Market View

Year 2016, May 2017

IRi
Growth delivered.

Study ID

▪ Metrics	◆ Value and Units Sales Trends: Super/Hyper Markets FMCG ◆ Random Weight Sales not included
▪ Channels	◆ Super/Hyper Markets
▪ Areas	◆ Greece Mainland ◆ Crete
▪ Periods	◆ YR 2016 vs YR 2015 ◆ January – May 2017 vs January – May 2016

Channels definitions

Hypermarket

- Stores with large selling spaces (over 2500 sqm) and even broader range of products

Supermarket

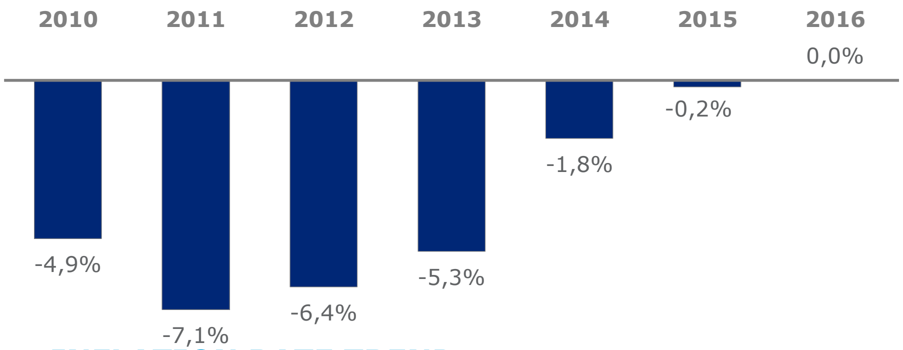
- Self-service retail stores with a central check-out area and at least 2 cash registers, offering a large variety of groceries as well as consumer durables and goods

Discounters

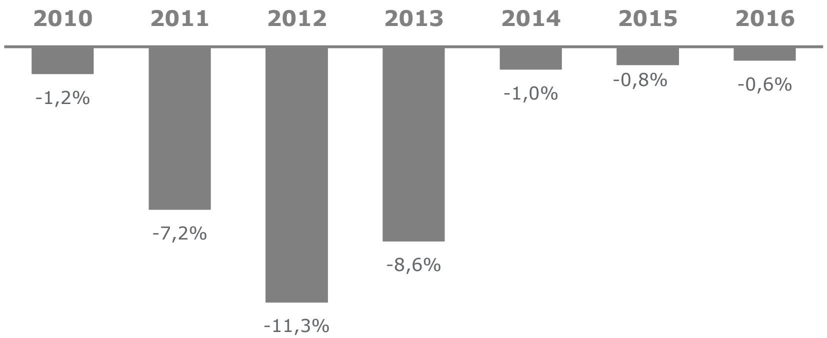
- Self-service retail stores carrying mainly groceries in limited range with emphasis on own label products and low prices

Greek economy

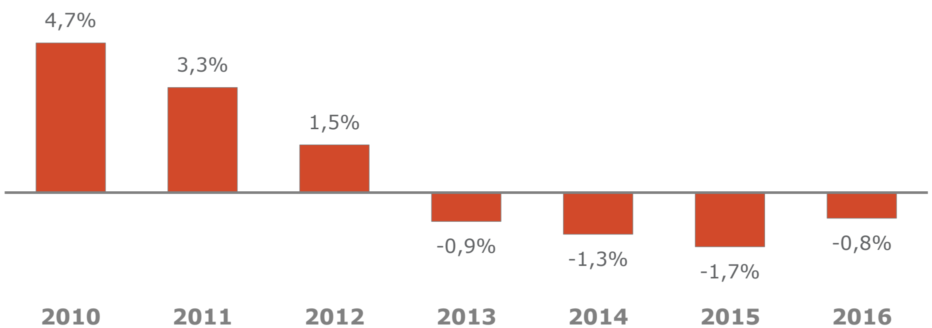
GDP



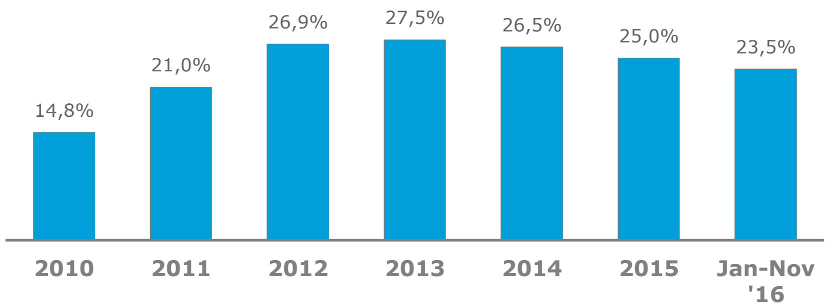
RETAIL TURNOVER INDEX (w.o AUTOMOTIVE FUEL)



INFLATION RATE TREND



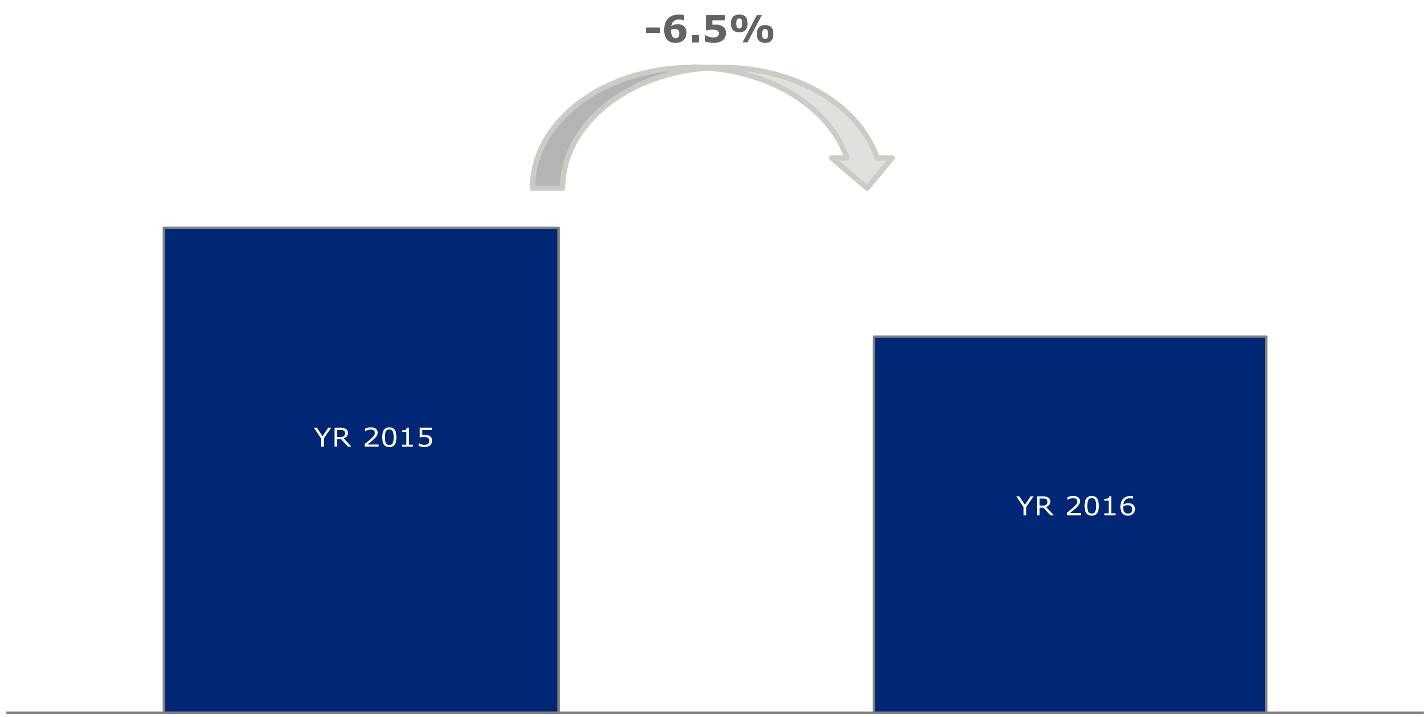
UNEMPLOYMENT



Source: ELSTAT Jan 2017 (latest available period/provisional data)

Value sales are decreasing also in 2016

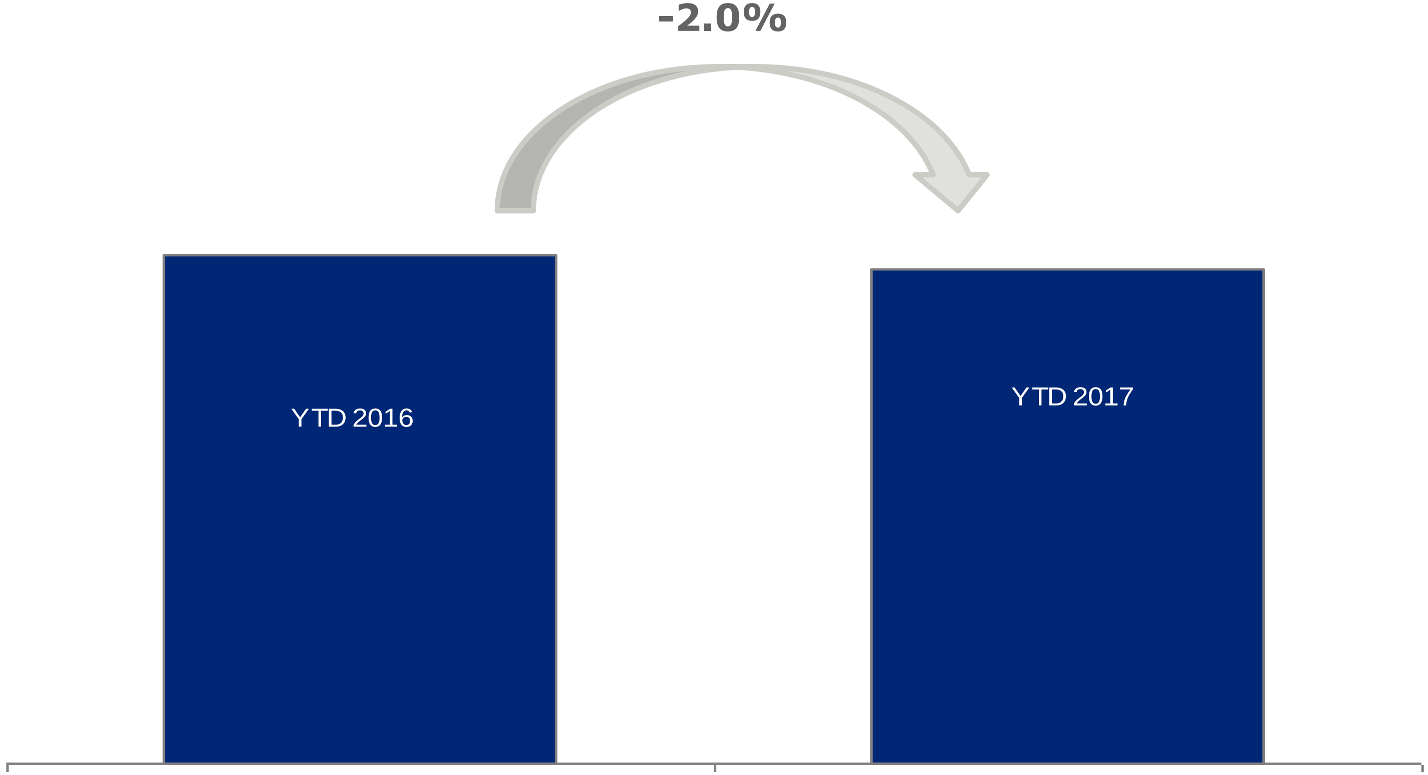
HM/SM VALUE SALES TREND



Source: IRI InfoScan, HM/SM

YTD 2017 drops by 2.0%

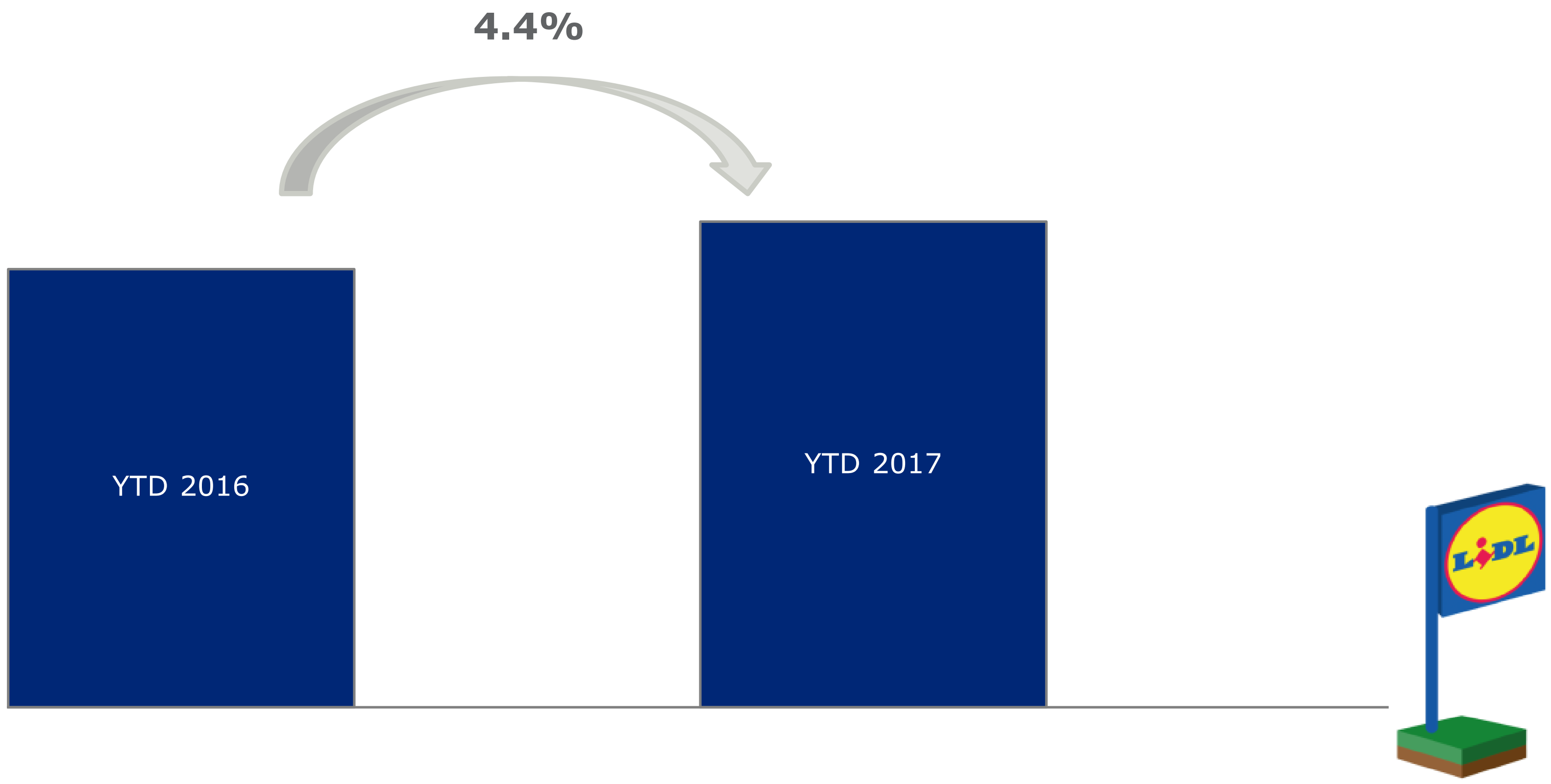
HM/SM VALUE SALES TREND



Source: IRI InfoScan, HM/SM

Lidl sales are increasing in YTD

LIDL VALUE SALES TREND



Source: IRI Lidl estimation, YTD: January-April 2017

Hyper & medium sized Super Markets (400-1000 sq.m.) reverse the trend during the first 5 months of 2017

TRENDS PER SHOP TYPE - YTD 2017

2500+ sqm
- % Value Contribution: 9,6%
- Value sales trend: **+3,8%**

1000-2500 sqm
- % Value Contribution: 40,4%
- Value sales trend: **-10,8%**

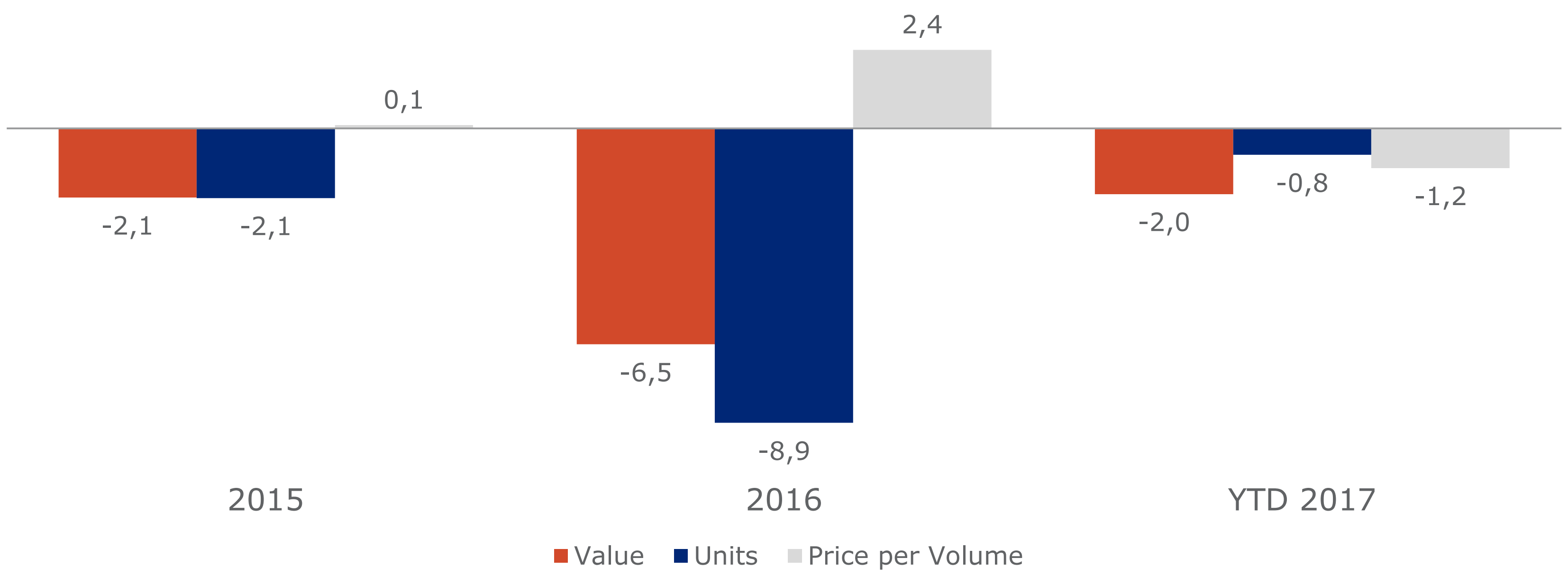
400-1000 sqm
- % Value Contribution: 36,9%
- Value sales trend: **+8,9%**

0-400 sqm
- % Value Contribution: 13,1%
- Value sales trend: **-3,8%**

Source: IRI InfoScan, HM/SM

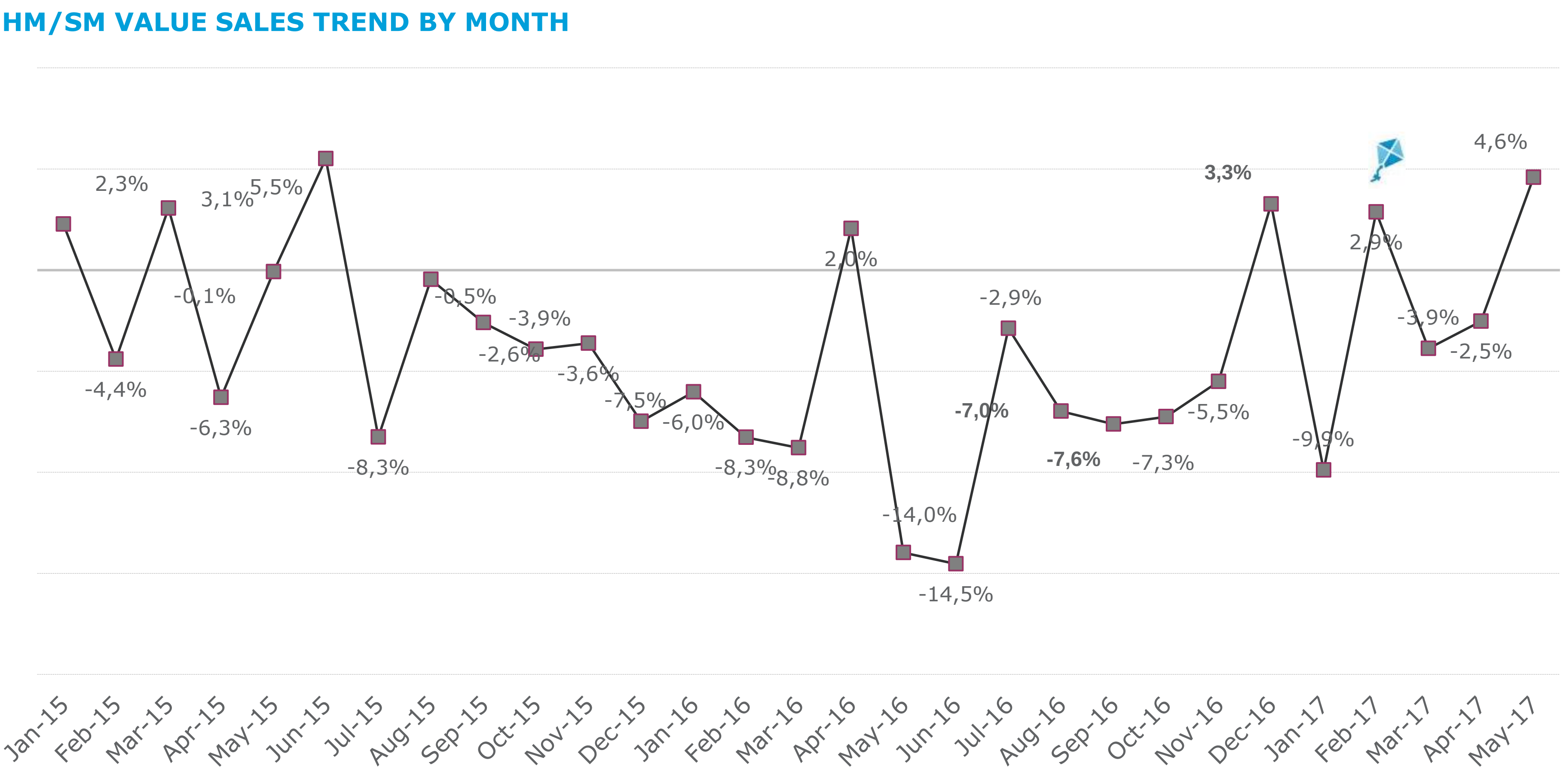
Following 2016 upraise, price trend reverses to negative

HM/SM SALES AND PRICE TREND



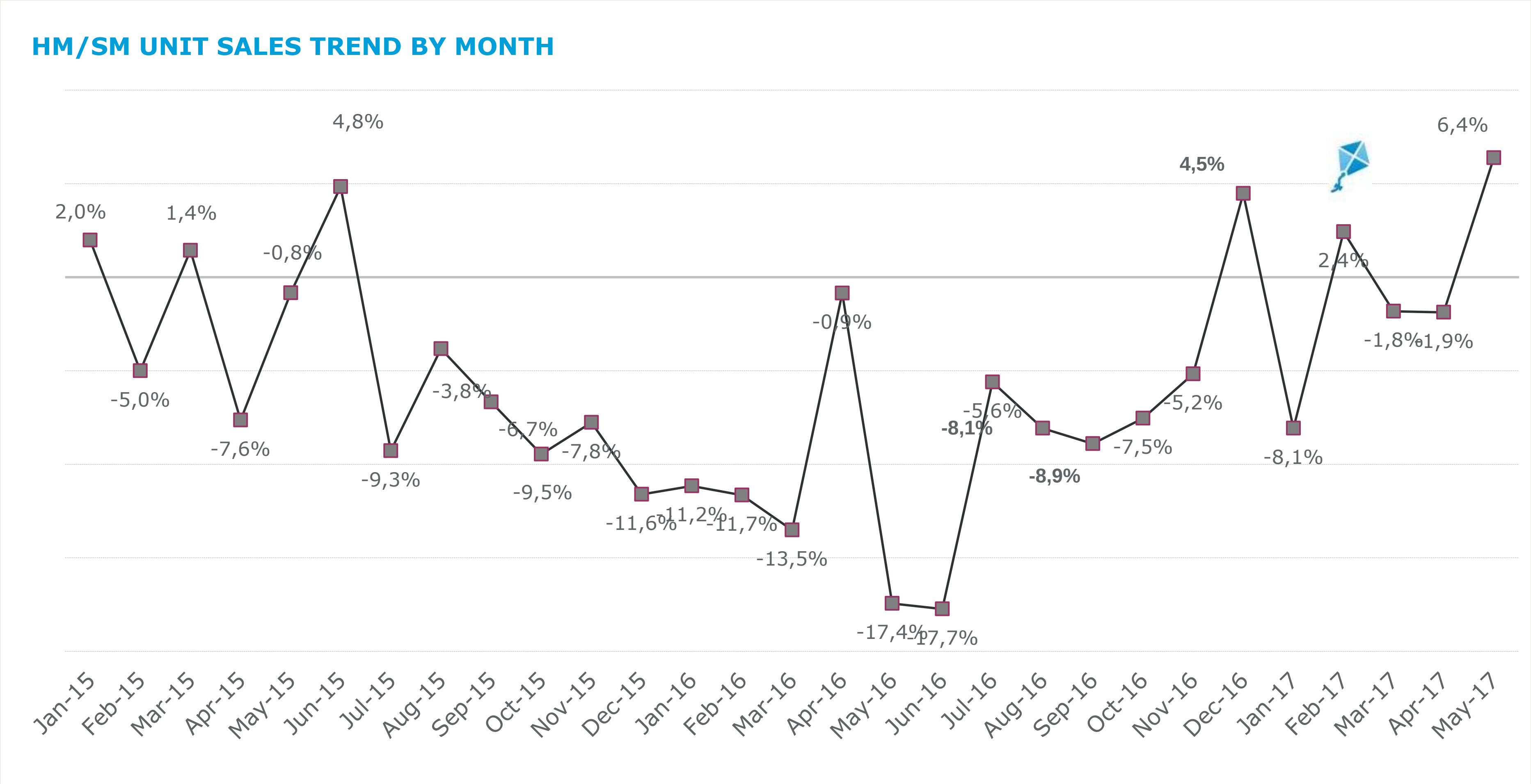
Source: IRI InfoScan, HM/SM

Positive signs in May



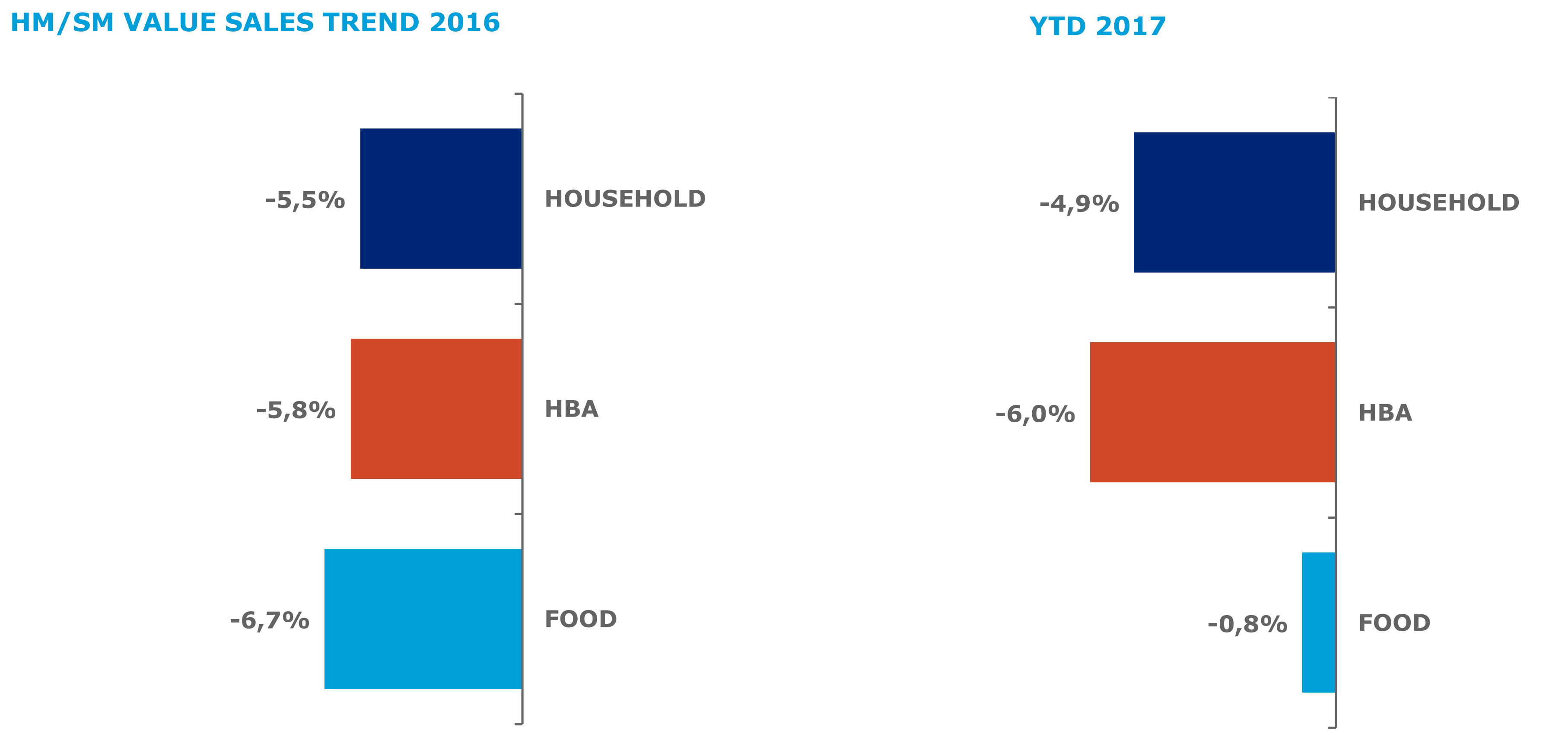
Source: IRI InfoScan, HM/SM

Same case in unit sales



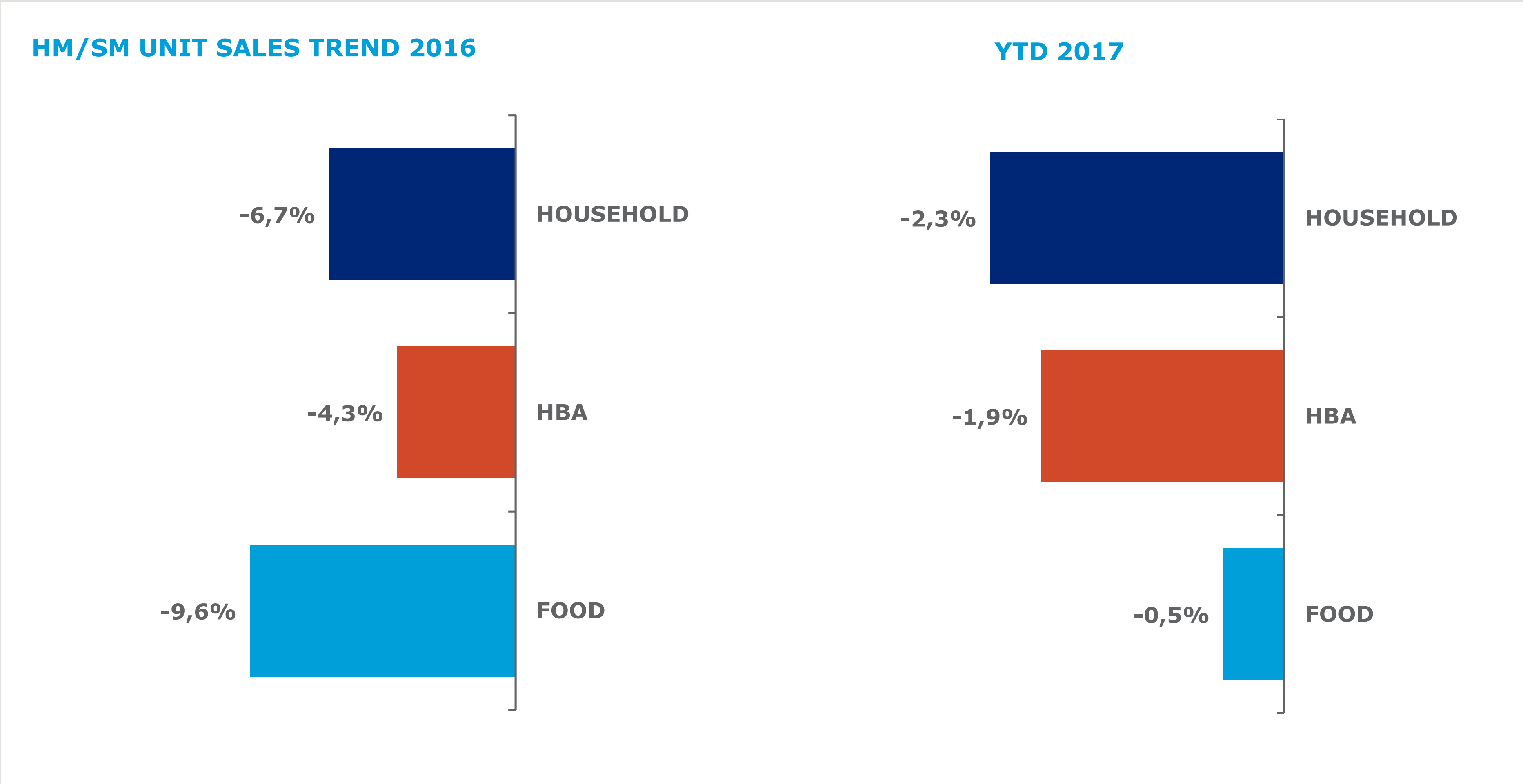
Source: IRI InfoScan, HM/SM

Non Food categories are driving the loss in 2017



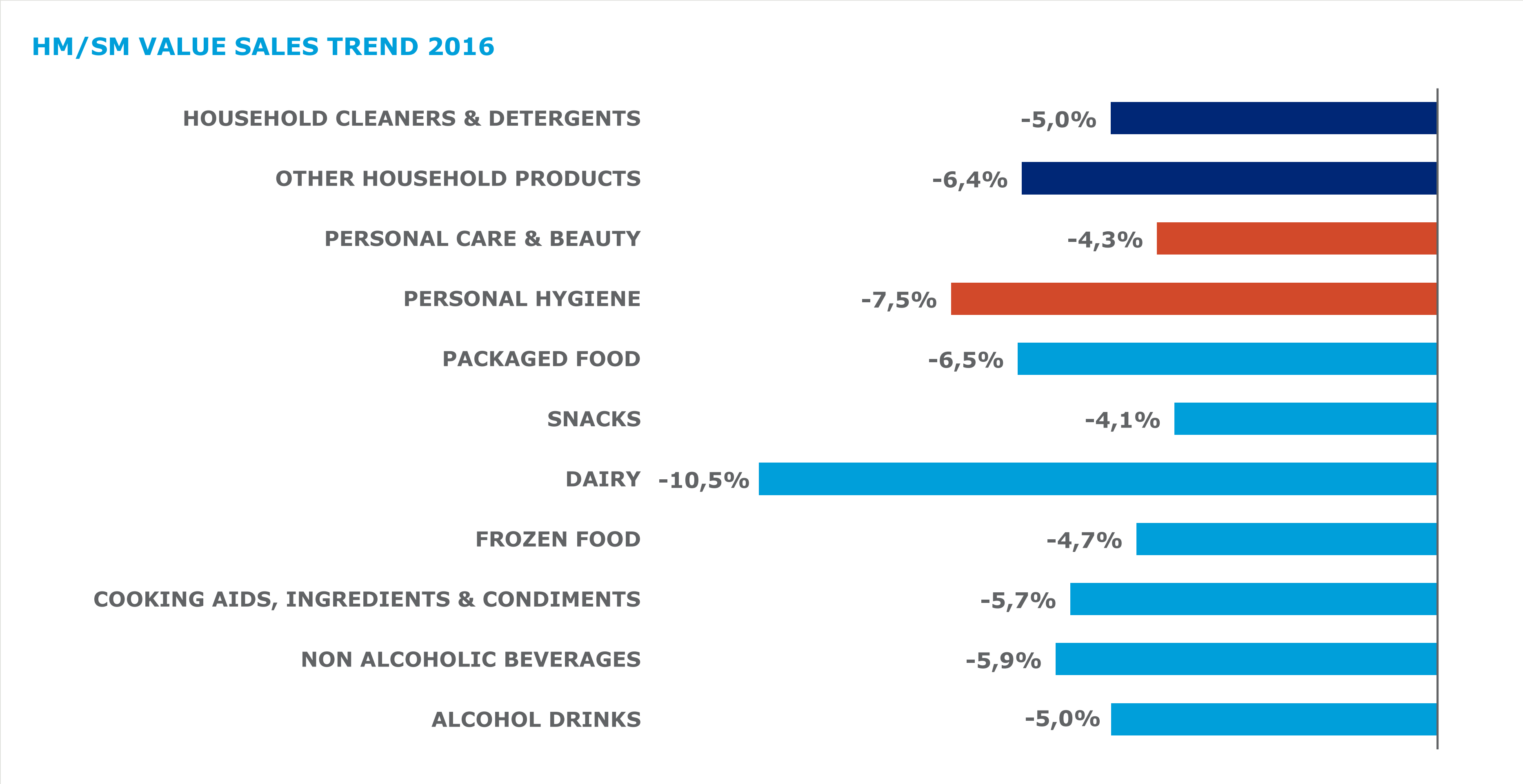
Source: IRI InfoScan, HM/SM

Unit sales



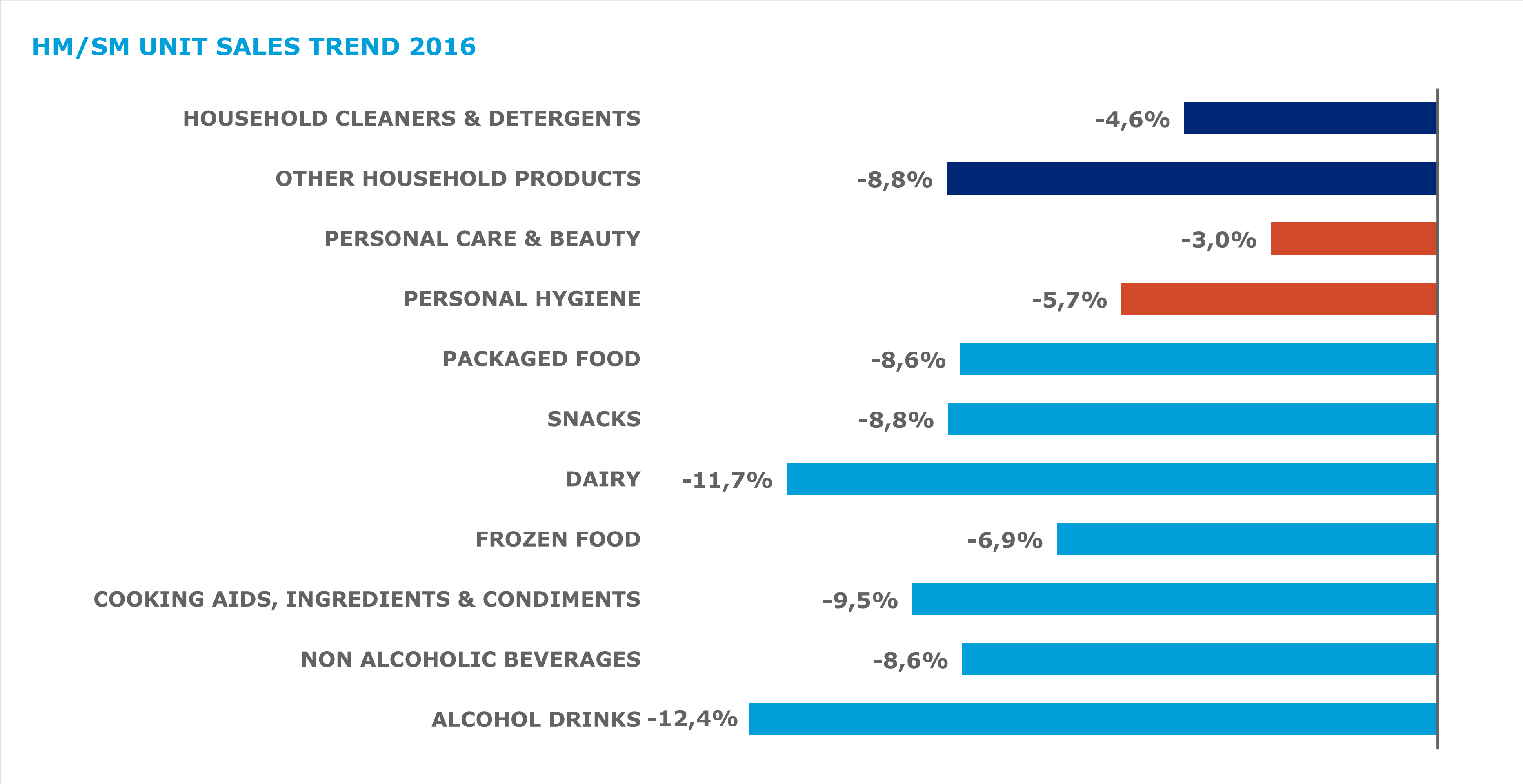
Source: IRI InfoScan, HM/SM

All group categories decrease in value during 2016



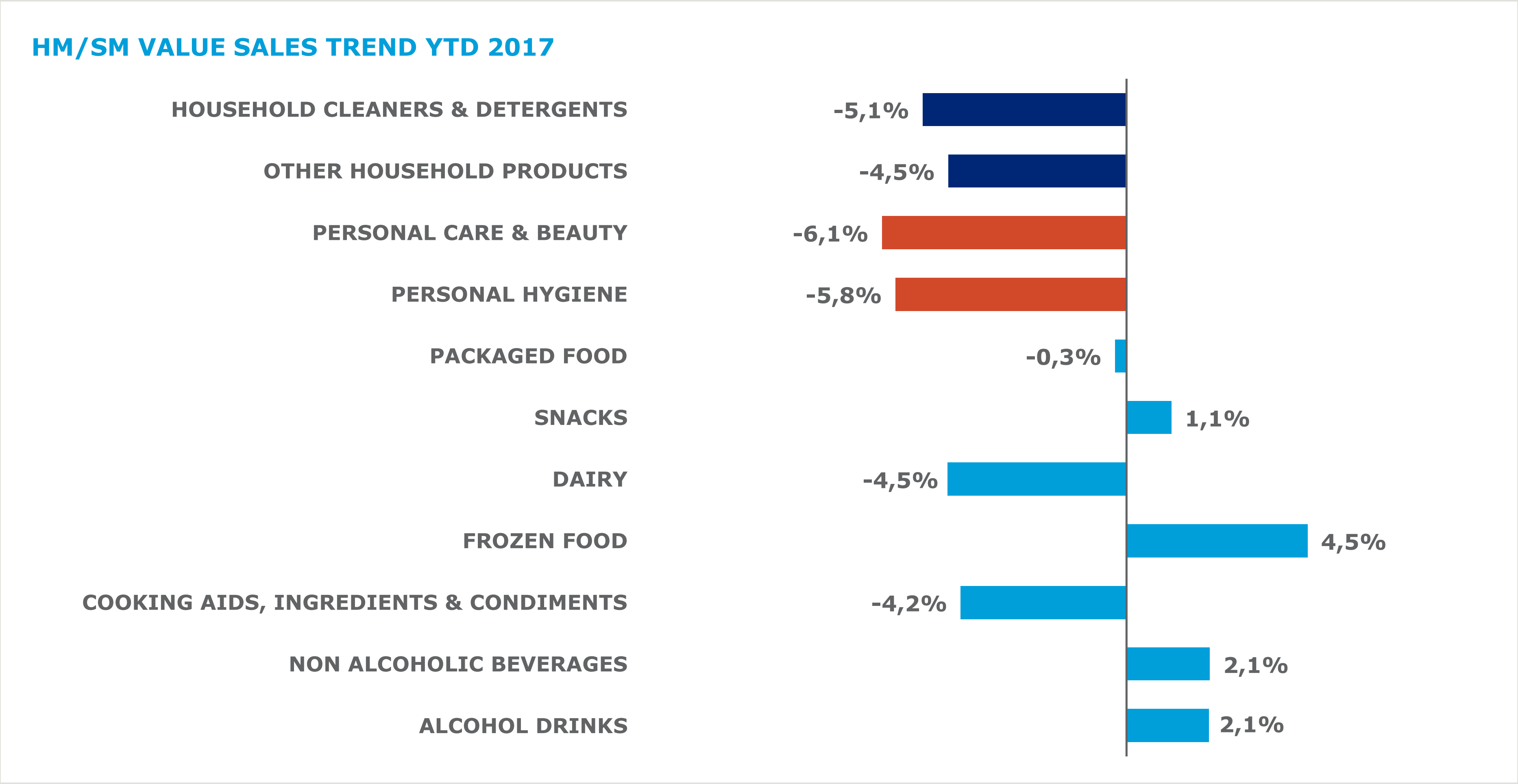
Source: IRI InfoScan, HM/SM

All group categories decrease in units during 2016



Source: IRI InfoScan, HM/SM

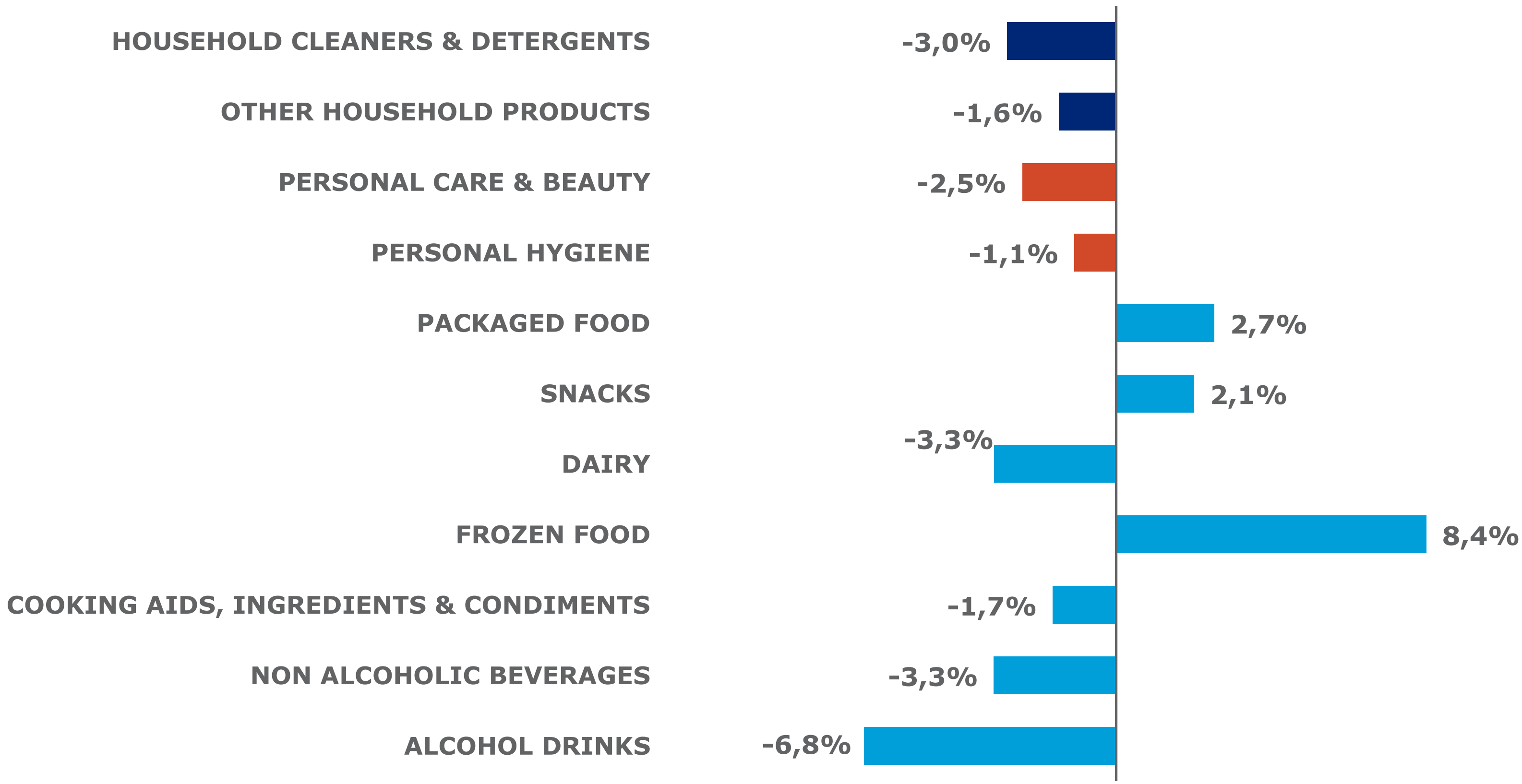
All categories continue to fall during 2017 except for Frozen Food, Snacks & Beverages (tax increase)



Source: IRI InfoScan, HM/SM

All categories continue to fall during 2017 except for Frozen and Packaged Food/Snacks in Unit Sales

HM/SM UNIT SALES TREND YTD 2017



Source: IRI InfoScan, HM/SM

Evolution of Private Labels

IRI InfoScan

PL perform better in 2017

Source: IRI InfoScan, HM/SM
Figures in grey brackets, indicate PL's value growth vs YA

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FOR MORE INFORMATION

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ABOUT IRI

IRI is a leader in delivering powerful market and shopper information, predictive analysis and the foresight that leads to action. We go beyond the data to ignite extraordinary growth for our clients in the CPG, retail and over-the-counter healthcare industries by pinpointing what matters and illuminating how it can impact their businesses across sales and marketing. Move your business forward at **IRIworldwide.com and/or IRIworldwide.gr**

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