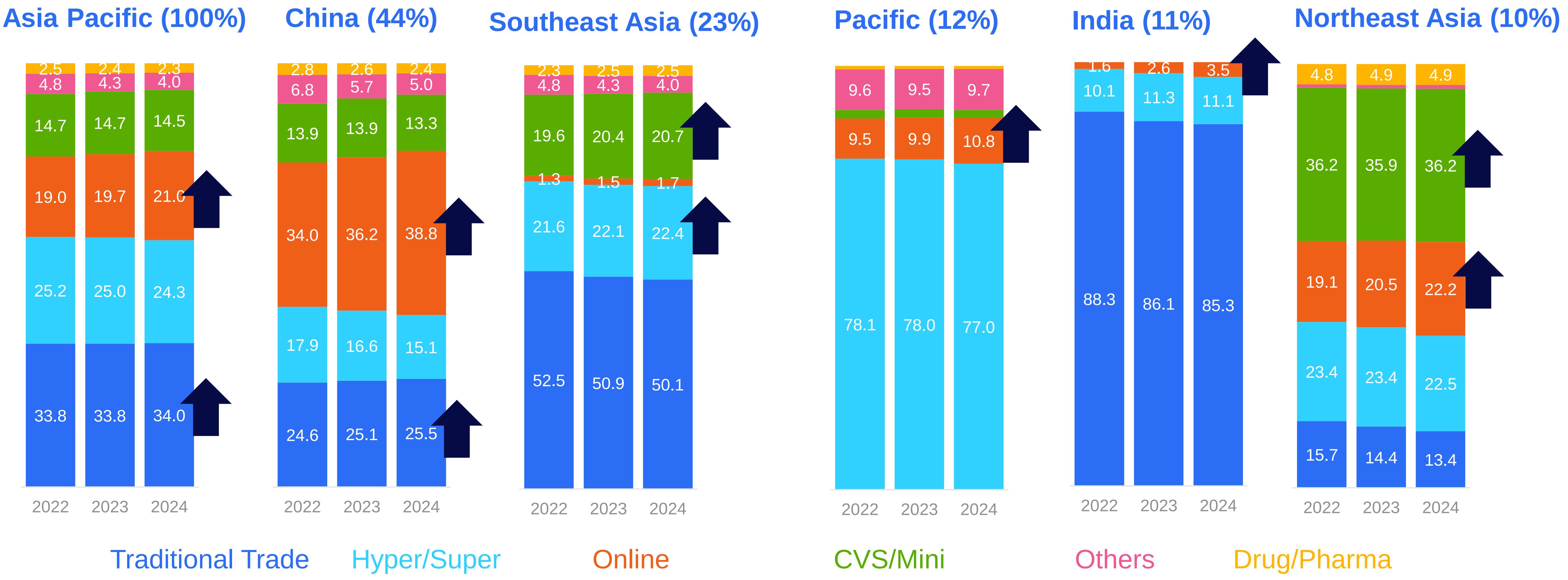
Irrespective of trade and tariff policies, growth is available in this region and beyond your local market



Source: NielsenIQ RMS & CPS Data to March 2025 (Excludes private label and based on manufacturers within top 80% of sales)

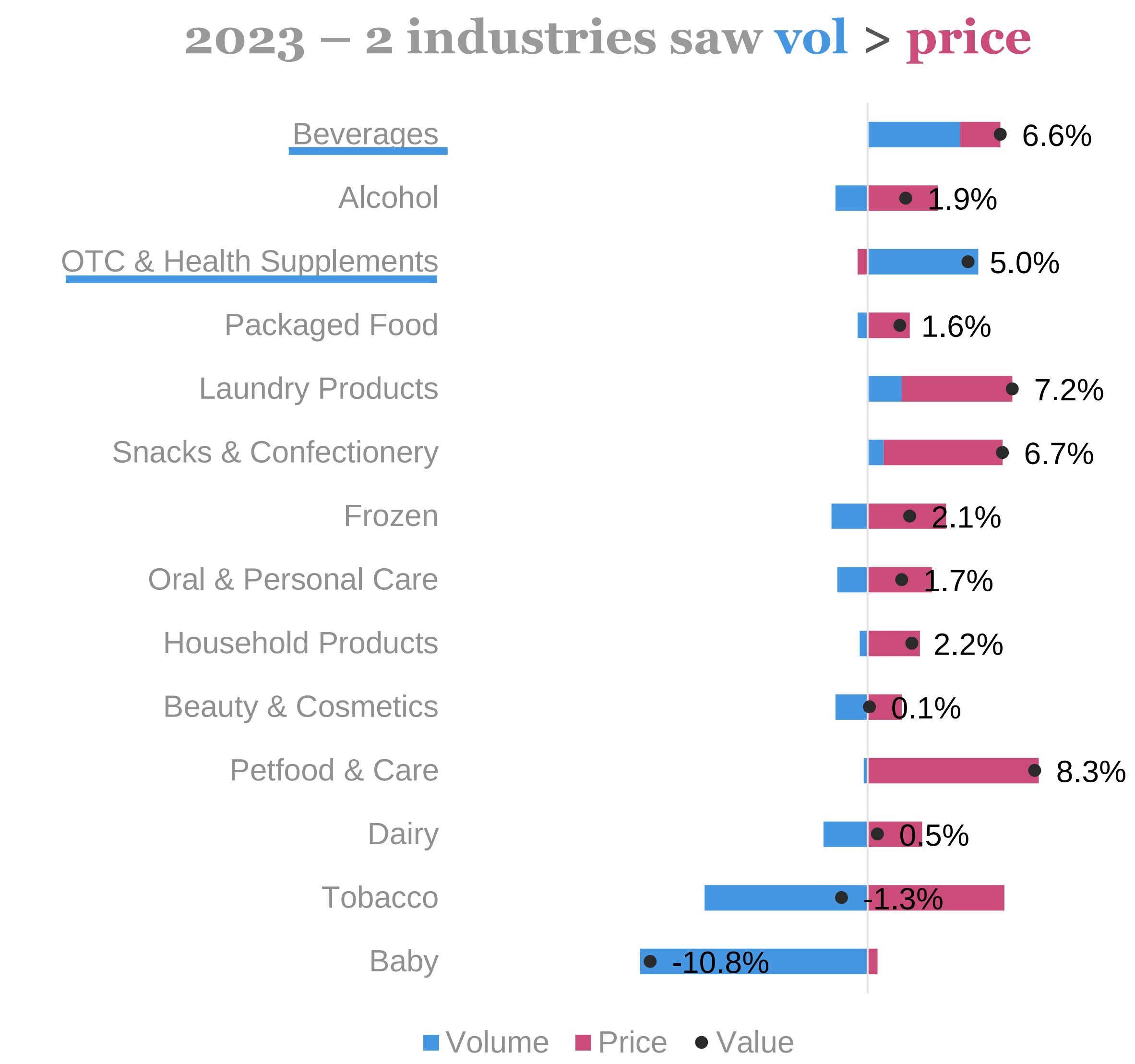
Strategize for an omnichannel region as shoppers look for convenience and value for money

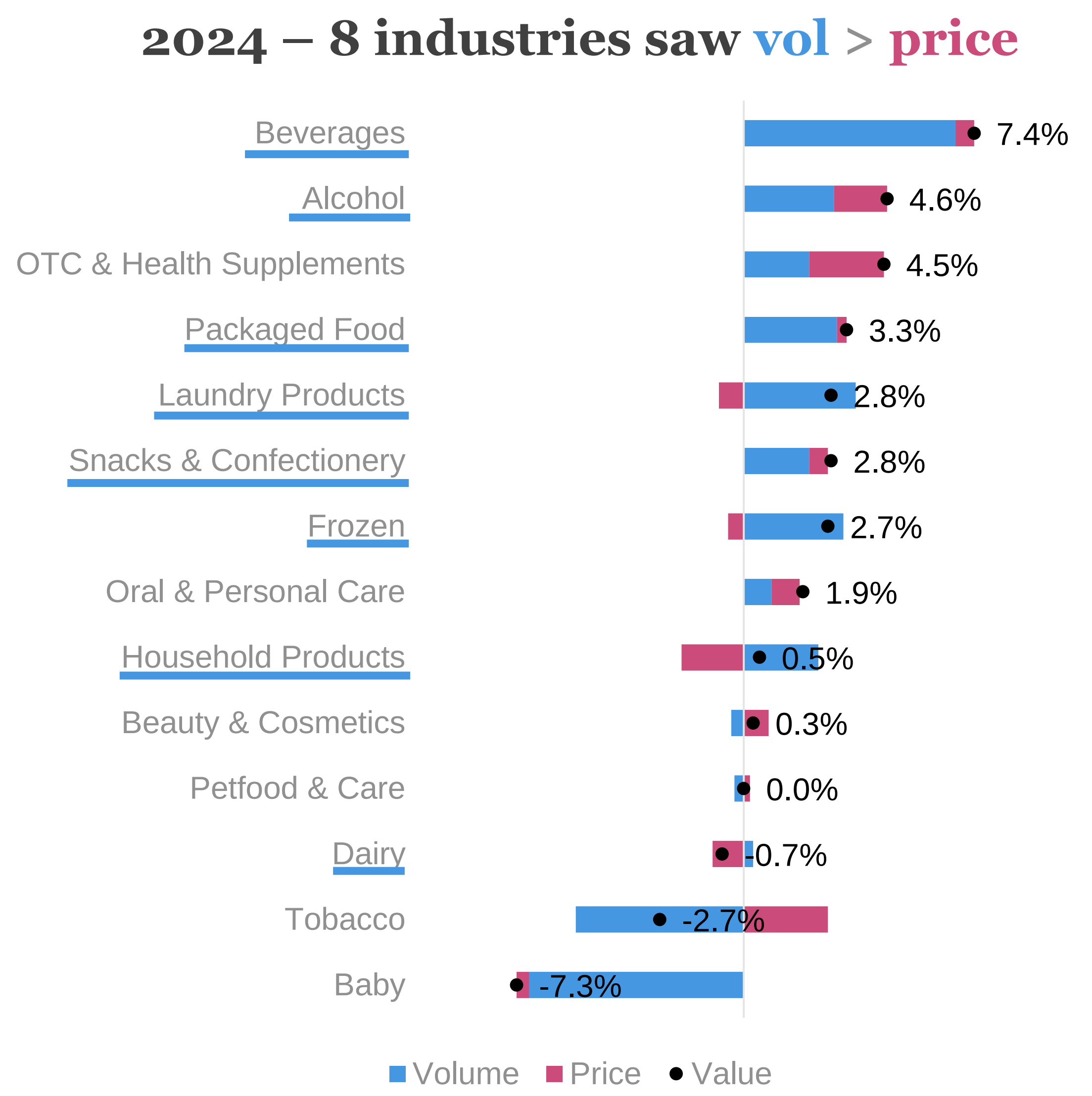
FMCG Channel Value Share of Trade %



Source: NIQ Data to December 2024

Capitalize on APAC macro trends to further accelerate volume in 2025





Source: NielsenIQ data to December 2024. Industries ranked by 2024 value growth

But what *really drives growth* in Asia Pacific

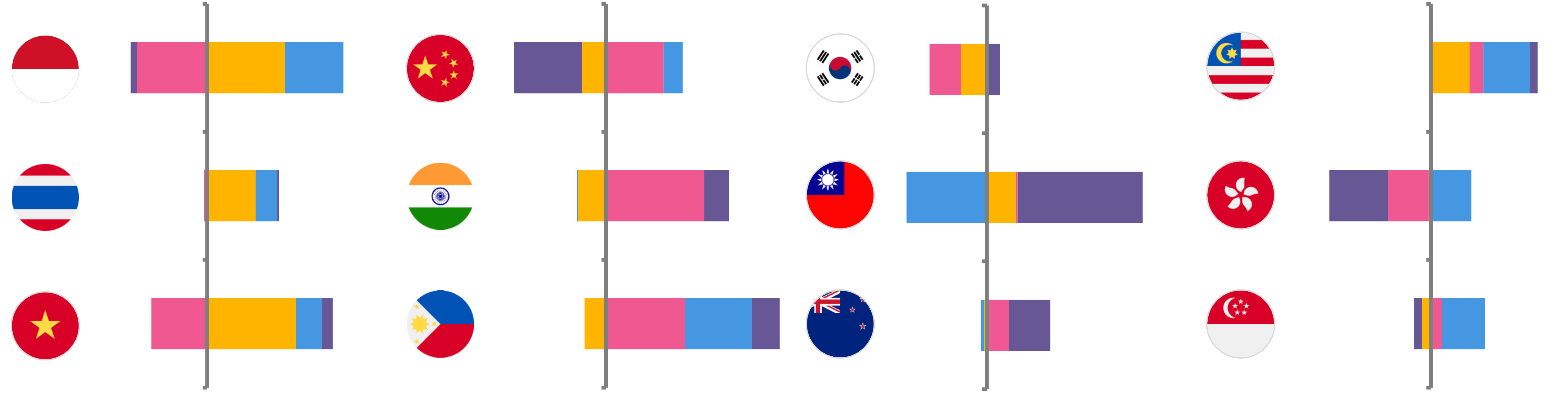
We ran over 1,000 decomposition models to find out

NielsenIQ

Different markets have different drivers of growth, so need to strategize accordingly

NIQ Discover

Distribution	Unit Rate of Sales	Volume Price	Unit Weight
Impact on Sales due to the distribution variation; e.g., more stores selling the product / higher product availability	*Impact on sales due to stores selling more of the products; e.g., higher demand from consumer in the same store*	*Impact on sales due to products becoming cheaper or expensive; e.g.; consumer trading up or down*	*Impact on sales due to consumers moving to bigger or smaller pack size*



Source: NielsenIQ Data to Jan 2025

Demand is the biggest driver across industries, thus understanding what drives demand is key

Distribution

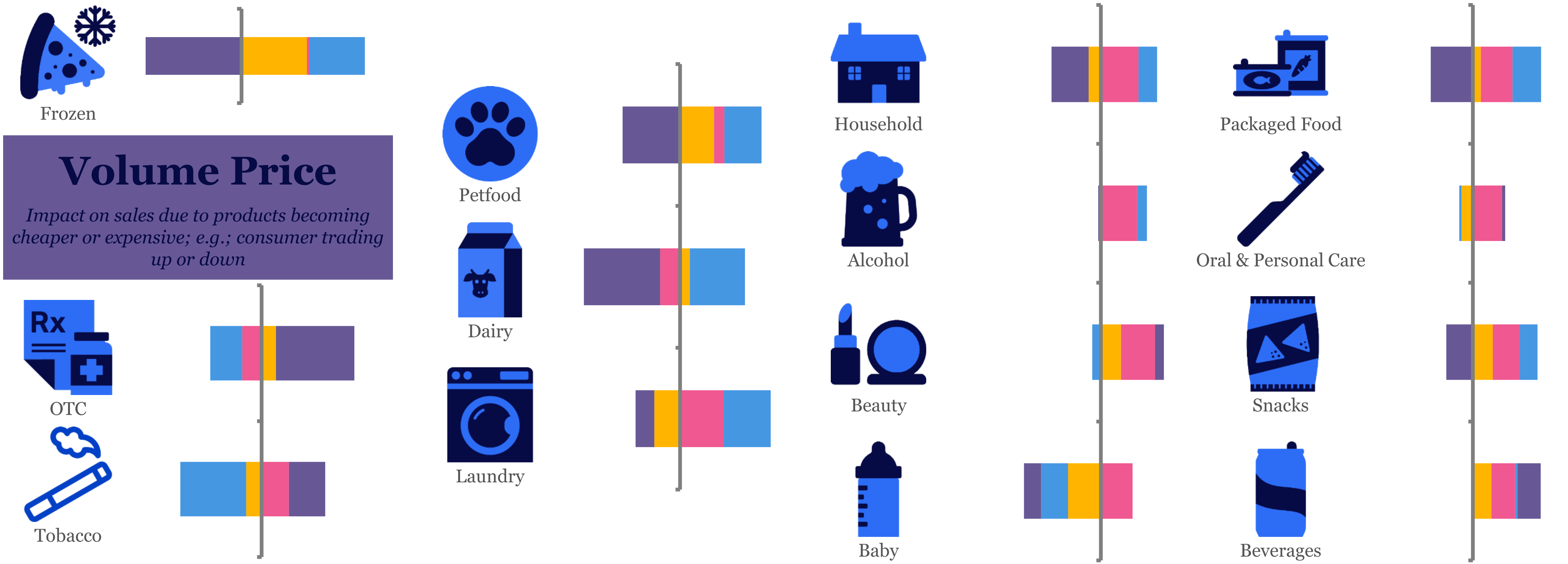
Impact on Sales due to the distribution variation; e.g., more shop selling the product / higher product availability

Unit Weight

Impact on sales due to consumers moving to bigger or smaller pack size

Unit Rate of Sales

Impact on sales due to stores selling more of the products; e.g., higher demand from consumer in the same store



Source: NielsenIQ Data to Jan 2025

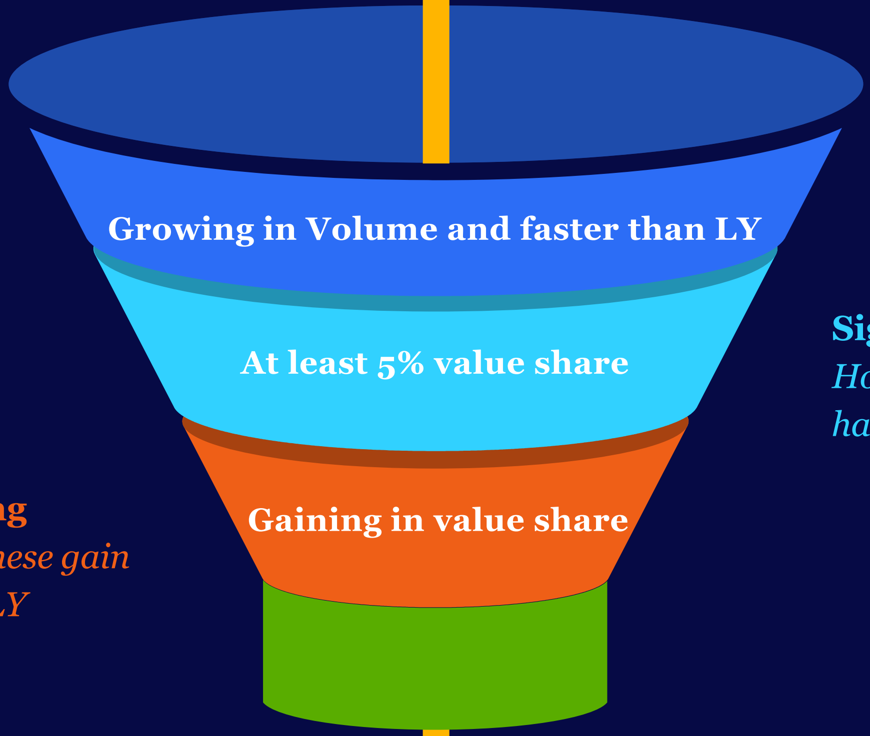
Turning up the volume even higher

Case studies of brands driving faster volume

Wei Cheng Lee
Regional Senior Manager, APAC GCO Consulting and Insights

There are 258,410 brands in APAC

Growing
49% of brands see faster positive volume growth vs LY

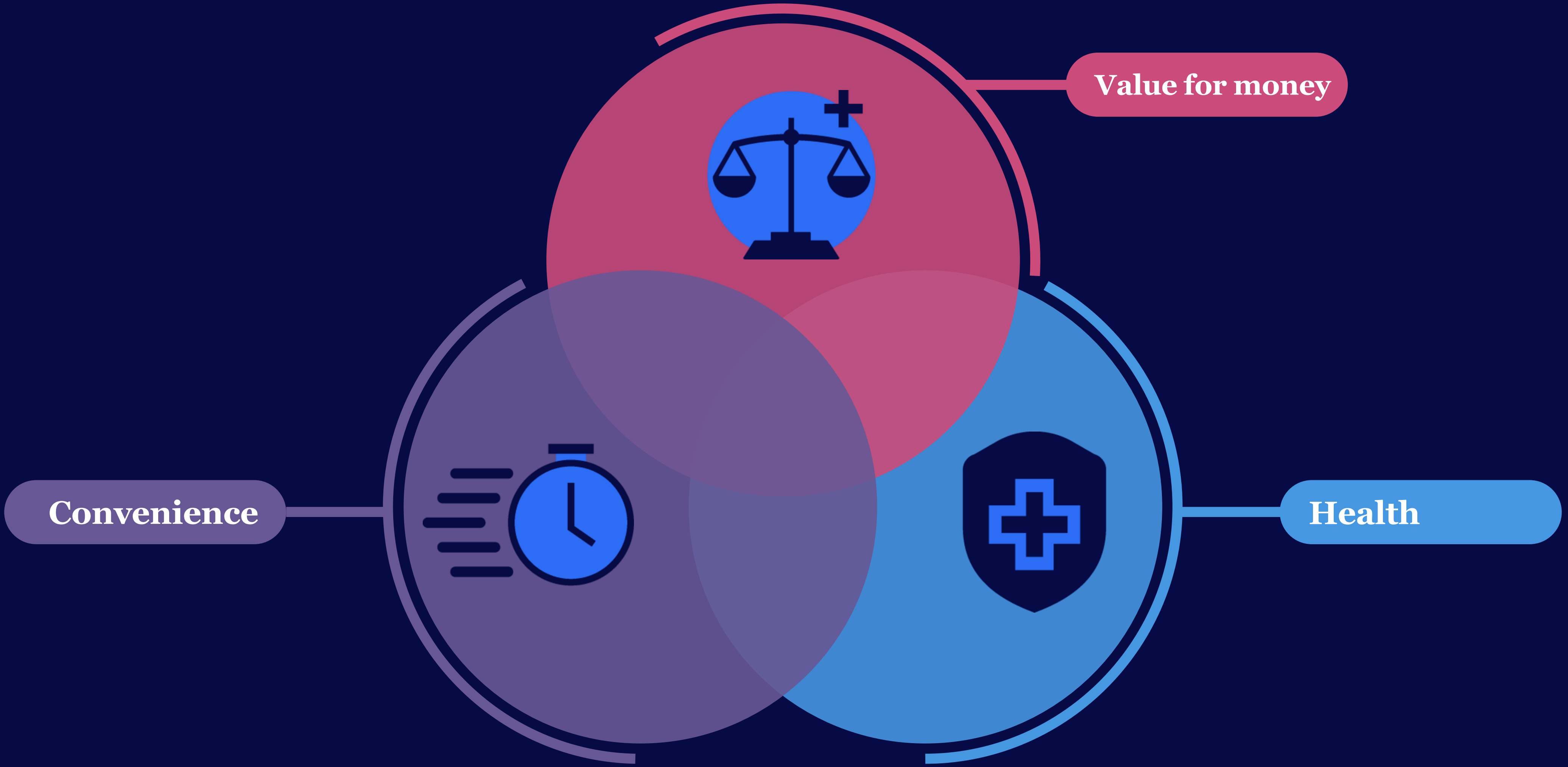


Significant
How many of these brands have at least 5% share

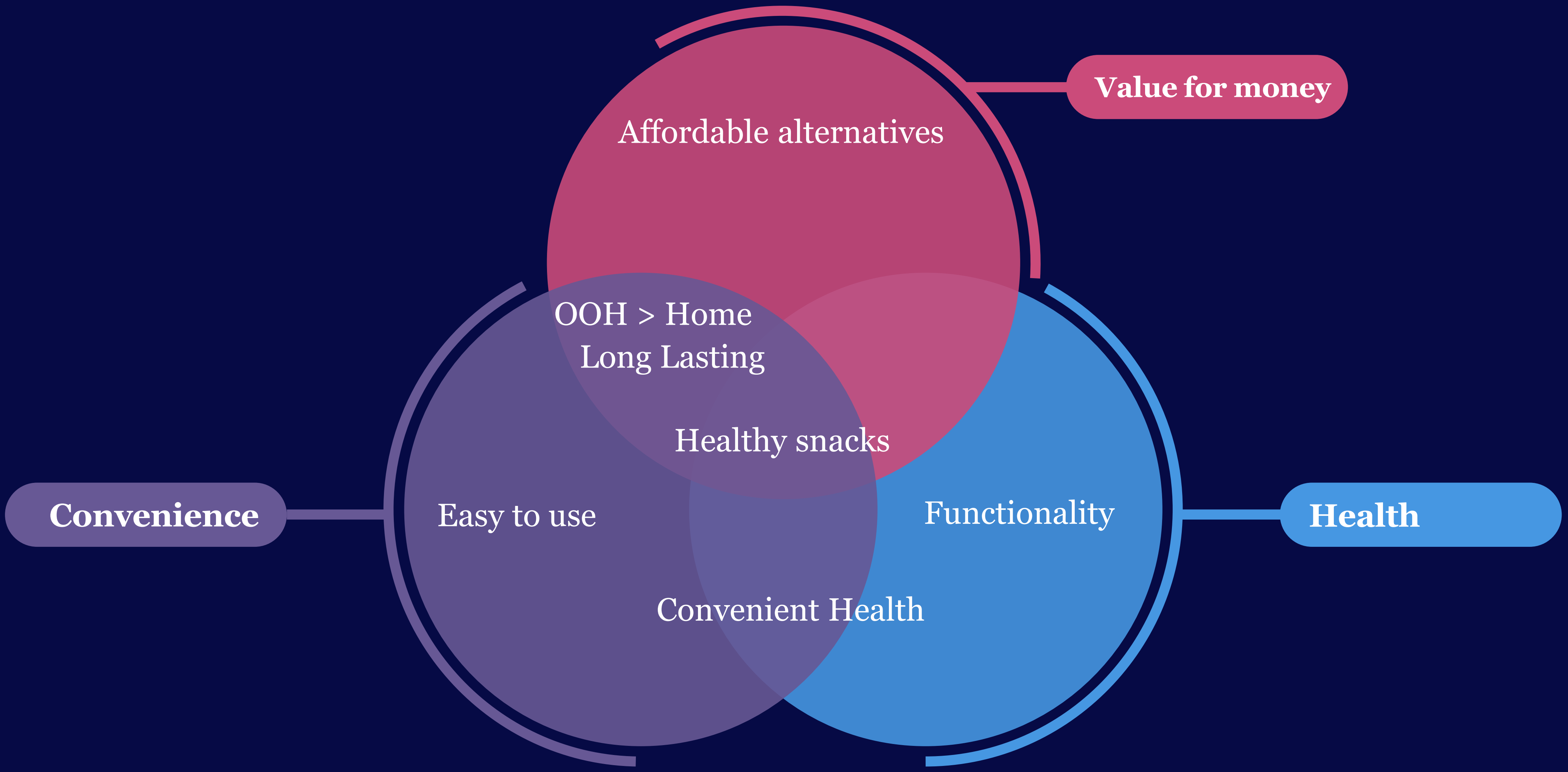
Outperforming
How many of these gain value share vs LY

There are 1,434 “volume winners”

From the volume winners we saw 3 most prominent themes



From the volume winners we saw 3 most prominent themes



APAC Consumers are looking for affordable alternatives with similar benefits

92% of APAC consumers say it is important to buy products that offer good value for money and are affordable

MCO Beauty Model Cosmetics

Australia - Economy

	MAT LY	MAT TY
Volume growth	+24%	+43%
Value Share	5.2%	11.3%

Eastroc RTD Coffee

China - Mass

	MAT LY	MAT TY
Volume growth	+101%	+181%
Value Share	1.9%	5.2%

Caption: Proud to be Vietnamese National Brand 2022

Lix Laundry Detergent

Vietnam - Mass

	MAT LY	MAT TY
Volume growth	+8%	+24%
Value Share	4.9%	6.0%

Zinc Shampoo

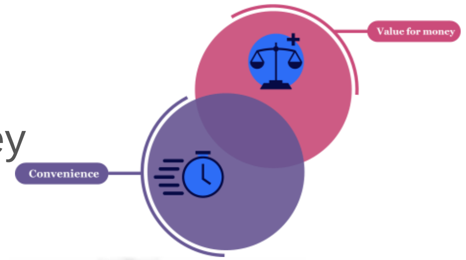
Indonesia - Mass

	MAT LY	MAT TY
Volume growth	+4%	+12%
Value Share	9.6%	11.4%

Source: NIQ Data to September 2024 and 2025 Consumer Outlook

Bring out of home experiences into home for convenience and affordability

65% of APAC consumers state that they are likely to move out of home expenditure in home to save money



Hansell's Home Made Yogurt

New Zealand - Economy

	MAT LY	MAT TY
Volume growth	-10%	+14%
Value Share	32.8%	38.8%

Bai Iuan Hot Spring Powder

Taiwan - Mainstream

	MAT LY	MAT TY
Volume growth	+96%	+374%
Value Share	2.8%	6.8%

Knorr Bouillon

Hong Kong - Luxury

	MAT LY	MAT TY
Volume growth	-13%	+33%
Value Share	41.1%	45.9%

Act'z Laundry Detergent

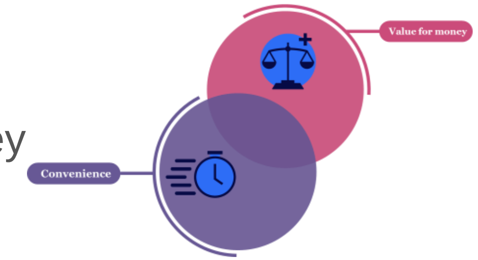
South Korea - Mainstream

	MAT LY	MAT TY
Volume growth	-1%	+10%
Value Share	5.9%	6.6%

Source: NIQ Data to September 2024 and 2025 Consumer Outlook

Help consumers save money by getting them to see the long-term benefits

75% of APAC consumers state that they would pay more for a product that is efficient to save them money



Hot6 Energy drink

South Korea - Mass

	MAT LY	MAT TY
Volume growth	+23%	+29%
Value Share	21.4%	25.1%

Rexona Deodorant

Singapore - Mainstream

	MAT LY	MAT TY
Volume growth	-7%	+16%
Value Share	12.3%	13.2%

Panasonic Evolta Batteries

Taiwan - Premium

	MAT LY	MAT TY
Volume growth	+4%	+34%
Value Share	5.9%	7.9%

Libra Sanitary Protection

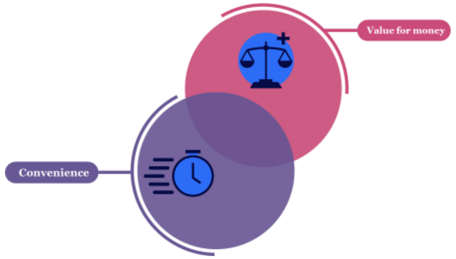
New Zealand - Economy

	MAT LY	MAT TY
Volume growth	+8%	+9%
Value Share	14.0%	15.0%

Source: NIQ Data to September 2024 and mid year consumer outlook 2024

Consumers are stressed and time poor, so make things easier for them

68% of APAC consumers are likely spend more on products that are more convenient to use



Dove Hair Treatment

Hong Kong – Economy

	MAT LY	MAT TY
Volume growth	+5%	+24%
Value Share	4.7%	6.0%

Indica Hair Dye

India – Super Premium

	MAT LY	MAT TY
Volume growth	-6%	+22%
Value Share	7.5%	7.8%

Pokka RTD Beverage

Singapore - Mainstream

	MAT LY	MAT TY
Volume growth	-7%	+3%
Value Share	48.4%	49.2%

Magnolia Salad Aid

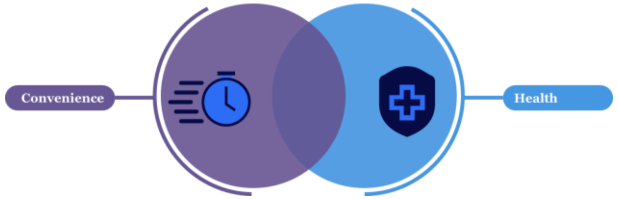
Philippines - Mainstream

	MAT LY	MAT TY
Volume growth	-7%	+31%
Value Share	4.4%	5.5%

Source: NIQ Data to September 2024 and 2025 Consumer Outlook

And the thing they want most convenient, is health

86% of APAC consumers state that its important to buy brands that meet their health needs



Dabur Glucoplus-C Powder

India - Mainstream

	MAT LY	MAT TY
Volume growth	+7%	+22%
Value Share	8.5%	9.2%

Rojukiss Facial Mask

Thailand - Luxury

	MAT LY	MAT TY
Volume growth	+13%	+91%
Value Share	10.0%	13.8%

Sustagen Milk additives

Australia - Premium

	MAT LY	MAT TY
Volume growth	+12%	+13%
Value Share	7.9%	8.2%

Chung Mei Diet food

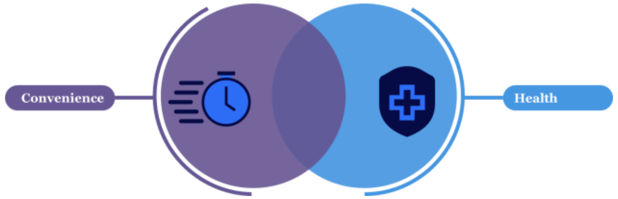
Taiwan - Premium

	MAT LY	MAT TY
Volume growth	-1%	18%
Value Share	10.1%	11.7%

Source: NIQ Data to September 2024 and 2025 Consumer Outlook

Less is more, look at ways to offer APAC consumers lighter variants

35% of APAC consumers state that they are adopting a low sugar/sugar free diet



Johnny Walker Whisky

South Korea - Mainstream

	MAT LY	MAT TY
Volume growth	+4%	+30%
Value Share	17.1%	19.2%

Colgate Toothbrush

Singapore - Premium

	MAT LY	MAT TY
Volume growth	-7%	+7%
Value Share	27.5%	31.5%

Kinder Joy

Indonesia - Luxury

	MAT LY	MAT TY
Volume growth	-12%	+7%
Value Share	7.1%	7.5%

Lipton 0% sugar sparkling tea

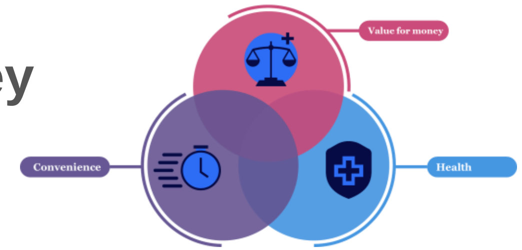
Thailand - Mainstream

	MAT LY	MAT TY
Volume growth	+11%	+25%
Value Share	5.2%	5.7%

Source: NIQ Data to September 2024 and APAC State of Health Report 2025

Health snacks offer health, convenience and could even bring value for money

83% of APAC consumers are willing to pay more for something healthy



Three Squirrels Nuts

China - Premium

	MAT LY	MAT TY
Volume growth	+2%	+53%
Value Share	4.0%	5.5%

Happydent Gum

India - Premium

	MAT LY	MAT TY
Volume growth	+2%	+20%
Value Share	15.1%	16.5%

Denmark in Pocket Cheese

South Korea - Mass

	MAT LY	MAT TY
Volume growth	+1%	+8%
Value Share	4.7%	5.4%

Jhih Li Yogurt

Taiwan - Premium

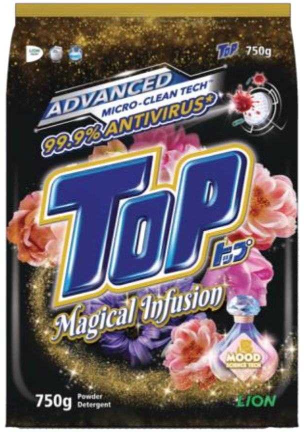
	MAT LY	MAT TY
Volume growth	19%	21%
Value Share	5.2%	6.3%

Source: NIQ Data to September 2024 and NIQ Consumer Life 2024

Innovate by meeting unmet consumer functional needs

53% of APAC consumers are consciously trying to live healthier lifestyles

Health



Freemore Sanitary Pads
China - Premium

	MAT LY	MAT TY
Volume growth	+3%	+21%
Value Share	5.9%	7.5%

Ceramoz Insect Repellent
Singapore – Super Premium

	MAT LY	MAT TY
Volume growth	+55%	+453%
Value Share	1.9%	5.0%

Top Laundry Detergent
Malaysia – Mainstream

	MAT LY	MAT TY
Volume growth	0%	+11%
Value Share	25.4%	26.3%

Sleepiness Bunjjeock Gum
South Korea – Luxury

	MAT LY	MAT TY
Volume growth	+23%	+47%
Value Share	9.4%	11.9%

Source: NIQ Data to September 2024 and APAC State of Health Report 2025

Recent innovations show that these trends will continue, combine and evolve

Value for money

Bos RTD Tea
New Zealand- Mass

	MAT LY	MAT TY
Volume growth		NEW
Value Share		3.4%

Convenience

Canban mouthwash
China- Premium

	MAT LY	MAT TY
Volume growth	+62%	+19%
Value Share	4.1%	6.4%

Health

Funday candy
Australia- Luxury

	MAT LY	MAT TY
Volume growth	+337%	+83%
Value Share	0.2%	0.6%

Godrej Magic cleaner
India - Mass

	MAT LY	MAT TY
Volume growth		+399%
Value Share		0.1%

Lok Yuen Frozen Dim Sum
Hong Kong- Luxury

	MAT LY	MAT TY
Volume growth		+463%
Value Share		0.6%

Mediheal Facial care
Singapore- Luxury

	MAT LY	MAT TY
Volume growth	-59%	+651%
Value Share	0.5%	1.3%

Source: NIQ Data to September 2024

NielsenIQ

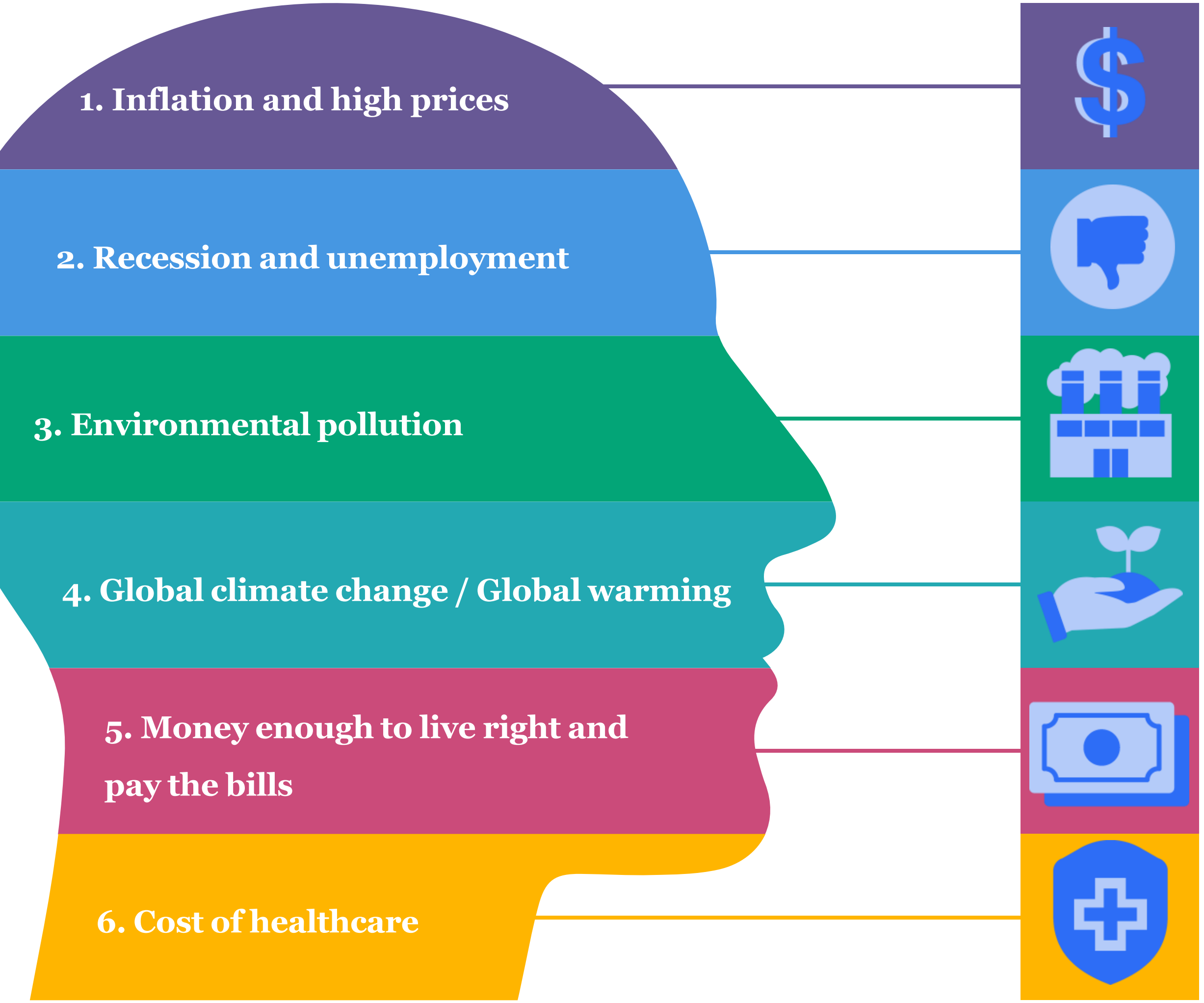
Wealth & Health

Opportunities to drive even faster growth in 2025 and beyond

Rena Kim
Regional Associate Director, Consumer Panel, Customer Success

Price may not be the driver of growth, but it's the top driver of concern for APAC Consumers

Top concerns in Asia Pacific



	Australia	China	India	Indonesia	Japan	South Korea
1	Inflation and high prices	Money enough to live right and pay the bills	Environmental pollution	Inflation and high prices	Inflation and high prices	Inflation and high prices
2	Money enough to live right and pay the bills	Inflation and high prices	Inflation and high prices	Global climate change / Global warming	Global climate change / Global warming	Recession and unemployment
3	Cost of healthcare	Recession and unemployment	Global climate change / Global warming	Recession and unemployment	Money enough to live right and pay the bills	Global climate change / Global warming
4	Global climate change / Global warming	Environmental pollution	Recession and unemployment	Wrong-doing by / corruption of elected government officials	Wrong-doing by / corruption of elected government officials	Economic inequality in my country
5	Crime and lawlessness	Pandemics (epidemics that spread across the world)	Cost of healthcare	Crime and lawlessness	The future of the retirement or pension plans provided by our government	Environmental pollution
6	Recession and unemployment	Cost of healthcare	Educational quality	Environmental pollution	Misinformation presented as fact (e.g. fake news, propaganda)	Money enough to live right and pay the bills

Source: NIQ Consumer Life 2024 (n=7,571)

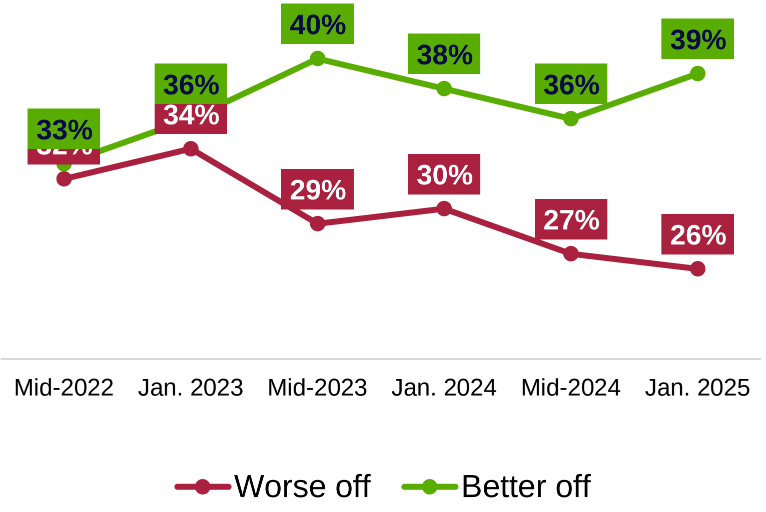
Despite price challenges, we see that consumers financial situations are improving

Stability

in APAC consumer financial position during past six months

Current consumer financial position

% respondents, APAC

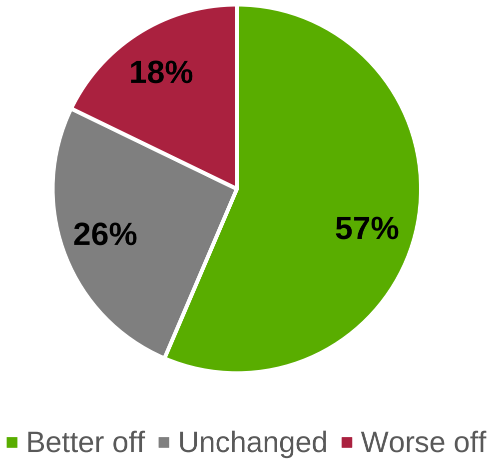


Confidence

in future state of affairs

Expected financial position by end of 2025

% respondents, APAC

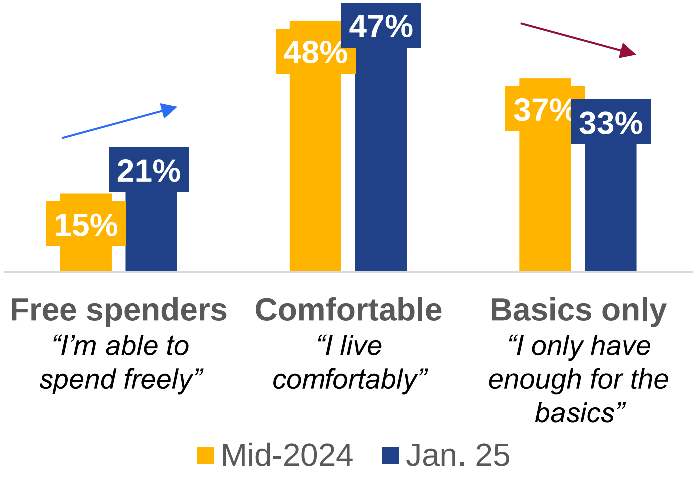


Spending flexibility

has increased

Spending mentality

% respondents, APAC



Source: NIQ 2025 Private Label & Branded Products report global survey

If tariffs lead to FMCG price increases, different strategies may be needed by market

Source: NielsenIQ Retail Pulse 2025

APAC consumers are willing to pay a premium to treat themselves

When it comes to premiumization, some factors are more influential than others.

61% **(vs 54% globally)**

of APAC consumers say they're likely to **treat themselves by upgrading to a premium brand** product

More influential

Efficacy	**66%**	would pay a premium on the option I believe is **the most safe/effective**
Loyalty	**61%**	would pay more to purchase from a brand/retailer that **rewards my loyalty**
Incentives	**58%**	would pay more on a purchase to get **something else for free** (e.g., qualify for free shipping)
Immediacy	**53%**	would pay a premium to receive something **sooner/more immediately**

Less influential

Scarcity	**48%**	would pay a premium to buy **something often "sold out"/hard to get**
Novelty	**46%**	would pay a premium to have something **when it first hits the market**

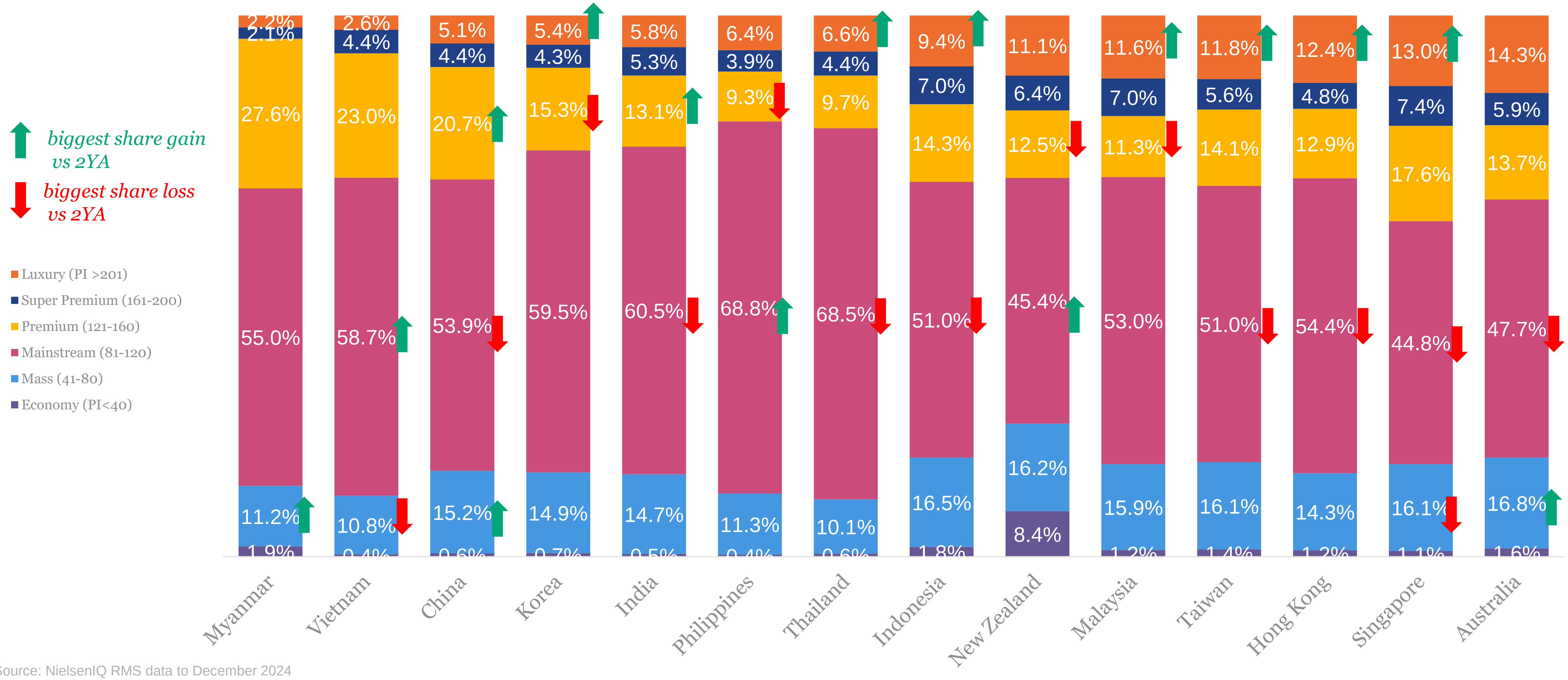
Source: NIQ 2025 Private Label & Branded Products report global survey

NIQ

Different markets will have different opportunities to trade up and down

8 out of 14 markets in APAC have seen mainstream price tier squeezed over the last 2 years

Price Tier value share by market. Markets ranked by Luxury importance

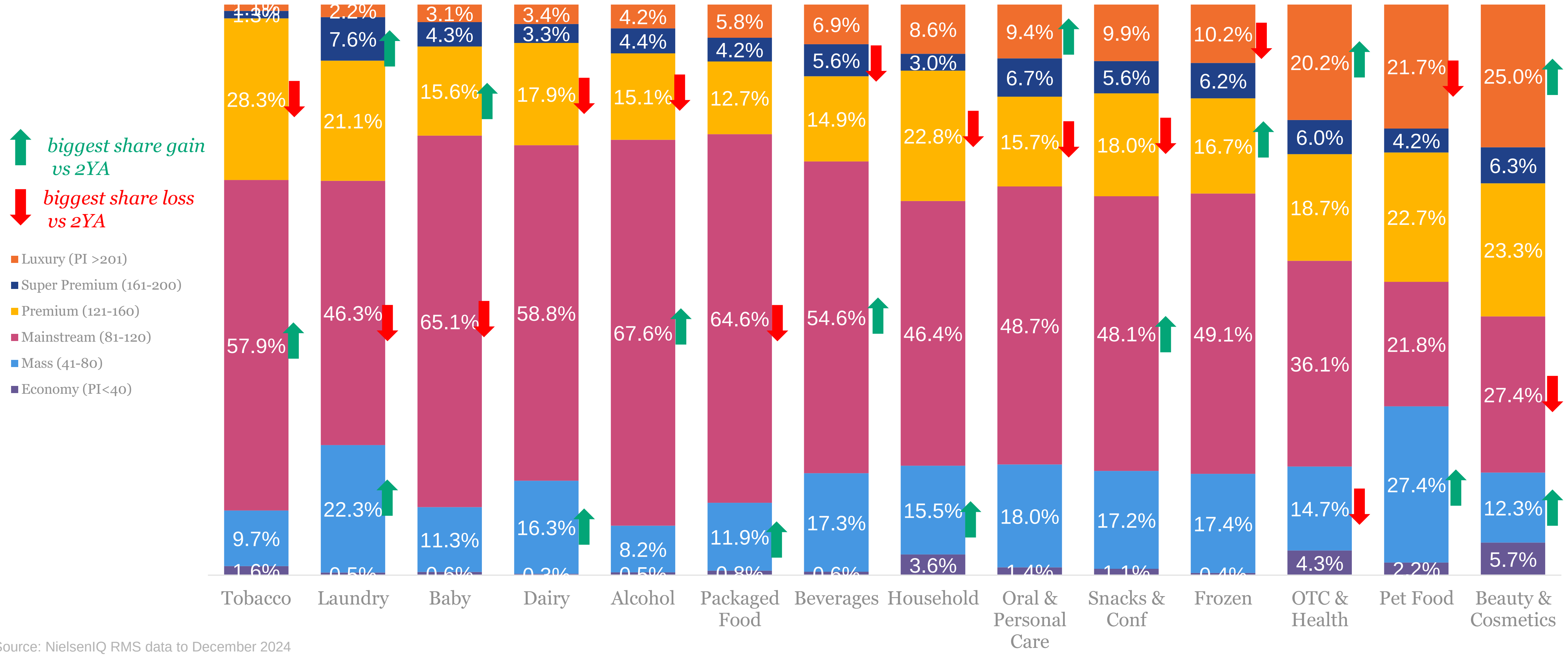


Source: NielsenIQ RMS data to December 2024

Opportunity to drive health to accelerate premiumization

Consumers are trading up to luxury in Oral & Personal care, OTC & Health supplements and Beauty & Cosmetics

Price Tier value share by industry. Industries ranked by Luxury importance

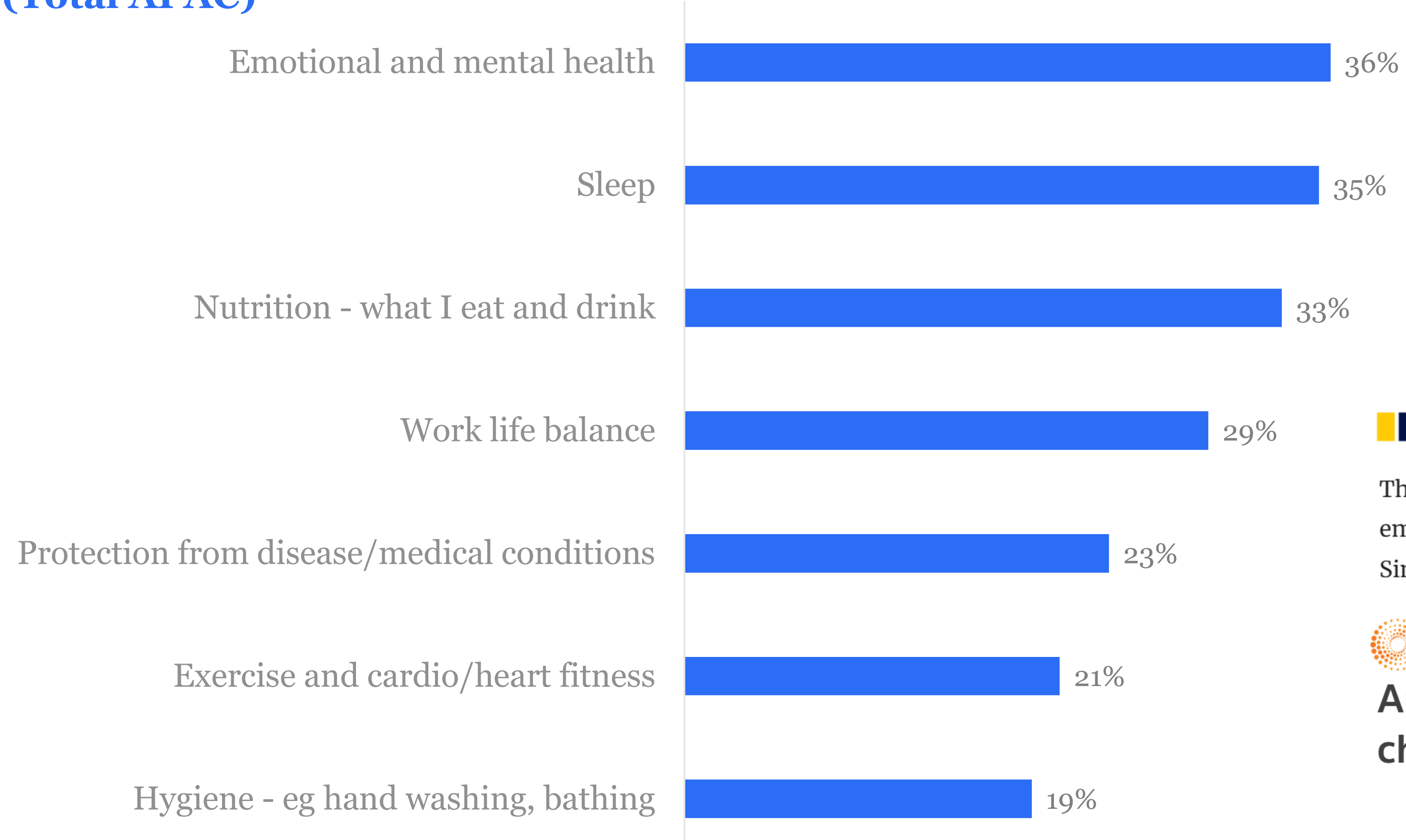


Source: NielsenIQ RMS data to December 2024

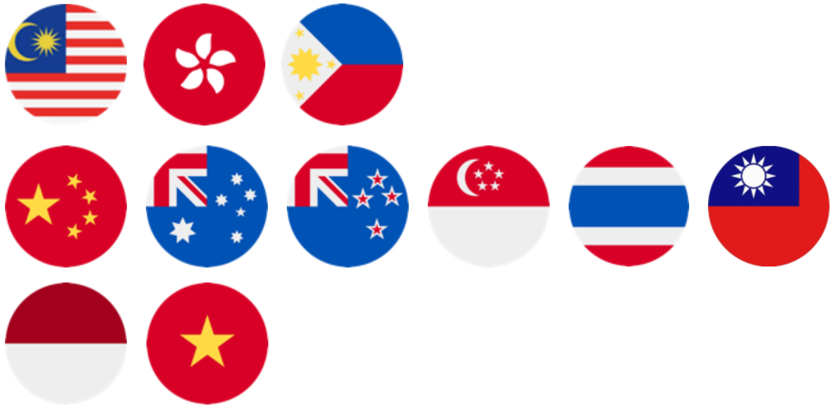
Opportunity to communicate and innovate on how your brands can help mental wellbeing

Emotional and Mental Health is for the first time the top health concern in APAC

Q. What health factors are most important to you? (Total APAC)



Markets where it is #1



South China Morning Post

The Tokyo government is set to introduce a four-day work week for its employees starting in April 2025, following a similar move made by Singapore in December.

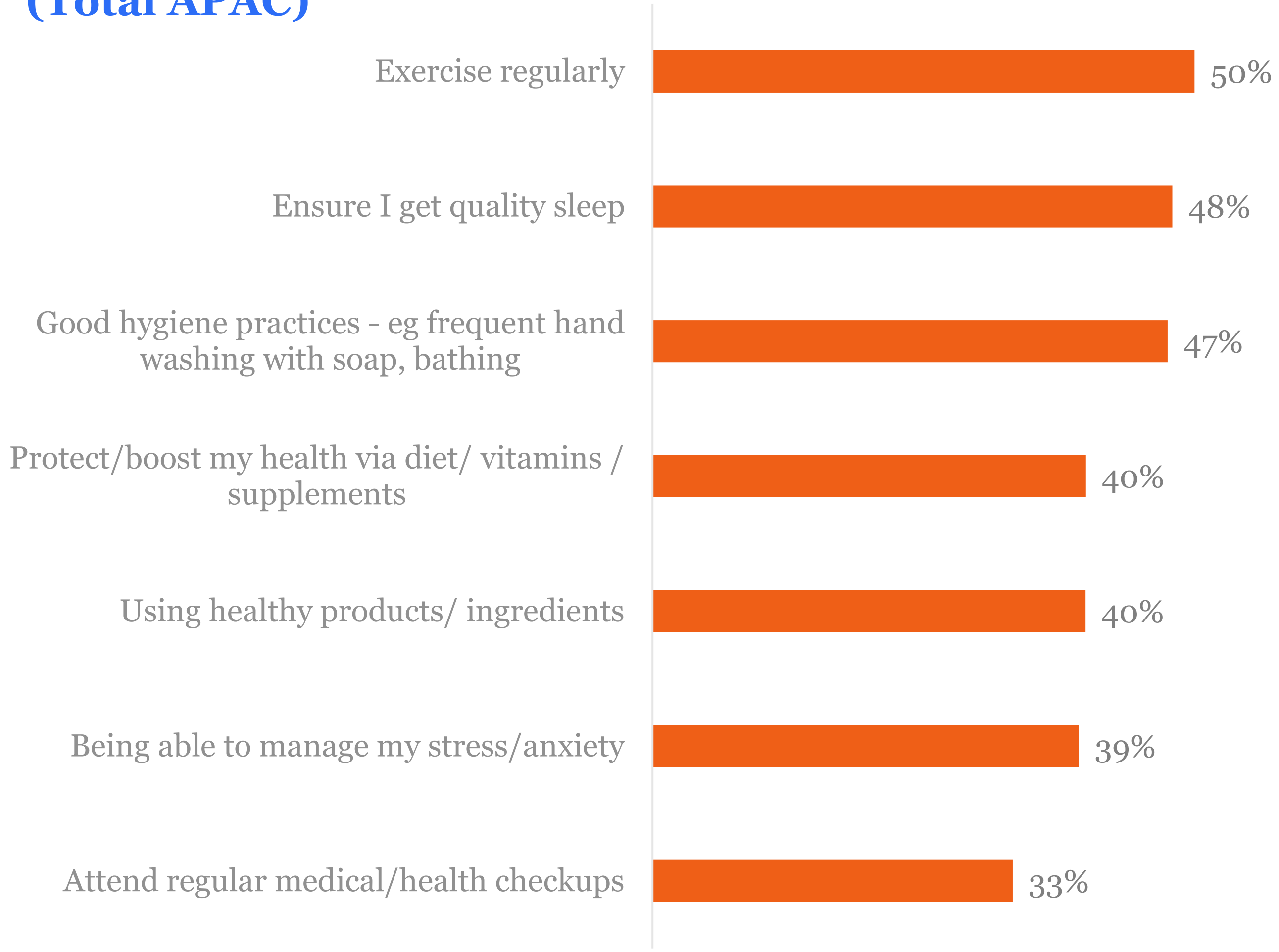
REUTERS

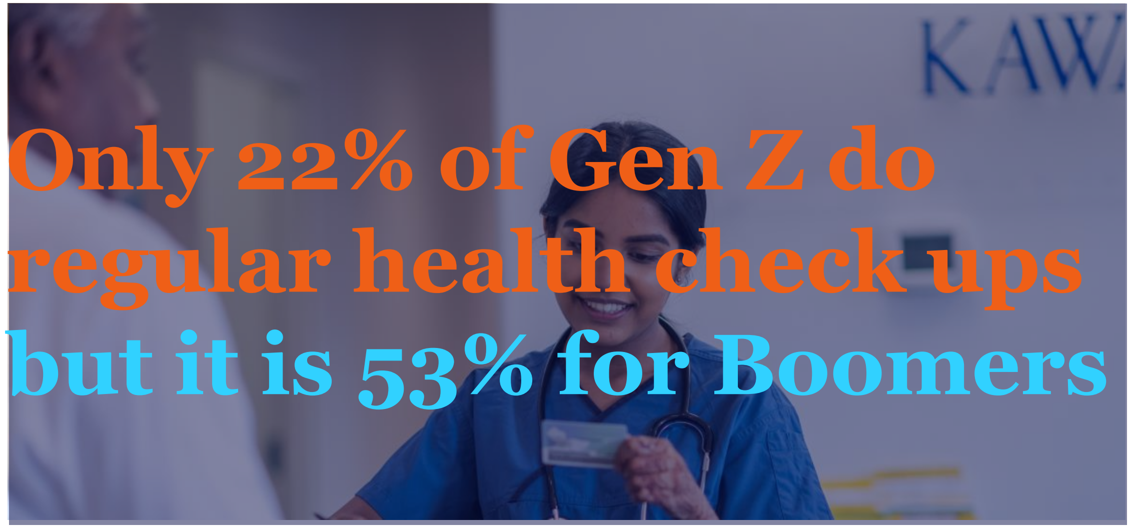
Australia passes social media ban for children under 16

Source: NielsenIQ APAC State of Health Report November 2024, [Video | Is it possible for people in Asia to adopt a 4-day working week? | South China Morning Post] [Australia passes social media ban for children under 16 | Reuters]

Health supplements and preventative care will provide an opportunity for further growth

Q. What healthy activity do you do on a regular basis? (Total APAC)

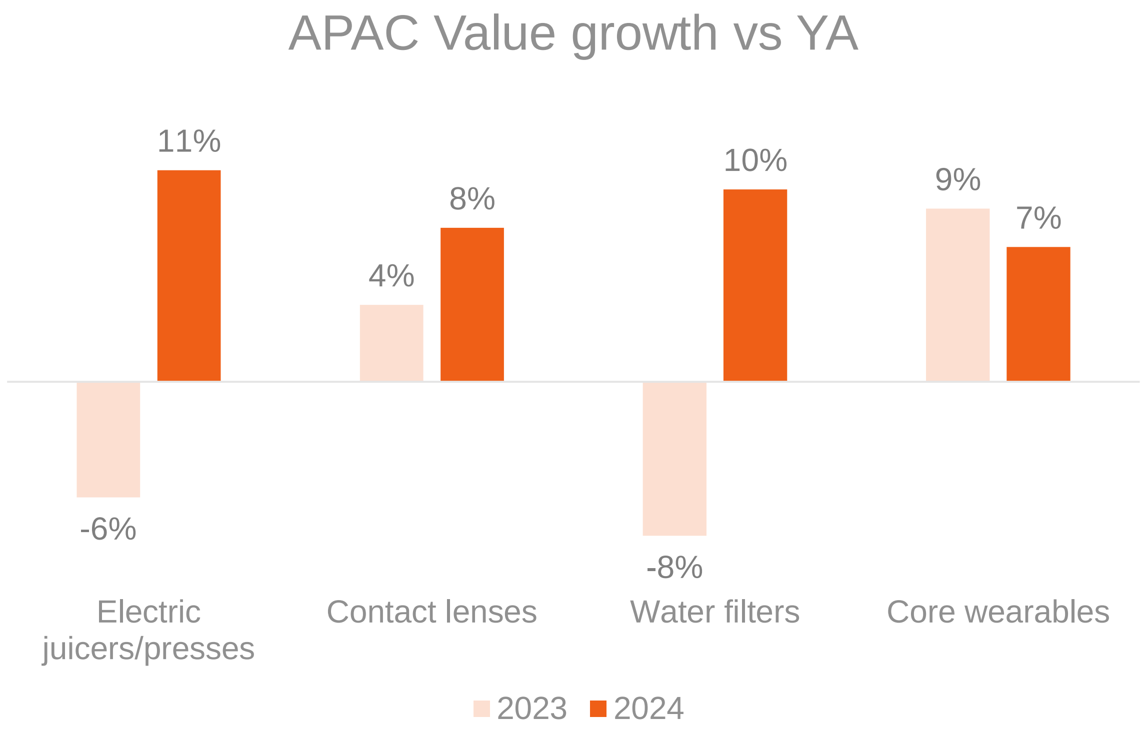




Source: NielsenIQ APAC State of Health Report November 2024

FMCG health growth will be further accelerated by consumers' knowledge from technology

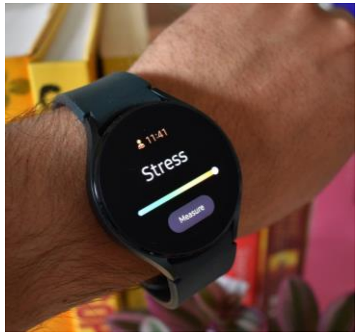
Fast growing health technology and durables



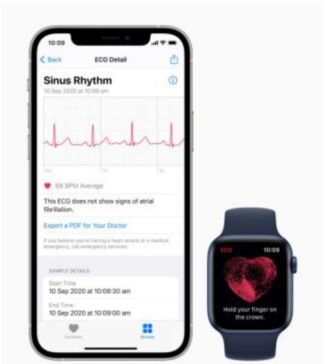
Source: NIQ Data to December 2024

Fastest growing segments with Core wearables

Blood oxygen saturation (SpO2)



Stress Levels (Electro dermal activity)



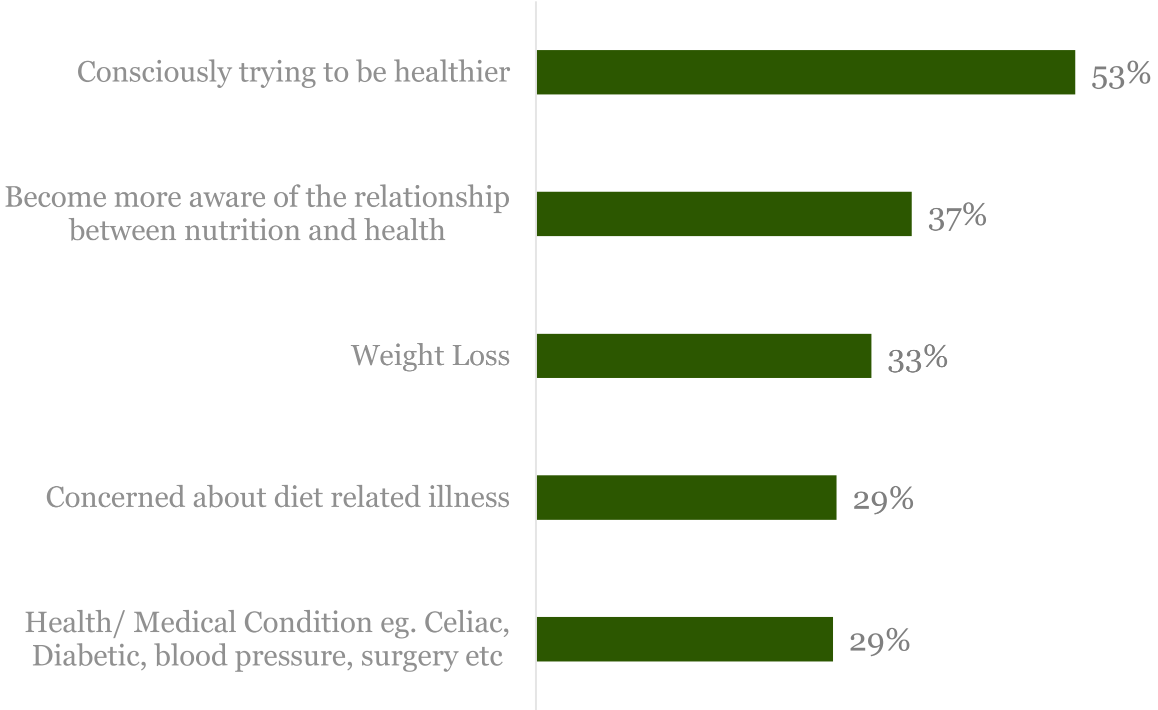
Electrocardiogram (ECG)

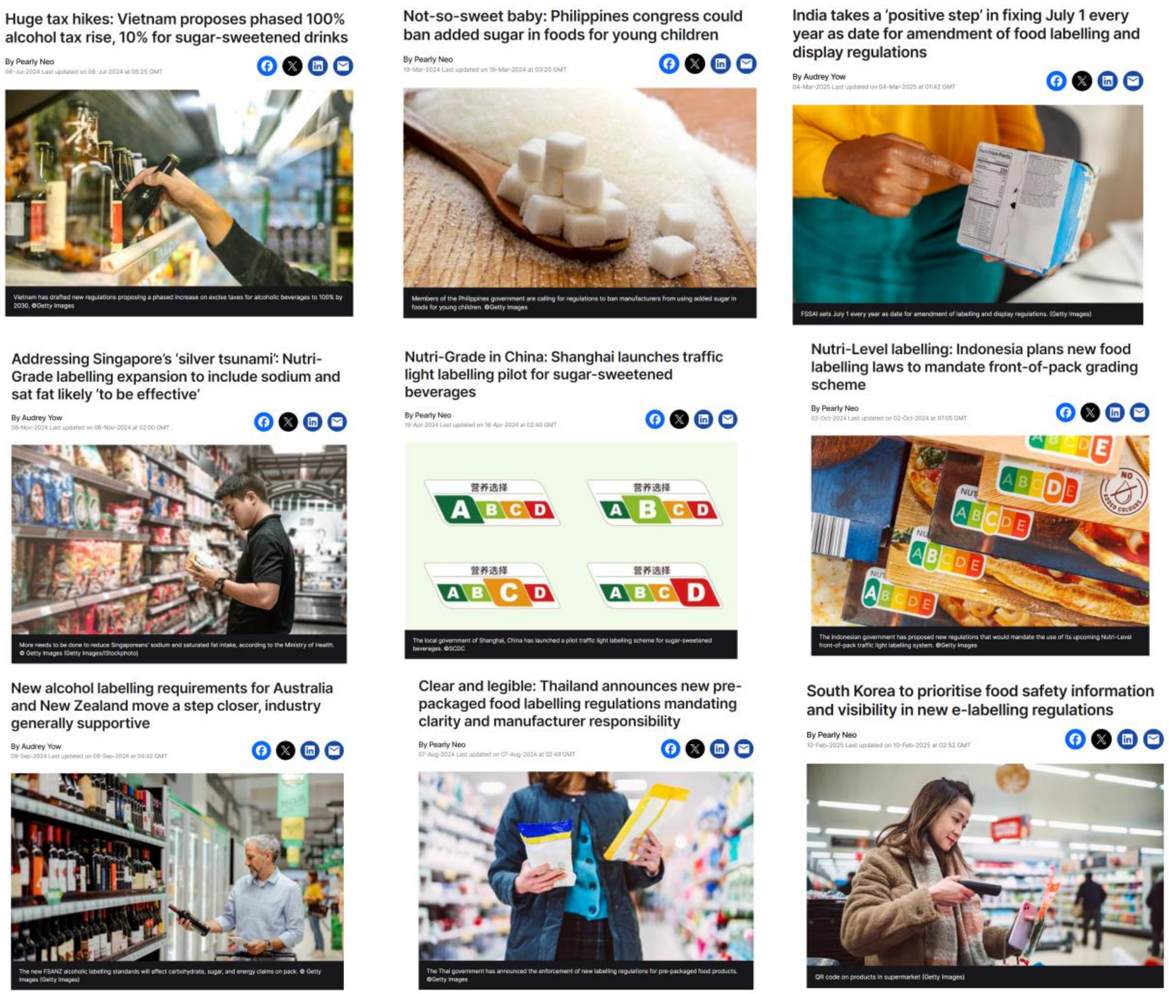
Body composition measurement

Furthermore, regulations will expedite shifts to health at a more rapid rate

New regulations have been coming through in 2024 and more to come in 2025

Q. Why do you adopt such diets or lifestyle choices? (Total APAC)





Source: NielsenIQ APAC State of Health Report November 2024 and Foodnavigator Asia

A shifting habit to a healthier beverage choice becomes a trend

…as Asian consumers are leaving Carbonated Soft Drinks and allocating their spending to more Dairy Beverages

Consumer shifts

28%
shifting gains from CSD

Yogurt Drinks

Pen TY: 46.4% (+1.4pt)

Increasing in consumption rate by 10.8%

27%
shifting gains from CSD

Cultured Milk

Pen TY: 48.1% (+2.3pt)

Increasing in consumption rate by 3.3%

30%
shifting gains from CSD

Liquid Milk

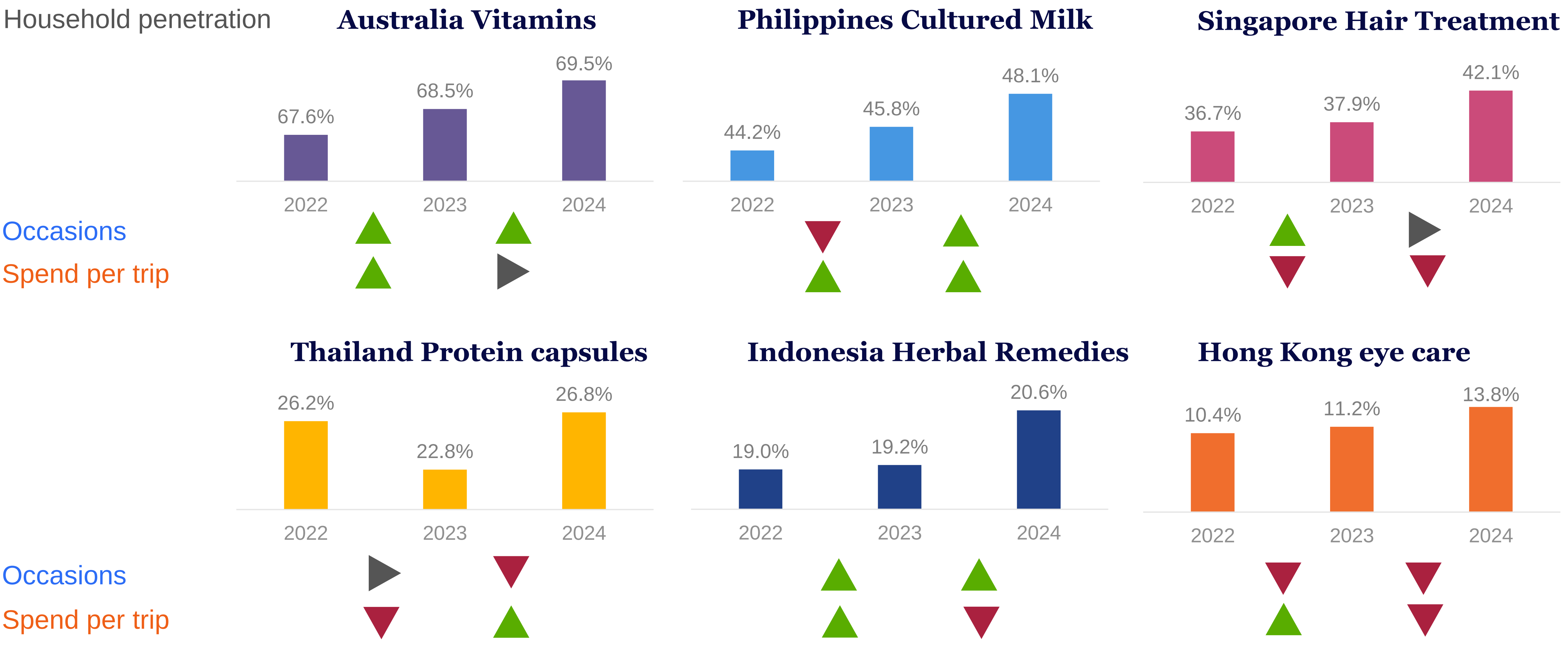
Pen TY: 79.6% (-1.2pt)

#1 brand, Ultra, is gaining +1.6pt of penetration driven by its Kids variant

Source: NielsenIQ Homescan panel Data FY 2024 vs 2023

Identify categories and segments with potential to drive more penetration

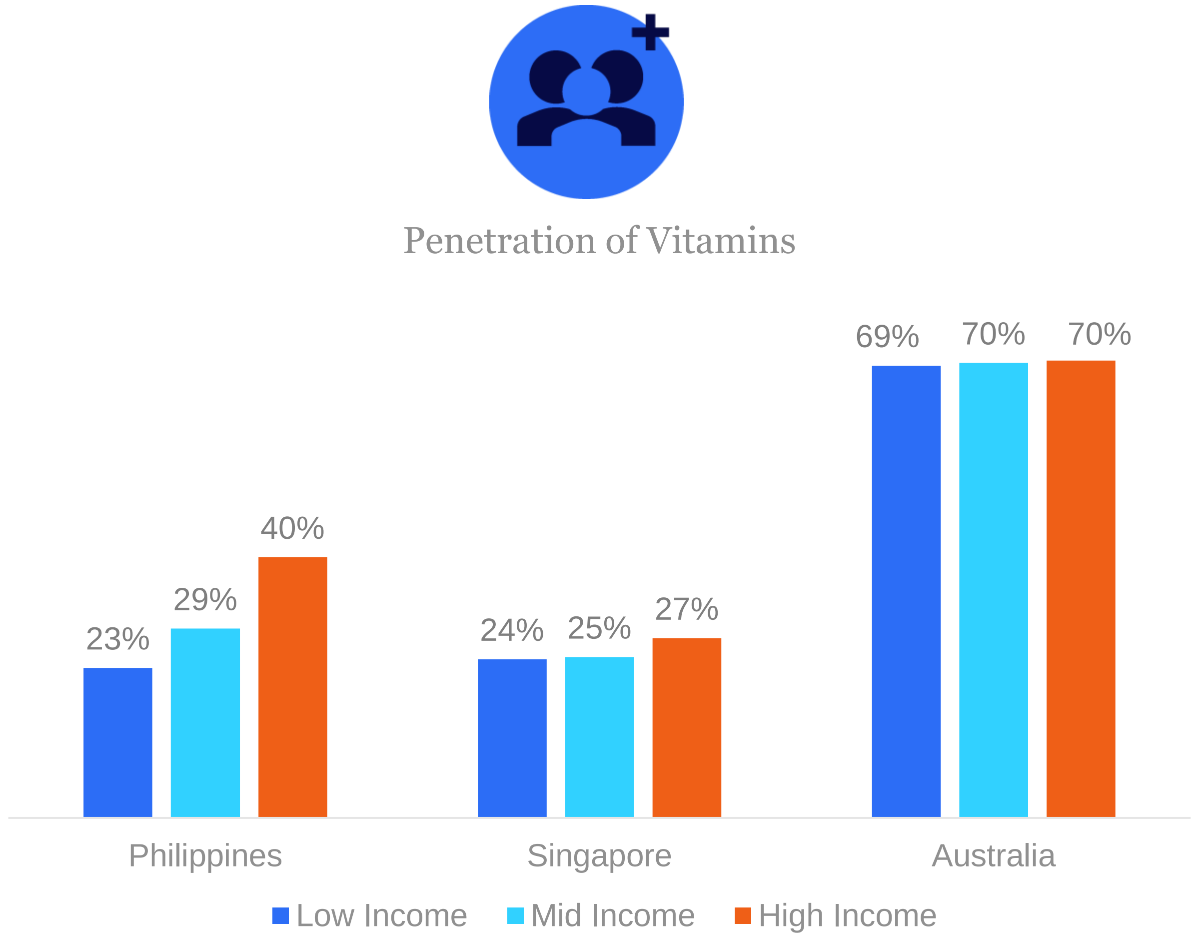
Health is on the rise and still has more potential

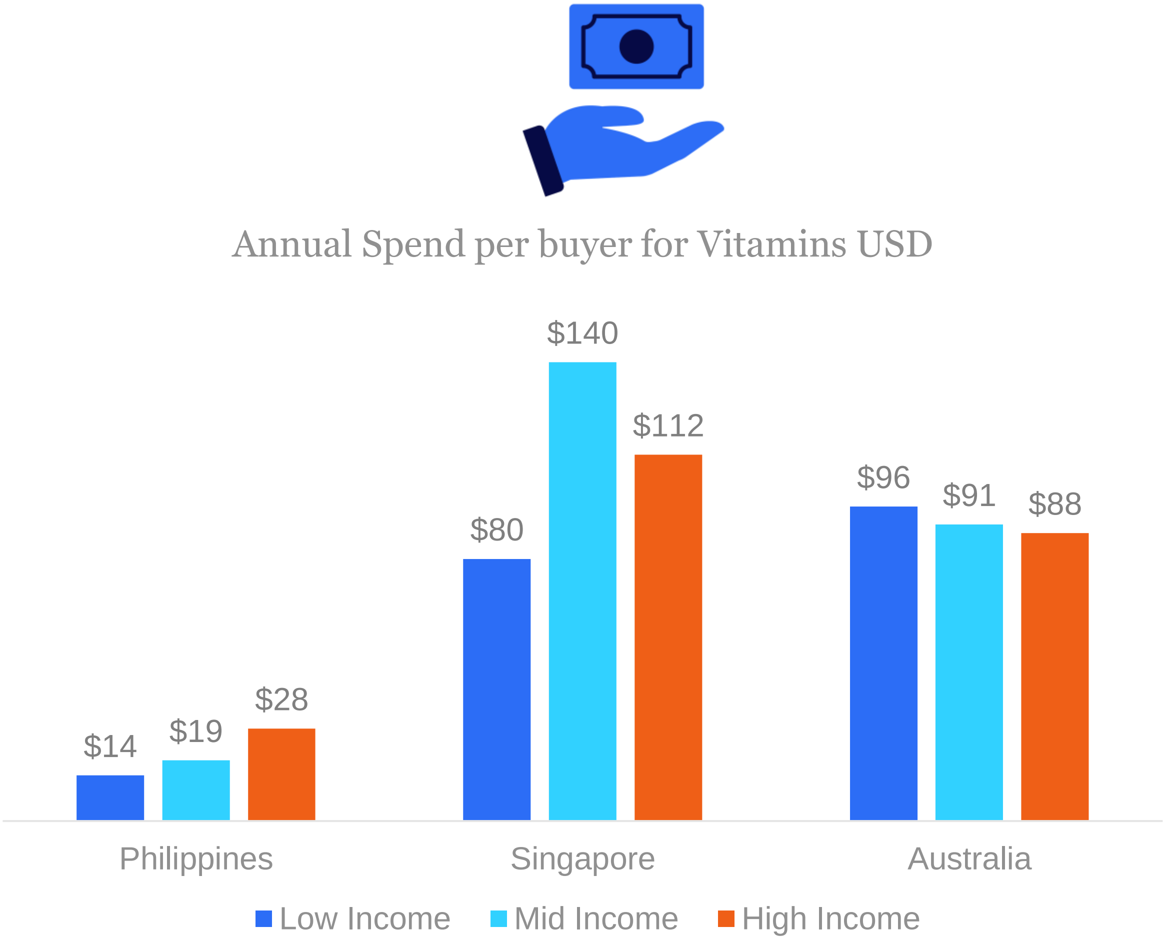


Source: NielsenIQ Homescan data to December 2024

Opportunity to drive further the accessibility of health across all income levels

In more developed markets, low income still buy vitamins at the same rate as high income households

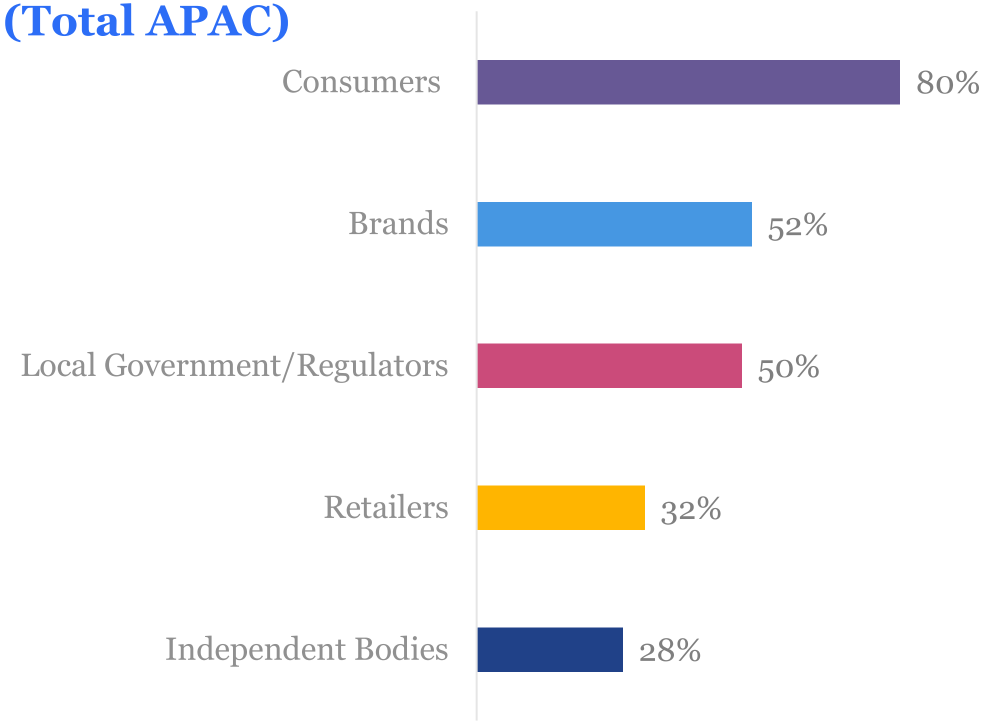




Source: NielsenIQ Homescan data to December 2024

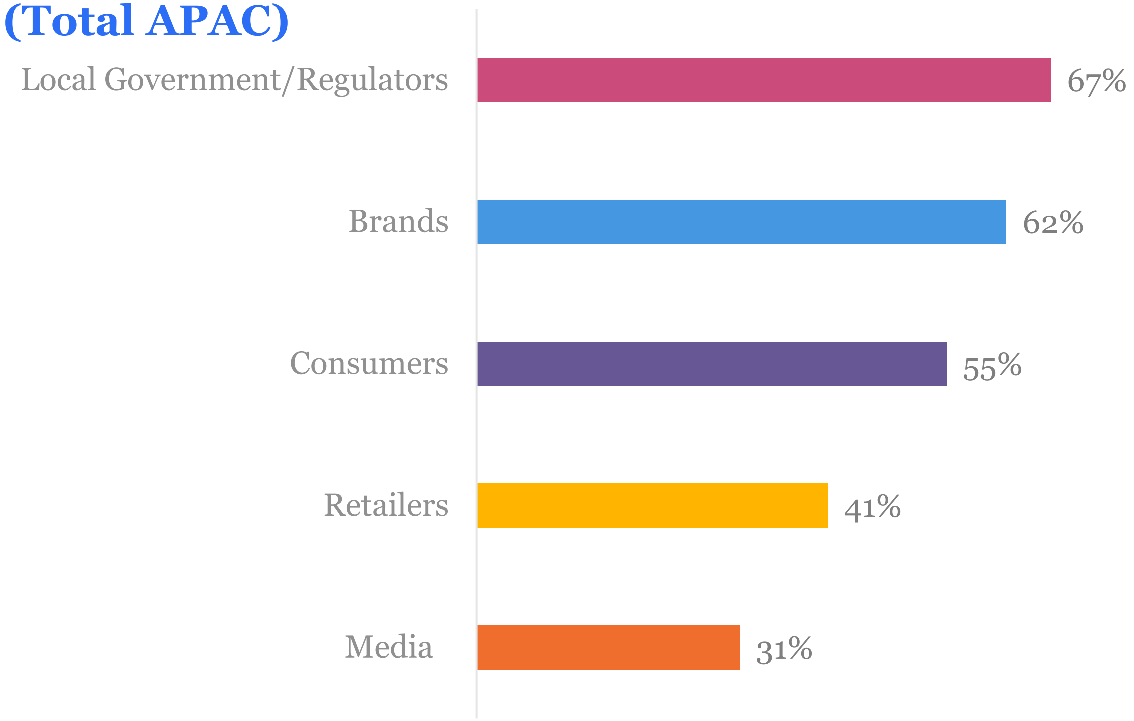
We all have an opportunity to drive healthier and sustainable consumption

Who do you think is responsible for health? (Total APAC)



In China, 82% believe brands are most responsible to drive health, whilst 76% believe it should be consumers

Who do you think is responsible for sustainability? (Total APAC)

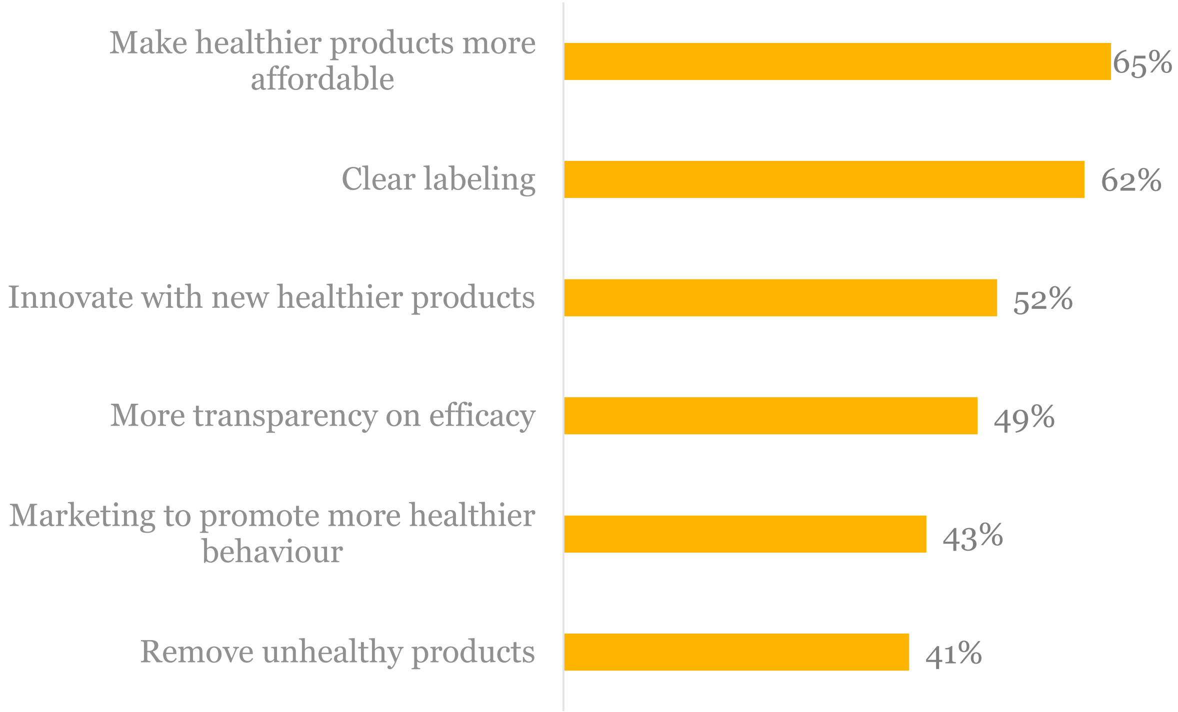


In Thailand, 46% of consumers believe that brands are most responsible for sustainability, whilst government is 44%

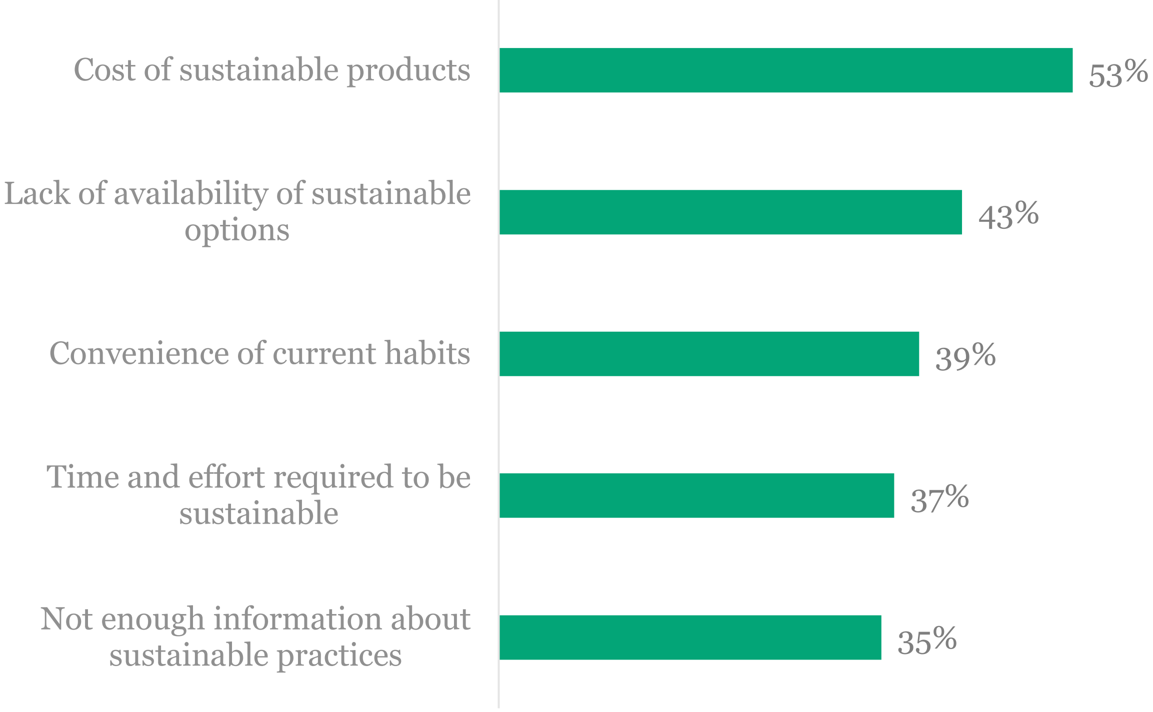
Source: NielsenIQ APAC State of Health Report November 2024

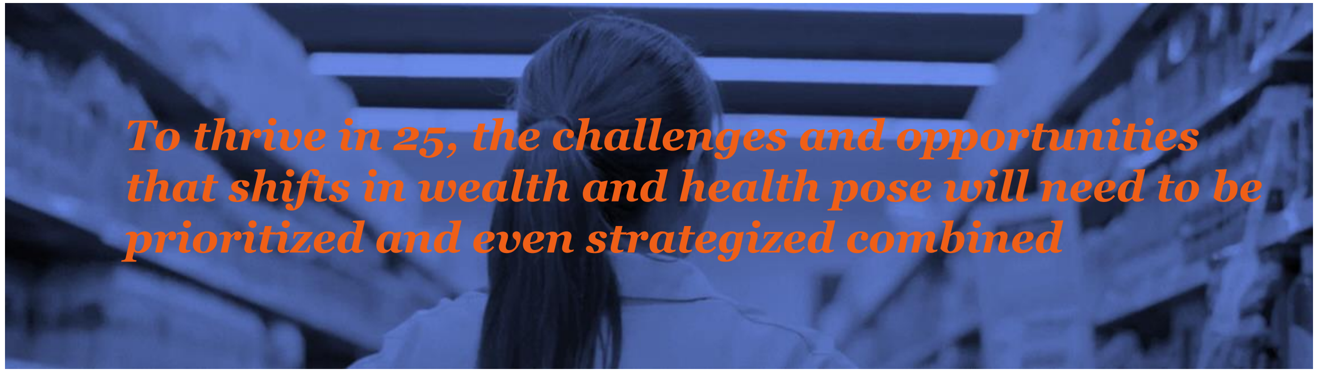
To drive a healthy life and planet, we need to make it more affordable for consumers

Q. How can manufacturers/retailers drive healthier diets?



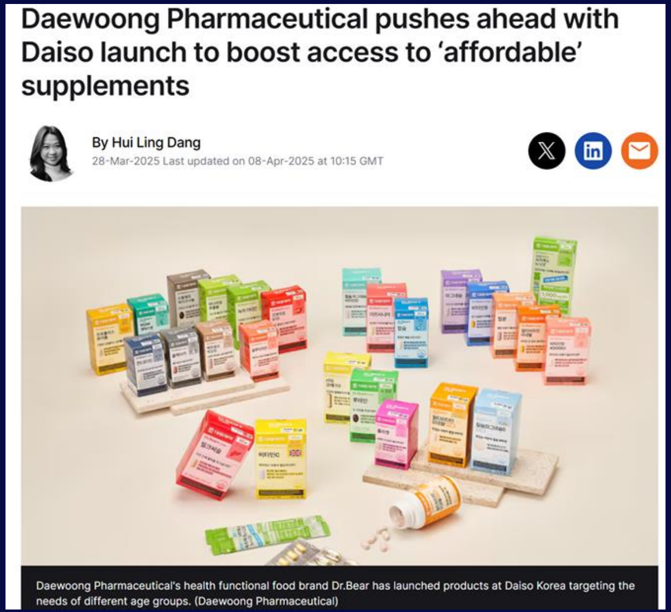
Q. What stops you from being sustainable?





Source: NielsenIQ APAC State of Health Report November 2024

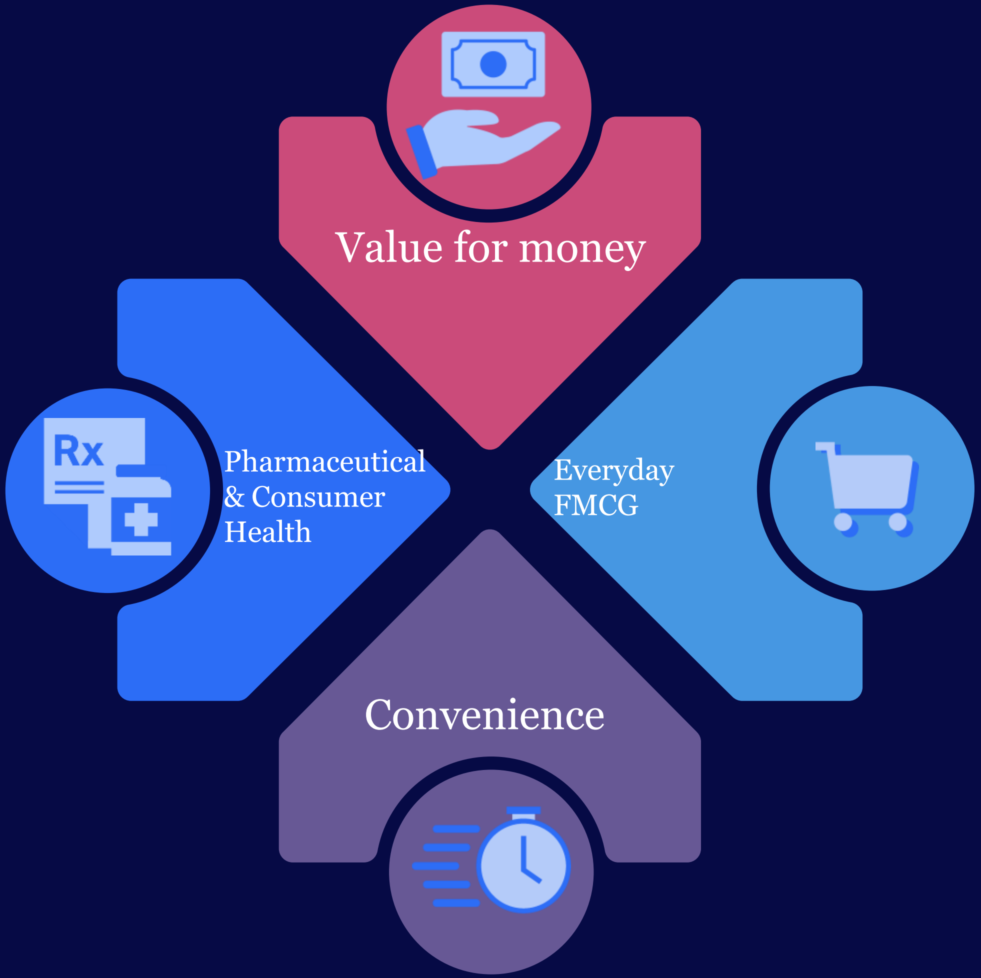
The key growth battlefield will be everyday affordable health



Daewoong Pharmaceutical pushes ahead with Daiso launch to boost access to 'affordable' supplements

By Hui Ling Dang
28-Mar-2025 Last updated on 08-Apr-2025 at 10:15 GMT

Daewoong Pharmaceutical's health functional food brand Dr.Bear has launched products at Daiso Korea targeting the needs of different age groups. (Daewoong Pharmaceutical)



Pepsi Co Buys Prebiotic Soda Brand Poppi For Nearly $2 Billion

By Clara Ludmir, Contributor. Clara covers evolving consumer and retail trends. Follow Author

Mar 17, 2025, 01:30pm EDT

Share Save

- Daewoong Pharmaceutical pushes ahead with Daiso launch to boost access to 'affordable' supplements
- PepsiCo's $1.95B Acquisition Of Poppi Is A Lesson For All Marketers

How to Thrive in 25 with NielsenIQ

Distribution

Physical Availability from RMS, Penetration from Consumer Panel and Golden store analytics to find the right stores to enter

Unit Rate of Sales

Understand Shopper trends from Retail Pulse & sentiments from our Trade Tariff reports

Volume Price

Price and Promotion analytics

Unit Weight

Line and price optimizer

24

You can't buy what you can't find

Drive distribution to help grow penetration as that's *"How brands grow"*

Give consumers what they want & need

Value for money, convenience and health will drive volume in 2025 & beyond

Don't blindly increase price

Price elasticities will be key to ensure navigating trade tariff impact

One size doesn't fit all

Innovate with smaller packs at lower prices and larger packs with economies of scale to help consumers

NielsenIQ

Thank you!

NielsenIQ