



Executive News Reports

**What's Hot around  
the Globe:**

insights on food &  
beverage categories

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What's Hot around the Globe:  
Insights on Food & Beverage categories

Table of Contents

Executive Summary	3
Category and Segment Growth	7
Regional Growth	18
Private Label Trends	24
Methodology	26
Learn more about Global Track Strategic Planner	29



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## Executive Summary

This 2008 edition of *What's Hot around the Globe – Insights on Food & Beverage Categories* looks at the fastest-growing categories and product areas across 38 key markets around the world, based on their value sales increases from 2006 to 2007. The consumers and these markets make up almost 70% of the world's population, contributing more than 80% of the world's GDP.

Our world continues to change. As existing modern markets continue to age, new developing markets are rapidly expanding. Two major markets, India and China, are poised to add significant numbers of middle class consumers in the coming decades. While this presents an opportunity for marketers, it will also increase competition for resources to meet those needs, which will continue to impact prices.

The world's current energy usage is another source of sustainability concern. Prices related to oil, as well as corn-based fuel will continue to rise as demand increases. This is already putting a strain on developed markets, and may have a significant impact on poor economies around the world.

These changes around the globe will continue to affect food and beverage products. Issues related to aging, obesity, and infant health will continue to drive purchases of key categories.

Through our series of reports and client conferences, Nielsen's Global Services group continues to monitor key consumer trends and behavior relating to the Fast Moving Consumer Goods (FMCG) industry:

- Health maintenance / improvement
- The quest for Value and convenience
- A desire for comfort and security

To the best of their ability, consumers want healthy products for their families, offered at a good value – in cost, in time, in ease of acquisition. And at all levels, consumers strive for moments where they can enjoy and indulge themselves. Food and beverage categories can provide this type of affordable luxury.

It is important to remember that global trends do not translate into a generalized approach in marketing products to consumers around the world. Global trends can provide the context to compare markets and categories. It is then necessary to look within markets, cities, and demographic segments to understand how these trends relate to the local consumer.

The data for this study was gathered from Nielsen's Global Track Strategic Planner, an online and desktop tool that provides syndicated brand and category information in a consolidated fashion. The most efficient way to understand growth globally, Global Track Strategic Planner details top brand and private label performance across 150 food and beverage categories in 40 key markets.

It is our hope that this study provides insight into this diverse world of consumers.

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### Overall global growth: +6%

The global growth of Food & Beverage categories measured was 6%. However, the growth rates varied significantly between regions and within categories. Based on our analysis here is a summary of the top-growing categories.

The impact of price increases due to the rising oil and commodity prices was seen from 2006-2007. Categories that required use of these commodities – such as eggs and dairy products – saw very large increases in value sales. Price has played a factor.

### Eggs: +19% growth

The US is the largest contributor to worldwide Egg sales for this study, and it has also shown dramatic increases over prior years. Private label makes up a majority of global sales in this category.

### Energy/Sports Drinks: +19% growth

The second-fastest growing category in this study was driven by growth in Great Britain and Germany. The strength of brands is evident in this category, as private label has minimal penetration.

### RTD Drinks: +15% growth

Ready-to-Drink Drinks showed a similar trend to other beverage categories in that they exhibited seasonal cycles. These pre-mixed teas and coffees showed especially strong growth in the US and China. Branded items were also strong in this category.

### Probiotic Drinks: +13% growth

European markets are especially strong for this category. Private label has yet to take hold, currently at less than 10% share of the market. It is, however, growing positively in all markets measured.

### Frozen Fruit: +12% growth

Frozen Fruit peaks in early spring and drop off as fresh fruits begin to appear. Private label is very strong in this category, driving a large portion of the growth, growing faster than the total category.

### Milk/Cream/ Substitutes: +12% growth

This category showed a continual increase in sales rather than a cyclical trend. This may indicate price increases in addition to increased consumption. The category showed high growth in Latin America and Asia Pacific markets. Private label was not much of a factor globally, although the US showed a private label increase more than twice its category average.

### Baby Formula: +12% growth

Baby/Infant Formula is showing a continual increase in terms of value sales. With new populations of developing markets becoming more modernized, the category is certainly influenced by continued expansion.

### Dairy/Dairy Substitute Drinks: +11% growth

The category echoed the other increases in dairy-based items, showing continual growth across periods. Most every market measured worldwide showed growth in value sales. More than one-third of all sales in this category are private label, and these items are also growing faster than the category in total.

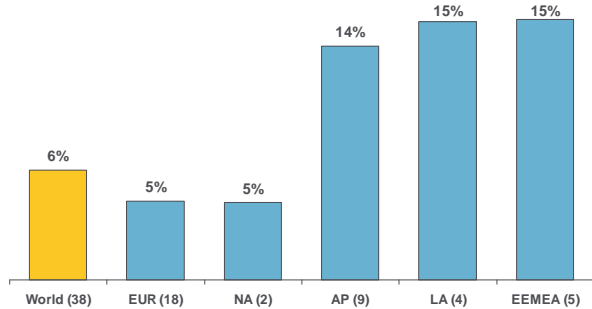
### Pasta/Noodles: +11% growth

A staple in many markets, Pasta/Noodles showed some high year-over-year growth in places like Indonesia and Argentina. The largest market for this category by far was Italy, followed by the US. Although private label was not growing as quickly as the overall category, both Italy and the US showed much stronger growth of private label than other markets.

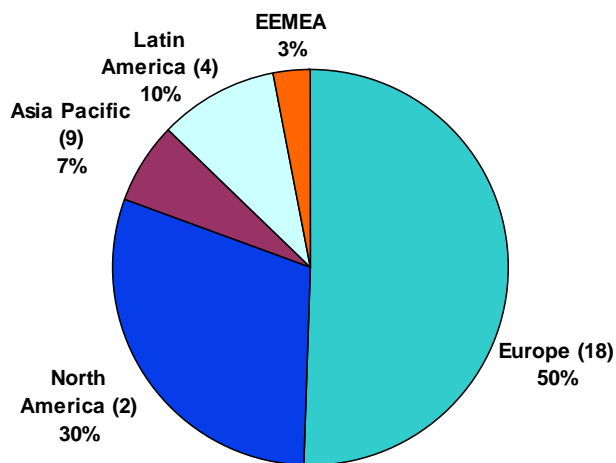
### Cooking Fats/Oils: +10% growth

The category saw strong growth in newly developing markets, which are now larger than the US in value sales. Latin American markets also made the top of the list, and along with China, saw significant growth in branded cooking oils.

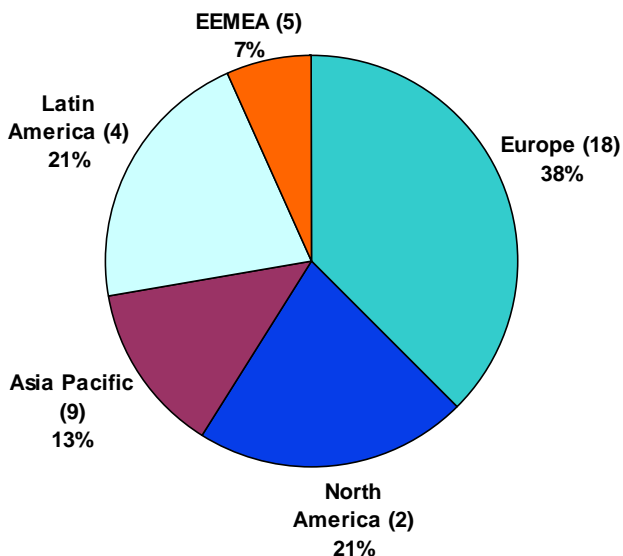
Year over year growth by region, 2006-2007



Global share of Food & Beverage products



Contribution to total growth value



Global findings

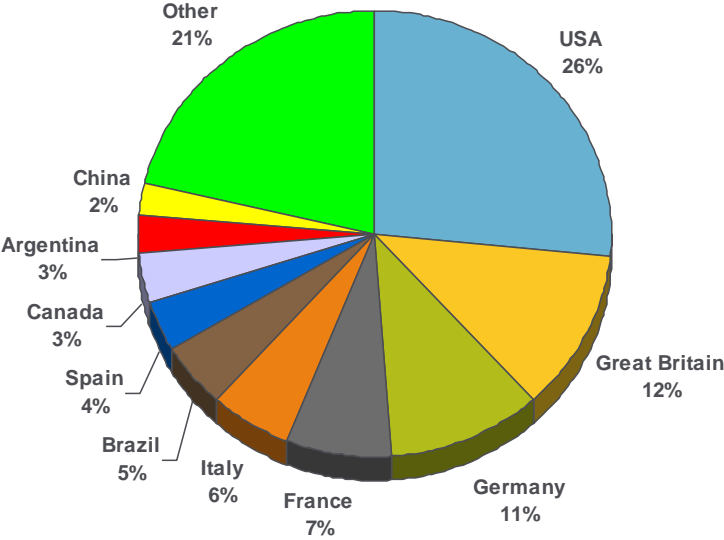
Globally, Food & Beverages grew by 6%. This is slightly higher than in past studies; given the impacts of increased pricing, this is not surprising. Based on the markets measured, the Eastern Europe, Middle East and Africa (EEMEA) markets showed the highest year - over - year growth. This follows with past years. Smaller and more developing markets tend to show faster growth due to their smaller value base, which reflects changes more drastically.

Regional shares

Counting the markets within the study, the largest share of Food & Beverage value sales came from Europe, followed by North America. The four markets comprising Latin America was number three, accounting for 10% of total Food & Beverage sales.

However, by taking into account both value sales and growth rates, it is interesting to note that Asia Pacific, the Emerging Markets and Latin America all contribute a larger portion of the growth value than their share of total sales would indicate. This is due to the exciting developing markets in these regions.

Biggest markets in terms of value sales  
(markets measured)



The biggest markets

When considering individual markets against one another, it is clear to see that the US is the largest spender on food & beverage products, followed by Great Britain and Germany.

## Category and Segment Growth

Category	Category Growth Rate	Category Growth \$ Value
Dairy/Dairy Sub Drinks	11%	\$4.7 bn
Cheese	6%	\$2.6 bn
Meat	6%	\$2.6 bn
Chocolate	7%	\$2.2 bn
Fruit & Vegetable Juices	8%	\$2.0 bn
Cooking Fats/Oils	10%	\$1.8 bn
Yogurt	8%	\$1.8 bn
Colas	6%	\$1.5 bn
Coffee	7%	\$1.5 bn
Pasta/Noodles	11%	\$1.5 bn
Sweet Biscuits	7%	\$1.4 bn
Water	5%	\$1.3 bn
Eggs	19%	\$1.2 bn
Vegetables - Fresh	6%	\$1.1 bn
Sugar Confectionery	6%	\$1.1 bn
Non-Colas	4%	\$1.1 bn
Baby/Infant Formula	12%	\$1.0 bn
Prepared/Ready Meals - Non-Frozen	6%	\$1.0 bn

Fastest Growing Categories

10+ markets measured; value sales 2006 vs. 2007

### Largest absolute growth: Dairy, Cheese, Meat

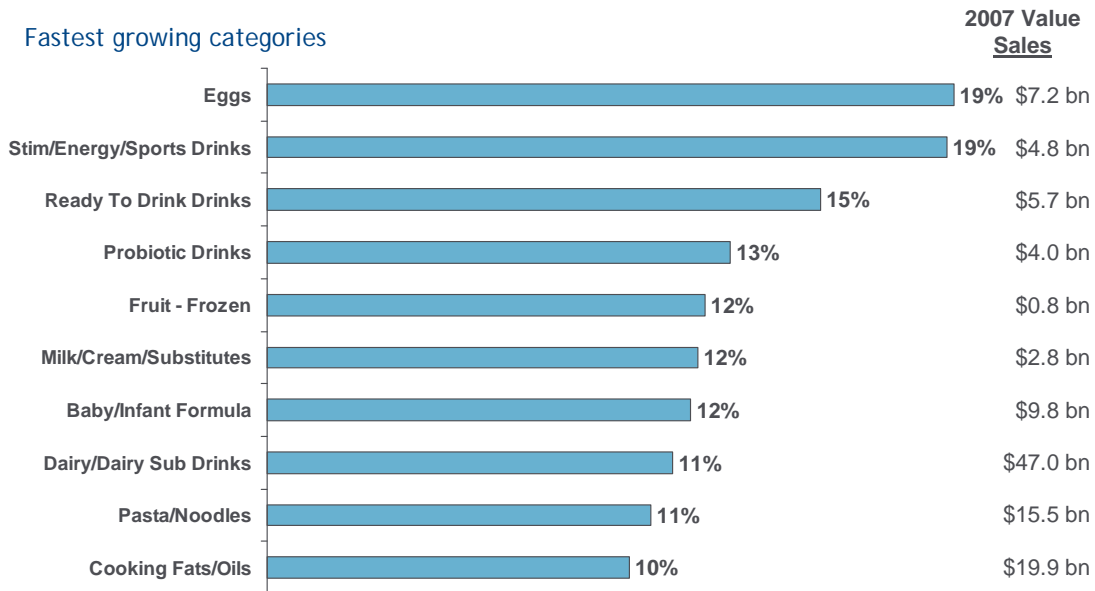
Perhaps not surprising given the steady increases in basic commodity items worldwide, the largest contributors to growth in terms of absolute dollar value were basics like milk, cheese and meat. This is likely due in part to the increased expense for producing and shipping items in these categories around the world.

With oil, corn and feed prices all rising dramatically in the past year, manufacturers have been feeling pressure to take price increases. These categories are some of the earliest to be impacted.

### Fastest growing categories

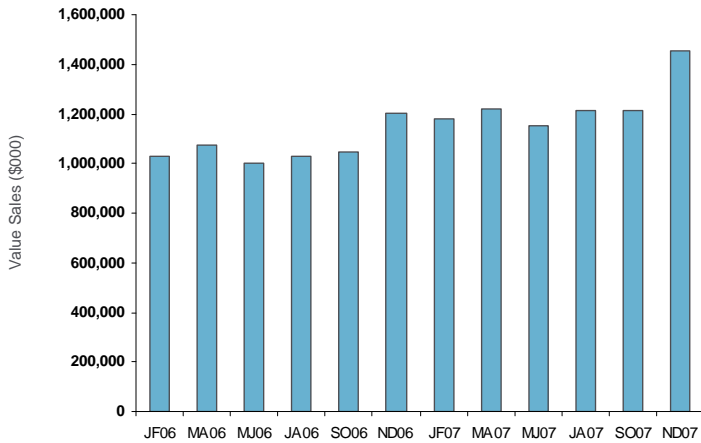
As with prior reports, beverages such as energy drinks, Dairy/Dairy Substitute drinks and "healthy" related foods scored the highest growth. Eggs were the top growth category, due in great part to price increases in North America and greater worldwide demand.

### Fastest growing categories



10+ markets measured; value sales 2006 vs. 2007

Bi-monthly trend - Egg category



Total World Products Sales Trend • Period Ending ND07

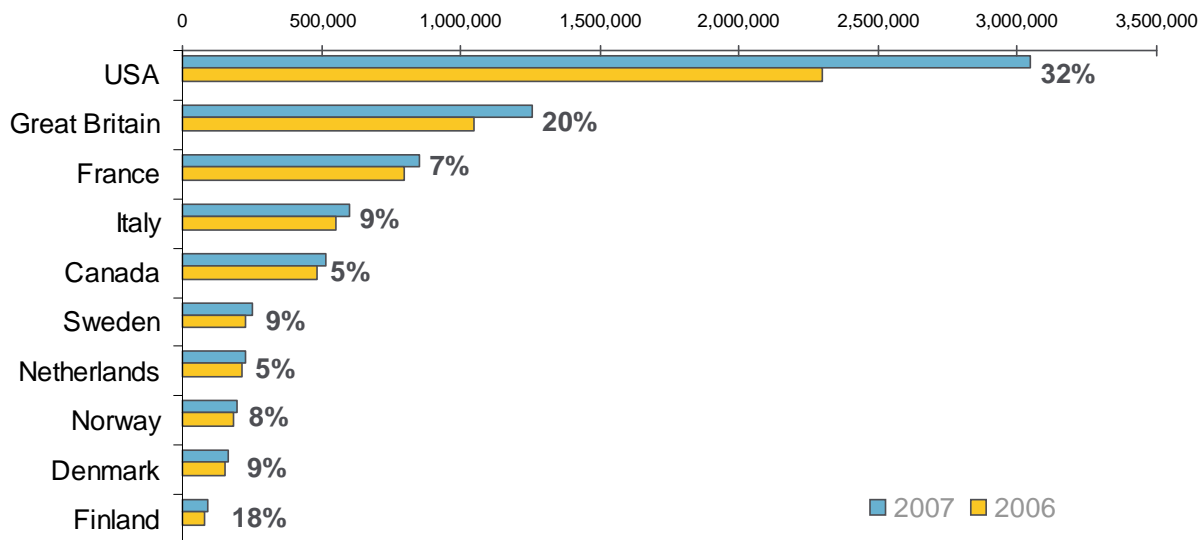
Eggs: fastest growth in 2007

On a bi-monthly trend basis, sales of Eggs took a jump at the end of 2006 and 2007, with a large increase at the end of 2007.

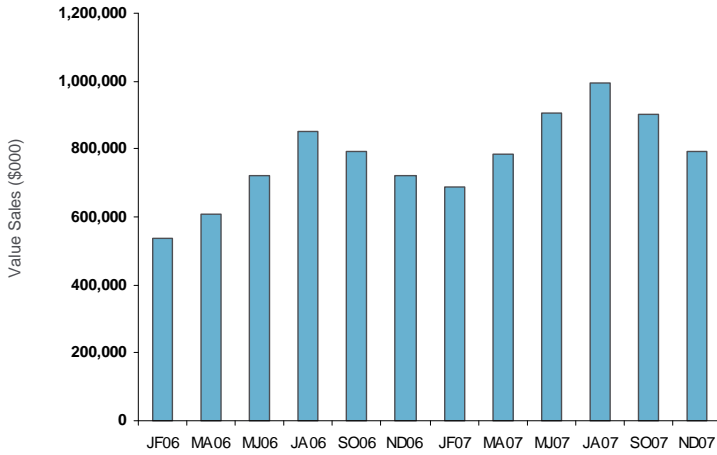
The US is the largest contributor to worldwide Egg sales for this study, and it has also shown dramatic increases over prior years. Due to an increase in production costs (for feed and transport) in addition to a growing world demand for eggs, the US prices are rising, which contributes to the year-over-year increase.

Private Label makes up 60% of global sales in this category. With the exception of Norway and Denmark, private label had the highest sales value in every market it had a presence.

Year over year growth by top 10 markets:  
Egg category (\$ 000)



Bi-monthly trend -  
Energy/Sports Drinks category



Total World Products Sales Trend • Period Ending ND07

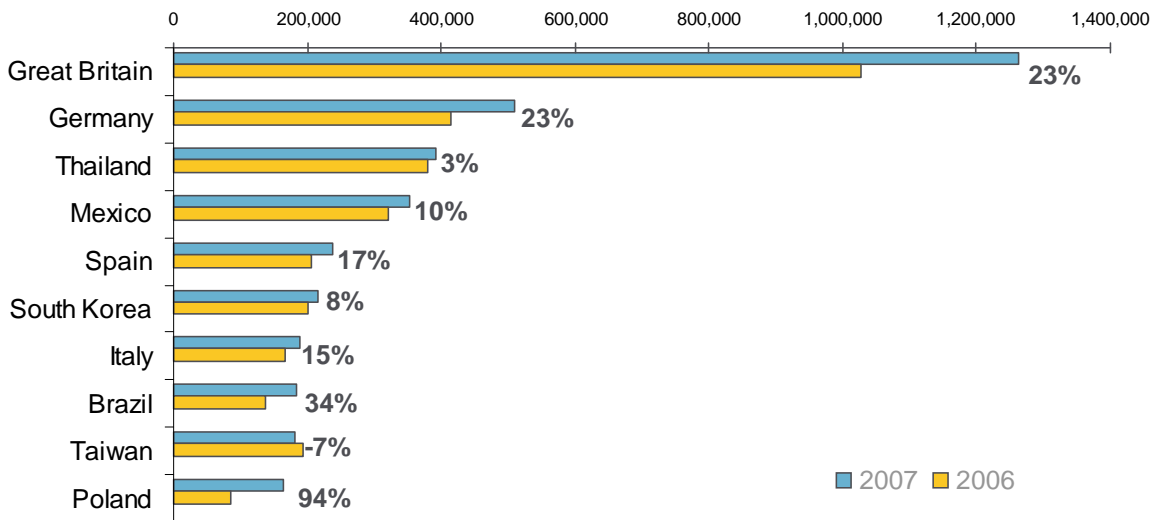
Seasonal strength for Energy/Sports Drinks

The bi-monthly trend in growth for Energy/Sports Drinks shows the highest purchase values in July and August for both years measured. This is not surprising, as most of the largest markets for this category are in the northern hemisphere, where these are the summer months. The general trend shows an increase for each comparative time period in 2006 and 2007, indicating a constant increase in value sales.

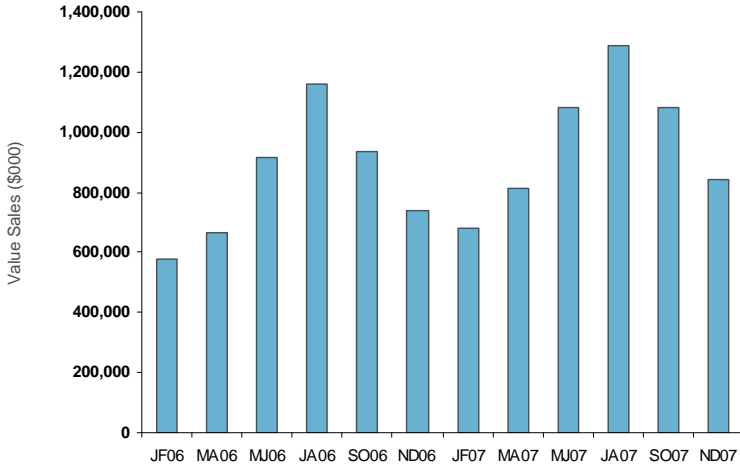
The second-fastest growing category in this study, Energy/Sports Drinks were driven by Western European markets of Great Britain and Germany. *NOTE: these items are contained in "Non-Colas" in the US; with top brands showing similar growth.* Looking at some of the smaller markets, some – such as Brazil and Poland – showed large increases on a small value share. Taiwan showed declines in this category, which was counter to the general trend.

In terms of private label presence, the strength of brands was evident - heavily favored in both Energy Drinks and Sports Drinks.

Year over year growth by top 10 markets:  
Energy/Sports Drinks category (\$ '000)



Bi-monthly trend -  
RTD Drinks category



Total World Products Sales Trend • Period Ending ND07

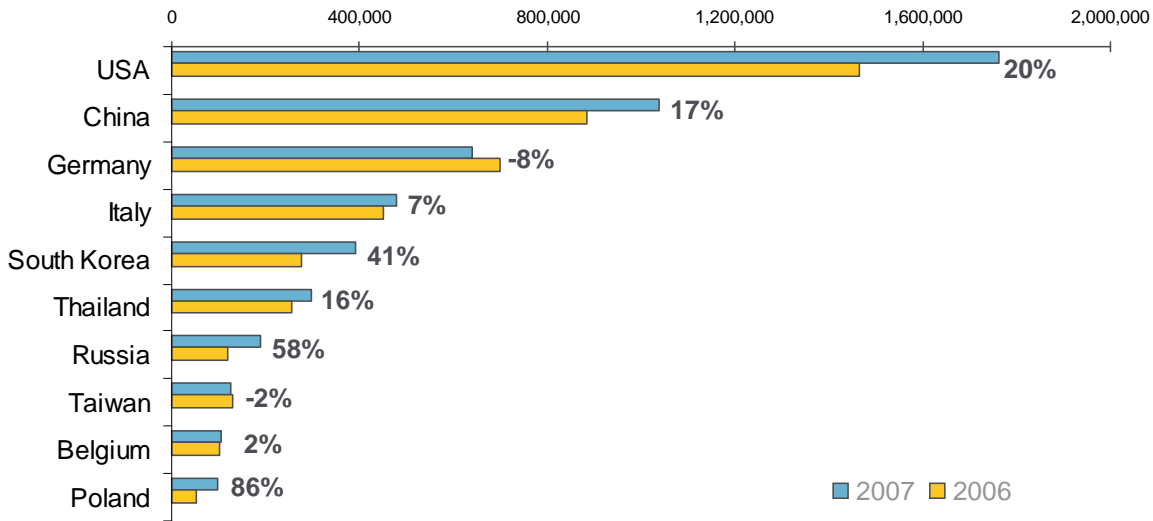
RTD Drinks growing in Asia

Ready-to-Drink Drinks — items such as pre-mixed coffees and infusions (such as tea) showed a similar trend to other beverage categories in that the summer months showed the highest value sales with the lowest coming in the winter. Bi-monthly sales showed comparative increases year-to-year showing a consistency as with other beverage categories.

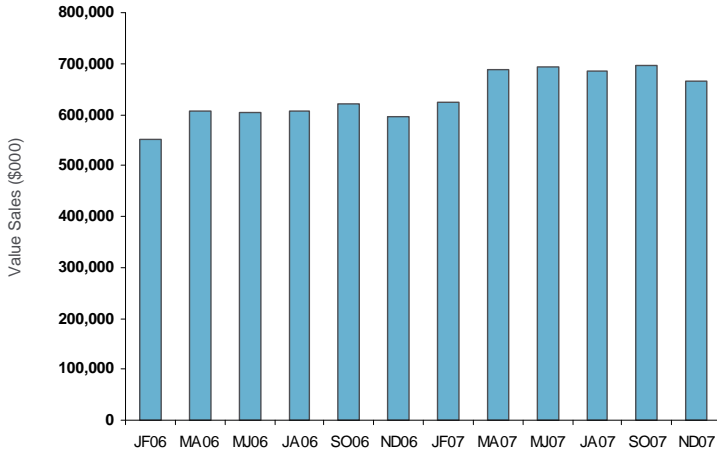
These pre-mixed teas and coffees showed especially strong growth in the US and China, with other Asia Pacific markets also gaining strong increases. Poland again showed very high year-over year growth on a small base, as consumers begin to spend more on this category.

Branded items were strong in this category compared to private label, with the tea brands typically ranking highest in terms of value sales compared to coffee brands.

Year over year growth by top 10 markets:  
RTD Drinks category (\$ 000)



Bi-monthly trend -  
Probiotic Drinks category



Total World Products Sales Trend ● Period Ending ND07

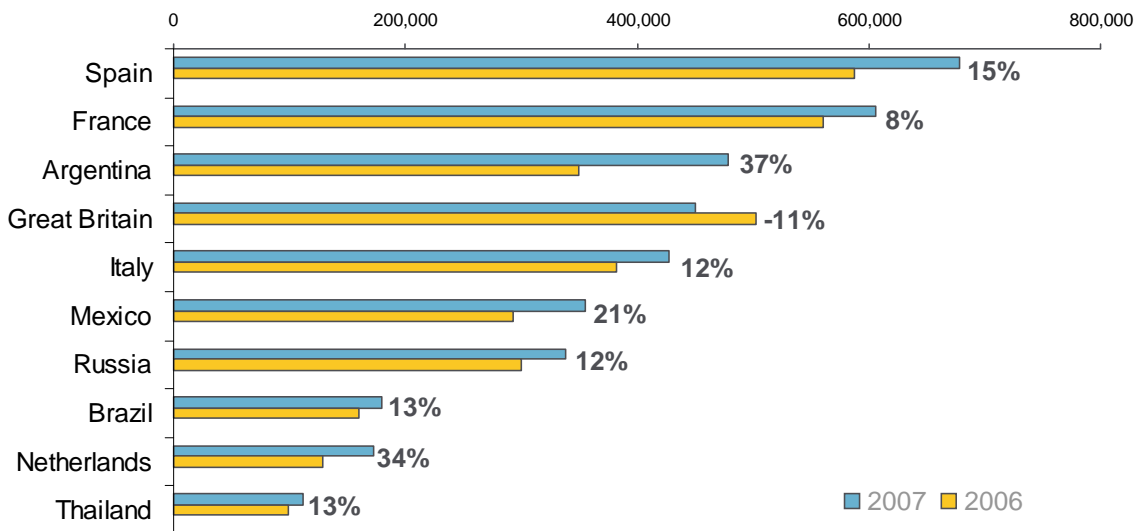
Less seasonal impacts

Counter to other beverage categories analyzed, Probiotic drinks have less of a seasonal spike. However, in both 2006 and 2007, there was a large value sales increase from the January-February time period into March-April, which was essentially sustained throughout the year.

A growing "new" category

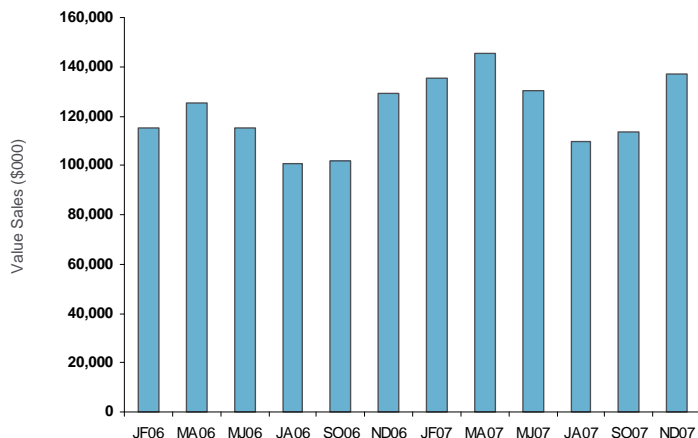
Probiotic Drinks are a category that has seen some recent strong growth worldwide as new products are introduced. These probiotics, touting a benefit for intestinal health, have been popular in recent years. *NOTE: these items are contained in "Yogurt" in the US; measured items were flat to slightly down in year-to-year sales.* European markets are especially strong for this category, although the highest percentage growth overall came from Argentina. Great Britain actually showed a decline from 2006 to 2007, but was still one of the largest markets for Probiotics drinks in terms of value sales.

Year over year growth by top 10 markets:  
Probiotic Drinks category (\$ 000)



Given that this is a newer category, private label has yet to take hold; at less than 10% share of the market. It is, however, growing in all of the nine markets that measure private label for this category.

Bi-monthly trend -  
Frozen Fruit category



Total World Products Sales Trend • Period Ending ND07

When fresh fruit is hard to find,  
frozen purchases grow

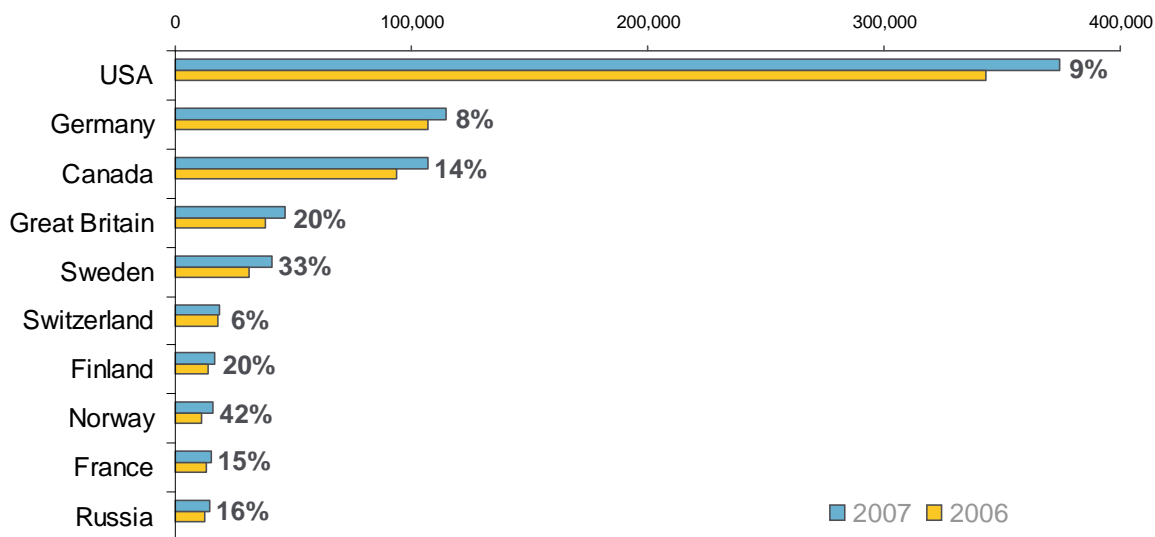
For many markets, Frozen Fruit purchases peak in the early spring months and decline as the fresh harvests begin to appear in late spring and summer. Other high-sales periods include the end of the year, when holiday cooking and baking around the holidays takes place. The trend overall is consistent from year to year, with steady increases among the periods from year to year.

Private label drives growth

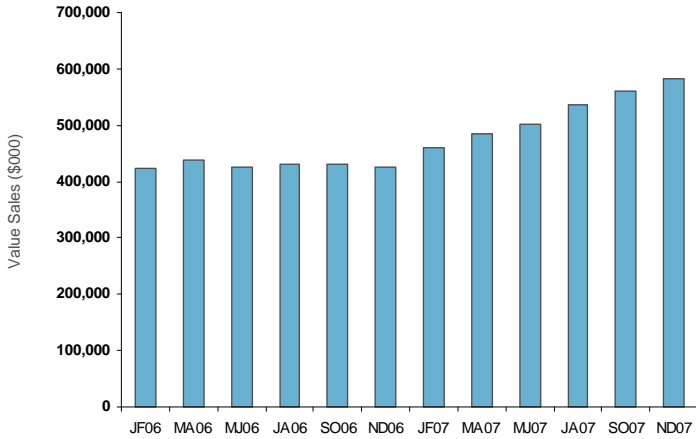
Overall, some of the top size markets for frozen fruits also increased greatly, such as Sweden, Finland and Norway. Looking at some of these markets, it was private label value sales that drove a large portion of the growth. Even with its large share of category purchases, private label was also growing faster than the total category

Great Britain, Sweden, USA and Canada had very high private label contributions. On the other hand, Russia was an exception. While growing in total, there was actually a small decline in private label sales against branded sales.

Year over year growth by top 10 markets:  
Frozen Fruit category (\$ 000)



Bi-monthly trend -  
Milk/Cream/Substitutes category



Total World Products Sales Trend • Period Ending ND07

Prices continue to rise

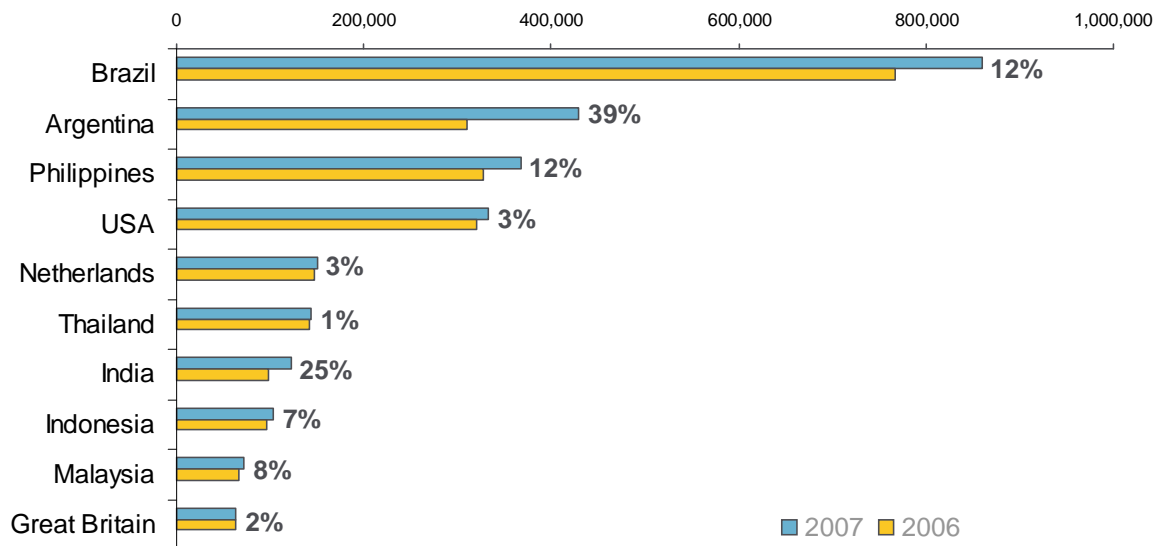
Interestingly, the period trend of Milk/Cream/Substitutes shows less of a cyclical trend and more of a continual increase. This may indicate price increases in addition to increased consumption, and given the fact that this Non-ready-to-drink category is dairy-based, it is likely that this category has seen similar increases to other dairy-based categories.

Highest growth in Asia, Latin America

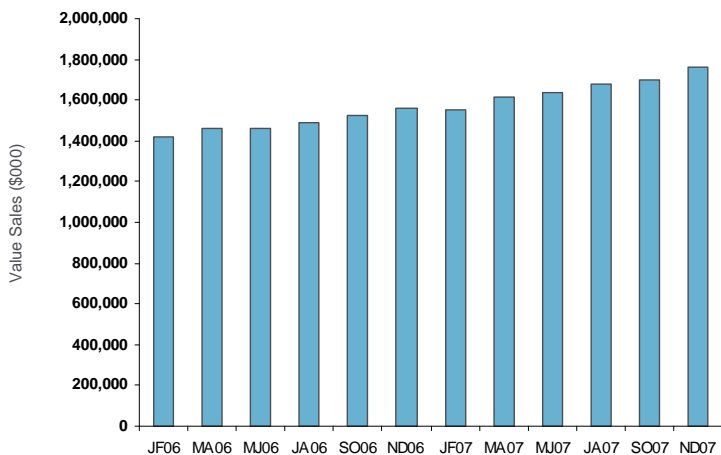
The only top-growing category in the Non-Ready-To-Drink product group, the Milk/Cream/Substitutes category showed high growth in Latin America and Asia Pacific Markets. The highest percentage growth year over year came from Argentina, followed by India.

Private label was not much of a factor in this category; however the US showed a private label increase more than twice its category average (7% vs. 3%), and Argentina showed extremely high private label growth, although on a small base.

Year over year growth by top 10 markets:  
Milk/Cream/Substitutes category (\$ '000)



Bi-monthly trend -  
Baby/Infant Formula category



Total World Products Sales Trend • Period Ending ND07

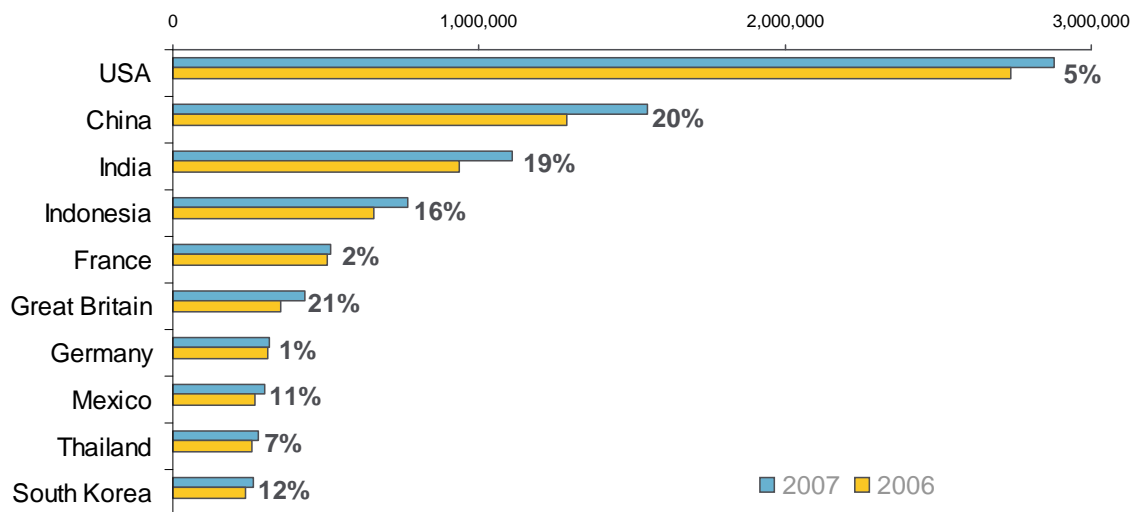
A continual increase in value sales

Baby/Infant Formula is showing a continual increase in terms of value sales. This could indicate that the category may be increasing based on regular price increases. However, with new populations of developing markets (such as India and China) becoming more modernized, this growth is also certainly influenced by their continued expansion.

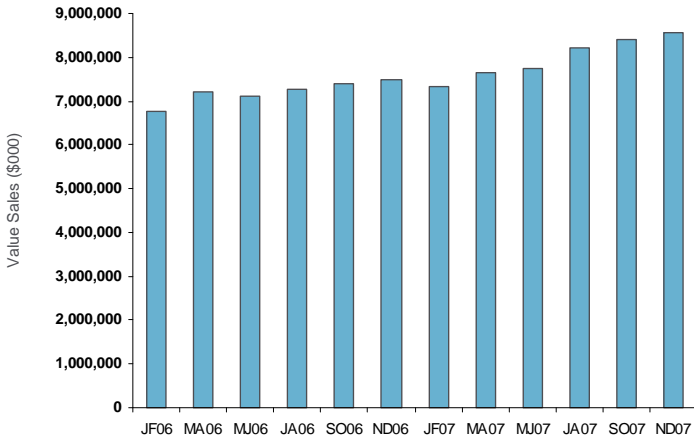
Baby/Infant formula can be seen as an indicator

of a market's place in the world. Fast growth in this category has come from developing markets, as consumers look to more modern methods of raising children. In some markets – China for example – the use of baby formula is seen by some consumers as a status item – a symbol of becoming more urbanized and modern compared to rural populations.

Year over year growth by top 10 markets:  
Baby/Infant Formula category (\$ '000)



Bi-monthly trend -  
Dairy/Dairy Substitute Drinks category



Total World Products Sales Trend • Period Ending ND07

Sales grow almost every period

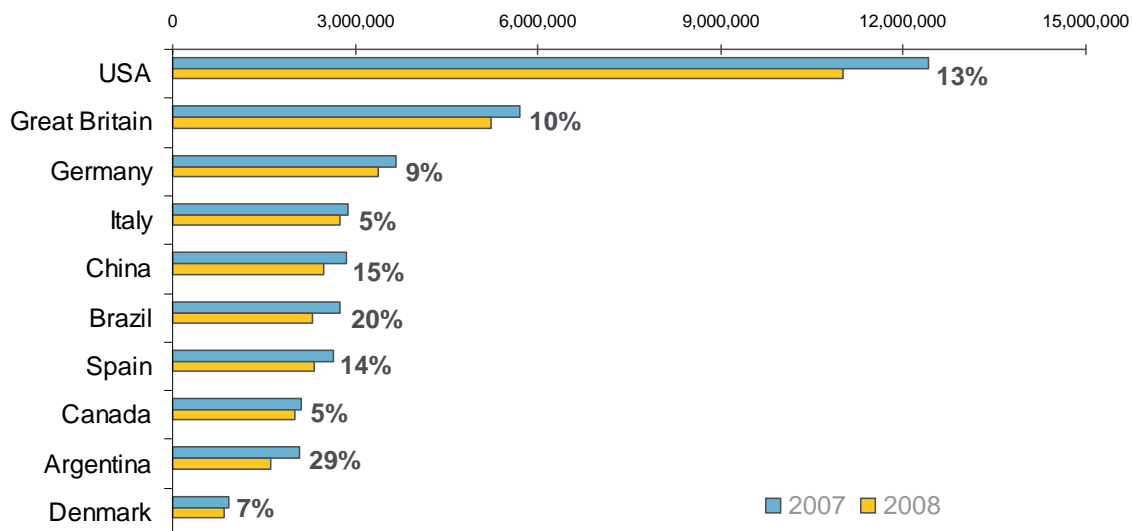
The overall period trend for Dairy/Dairy substitute drinks echoed the other increases in dairy-based items, showing bi-monthly growth in value sales for most every period measured.

Prices impacted sales growth

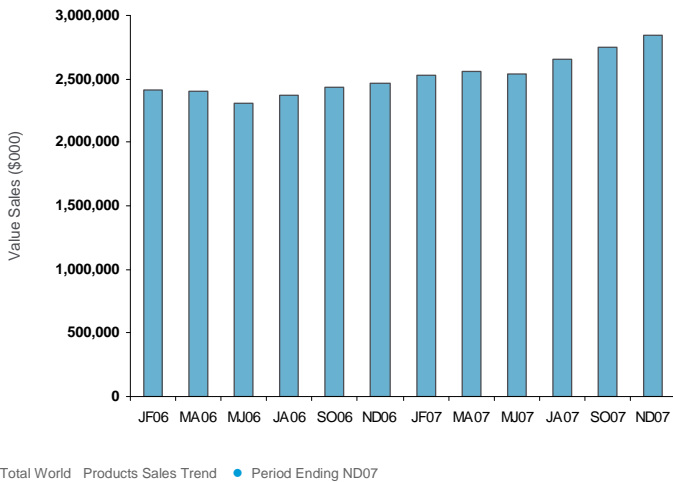
Dairy and dairy substitute drinks showed the effects of increases in commodity pricing. The US, the largest market in terms of sales, also grew significantly year over year. Most every market measured worldwide showed growth in value sales (Switzerland and Taiwan were essentially flat, with less than one-percent declines in value sales).

More than one-third of all sales in this category are private label, and these items are also growing faster than the category in total. These increases are concentrated in Dairy Substitute Drinks, however, as Milk actually shows slightly better growth performance of the category compared to private label.

Year over year growth by top 10 markets:  
Dairy/Dairy Substitute Drinks category (\$ 000)



Bi-monthly trend -  
Pasta/Noodles category



Pasta/Noodles show strong growth

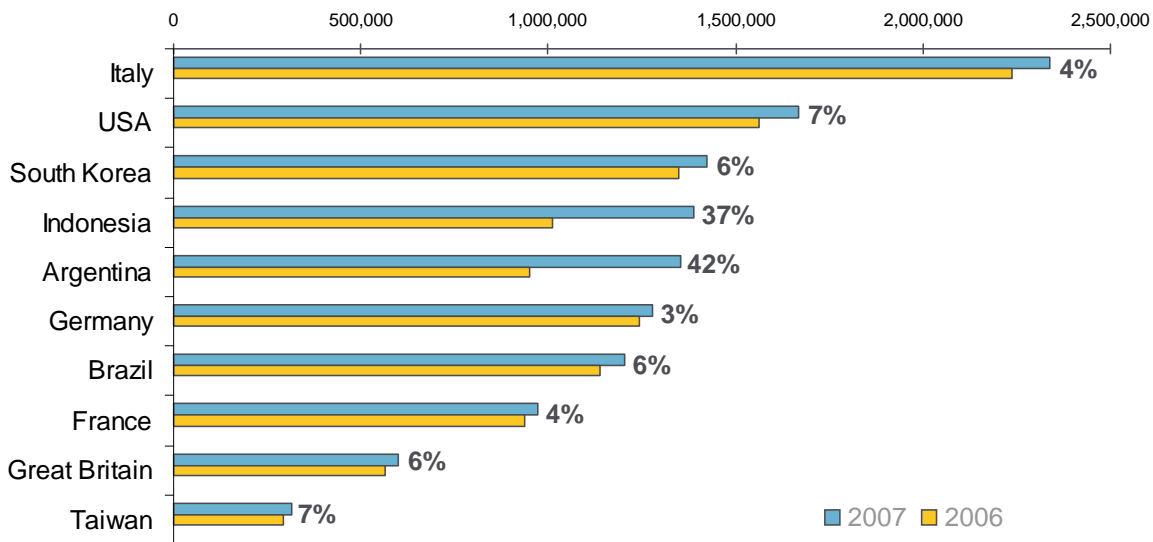
The growth in value sales for Pasta/Noodles does not seem to be quite as cyclical, although sales indicate a decline in the May-June period before increasing through the end of the year. This is consistent for both years, as is the overall increase over time.

A staple in many markets, Pasta/Noodles showed some high year-over-year growth in places like Indonesia and Argentina. The largest market for this category by far was Italy, followed by the US.

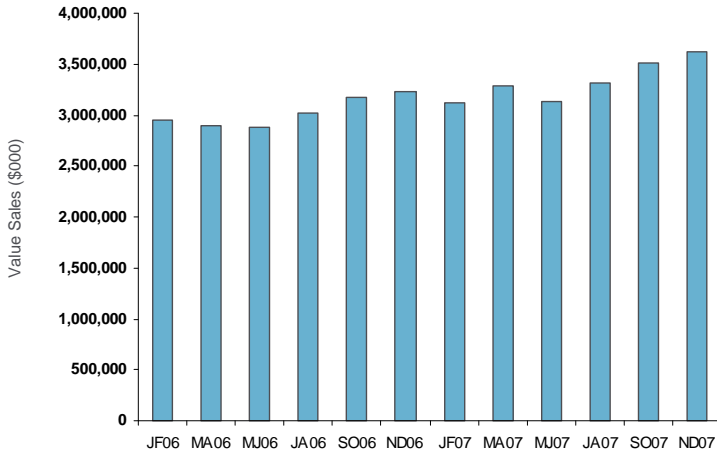
Interestingly, although in general private label was not growing as quickly as the overall category, both Italy and the US showed much stronger growth of private label than other markets – more than three times the percentage growth in Italy as the total category.

Total World Products Sales Trend • Period Ending ND07

Year over year growth by top 10 markets:  
Pasta/Noodles category (\$ 000)



Bi-monthly trend -  
Cooking Fats/Oils category



Total World Products Sales Trend ● Period Ending ND07

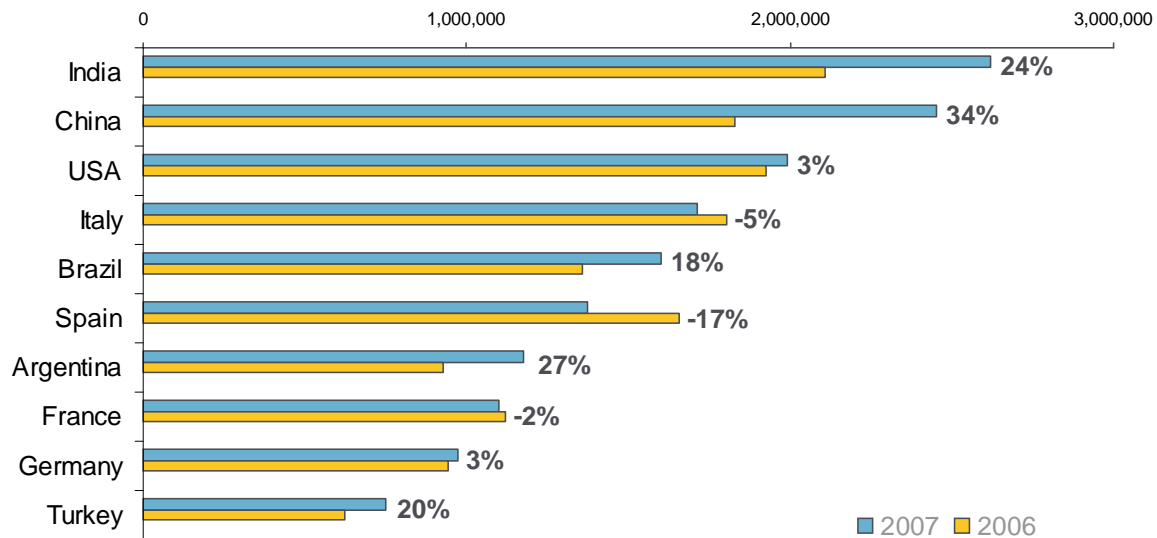
Cooking Oils grow as markets develop

The bi-monthly sales amounts for this category do not show a consistent pattern, which reinforces the idea that sales of this item is less seasonal than some of the others. Therefore, sales increases may be more based on either price increases or the expansion of purchases by newer, developing markets as consumers gain more spending power.

Cooking Fats/Oils saw strong growth in newly developing markets such as China and India, which now dwarf even the US in terms of value sales. This is an indication of the continuing development of these markets, as consumers are able to purchase more of these products for their homes. Europe, on the other hand saw an overall decline in value sales.

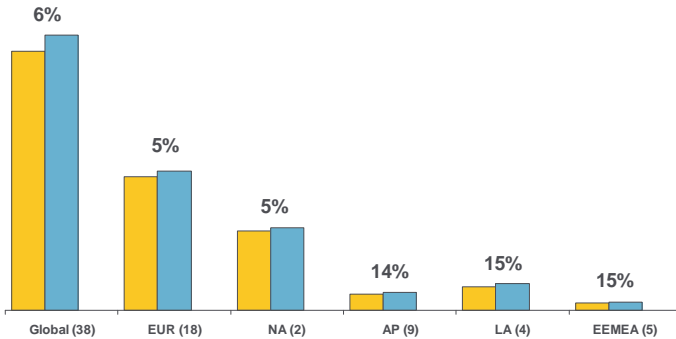
Latin American markets also made the top of the list, and along with China, saw significant growth in branded cooking oils as well.

Year over year growth by top 10 markets:  
Cooking Fats/Oils category (\$ 000)



## Regional Growth

Regional growth in Food & Beverage categories  
(US \$ million)



### Positive growth, higher in smaller regions

*It is important to note that the 38 markets covered in this study represent a significant portion of the world's consumer. However, when comparing regions and categories it is important to be careful not to over-generalize for the region as not all markets or categories may be fully represented.*

The overall regional growth trends in Food & Beverages were consistent with previous annual studies and are distributed as would be expected. The larger regions of Europe and North America showed more measured growth, and Latin America and the Emerging Markets both grew by double digits. Asia Pacific also showed higher growth rates than past studies; however this is likely due to the exclusion of Japan data for this current report.

When looking at fast growth by region, it is interesting to see the variation in categories. These variations highlight the underlying cultural and economic variations across the regions.

Fastest growing categories by region

Europe Category Growth Rate	North America Category Growth Rate	Asia Pacific Category Growth Rate	EEMEA Category Growth Rate	Latin America Category Growth Rate
Soup – Frozen 25%	Energy/Sports Drinks 52%	Herbs/Spices 33%	Chips/Crisps (Cereal Based) 137%	Ready To Drink Drinks 75%
Energy/Sports Drinks 24%	Eggs 28%	Cooking Fats/Oils 29%	Energy/Sports Drinks 66%	Bite Size Fresh Food 33%
Fruit – Frozen 15%	Ready To Drink Drinks 20%	Mixed Fruit/Nuts/Seeds 28%	Ready To Drink Drinks 58%	Vegetables – Frozen 33%
Fruit/Vegetable Juice – Frozen 13%	Dairy/Dairy Substitute Drinks 11%	Probiotic Drinks 28%	Fruit/Herbal Infusions 45%	Butter/Butter Substitutes 32%
Eggs 12%	Water 10%	Chips/Crisps (Vegetable Based) 25%	Dips 42%	Sweet Spreads 29%
Baby/Infant Formula 10%	Fruit – Fresh 10%	Butter/Butter Substitutes 24%	Mixed Fruit/Nuts/Seeds 42%	Fish/Seafood – Frozen 28%
Breadsticks 10%	Fruit – Frozen 10%	Breakfast Cereals 20%	Fish – Dried 40%	Soup 27%
Sandwiches 9%	Fruit Concentrate – Non Dairy 10%	Ready To Drink Drinks 20%	Chips/Crisps (Potato based) 36%	Probiotic Drinks 26%
Butter/Butter Substitutes 9%	Cereal/Muesli Bars 9%	Cakes 19%	Popcorn 36%	Meat – Frozen 25%
Chips/Crisps (Vegetable Based) 9%	Soup – Frozen 9%	Sweet Spreads 19%	Cream 33%	Chips/Crisps (Cereal Based) 24%

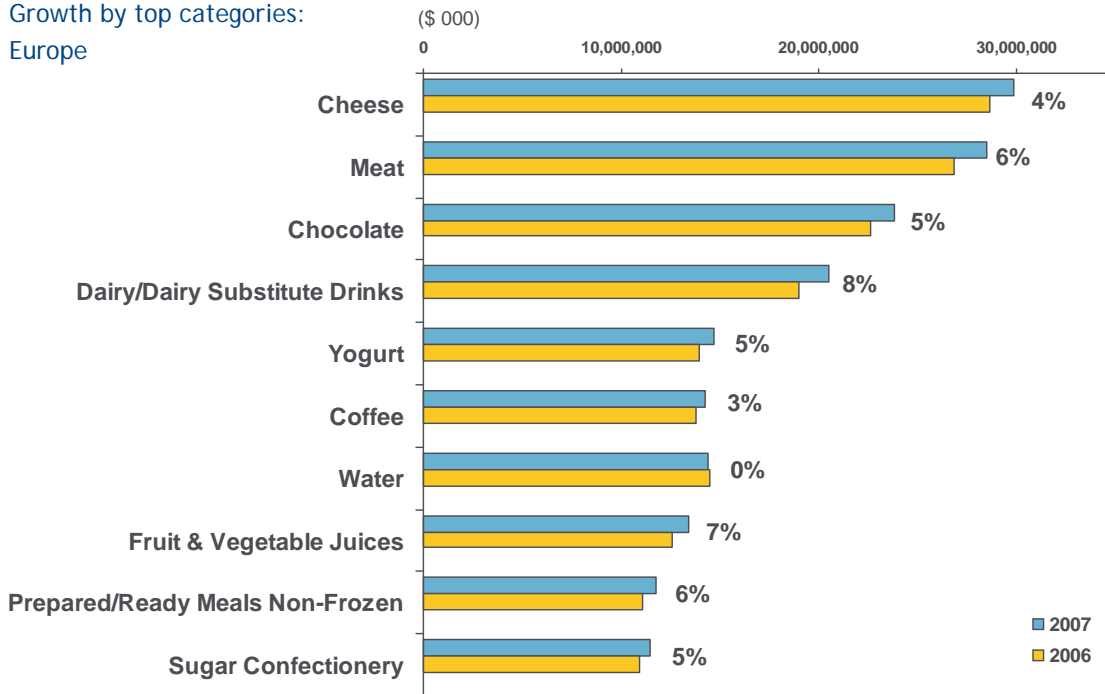
**Large categories also varied by region**

Within Europe, the Cheese category was the largest, but showed growth slower than the regional average. Coffee and Water also were below the average in Europe. Of the top categories, Dairy/Dairy Substitute drinks that showed the strongest growth. This is not surprising due to the category including Milk, which has seen an across-the-board rise in price in many places. Markets that showed strong year-over-year growth included Belgium, Spain, Czech Republic/Slovakia and Ireland, all who posted more than 10% increases.

Fast-growing markets for Fruit & Vegetable juices included Netherlands, Norway and again Ireland, but it was Poland - with an 11% growth and fairly large market - which contributed the most in terms of dollar value increase year over year.

Despite the overall flat performance of Water, there was some strong growth in Hungary (+18%), Poland (+16%) and Spain (+8%), all which had large markets to begin with and therefore contributed a large share overall to the Europe increase in this category.

Growth by top categories:  
Europe



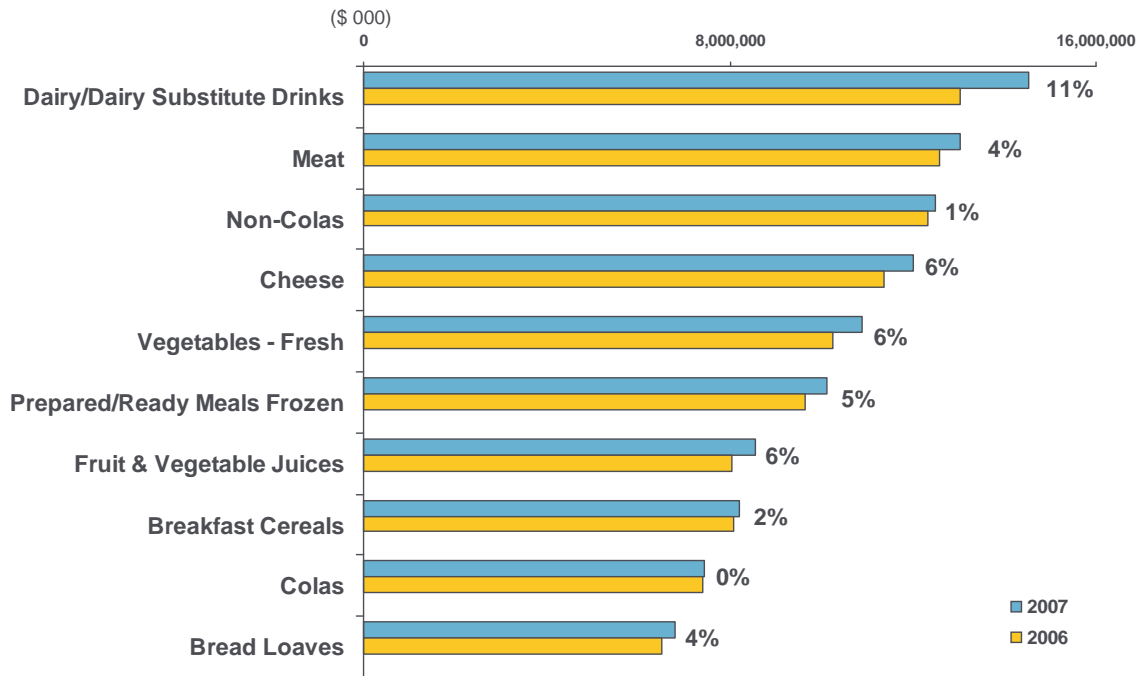
**Dairy leads in North America**

North America is dominated by the US market and here, Dairy is king. The largest category overall also saw a significant jump from prior year in terms of value sales. Much of this can be attributed to the price increases taken, but it is interesting to see how much higher the growth is in this category than in others.

While Meat purchases grew in value, they did not match the overall growth of the region, which is also interesting given the rising costs of food categories like this one.

Soft drinks in the Non-alcoholic RTD product group – both Colas and Non-colas – grew at a slower rate than the other big beverage categories in North America. It is possible consumers could be switching to other beverages, but another consideration should be the prices to manufacture these category items. More detailed volume comparisons would need to be performed to understand this more completely.

Growth by top categories  
North America



### Cooking Oils dominate in Asia

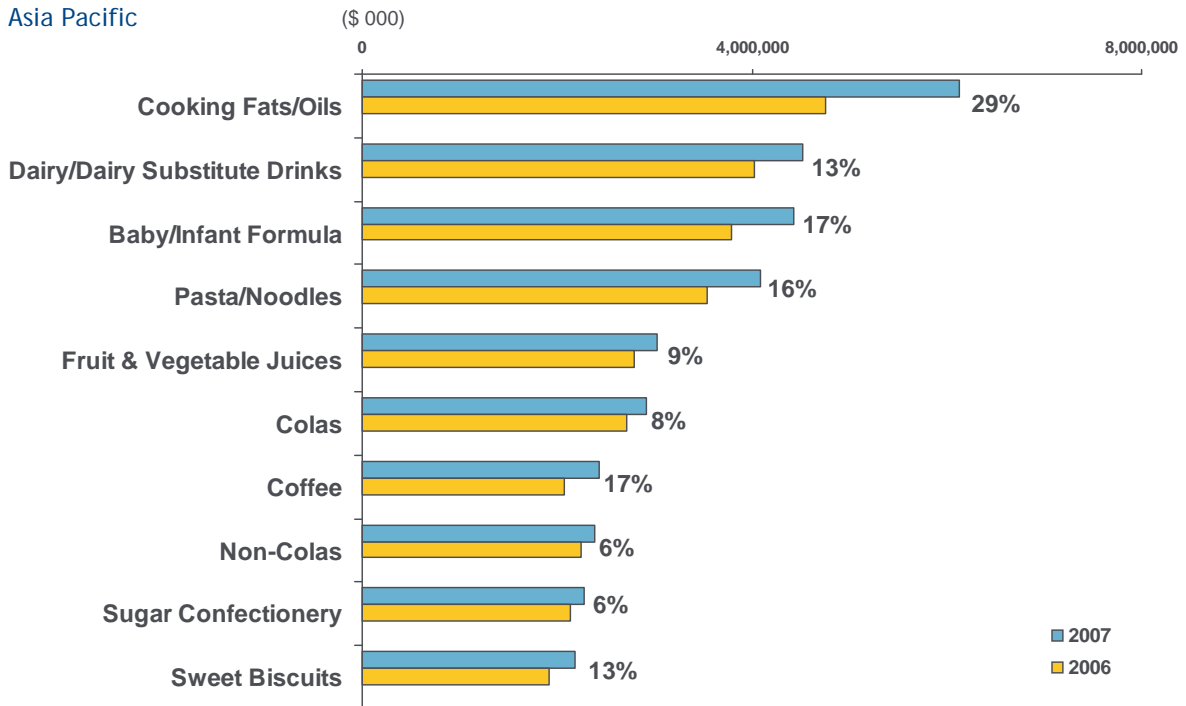
Cooking Fats/Oils was the clear winner in Asia Pacific, posting strong gains beyond Dairy and other categories. While Indonesia (+35%) had the highest growth year over year, it was China and India that drove the growth in the region, posting 34% and 24% gains respectively.

As many consumers in these developing markets move in to the middle class, they have the increasing income to purchase things for cooking in their home.

Dairy/Dairy Substitutes and Baby Formula also showed strong growth, with China the driving force behind both. India interestingly showed strong growth in the Baby Formula category. This could be due to the growing middle class who have the financial resources to feed their infants, and perhaps also provide a bit of status as being more “modern” as well.

Pasta/Noodles were a big category that showed large increases year over year, and Indonesia once again showed strong growth in the category (+37%). South Korea, growing at 6%, is still the largest overall purchaser of Pasta/Noodles in the region.

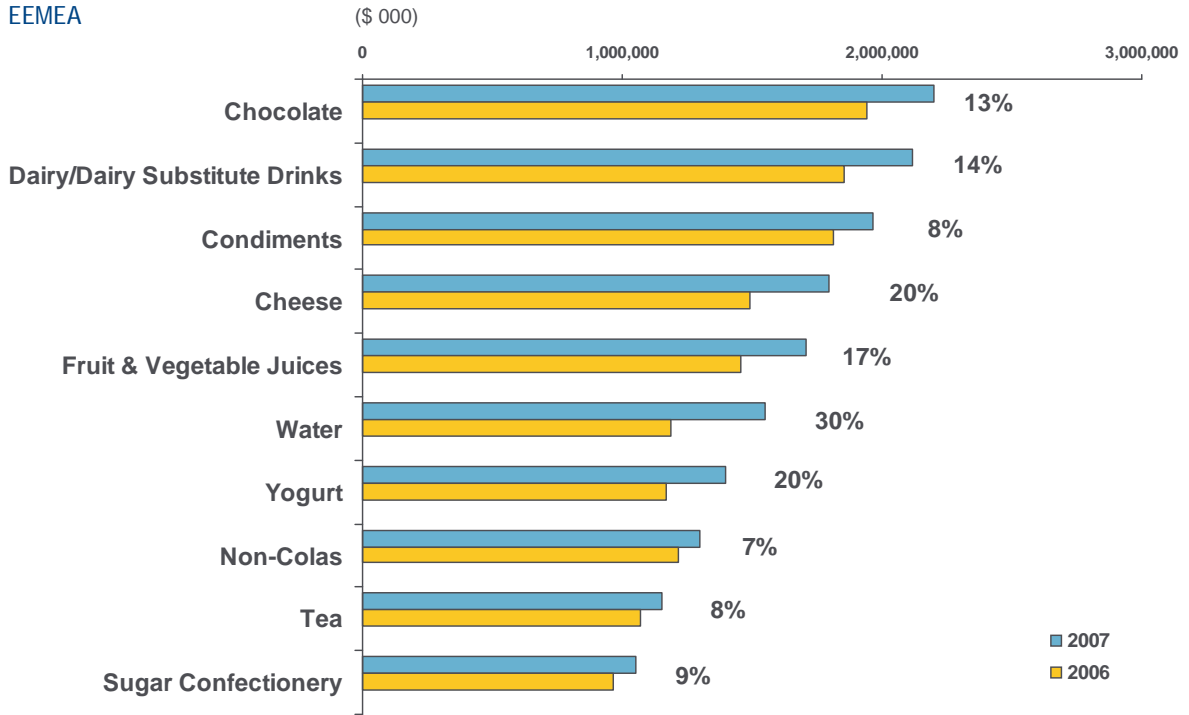
Growth by top categories:  
Asia Pacific



**EEMEA's sweet tooth**

The EEMEA region showed strong growth throughout its top categories, which follows as these are smaller markets. This is the region with the "sweet tooth" as Chocolate and Sugar/Confectionery items showed very strong positive growth. Ukraine (+31%) led the growth for Sugar Confectionery, as the Russians showed their love of sweets by posting the highest regional growth as well as largest share of the Chocolate category.

Growth by top categories:  
EEMEA

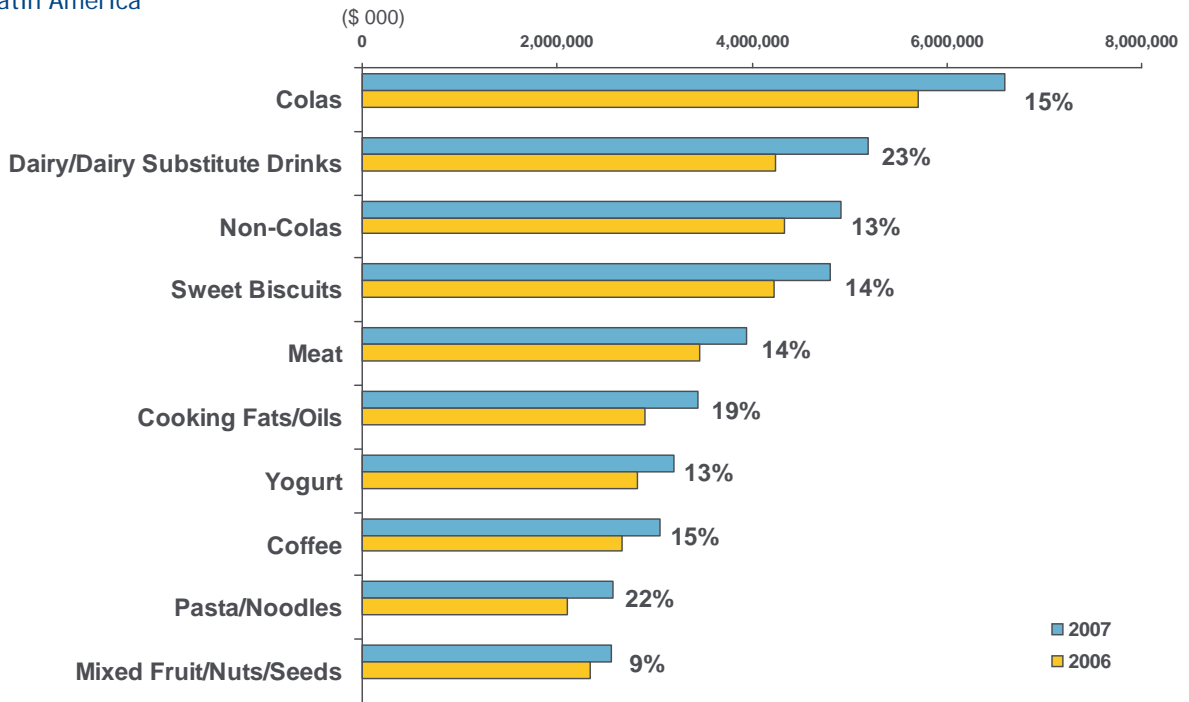


**Soft drinks reign in Latin America**

Both Colas and non-Colas both topped the list of large and fast-growing categories. However, Dairy/Dairy Substitute drinks have grown faster, making them the number-two largest category in terms of value sales. Argentina (+29%) and Brazil (+20%) were the two fastest growing markets in this category.

Pasta and Noodles also showed some strong growth, as did Cooking Fats/Oils. These cooking basics help consumers provide nutritious for their families. Argentina was the main driver for growth in the region for both Pasta/Noodles and Cooking Fats/Oils, contributing both a high growth rate and a large contribution to overall growth dollars.

Growth by top categories:  
Latin America



## Private Label Trends


### Top 20 categories are fresh and “center store” items

Within all the “What’s Hot” studies, private label seems to perform best in categories that are established categories where consumers may not perceive strong differentiation between branded items. In food and beverage items, Fresh Food also is a strong category area for private label.

Looking at the top 20 private label categories in terms of their share of the category, many of the categories are either fresh, or commodity-type items like canned/frozen fruit and vegetables. However, in two of these categories, the total category grew faster than private label, indicating manufacturer growth actually outpaced the rate of private label growth. Of these top 20 private label categories, three were also part of the fastest-growing categories overall.

### Top 20 private label categories in share of category

Global	Product Area	PL Share of category	PL Growth Rate	Cat Growth Rate
Fruit - Frozen **	Frozen	62.6%	16.9%	12.1%
Eggs **	Dairy	59.5%	24.2%	19.0%
Fish/Seafood - Fresh	Fresh	51.4%	7.2%	12.5%
Fruit - Canned	Ambient	41.8%	0.2%	1.7%
Fish/Seafood - Frozen	Frozen	39.4%	7.3%	5.0%
Vegetables - Canned	Ambient	38.4%	4.7%	3.7%
Vegetables - Frozen	Frozen	37.9%	8.5%	6.5%
Prepared/Ready Meals Non-Frozen	Fresh	36.9%	6.8%	5.8%
Olives/Pickles/Chutneys	Ambient	36.0%	7.5%	3.1%
Meat	Fresh	34.3%	7.2%	5.8%
Vegetables - Fresh	Fresh	34.3%	7.1%	6.0%
Dairy/Dairy Substitute Drinks**	Beverages	33.8%	13.0%	11.2%
Bagel/Baguet/Ciabata/Roll	Ambient	33.7%	7.5%	5.8%
Dips	Fresh	33.0%	8.5%	6.4%
Cakes	Ambient	32.5%	9.8%	7.0%
Cream	Dairy	31.3%	9.1%	8.1%
Cheese	Dairy	30.5%	7.7%	5.9%
Savoury Spreads	Ambient	29.6%	6.3%	5.0%
Vegetables - Dried	Ambient	29.3%	6.1%	4.0%
Pastries/Pies/Tarts	Ambient	29.3%	4.8%	4.1%

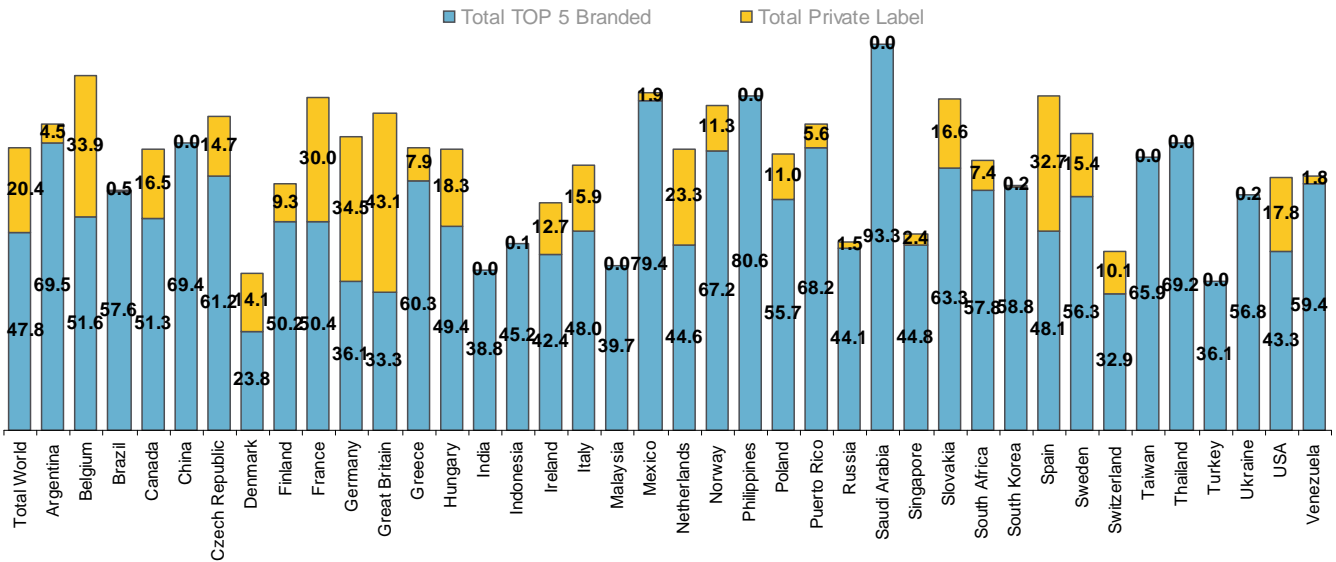
\*\*Fastest Growing Categories  
 Manufacturer brands growing faster than Private Label

### Comparing private label to brands

When looking at the share of sales concentrated among the top 5 brands compared to private label, it is easy to see the vast differences among the markets. Some places, like Great Britain and Germany have more than one-third of sales tied to private label, with similar dispersion among the top five brands. Denmark, on the other hand, has more sales diversity with only one-fourth of all sales going to the top five brands.

On the brand side, markets such as Mexico, Philippines and Saudi Arabia show extremely high sales concentrations among the top 5 brands with very little in terms of private label sales. This is due in large part to retail concentration - were there is a high volume of retail sales concentrated among a few large retailers, the incidence of private label is typically high.

Top 5 brand share vs. private label share by market



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## Methodology

### Markets

This study covers 38 of the world's top markets, which account for a vast majority of the world's GDP. The information is accessed from Nielsen's Global Track Strategic Planner product, collecting information on products to the brand level across 150 categories. For the purposes of this study, 89 higher-level category groupings were used, which were grouped into 21 mega-categories.

The syndicated Global Track Strategic Planner tracks value sales at modern trade retail outlets, in both local currency and common currency (US \$). For the purposes of this study, common currency was used.

<b>Europe</b> Great Britain Spain Poland Germany France Italy Norway Belgium Hungary Netherlands Denmark Greece Ireland Switzerland Slovakia Czech Republic Finland Sweden	<b>Asia Pacific</b> China Thailand South Korea Philippines Malaysia Indonesia India Singapore Taiwan
<b>North America</b> Canada United States	<b>Latin America</b> Brazil Argentina Mexico Puerto Rico
	<b>Eastern Europe, Middle East, Africa (EEMEA)</b> Russia Turkey South Africa Ukraine Saudi Arabia

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## Categories & Segments

The Global Track Strategic Planner product tracks 150 categories, identifying value sales for the category, the top 5 brands and private label. For the purposes of this study, these categories

were grouped into 89 larger categories, which rolled up into 21 “mega” categories. To get a complete understanding of the hierarchies in Global Track Strategic Planner, please contact your Nielsen Global Services representative.

### Non-Alcoholic RTD

- Colas
- Non-Colas
- Fruit & Vegetable Juices
- Energy/Sports Drinks
- Water
- Dairy/Dairy Substitute Drinks
- Ready To Drink Drinks

### Snacks

- Chips/Crisps Cereal Based
- Chips/Crisps Potato Based
- Chips/Crisps Vegetable (not potato)
- Mixed Fruit/Nuts/Seeds
- Popcorn

### Non-RTD Drinks

- Tea
- Fruit/Herbal Infusions
- Coffee
- Chocolate/Cocoa/Malt
- Fruit Concentrate - Non Dairy
- Fruit Flavored Dairy Drinks
- Milk/Cream/Substitutes

### Sweet/Savoury Biscuits

- Savoury Biscuits
- Sweet Biscuits
- Breads All Forms
- Crispbreads/Dried Toasts
- Breadsticks
- Bagel/Baguet/Ciabata/Roll
- Bread Loaves
- Pitas/Tortillas

### Cakes/Cake Type

- Cakes
- Cereal/Muesli Bars
- Pastries/Pies/Tarts

### Spreads

- Sweet Spreads
- Savoury Spreads

### Baby/Infant Food

- Baby/Infant Food
- Baby/Infant Formula
- Baby/Infant Drinks

### Baking/Cooking Supplies/Mixes

- Baking/Cooking Supplies/Mixes
- Cooking Fats/Oils
- Tomato Pastes/Purees
- Grains
- Bouillon/Stocks/Soup
- Bouillon/Stocks
- Soup

### Canned Foods

- Fish/Seafood
- Fruit
- Vegetables
- Meat
- Milk
- Pasta
- Caviar

### Cereals

- Breakfast Cereals

### Condiments/Olives/

#### Pickles/Sauces

- Condiments
- Olives/Pickles/Chutneys
- Sauces/Marinades

### Dried Foods

- Vegetables
- Meat
- Seafood
- Fish

### Herbs/Seasonings/Spices

- Herbs/Seasonings/Spices

### Pasta/Noodles/Rice

- Pasta/Noodles
- Rice

### Sugar/Sugar Substitutes/ Sweeteners

- Sugar/Sugar Substitutes/ Sweeteners

### Confectionery

- Chocolate
- Sugar Confectionery

### Dairy

- Fromage Frais
- Probiotic Drinks
- Margarine
- Desserts
- Butter/Butter Substitutes
- Cheese
- Yogurt
- Cream
- Eggs

### Frozen

- Fruit & Vegetable Juices
- Ice Cream/Ice Lollies
- Fish/Seafood
- Fruit
- Vegetables
- Meat
- Prepared/Ready Meals
- Ice
- Soup
- Prepared Dough

### Chilled/Fresh Food

- Fish/Seafood
- Vegetables
- Meat
- Prepared/Ready Meals
- Dips
- Sandwiches
- Fruit
- Bite Size
- Prepared Dough

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## Coverage

This report is based on syndicated Global Track Strategic Planner purchasing information from grocery supermarkets and hypermarkets, as well as mass merchandise retailers, and generally excludes such channels as department stores and home improvement centers. In some markets, sales from the data are only complete for specific categories. Within the US market, Wal-Mart sales have not been included in the syndicated RMS offering.

Since coverage can differ significantly across markets, we have cited in our findings the actual number of markets included in this study where relevant. In cases where products were segmented into different categories across markets, we have aligned the products and categories in order to provide the most consistent view available.

## Time Period

Information was collected for the 12-month periods ending year-end 2006 and 2007. Due to differences in timing of data collection in some locations around the world, the actual year ending date could vary by as much as four weeks among different markets; however, each market compared consistent 12-month year-over-year figures.

## Exchange Rate

Global Track Strategic Planner offers value sales data in both Local Currency and Common Currency (\$ US). For the purposes of this study, common currency values were used for consistency across markets.

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## Learn more about Global Track Strategic Planner

To meet the need for harmonized brand and category information at the headquarters level, Nielsen developed Global Track Strategic Planner. The most efficient way to understand growth globally, Global Track Strategic Planner details top brand and private label performance across 150 food & beverage categories in 40 key markets.

Global Track Strategic Planner can be used to uncover the markets or categories worth pursuing for new product introductions, find complementary brands for the potential of a partnership, or gain a top-level assessment of products in a market where you currently do not have distribution.

The Global Track Strategic Planner provides a link to retail measurement information via the web or desktop for flexibility.

Global Track Strategic Planner can be used on a continuous basis, or as an ad hoc report called Adjacent Category Snapshots. Adjacent Category Snapshots provide a quick and inexpensive means to understanding category and brand performance at a point in time.



### About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com)

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