NielsenIQ

# Find your next Market Trend:

## *Navigating Uncertainty and Unlocking Growth in the FMCG and Tech & Durables Industries*

insight summit 2025

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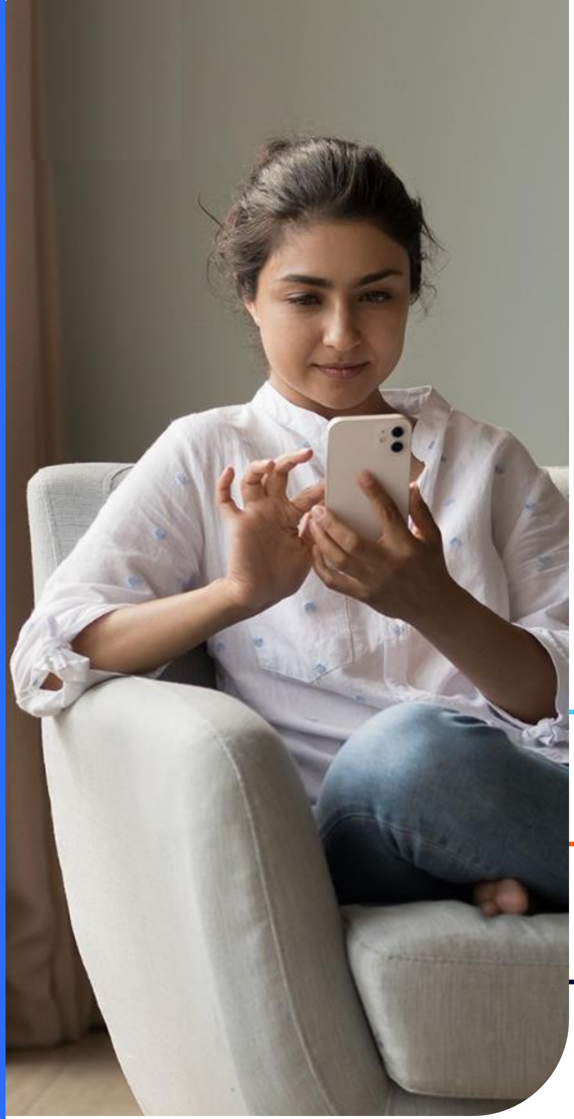
# Heading into 2025

The state of consumers is *determined*



Spending is being directed to where it matters most in the great ***shift from cautious to intentional consumption***.

RESILIENT

CAUTIOUS

INTENTIONAL

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# 5 Factors of Influence

*What's changing the tides for FMCG and Tech & Durables?*

- Competing Priorities
- Post-Pandemic Buying
- Impact Construction Business
- Supply Chain Stability
- Impact Trade Tariffs

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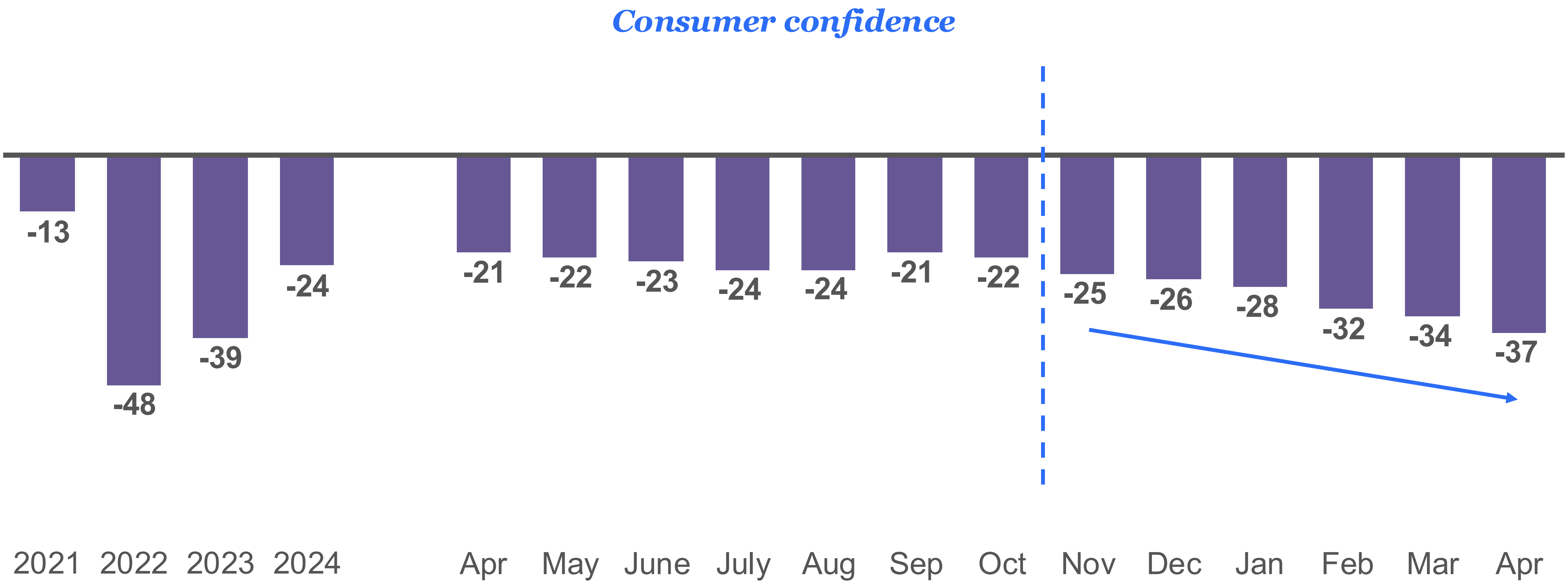
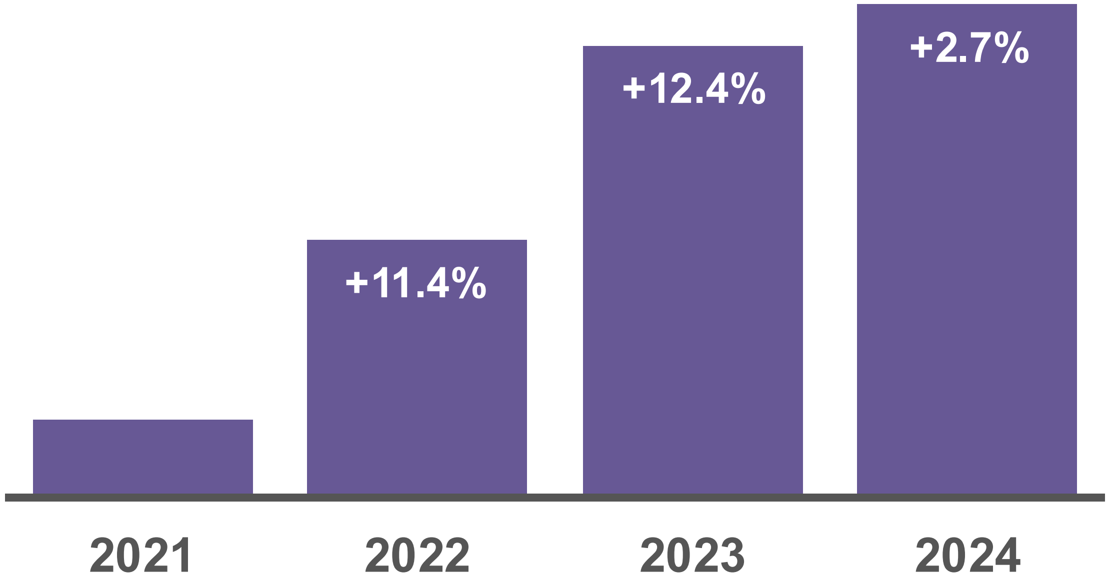
# Since end of 2024, CBS consumer confidence in NL is decreasing again




Source: CBS

# Although inflation is decelerating, the compounding effect of inflating still causes a big reduction in purchasing power.

## Annual % Increase in prices on the overall NL shopping basket




**€100** — **€128**

**Consumers are paying 28% more on FMCG vs. 2021**

Source: NIQ NL Scantrack Supermarket | Based on basket of > 36.000 products sold in NL Supermarkets | Based on non-promo prices
EAN's included represent a MAT value of €23.9 Bln. Excluded categories are Tobacco, Fresh categories with variable weight (fruit, vegetables, meat, bread, cheese) and general merchandise.
Selected products items have at least 1K Euro sales every single 4-weekly period over the last 2 years.

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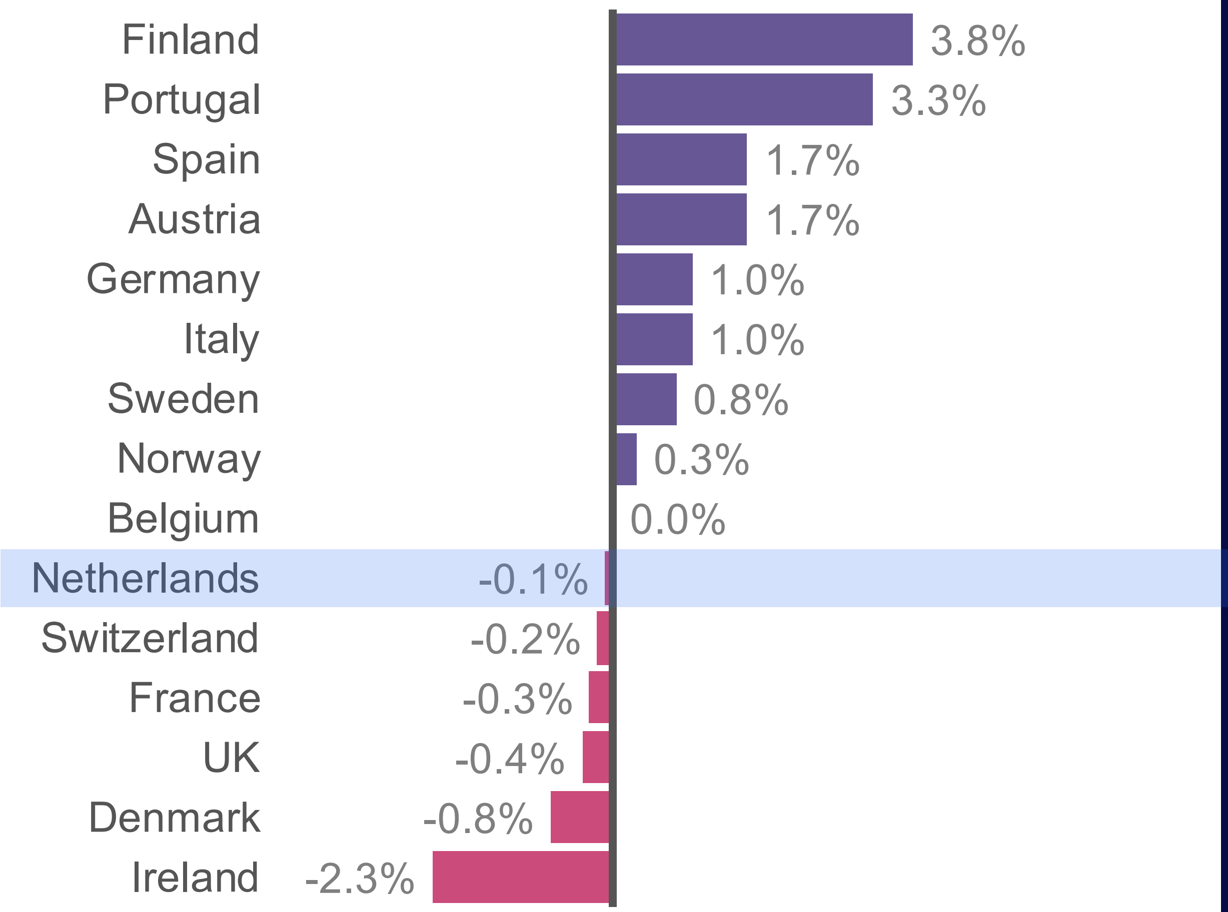
# Majority of WE countries are recovering FMCG volume in a better pace…

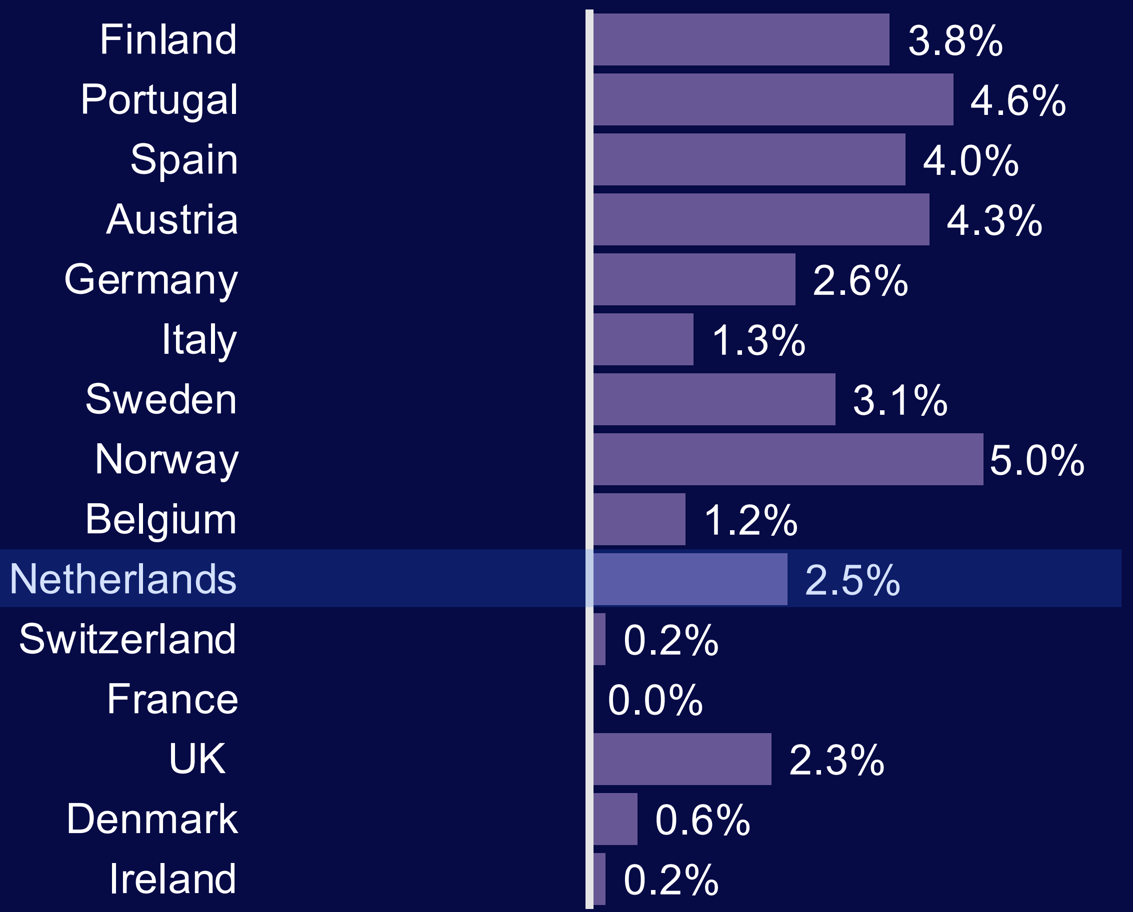
*% Unit growth | MAT Q4 2024 vs. Year Ago*




Source: NIQ Global Strategic Planner | Data up to Q4 2024 | West-Europe | Scope may very from local level
All countries include Tobacco, except NL | NL is based on Supermarkets only excluding Tobacco

# …but most still spending more for less

*% Value growth | MAT Q4 2024 vs. Year Ago*

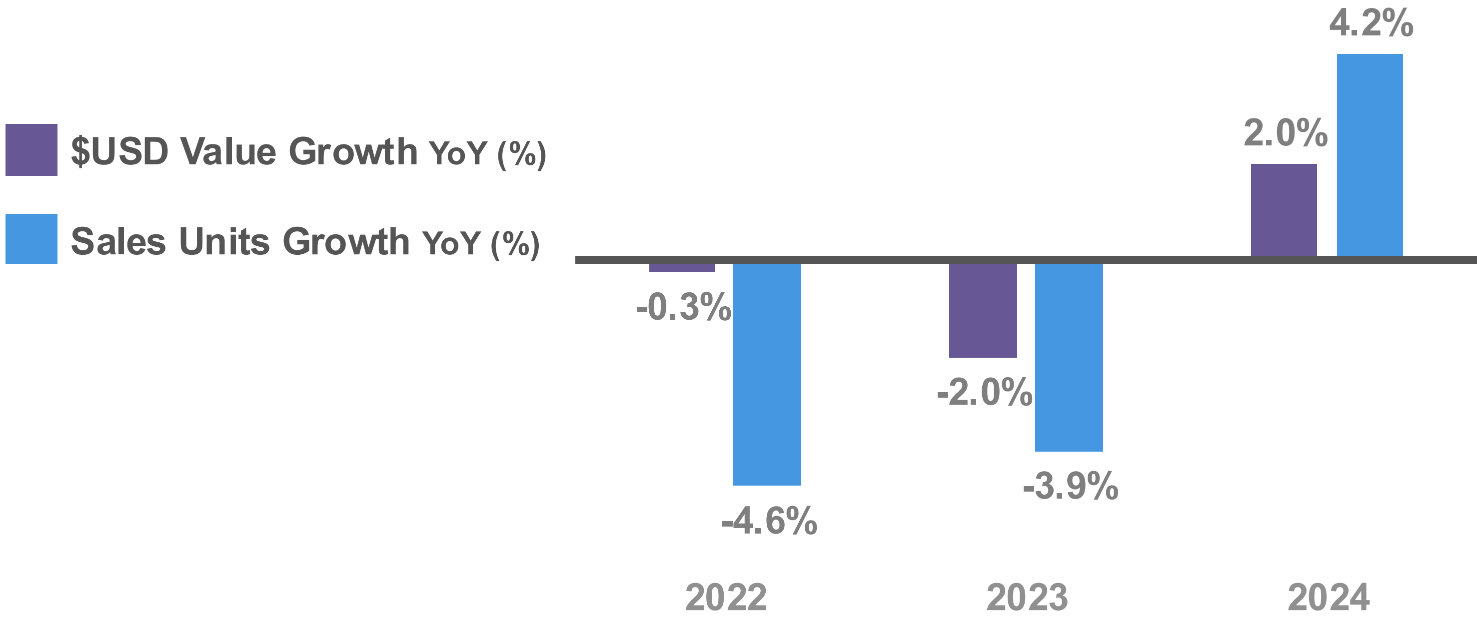


# T&D back to value growth

Prices decreasing after 2 years of increasing prices

## *Netherlands | Consumer Tech and Durables (T&D)*

Full year (Jan – Dec)



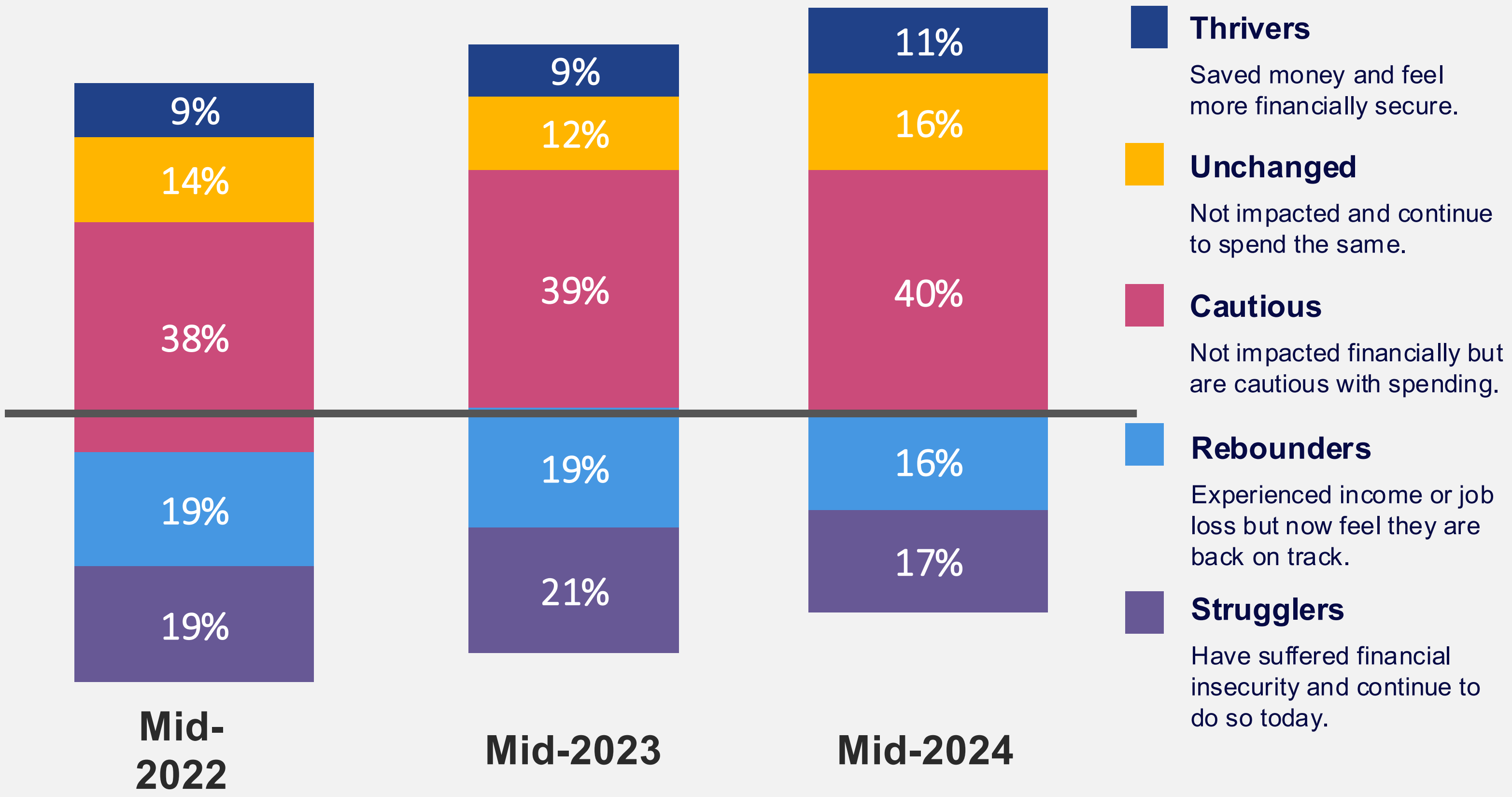

| | | | |
|---|---|---|---|
| ***Tech and Durables price growth*** | +5% | +2% | -2% |

Source: GFK POS data

# More European consumers shift into financially secure stability

*2023: 21%*

*2024: 27%*




Q: Which of the following best describes how current events* of the last few years have impacted your overall household financial situation?
*Note: Question phrased more specifically to COVID-19 impact in June 2022
Source: NIQ 2024 Mid-Year Consumer Outlook | Europe, vs. Mid-2022 and Mid-2023 studies

# 2025 wallet intentions reinforce the shift from a cautious to purpose-driven spending mindset

Intentional consumers prioritize at-home, planned, and waste-avoidant spending.

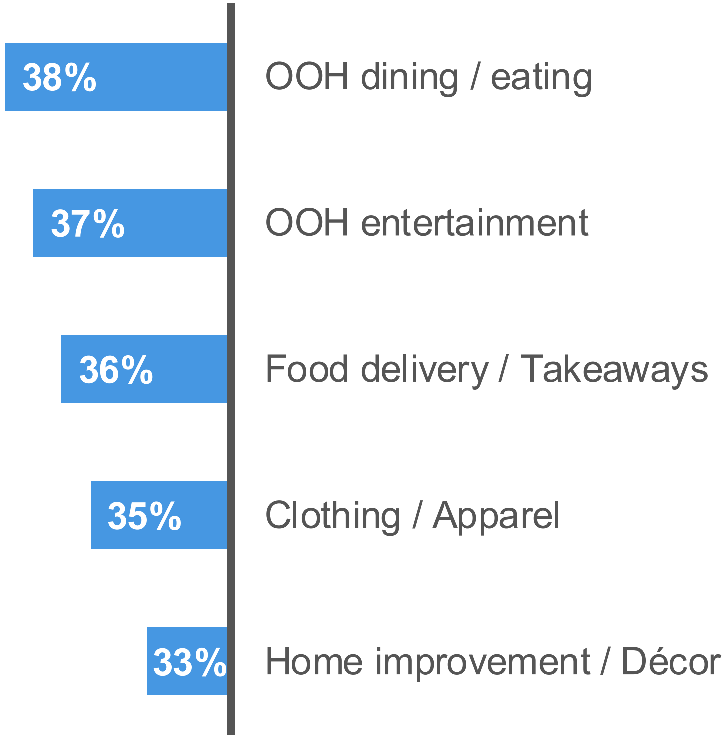
### *Pragmatic consumers Spending Intentions*

**54%** avoid waste, only buying what will be used

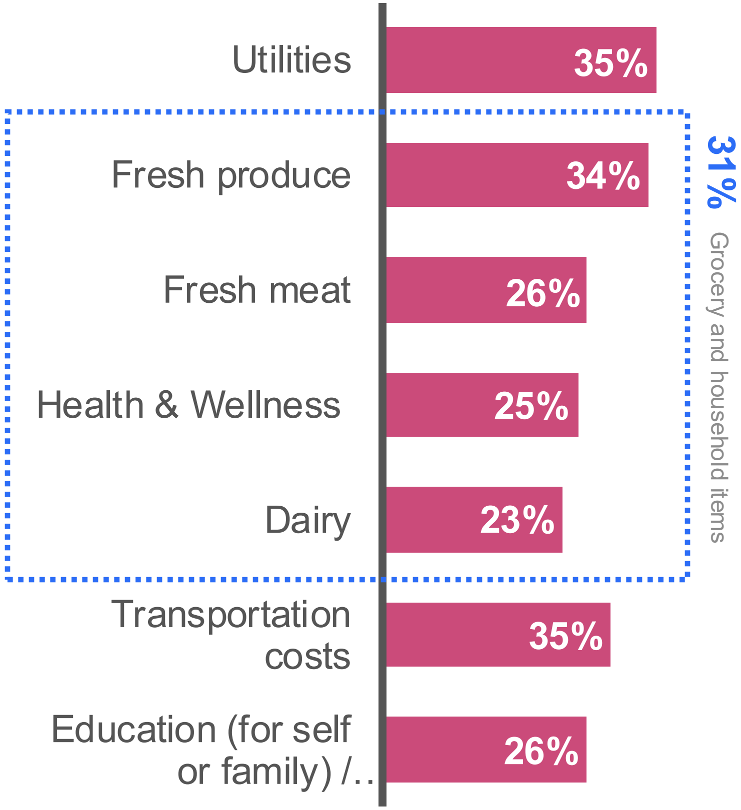
**43%** spend more time at home, going out less

**41%** plan ahead before shopping to manage spending

### *Spending Less*

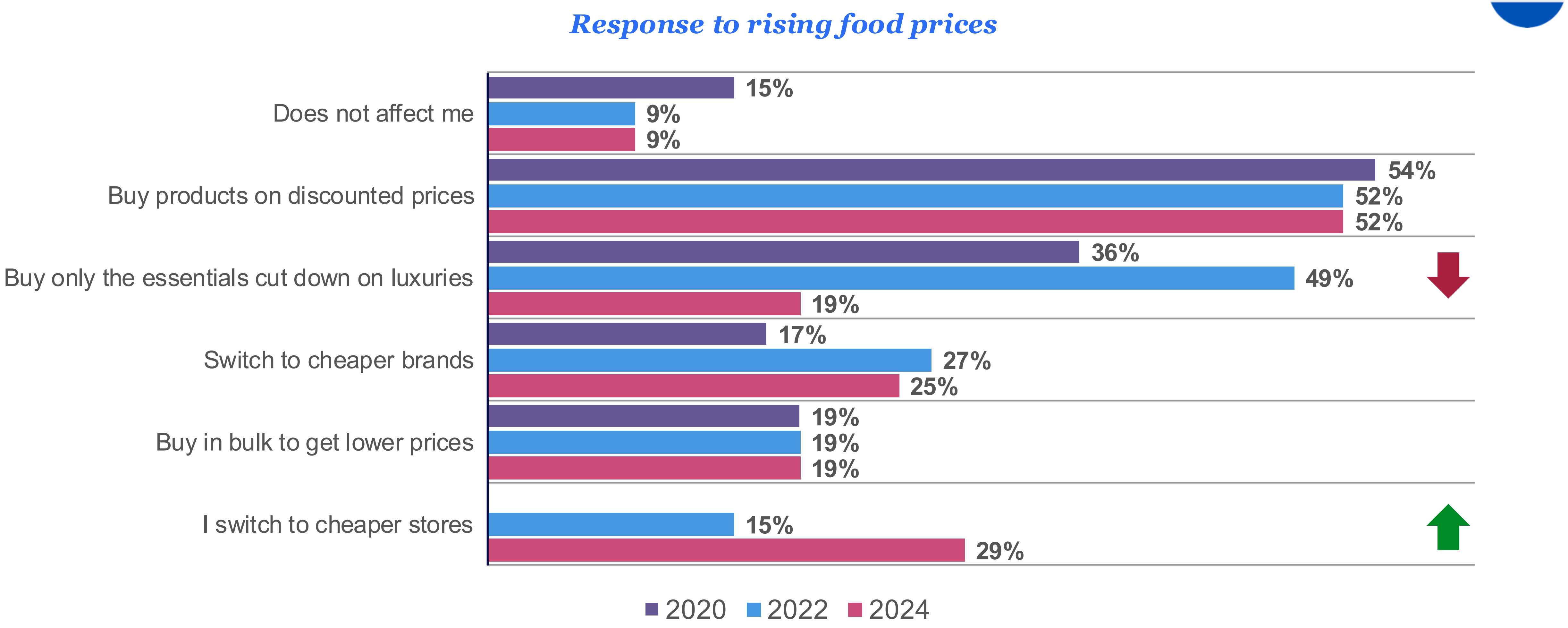



### *Spending More*




Source: NIQ 2024 Mid-Year Consumer Outlook, Global. Interpreted as: "38% of global respondents plan to spend less on out-of-home (OOH) dining and eating in the next 12 months.

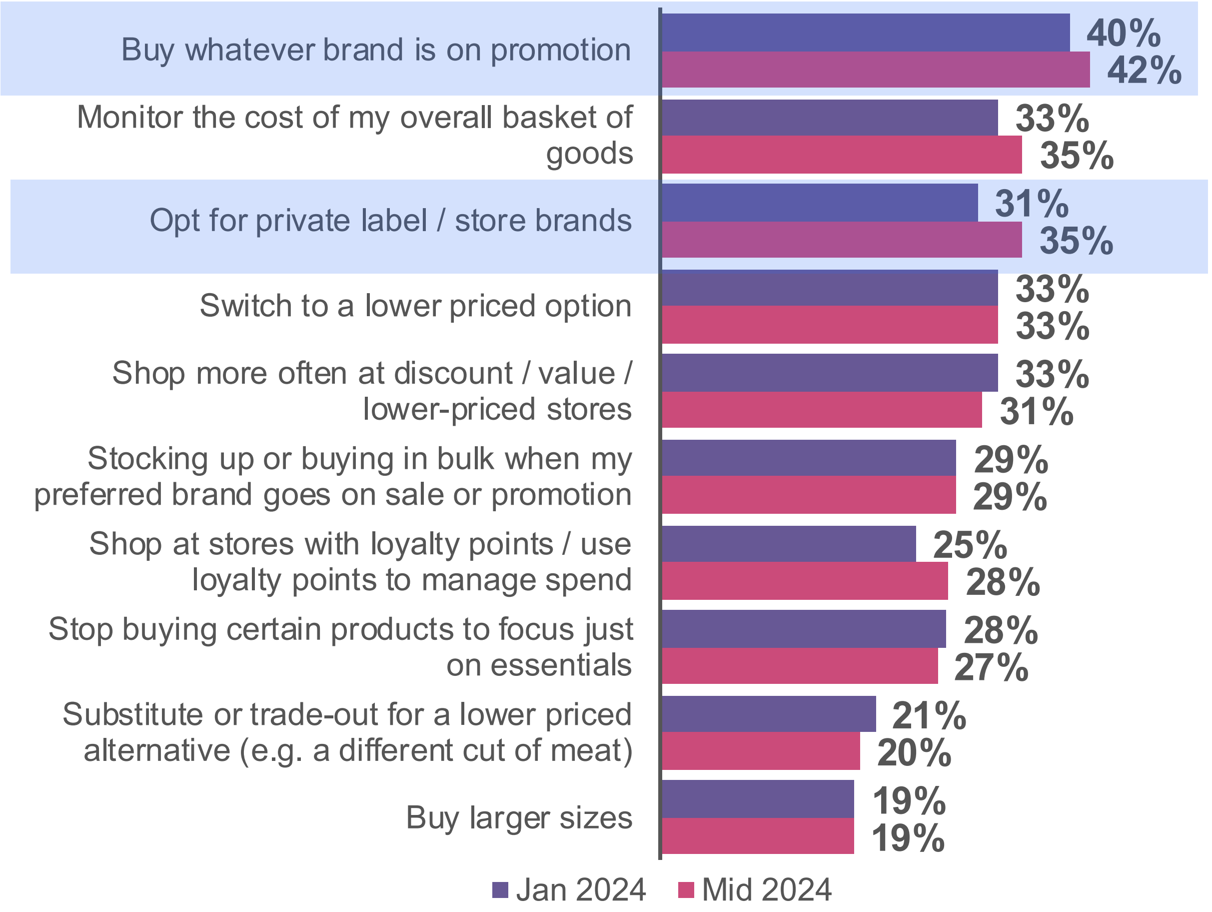
# NL grocery shoppers don't want to cut down on luxuries anymore, but also increasingly switch to cheaper stores




Ref. Q125 Which of the following best describes your response to rising food prices?
Base: all who claim that food prices are increasing 2020 (n=1092), 2022 (n=1244), 2024 (n=1186)
Source: NielsenIQ GfK ShopperTrends Netherlands, November 2020//2022/2024

# Promotion remains the #1 saving strategy, preference for lower-cost-per-use “bulk” savings

## *Top 10 consumer saving strategies - Europe*




## *Assortment can influence pure pricing decisioning*

***Lower cost / use***

**65%** say they’re switching to **buy more large, bulk pack sizes** of their product of choice

***Lower cost to buy***

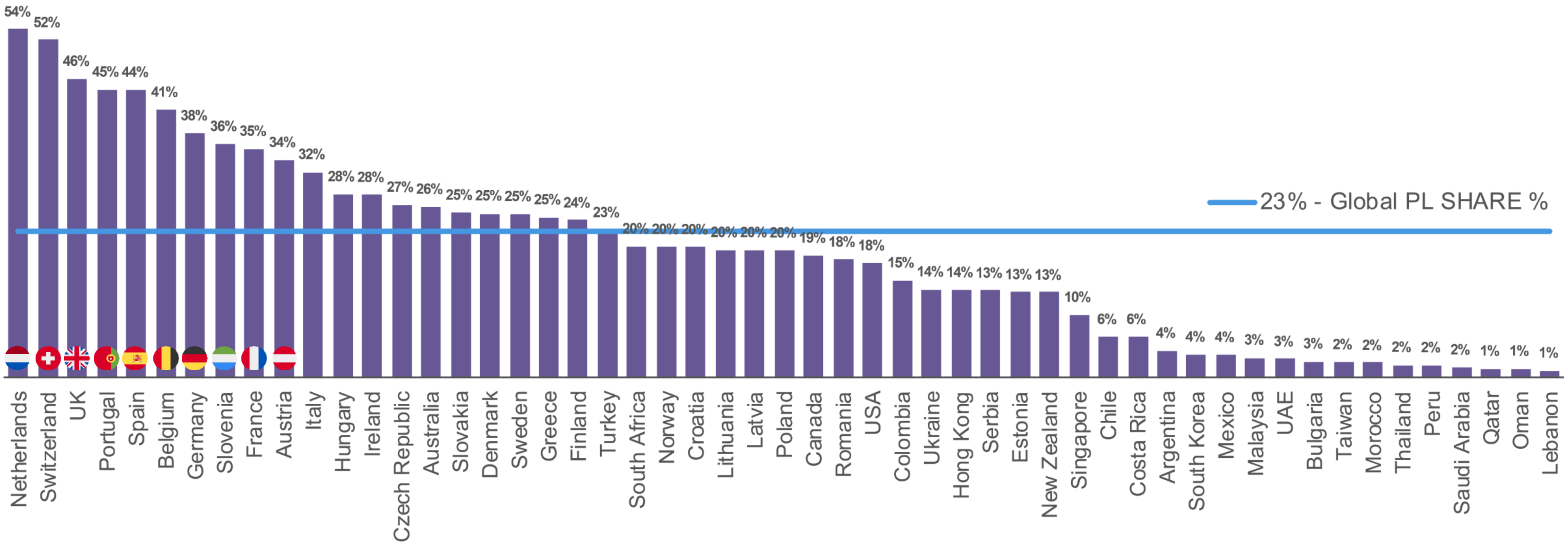
**52%** say they’re switching to buy more of the **smaller pack sizes** of their products of choice

Source: NIQ 2024 Mid-Year Consumer Outlook, Europe

# Strongest markets for Private Label are in Western Europe | NL Highest share in FMCG

***Global private label***

Value % share (top markets ranked on share >1%) MAT TY

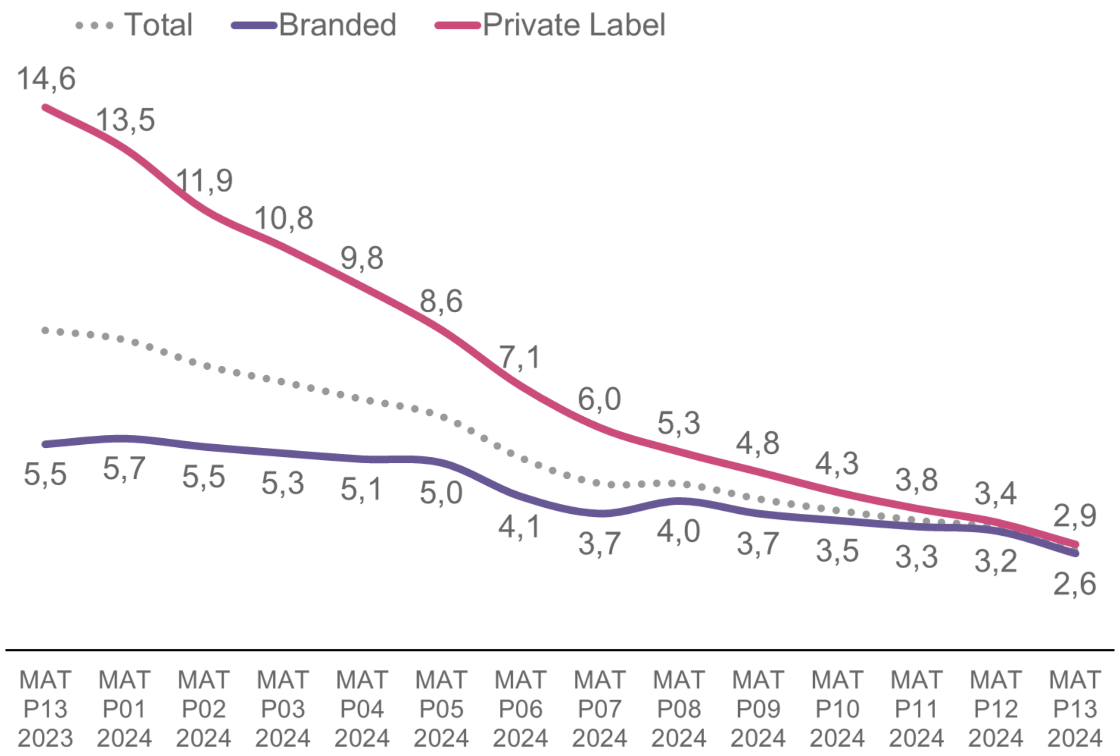



Source: NielsenIQ RMS data up to Q3 2024

# The growth gap between FMCG Private Label and Branded has been narrowing in 2024

***Branded and Private Label - excluding Fresh***

**% Value sales change vs YA - Roll MAT**



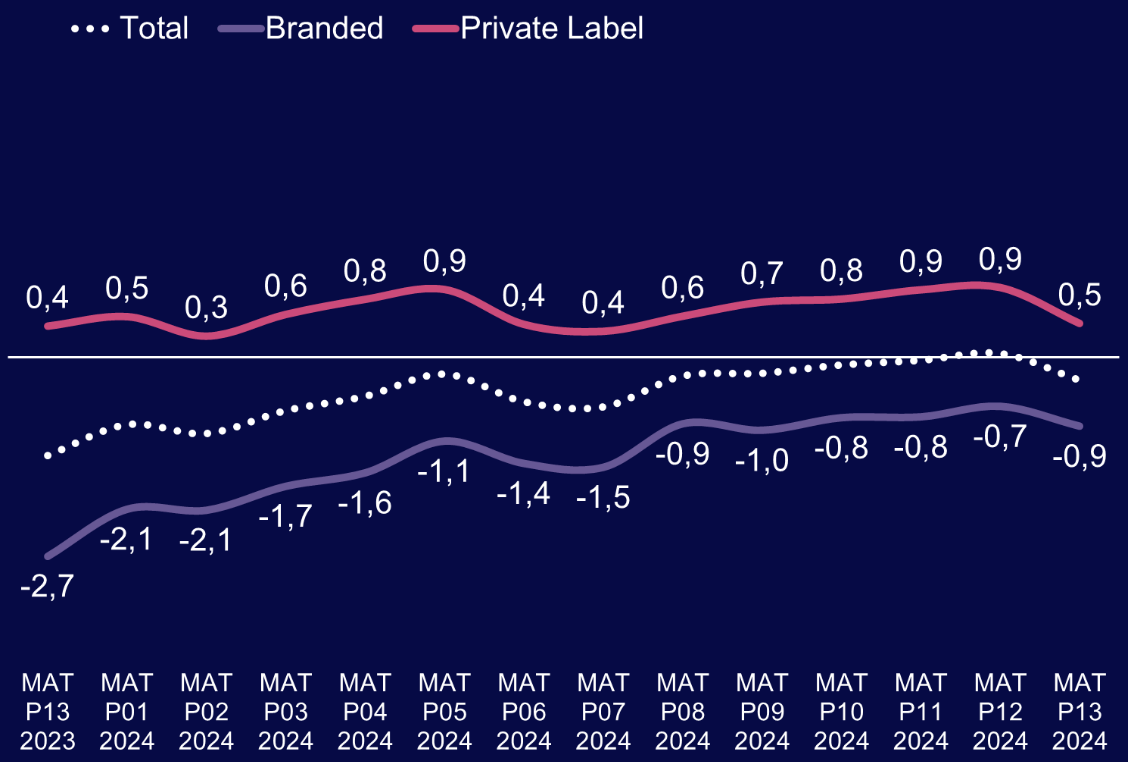

Branded: Total minus Private Label

Source: NIQ NL Scantrack Supermarkt | Supergroups: Frozen Foods / Ambient / Personal & Health Care / Home Care

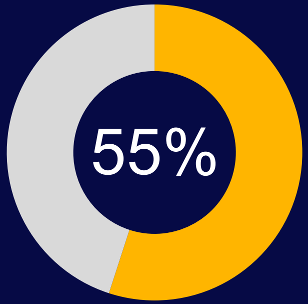
# The gap is also getting closer in terms of units

***Branded and Private Label - excluding Fresh***

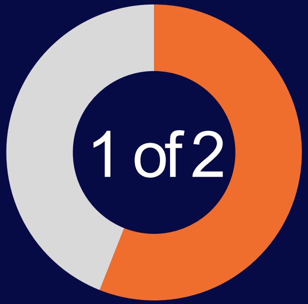
**% Units sales change vs YA - Roll MAT**



# Promotions play a key role on brands resurgence




of NL categories increase % units on promotion




NL categories (56%) fail to grow unit sales despite higher sales on promotion

Source: NIQ NL Scantrack SM/D/P winkels | all categories >5 billion | YTD wk 18 2025 vs YA

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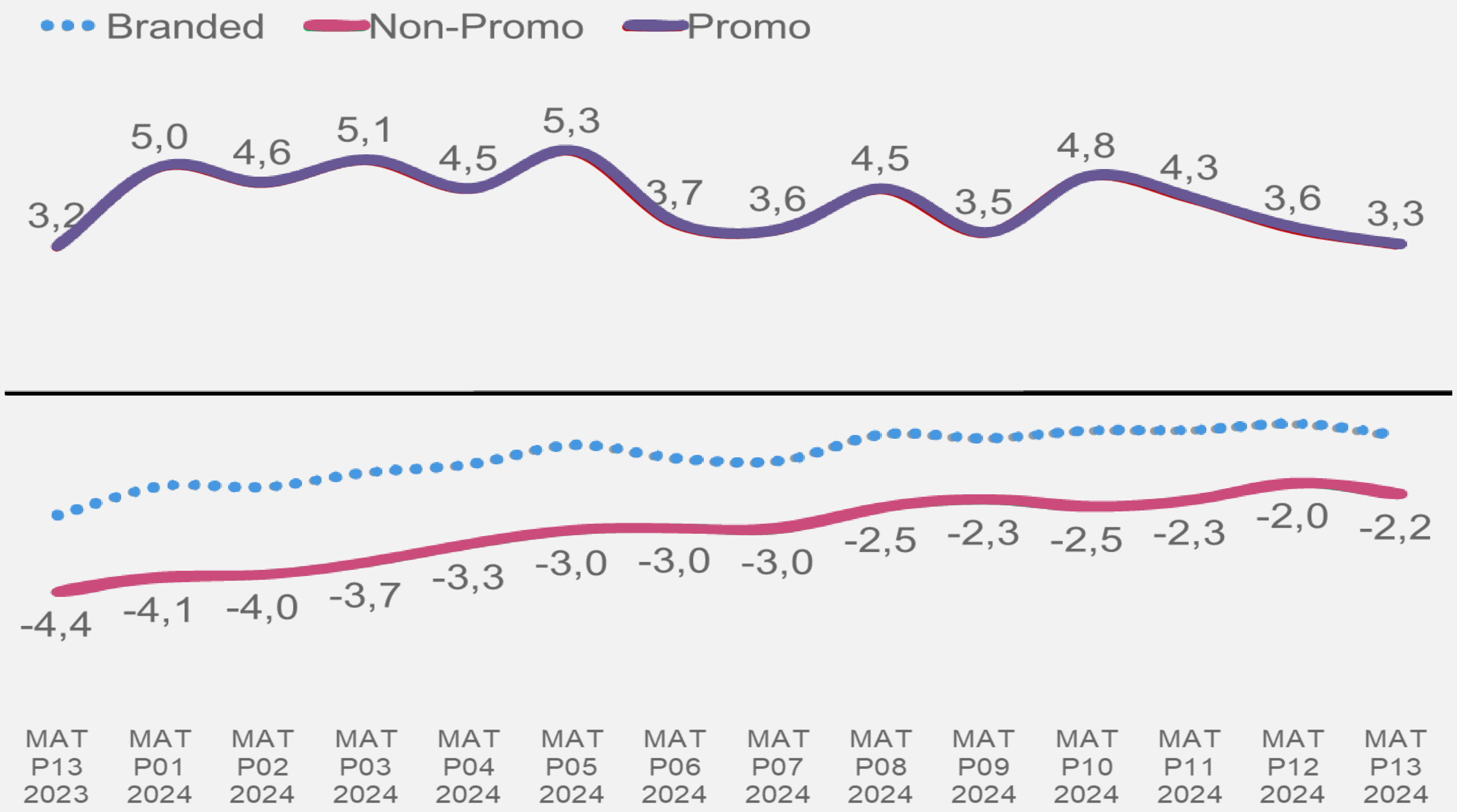
## % Chg promo units keeps outgrowing non-promo in FMCG

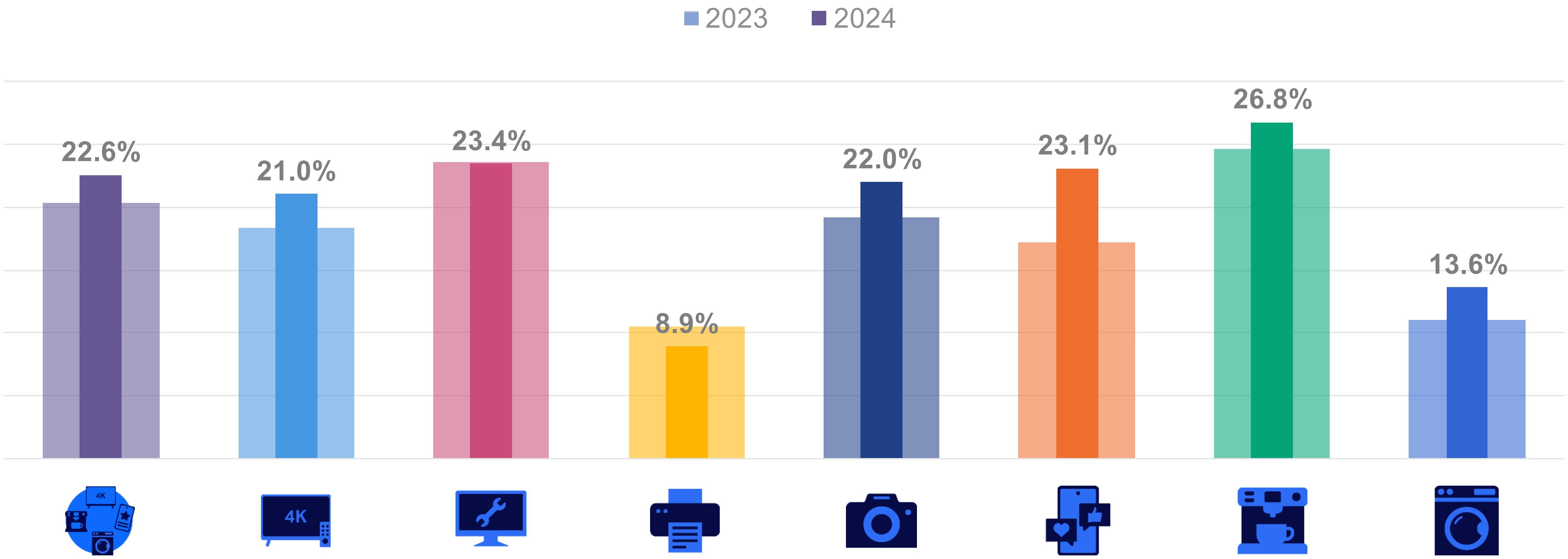
***Branded - excluding Fresh - % Units change vs YA - Roll MAT***




Branded: Total minus Private Label
Source: NIQ NL Scantrack Supermarkt | Supergroups: Frozen Foods / Ambient / Personal & Health Care / Home Care

# Promotional pressure increased within T&D

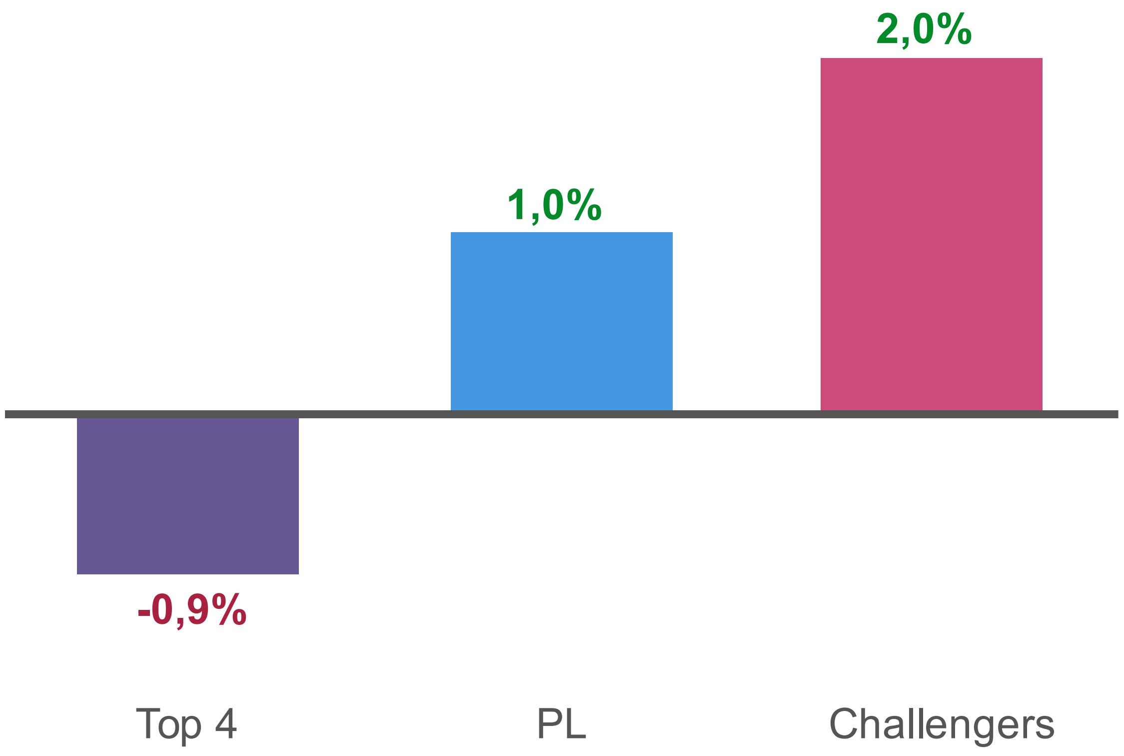
*Netherlands | Consumer Tech and Durables Units sold with 10% price discount*




Source: GFK POS data

# FMCG Challengers are driving growth ahead of market leaders

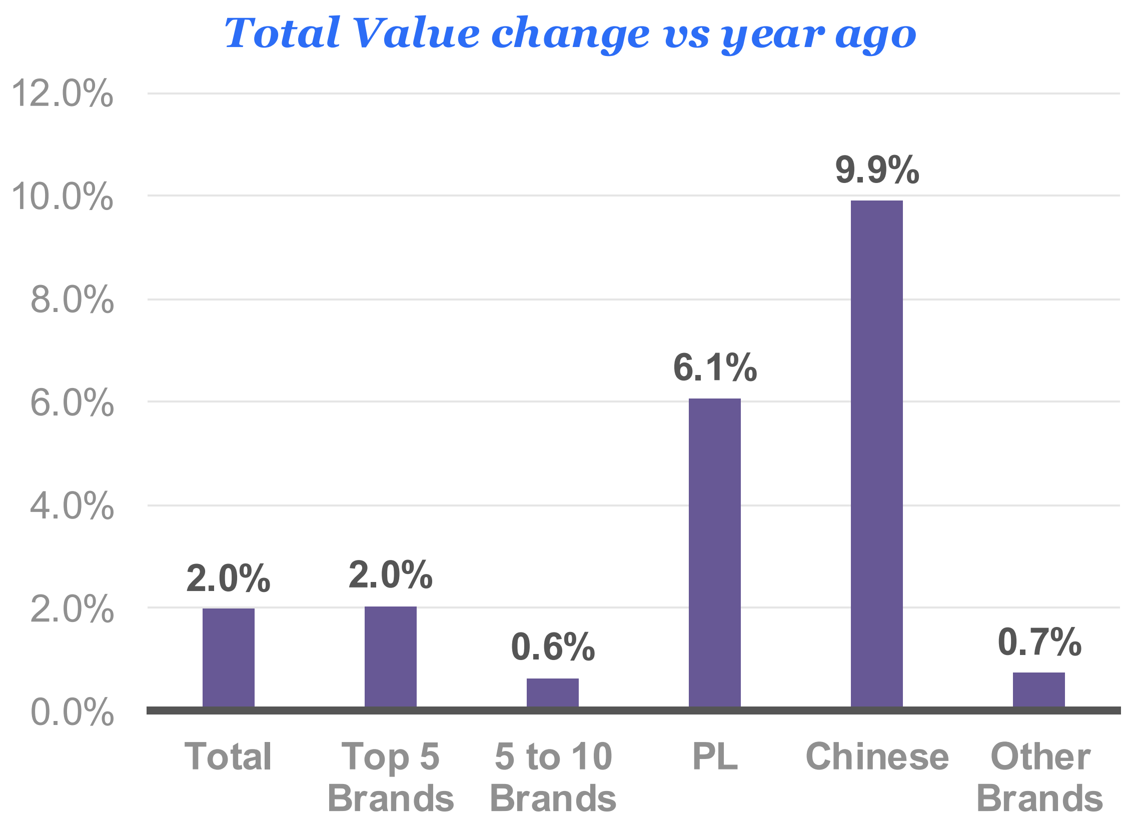
***Total NL – Unit sales change MAT wk 19 25 vs Year Ago***




Source: NIQ FMCG Scantrack, 52 w/e 11.05.2025, Total Coverage NL.
“Top Companies” defined as 4 best-selling manufacturers by Supercategory. All other branded = “Challengers”

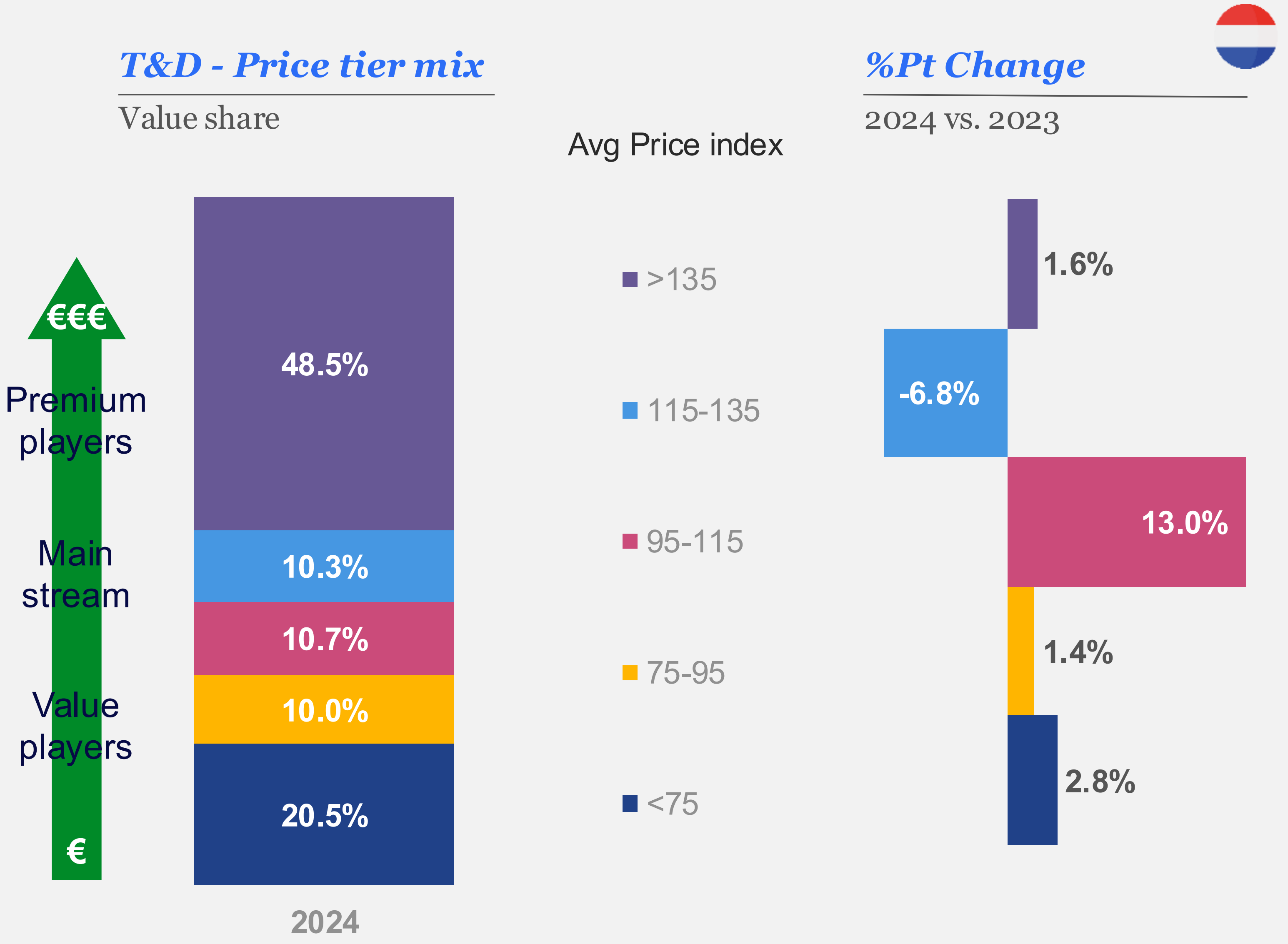
# In T&D PL and Chinese brands growing fast

However still limited importance for total value (2,5% & 4,4%)




Source: GfK POS data
Top brands based on value in Supercategory

# NL: Mainstream segment in Tech is growing




Source: GFK POS data

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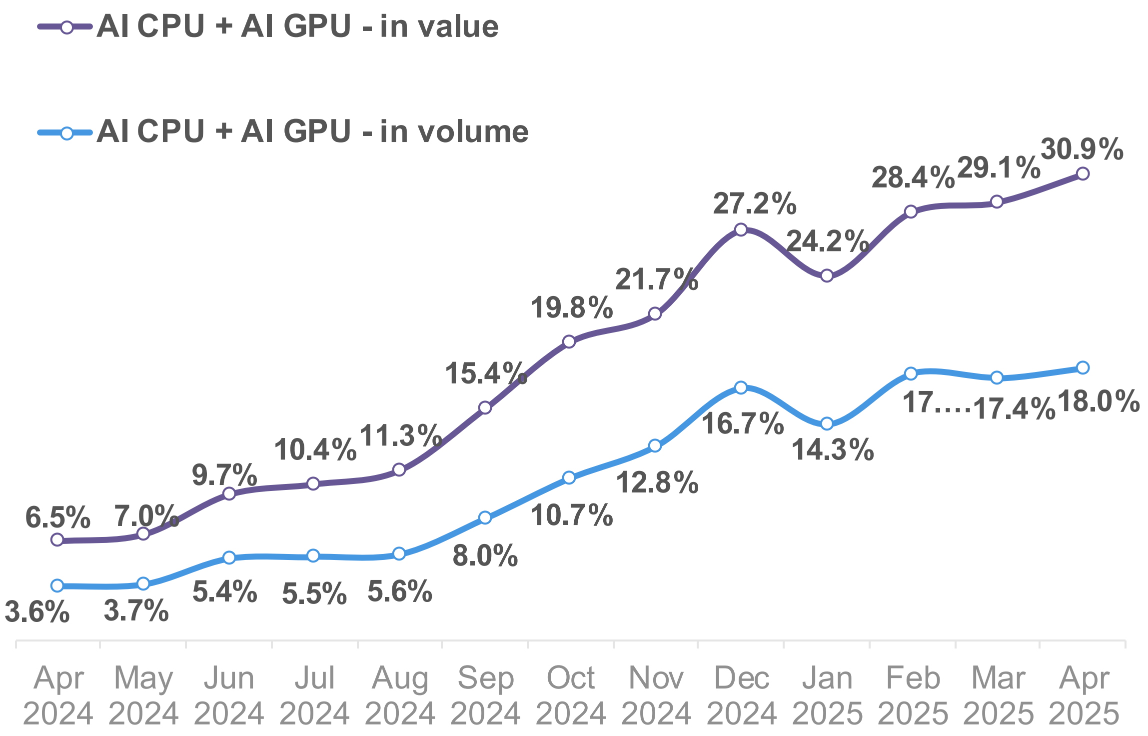
# Premiumisation in T&D:
# AI in Mobile Computing

## *Share of AI CPU +AI GPU is growing over the months*

Share in % – Mobile Computing – the Netherlands




*AI PC : with an AI CPU + an AI GPU – All OS excluding MAC OS*

## *Significant gap in term of price between AI devices and No AI devices*

Average price in € MAT April 25 - Mobile Computing – the Netherlands

**AI**

*average price*

*1 289€*

**No AI**

*average price*

*583€*

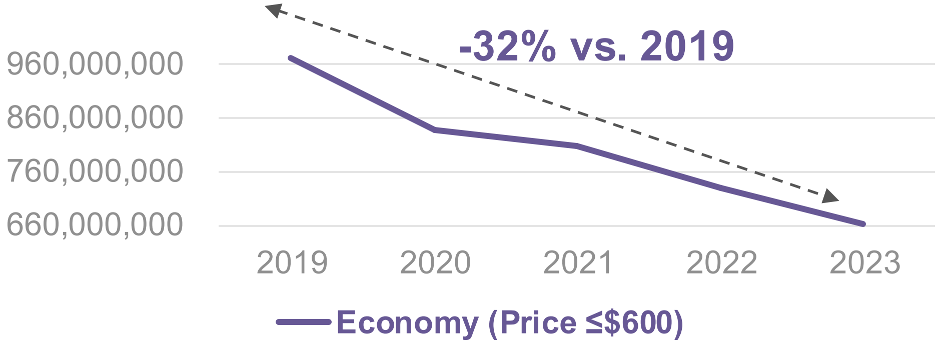
*No AI PC : No AI CPU and No AI GPU – All OS excluding MAC OS*

# Premiumisation in T&D: premium smartphones that will last longer

*Premium vs. Economy smart / mobile phones – units sold and % growth*

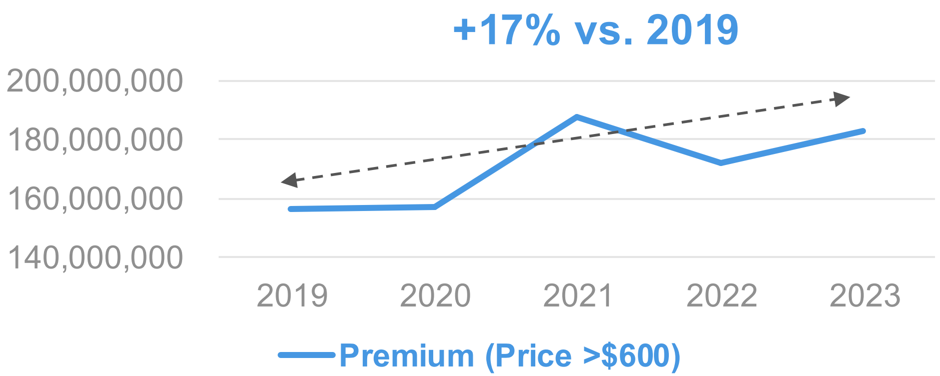
**61%**

would **pay a premium for a product that will last longer** before it needs to be replaced




**71%** **+19pp vs. 2019**

of consumers are now **renewing their mobile devices after 3 years or more**




Source: 1) NIQ 2024 Mid-Year Consumer Outlook, Global, 2) NIQ GfKNewron Consumer, Mobile Phone Group survey of 15 markets, Q1 2024, 3) NIQ GfK Market Intelligence Sales Tracking, Panelmarket, Smart / Mobile Phone units sold (in millions of units) – comparing Premium offerings (Non-subsidized price of over $600) vs. Economy offerings (NSP below or equal to $600), Global coverage excluding North America

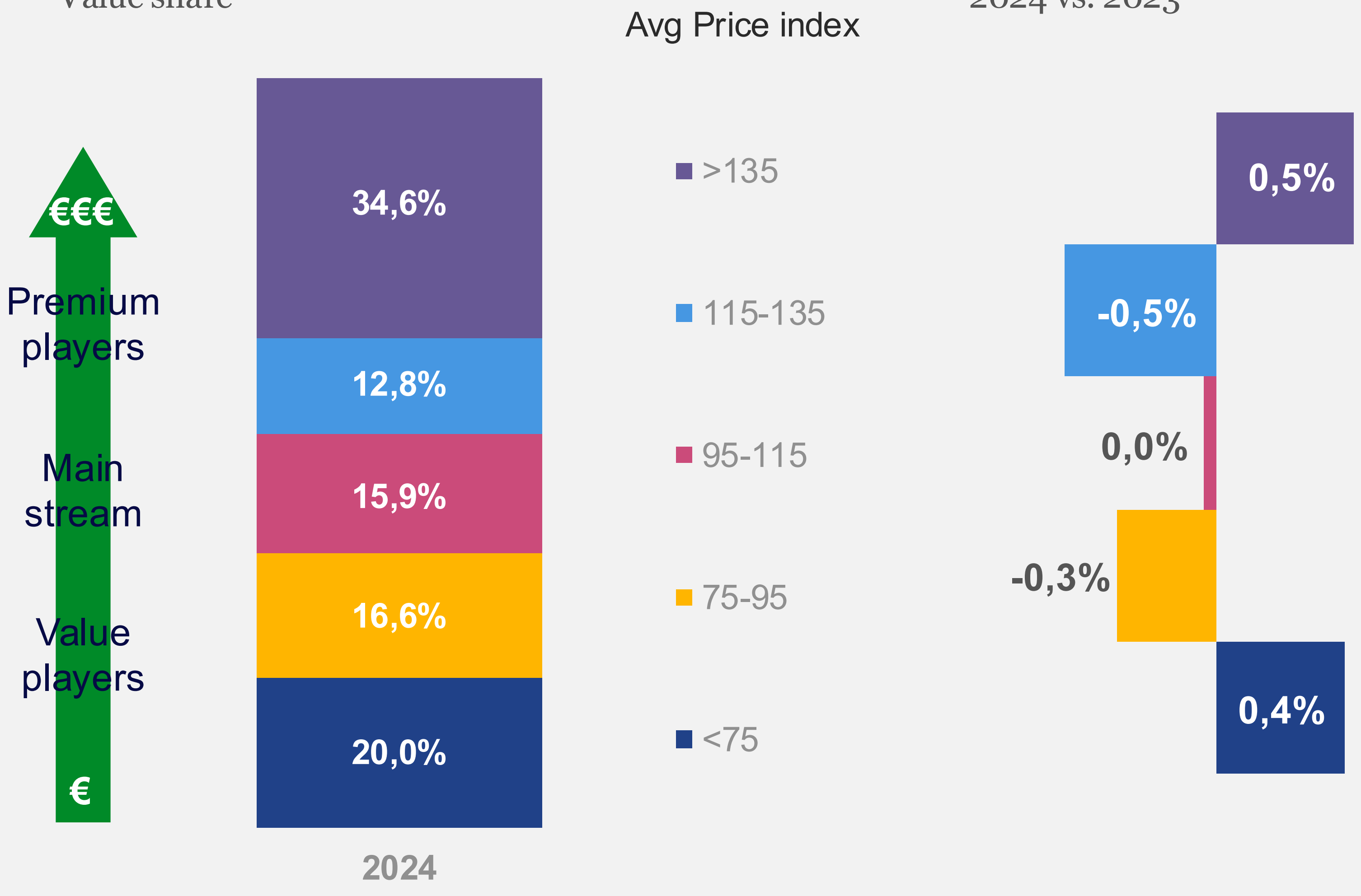
# NL: Premium price tier wins again

## *FMCG - Price tier mix*

Value share

## *%Pt Change*

2024 vs. 2023




Price tiers based on average unit price index of individual items vs. the average unit price on category level
Source: NIQ NL Scantrack Supermarkt | FMCG = Fresh / Frozen Foods / Ambient / Personal & Health Care / Home Care

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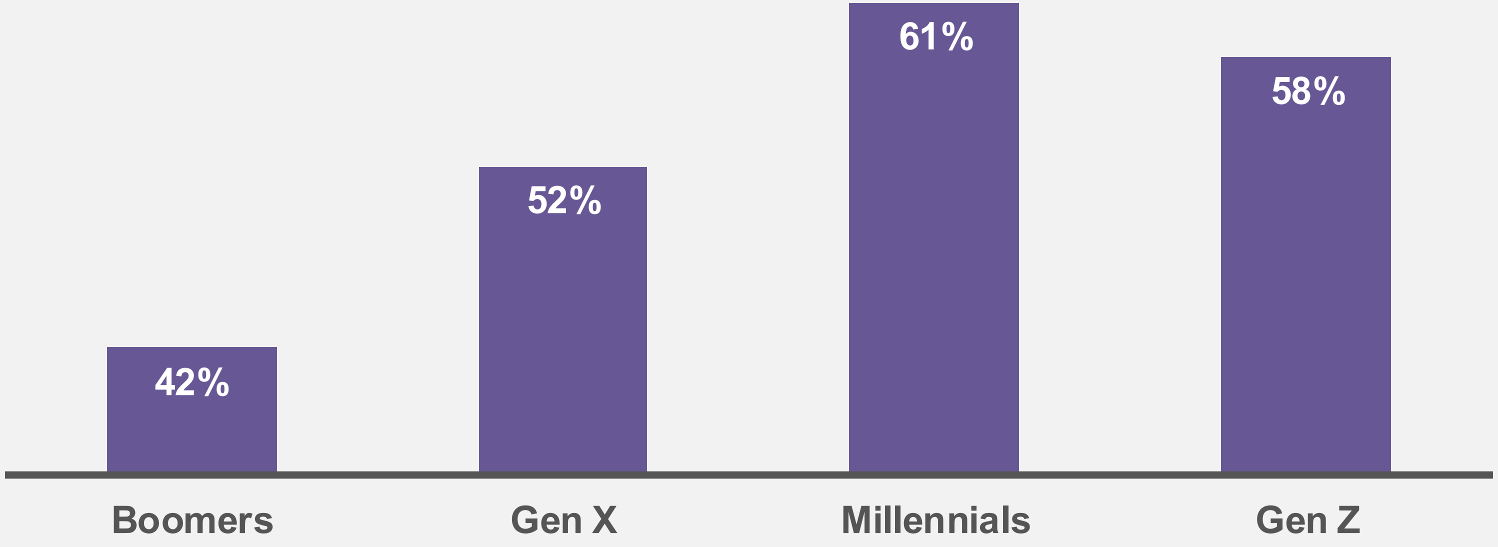
# 54%

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

## Particularly younger generations open to splurging on premium options

***% of consumers likely to treat themselves or a family member by upgrading to a premium brand product compared to a cheaper alternative***




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

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# Listening to the voice of Gen Z... It’s not only about price

From product learning and discovery to the gamification of purchasing, there are many ways social media is influencing spending

### Purchase intent

**Purchase** via social media

### Learning and discovery

Search for **product information** via social media (e.g. TikTok)

Social media as primary source to **learn about new products**

### Influence on choice


**Willingness to change of brands** based upon the recommendation of a social influencer

**Seeking a new product** because of something seen on social media

### Gamification

Spend more on a purchase because of an **in-app challenge, point system, or reward experience**

Purchase a product that has been in a **video game/ online game**

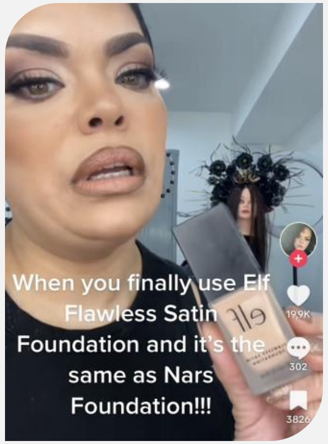
Source: NIQ 2024 Mid-Year Consumer Outlook | Global

## TikTok cucumber trend one of the biggest of 2024 including volume effects on other categories

*Supermarkt - % volume (KG) growth Q3 2024 vs YA*

| | |
|---|---|
| **+14%** Cucumber | **+40%** Sesame Oil |
| **+15%** Raw Salmon | **+17%** Cream cheese |

## E.L.F. strongest growing Beauty brand in NL, driven by TikTok



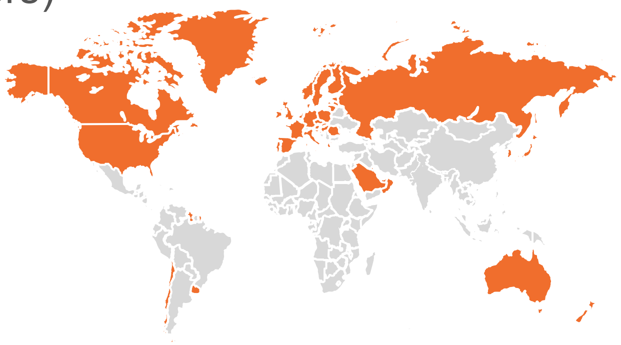
*SM/D/PF/Other Retail – E.L.F – Value sales (mln)*

**+ €19 mln**

2024 vs YA

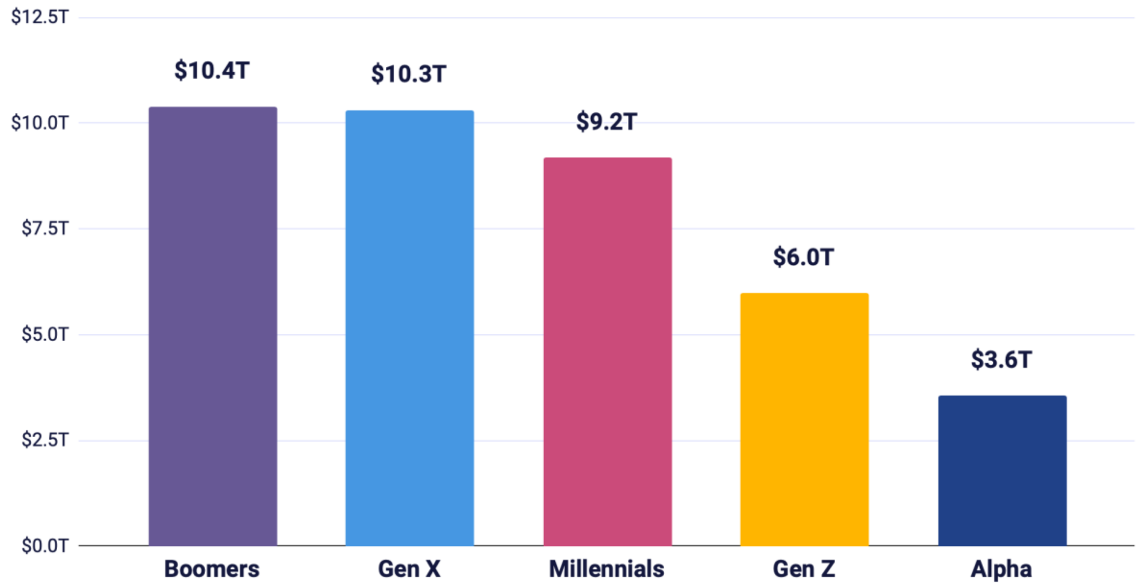
# But, it's not all about GenZ: Boomers (aged 60+) and GenX (aged 45-60) spend most

In 2030, GenX will be the highest spender in High-Income countries, also in NL (currently: Boomers)

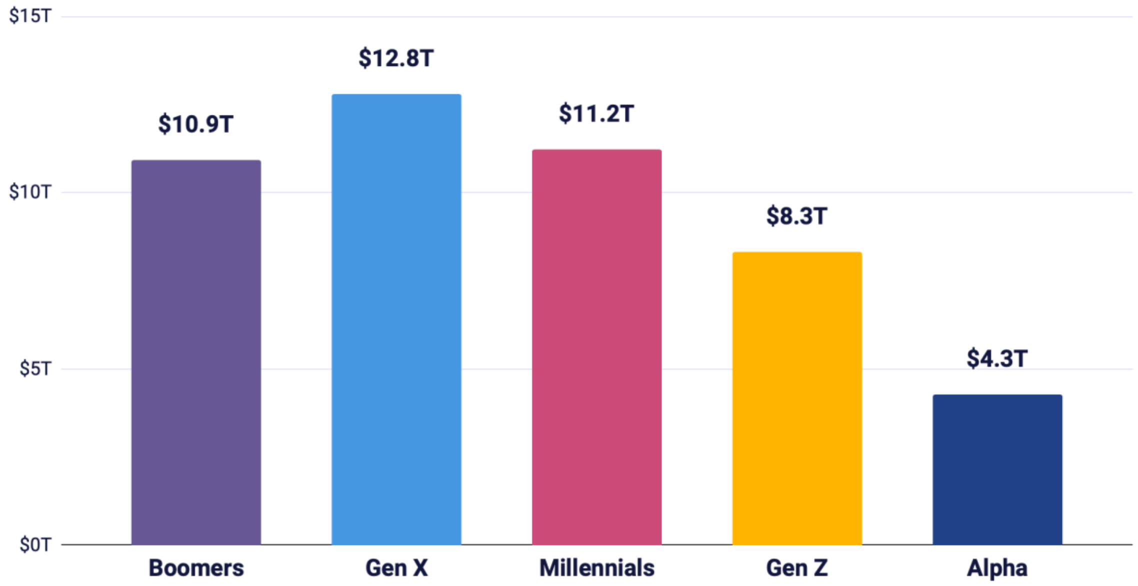


***High-income countries – Total spendings***

## 2025




## 2030



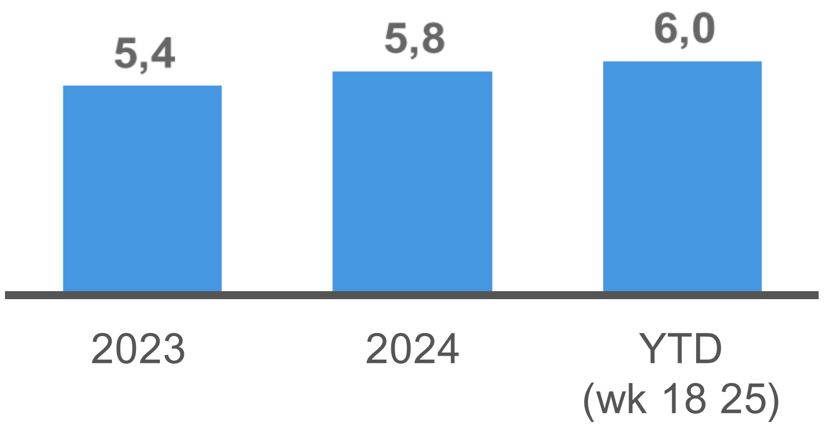

Source: World Data Lab

NielsenIQ | WORLD DATA LAB

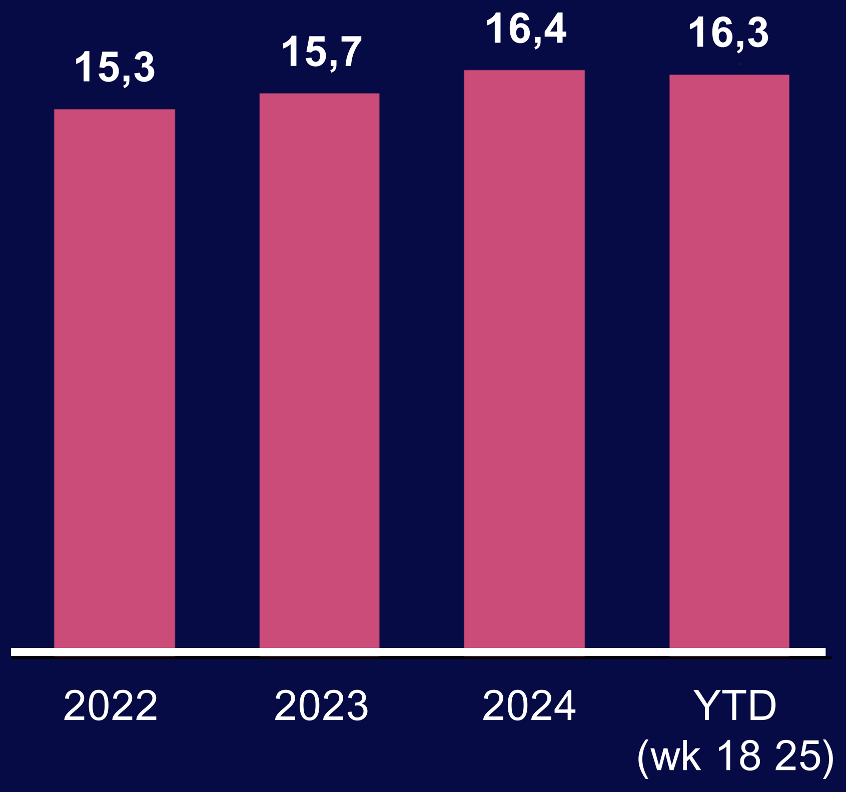
Nominal USD

# Continued growth for FMCG Ecommerce in both SM as well as Personal Care

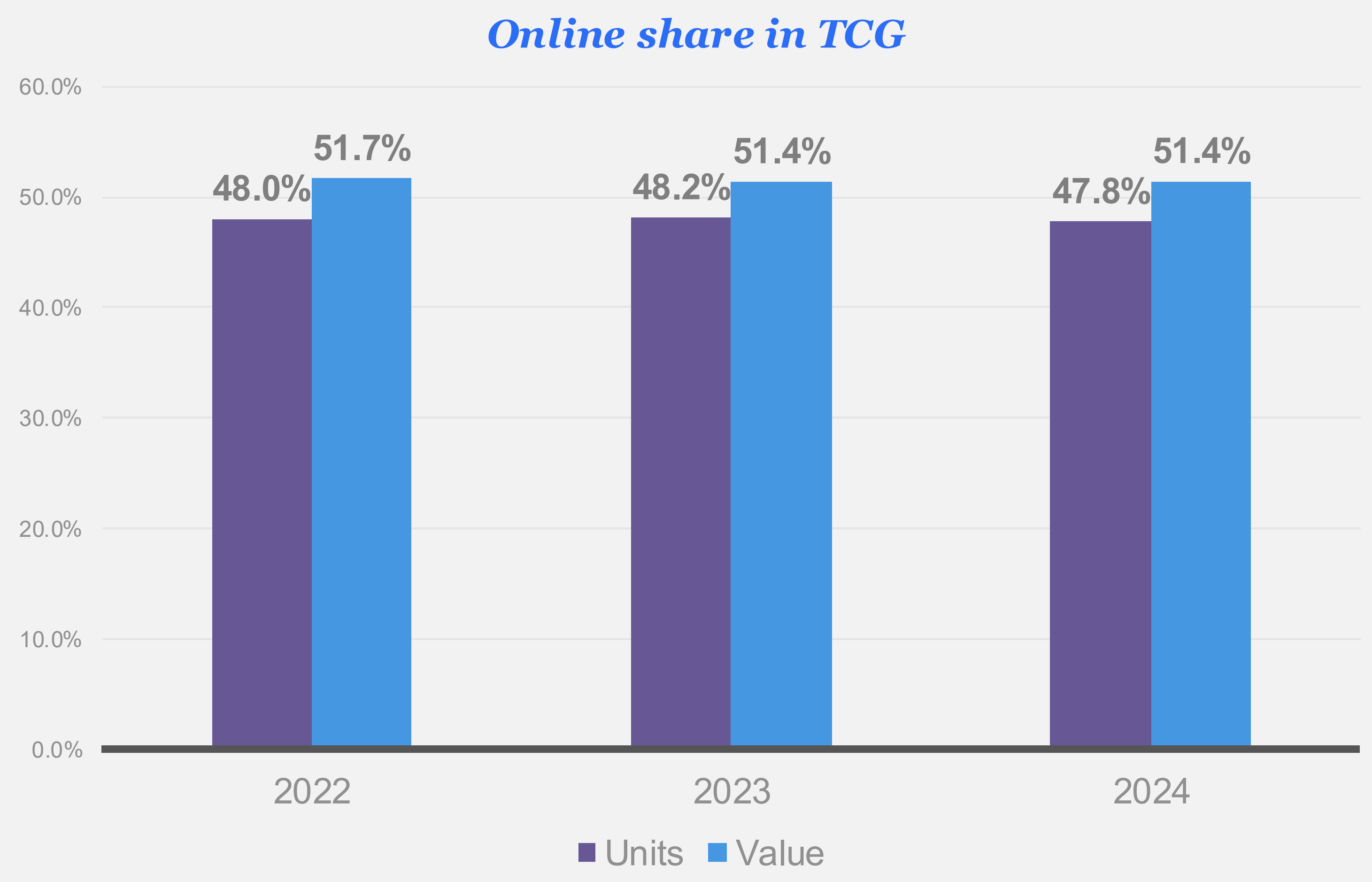
***Total FMCG (ex Tobacco)***
***Value share SM Ecom in Supermarkets***




***Total Personal Care (incl Health & Paper)***
***Value share Ecom in SM/D/PF/Other retail***



# Almost 50% of T&D units sold via E-commerce




Source: GfK POS data

# Key takeaways

### Global state of consumers is becoming more intentional

- Impact of geo-political themes, still facing the impact of price inflation
- More financially stable
- Recovery of volume in FMCG and T&D

### Consumer keep trying to manage spendings

- Buying on promotions still #1 solution
- PL stays important but more stable
- Consumers reassessing brand choices: growth of challengers

### Still possibilities for Premium

- Premium back to growth in FMCG, but polarization is present
- In T&D many examples of Premium, like AI and buying premium to last longer
- Esp. younger generations open to buy premium

### GenX and E-commerce growth drivers

- Boomers & GenX spend most, also more loyal consumers: build trust!
- E-commerce is still growing further, it's crucial to have your omnichannel strategy in place