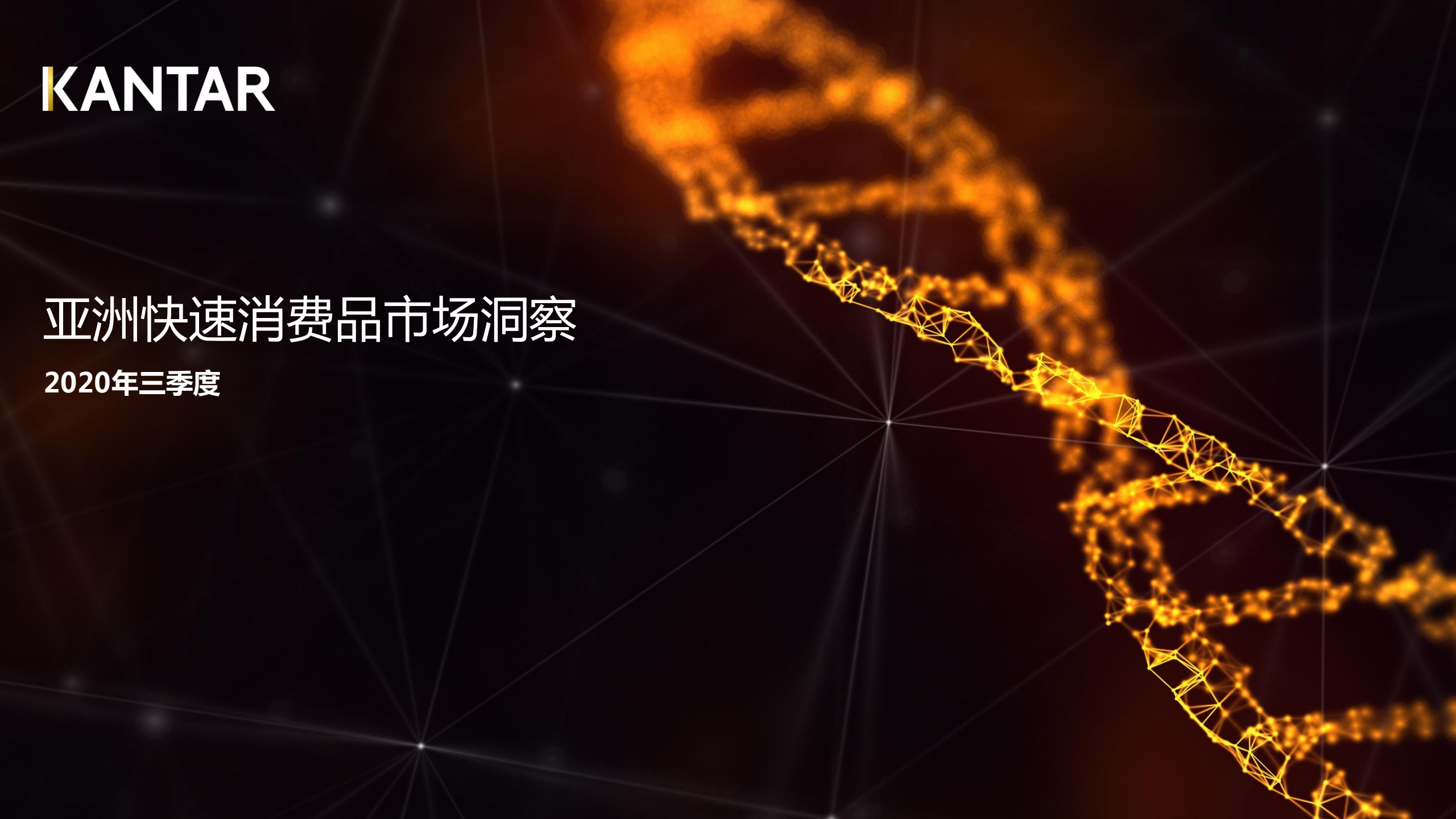
KANTAR

亚洲快速消费品市场洞察

2020年三季度



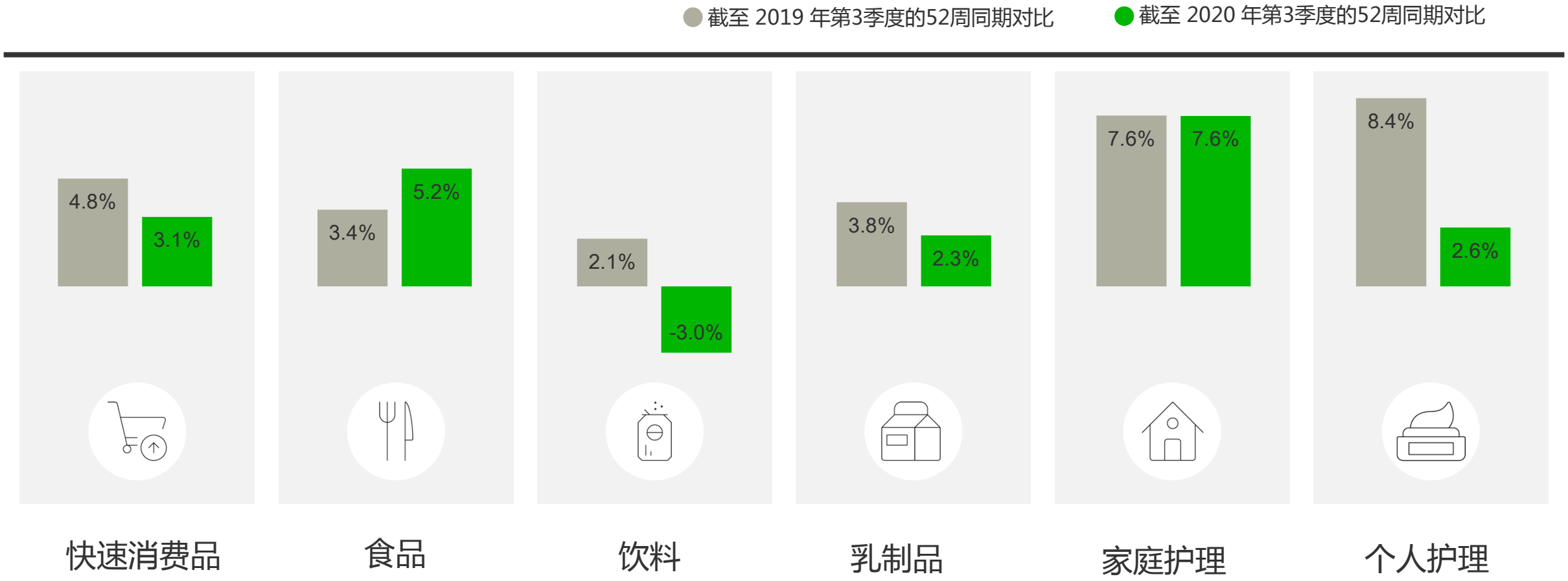
Q3 2018| 亚洲重点摘要

快速消费品销售额增长率% – 截至2020年第3季度的52周同期对比

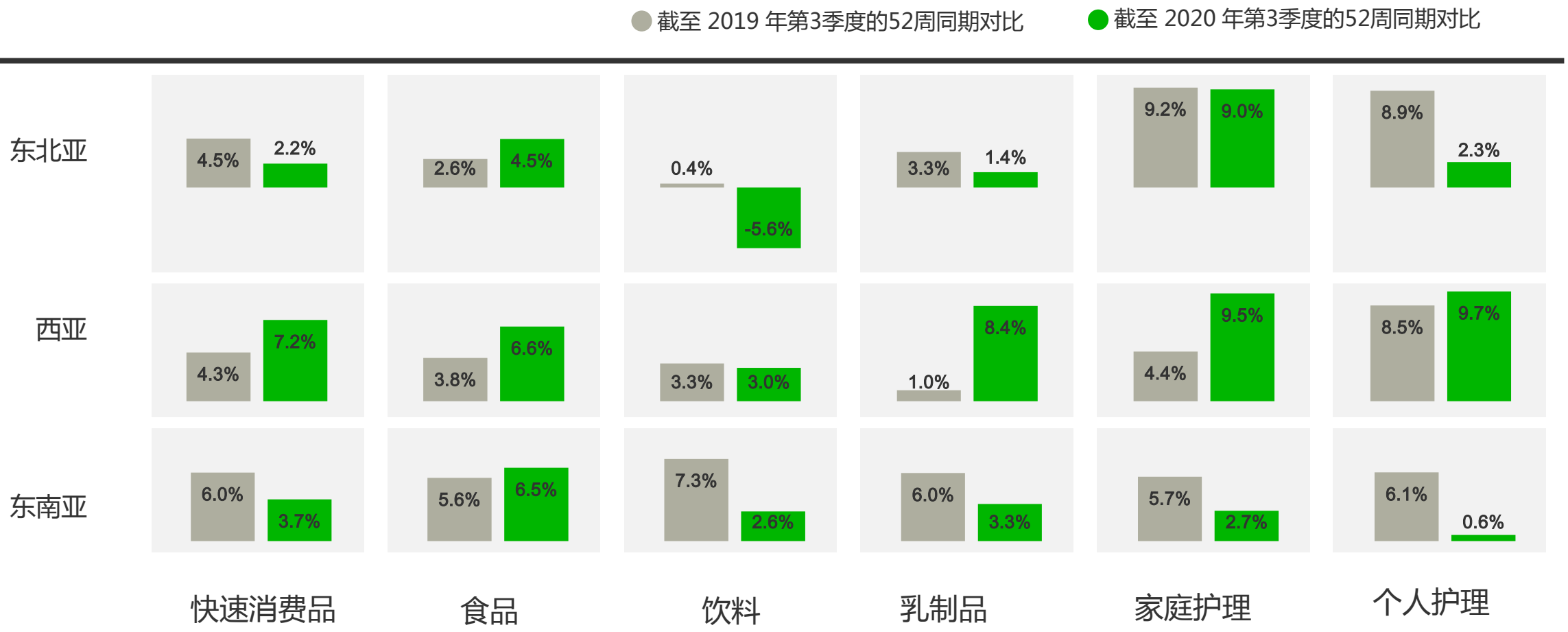
增长率 ≤ -0.5%　-0.5% < 增长率 ≤ 5%　增长率 > 5%

	亚洲	东北亚			西亚				东南亚			
	总体	中国大陆	中国台湾	韩国	印度（城市）	沙特阿拉伯	印度尼西亚	马来西亚	泰国	菲律宾	越南（城市）	越南（农村）
快速消费品总体	3.1	1.8	3.1	4.7	6.9	8.6	8.8	6.6	1.2	-6.3	10.7	10.3
食品	5.2	2.9	6.6	13.0	5.6	12.7	11.0	12.2	4.0	-4.1	20.1	14.0
饮料	-3.0	-7.3	2.6	6.3	-0.3	8.1	7.8	5.7	7.3	-8.3	0.8	2.1
乳制品	2.3	1.5	1.9	0.4	19.6	7.2	9.1	4.6	-3.3	-5.4	11.7	14.5
家庭护理	7.6	9.4	6.2	6.9	11.0	4.3	6.2	3.9	0.7	-6.9	6.4	10.5
个人护理	2.6	3.8	-1.9	-7.2	11.2	6.6	6.6	-3.5	-1.9	-9.5	11.8	11.7

亚洲快速消费品销售额增长率%



各地区快速消费品销售额增长率%



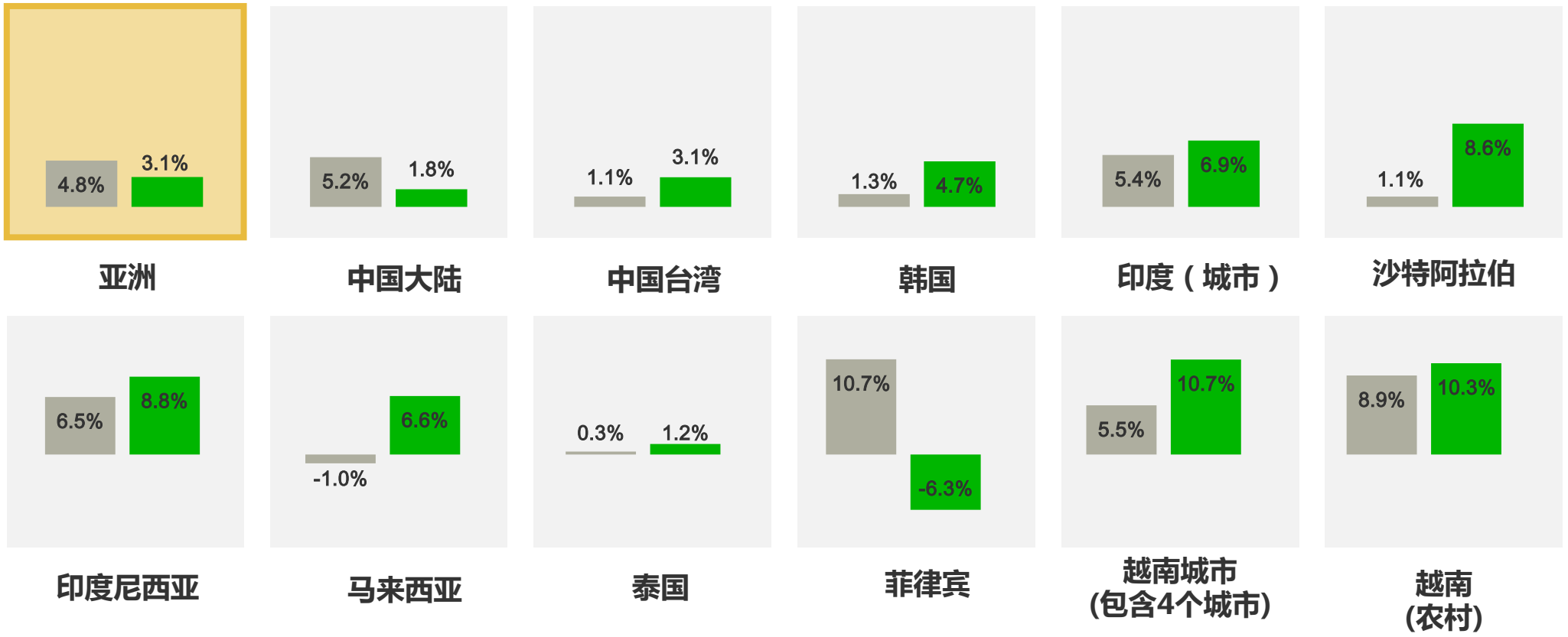
快速消费品总体

快速消费品销售额增长率%

截至 2019 年第3季度的52周同期对比　截至 2020 年第3季度的52周同期对比



快速消费品



食品

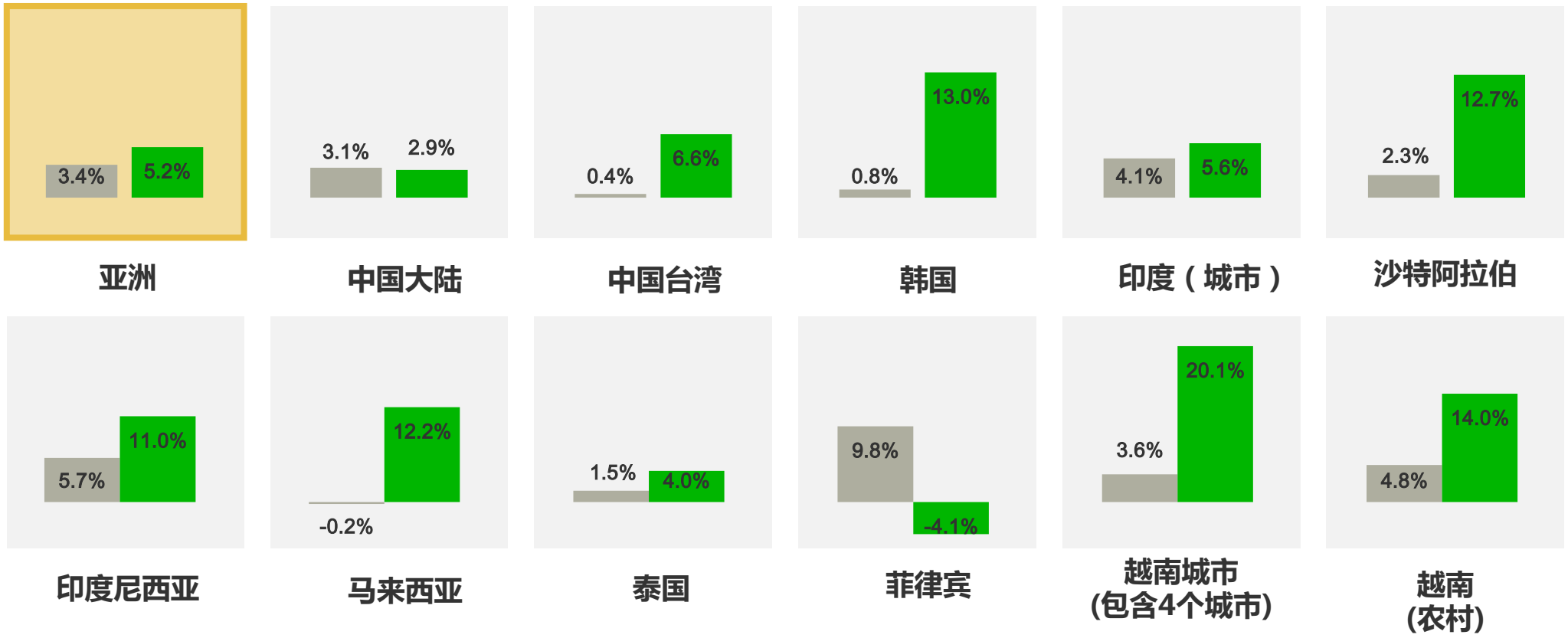
食品销售额增长率%

截至 2019 年第3季度的52周同期对比

截至 2020 年第3季度的52周同期对比



食品



饮料

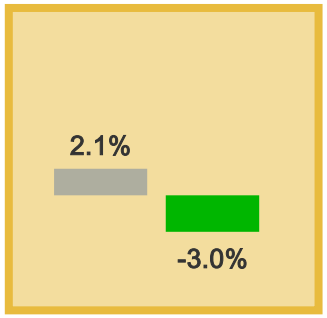
饮料销售额增长率%

截至 2019 年第3季度的52周同期对比

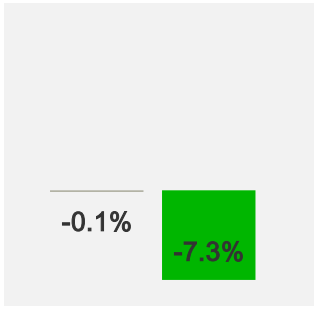
截至 2020 年第3季度的52周同期对比



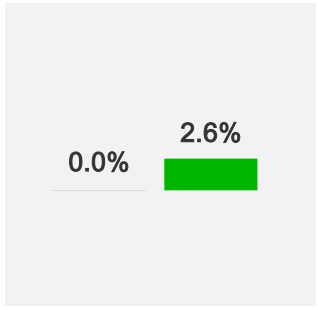
饮料



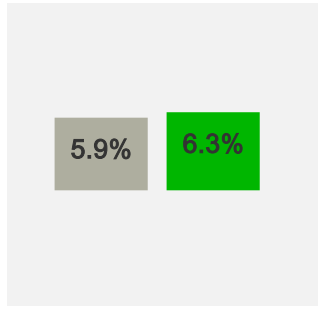
亚洲



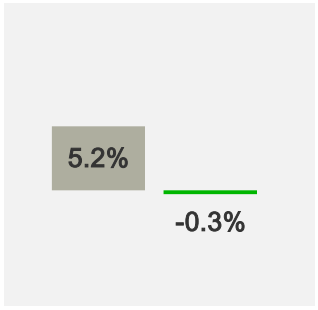
中国大陆



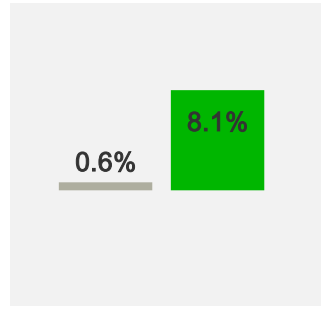
中国台湾



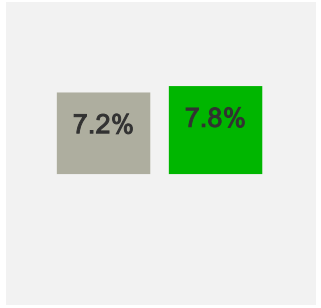
韩国



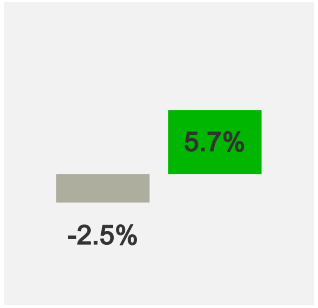
印度（城市）



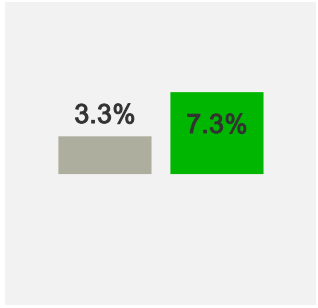
沙特阿拉伯



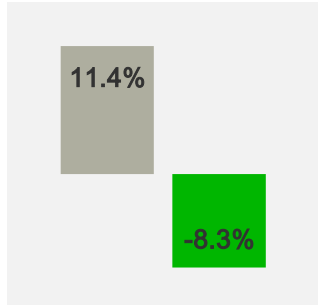
印度尼西亚



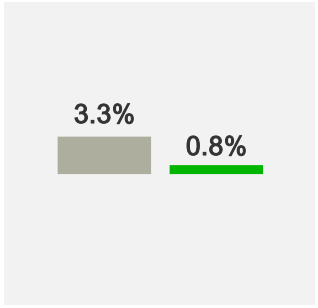
马来西亚



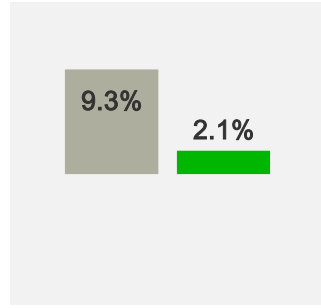
泰国



菲律宾



越南城市
(包含4个城市)



越南
(农村)

KANTAR

乳制品

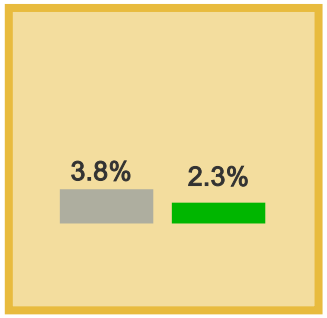
乳制品销售额增长率%

截至 2019 年第3季度的52周同期对比

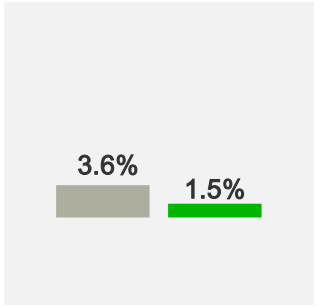
截至 2020 年第3季度的52周同期对比



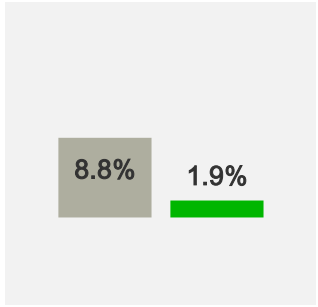
乳制品



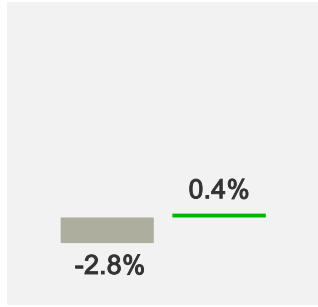
亚洲



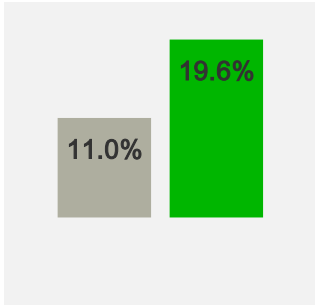
中国大陆



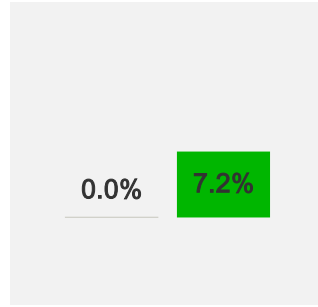
中国台湾



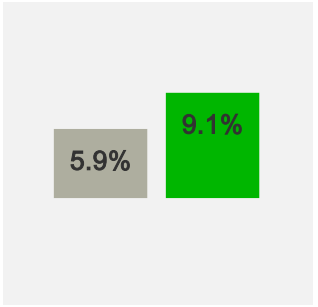
韩国



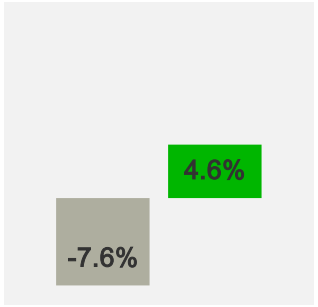
印度（城市）



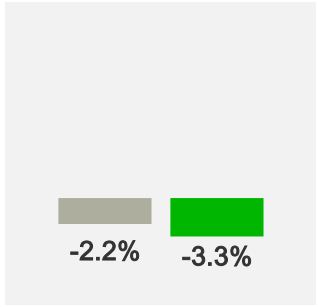
沙特阿拉伯



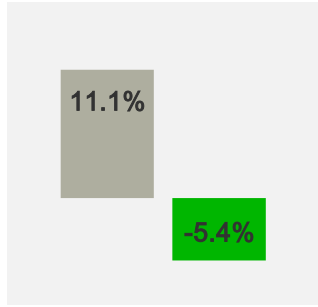
印度尼西亚



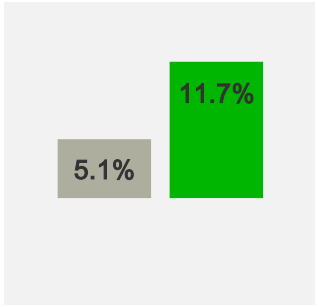
马来西亚



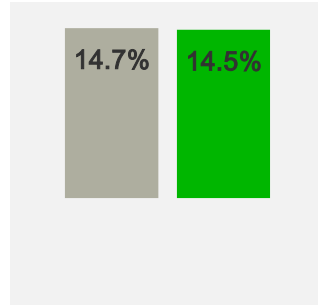
泰国



菲律宾



越南城市
(包含4个城市)



越南
(农村)

KANTAR

家庭护理

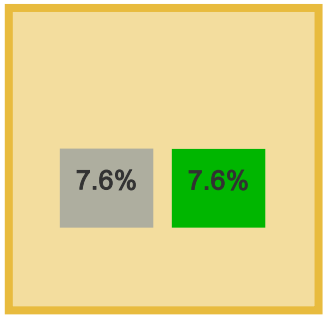
家庭护理品类销售额增长率%

截至 2019 年第3季度的52周同期对比

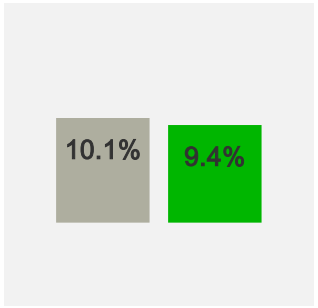
截至 2020 年第3季度的52周同期对比



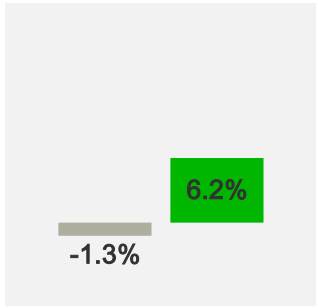
家庭护理



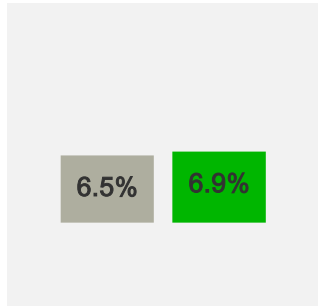
亚洲



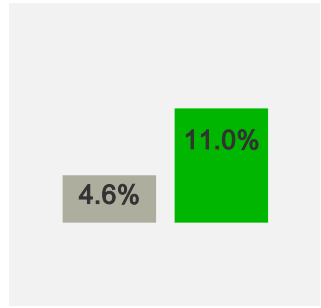
中国大陆



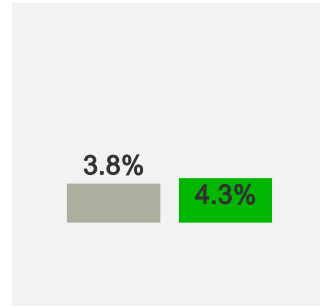
中国台湾



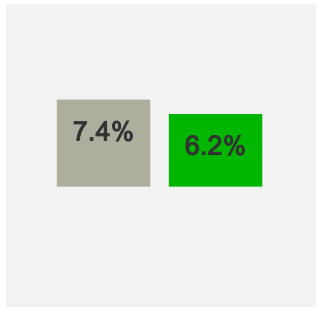
韩国



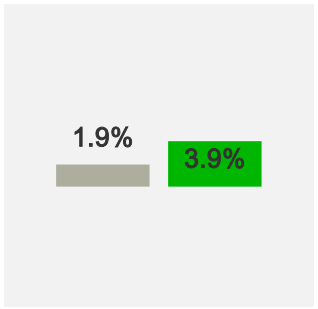
印度（城市）



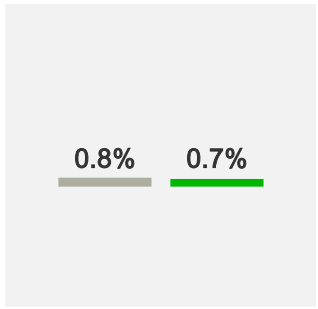
沙特阿拉伯



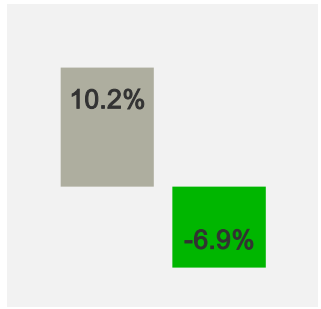
印度尼西亚



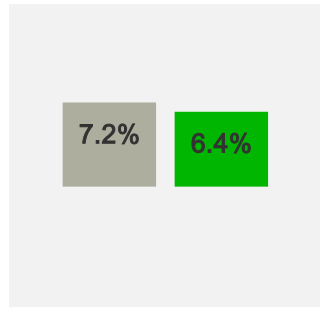
马来西亚



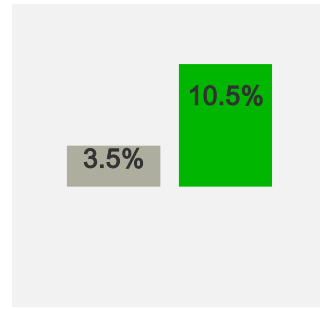
泰国



菲律宾



越南城市
(包含4个城市)



越南
(农村)

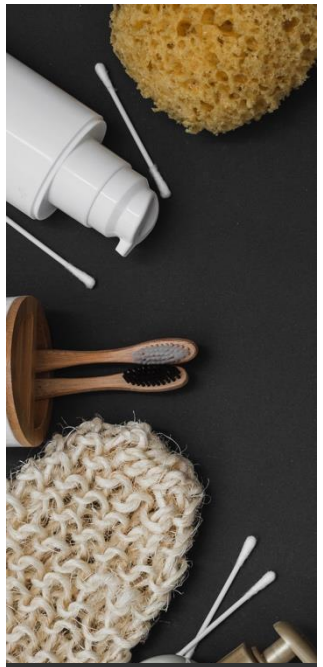
KANTAR

个人护理

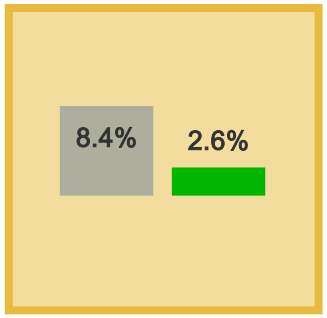
个人护理品类销售额增长率%

截至 2019 年第3季度的52周同期对比

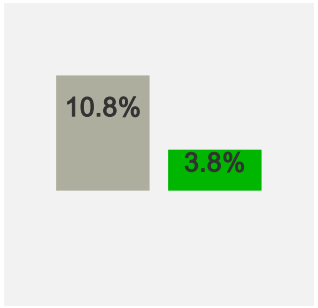
截至 2020 年第3季度的52周同期对比



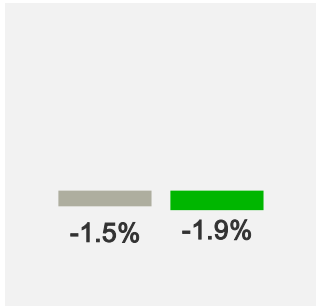
个人护理



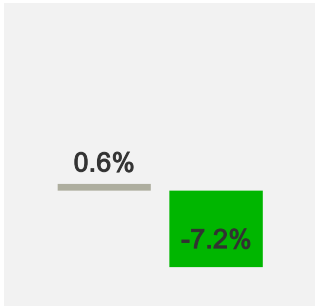
亚洲



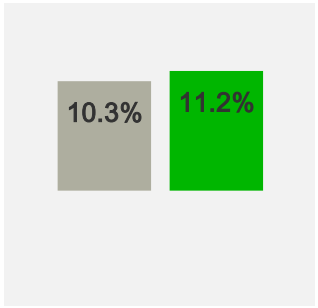
中国大陆



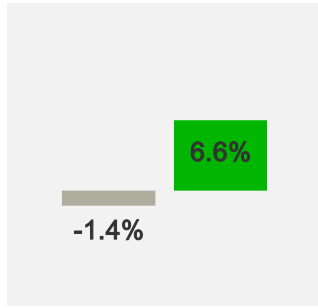
中国台湾



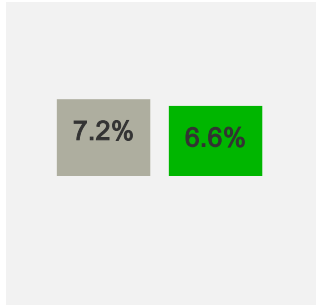
韩国



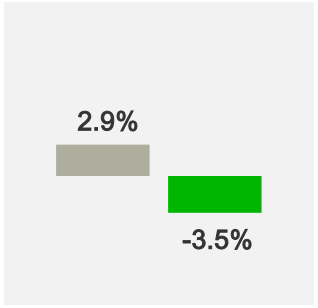
印度（城市）



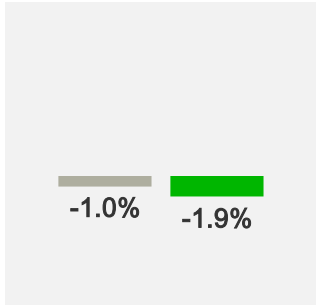
沙特阿拉伯



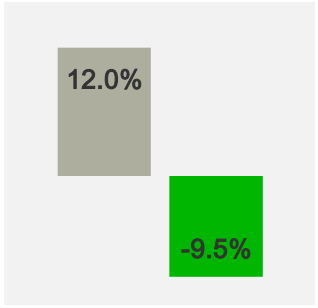
印度尼西亚



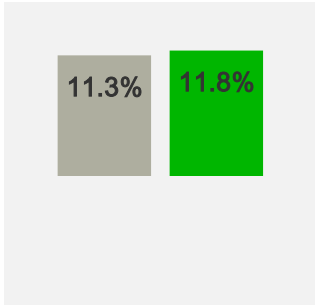
马来西亚



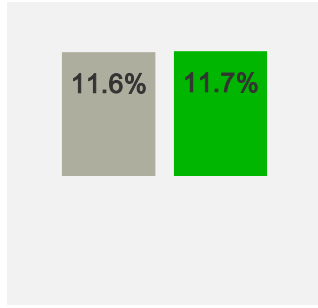
泰国



菲律宾



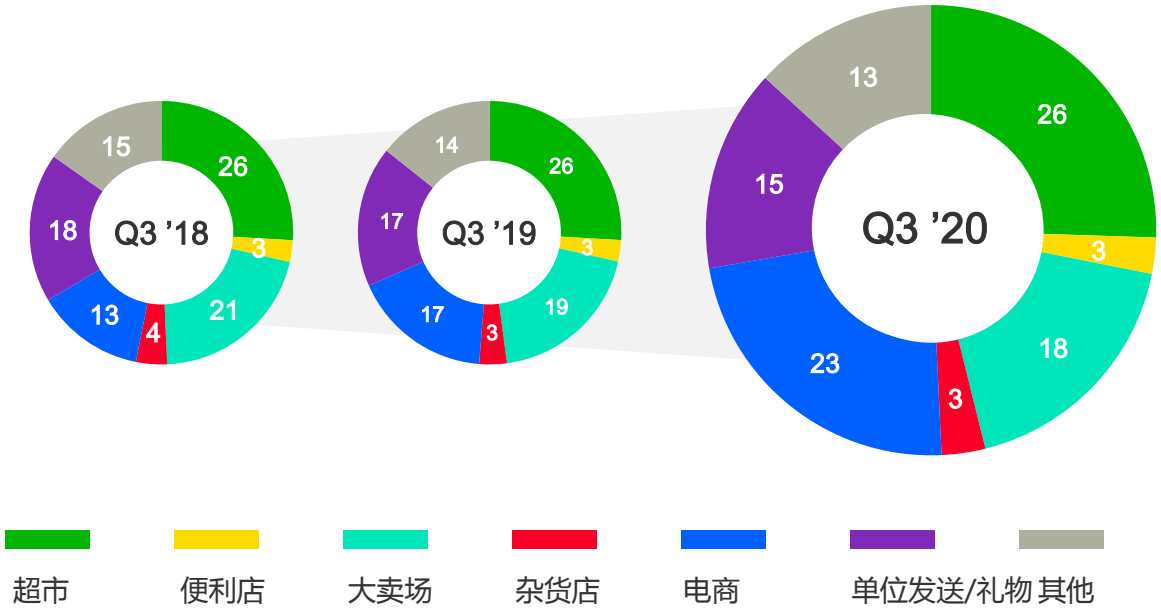
越南城市
(包含4个城市)



越南
(农村)

中国大陆

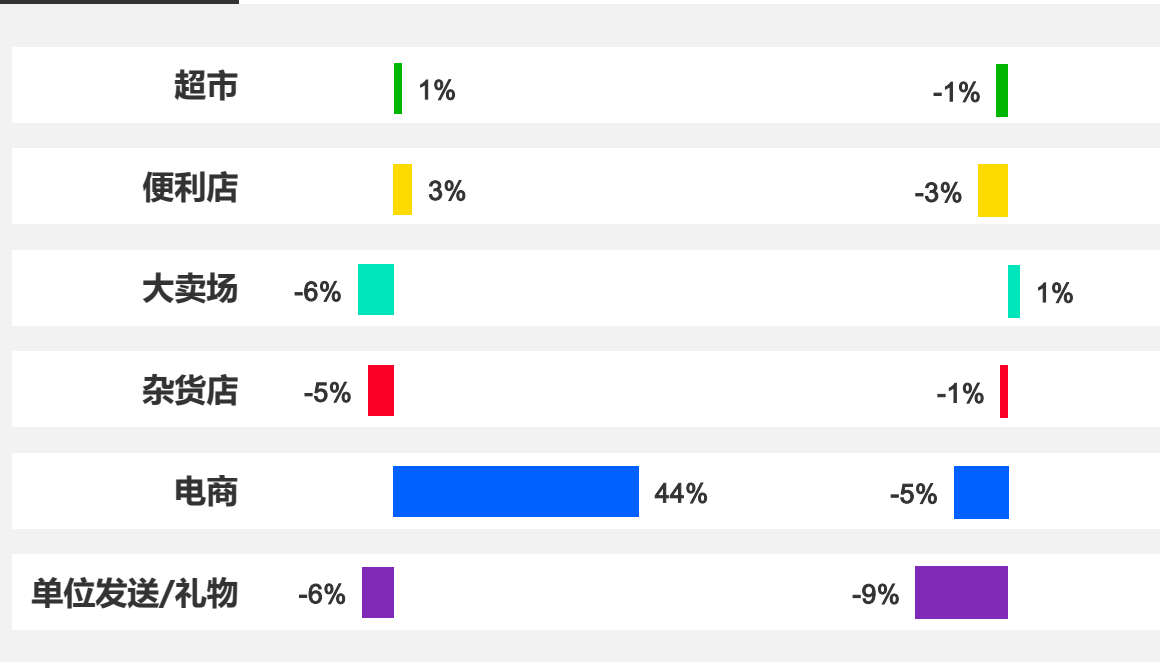
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

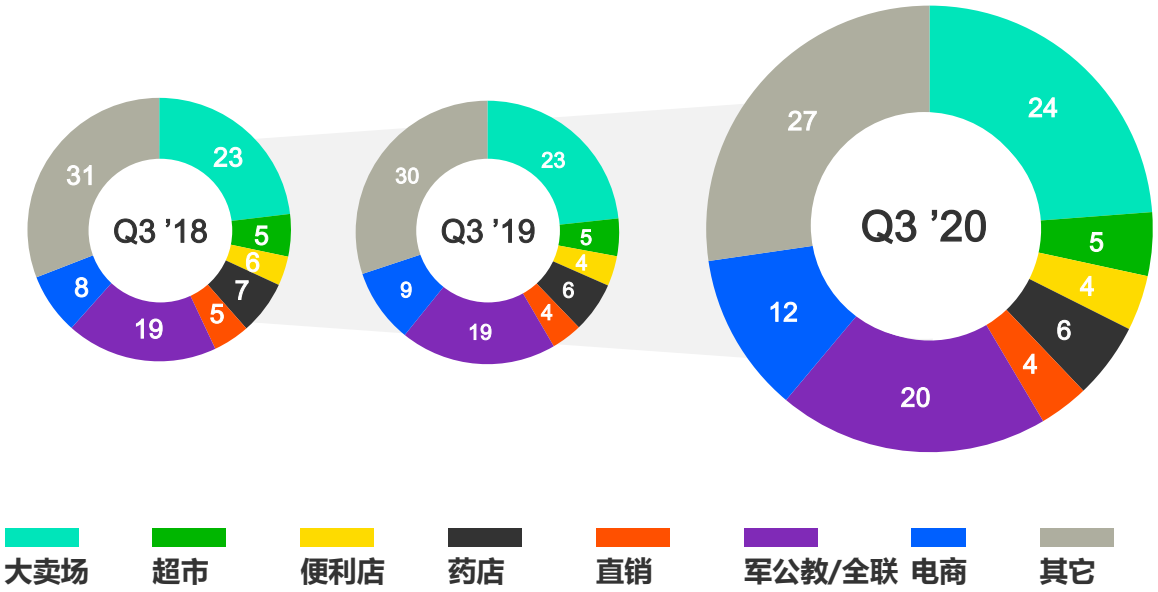
购买频次

每次花费



中国台湾

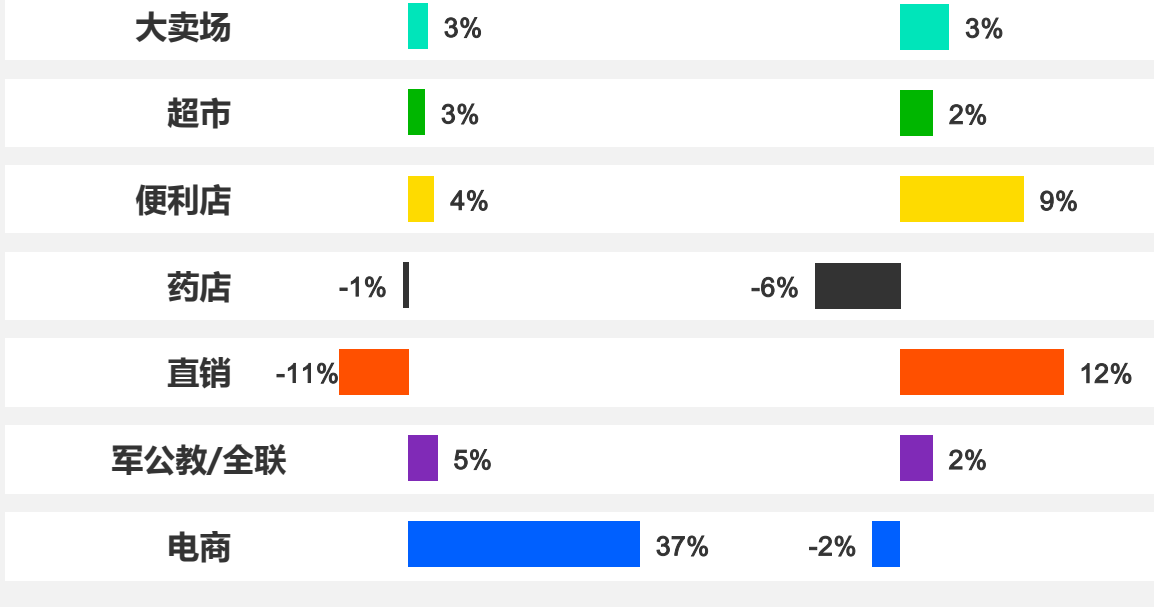
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

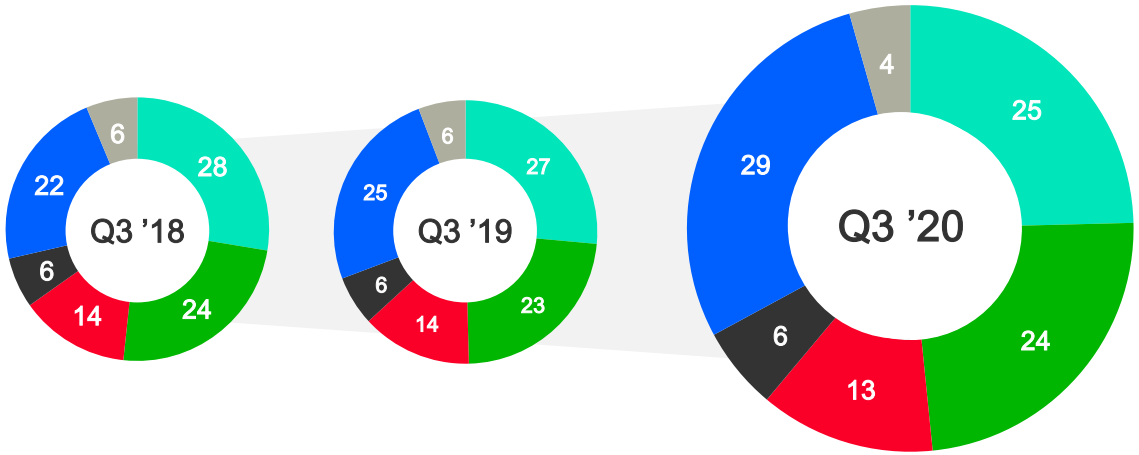
购买频次

每次花费



韩国

渠道重要性– 销售额占比%

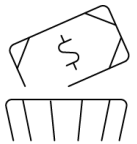


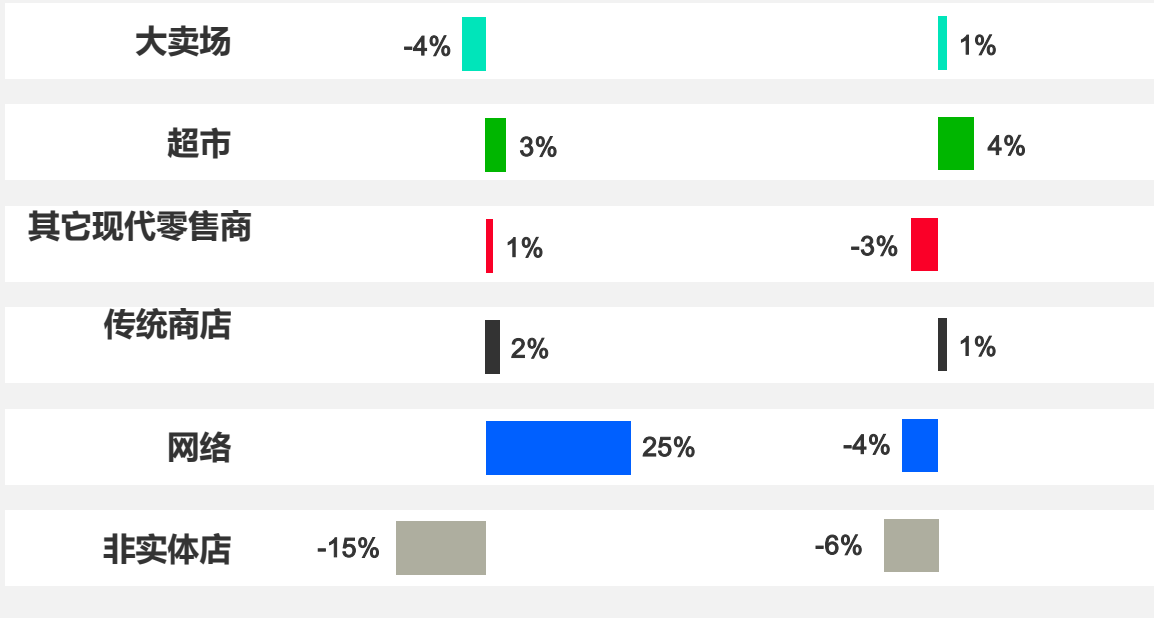
MAT Q3'20 vs Q3'19

购买频次



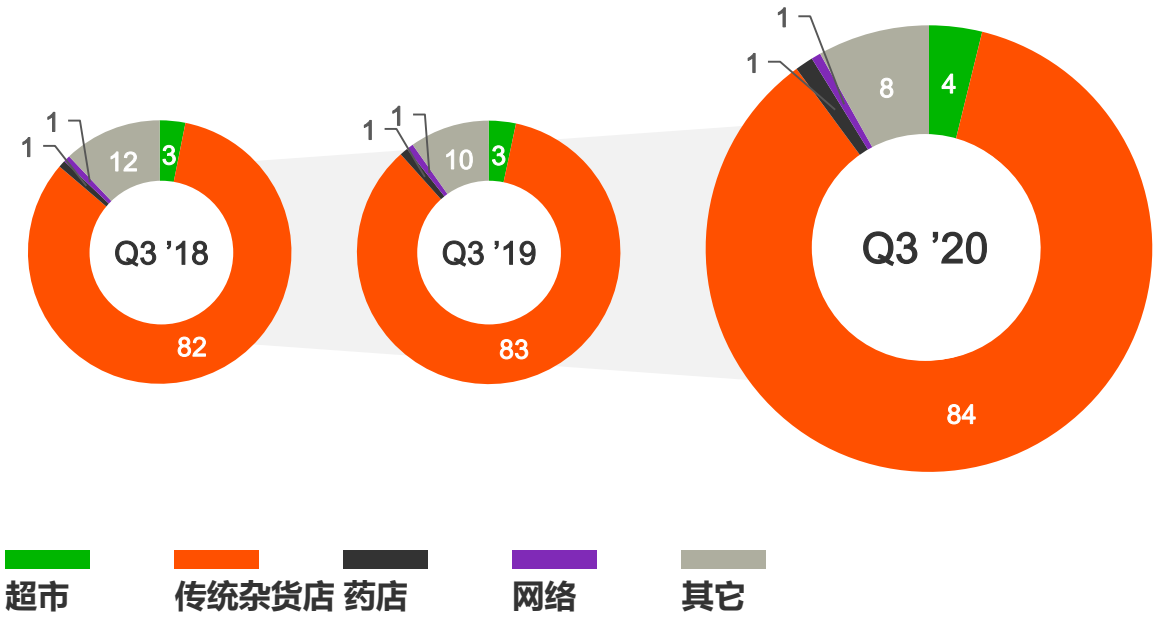
每次花费





印度（城市）

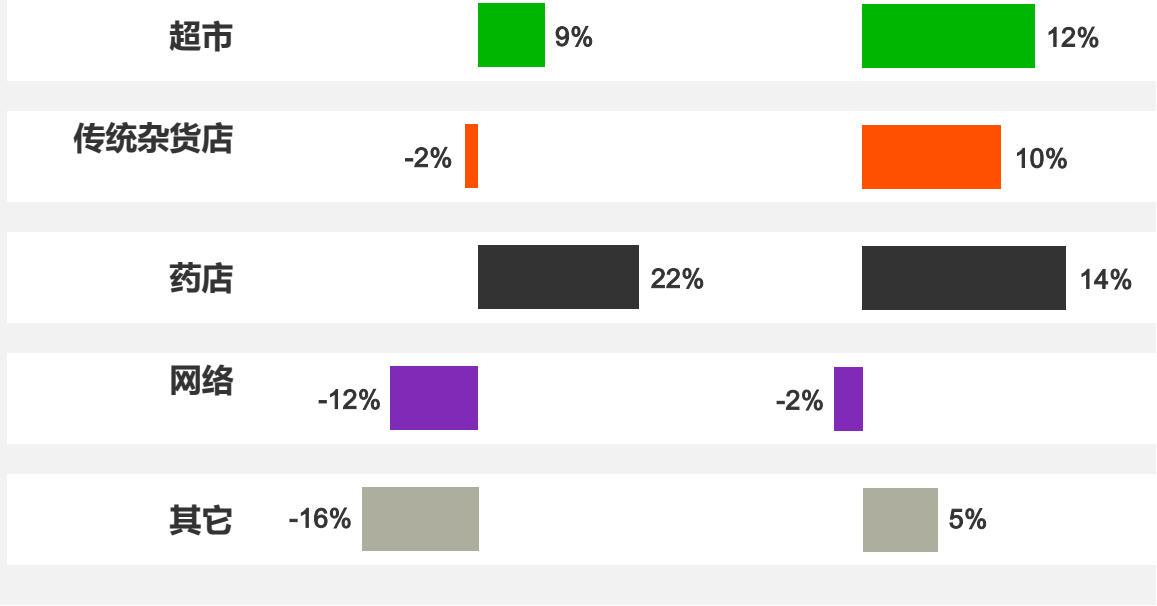
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

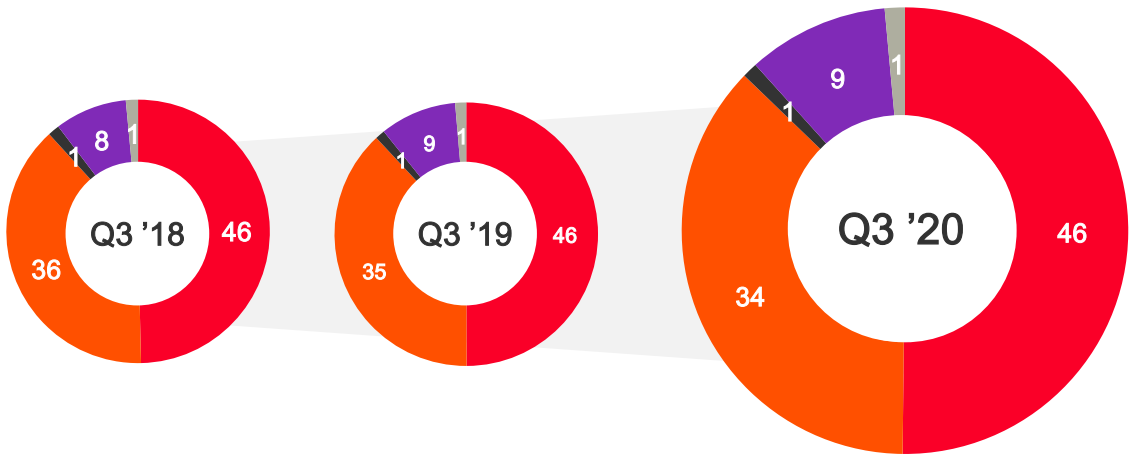
购买频次

每次花费



沙特阿拉伯

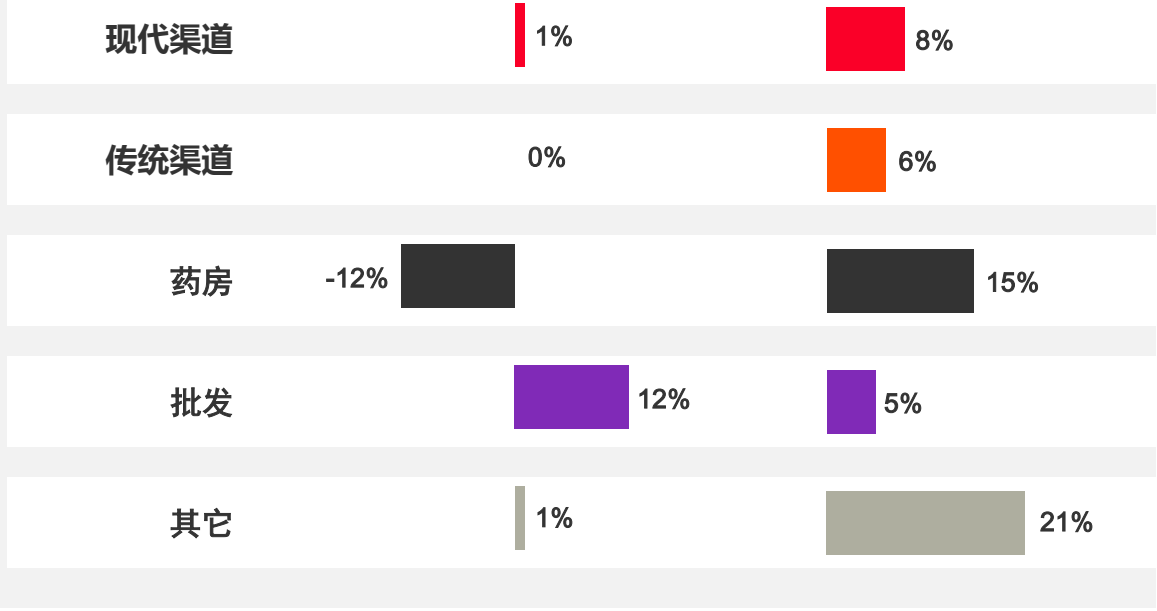
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

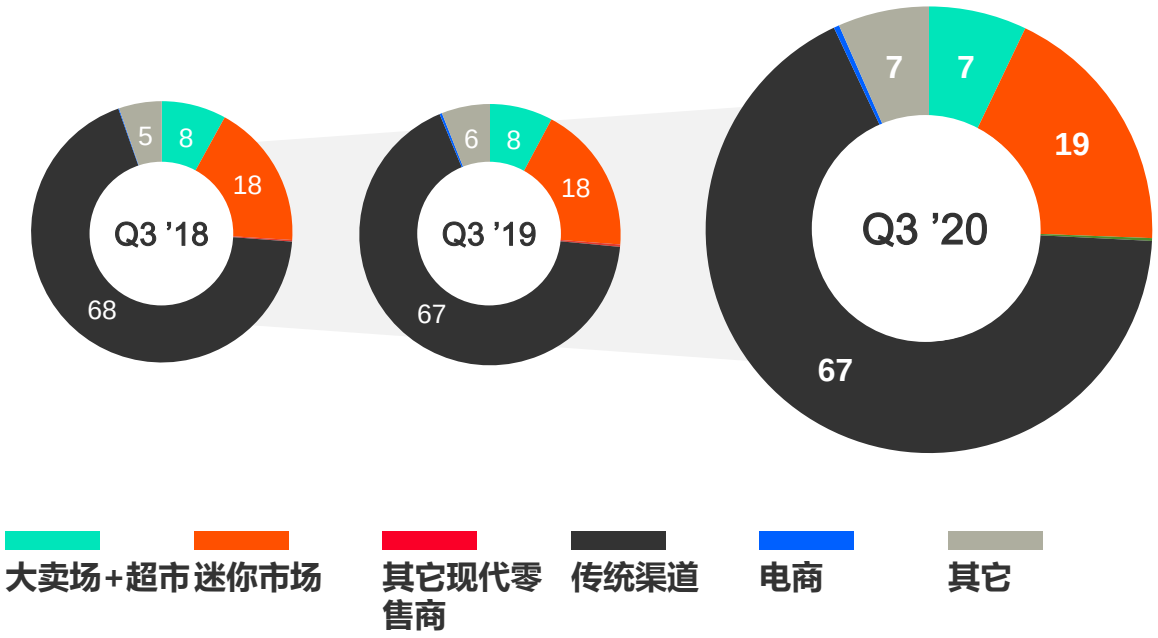
购买频次

每次花费



印度尼西亚

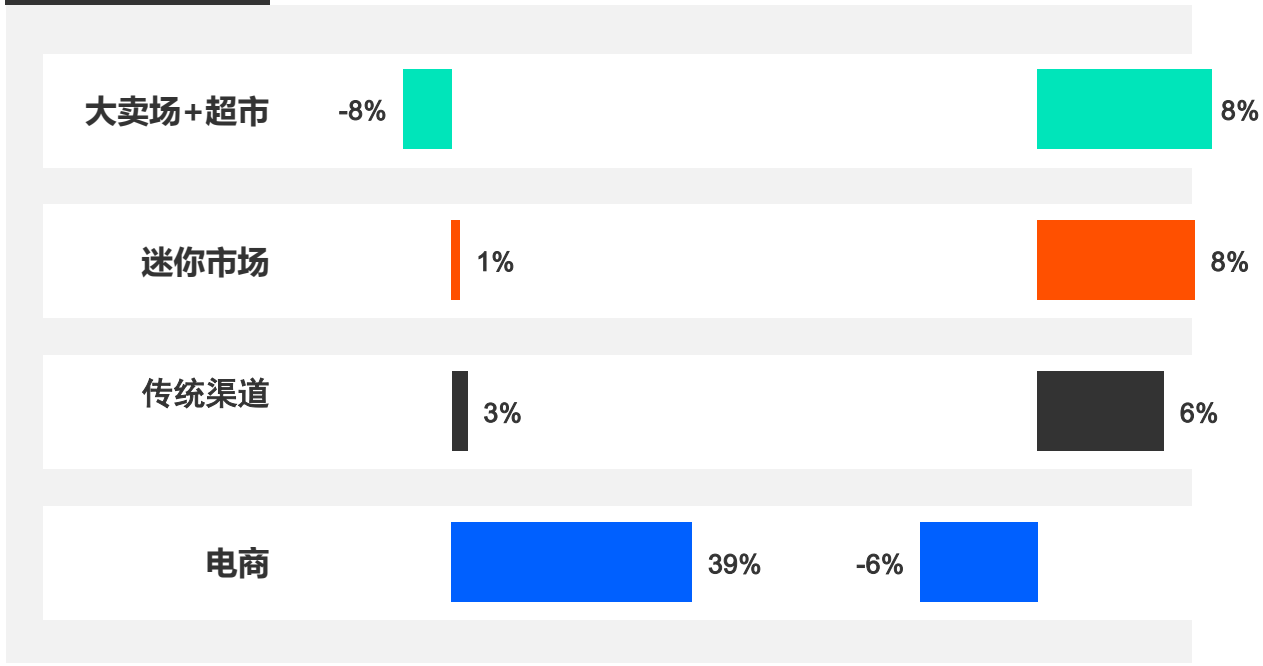
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

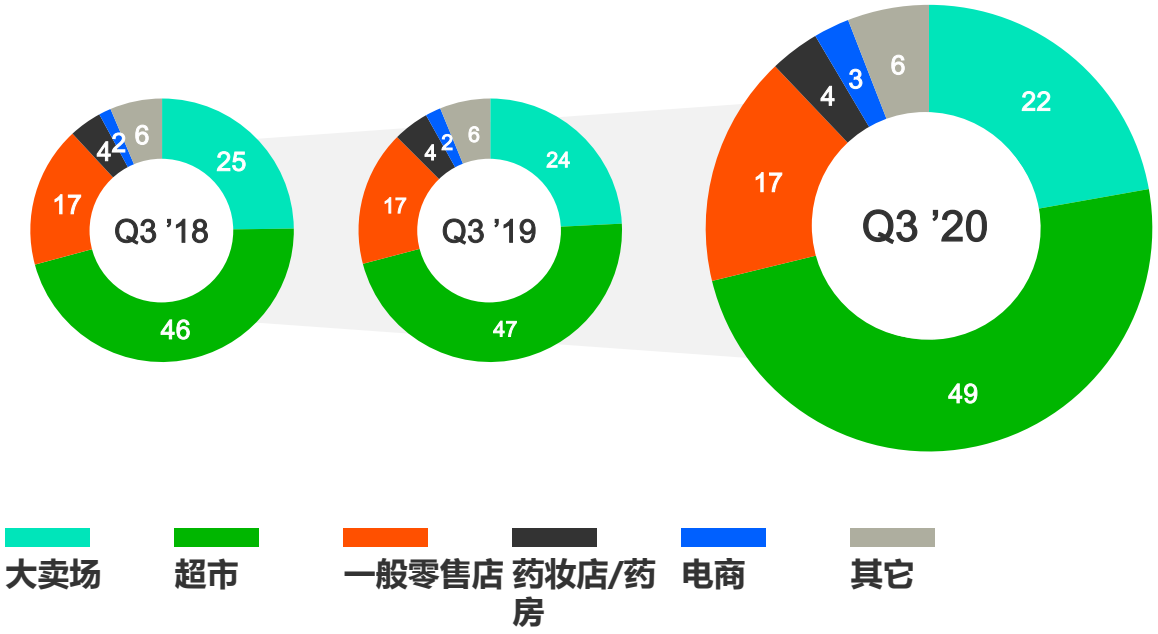
购买频次

每次花费



马来西亚

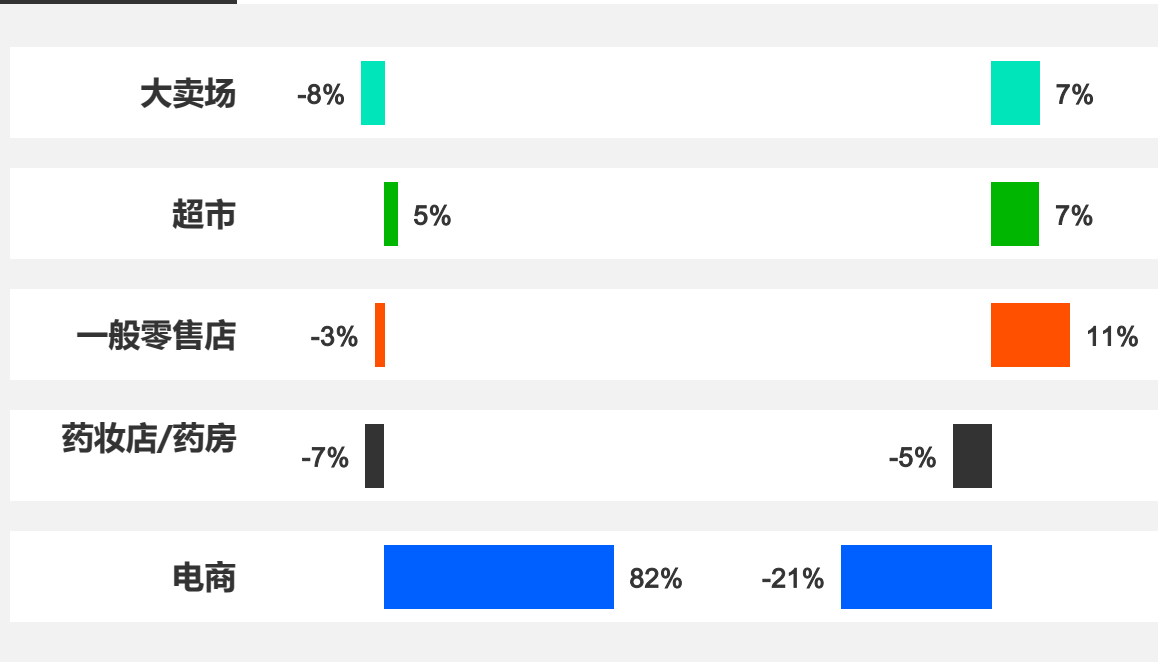
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

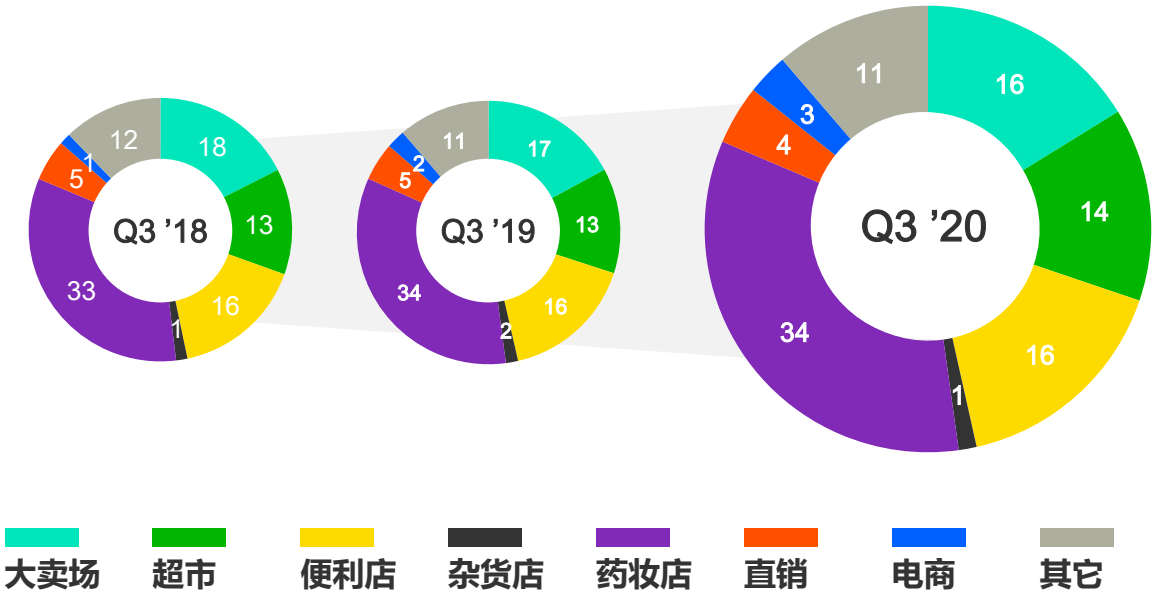
购买频次

每次花费



泰国

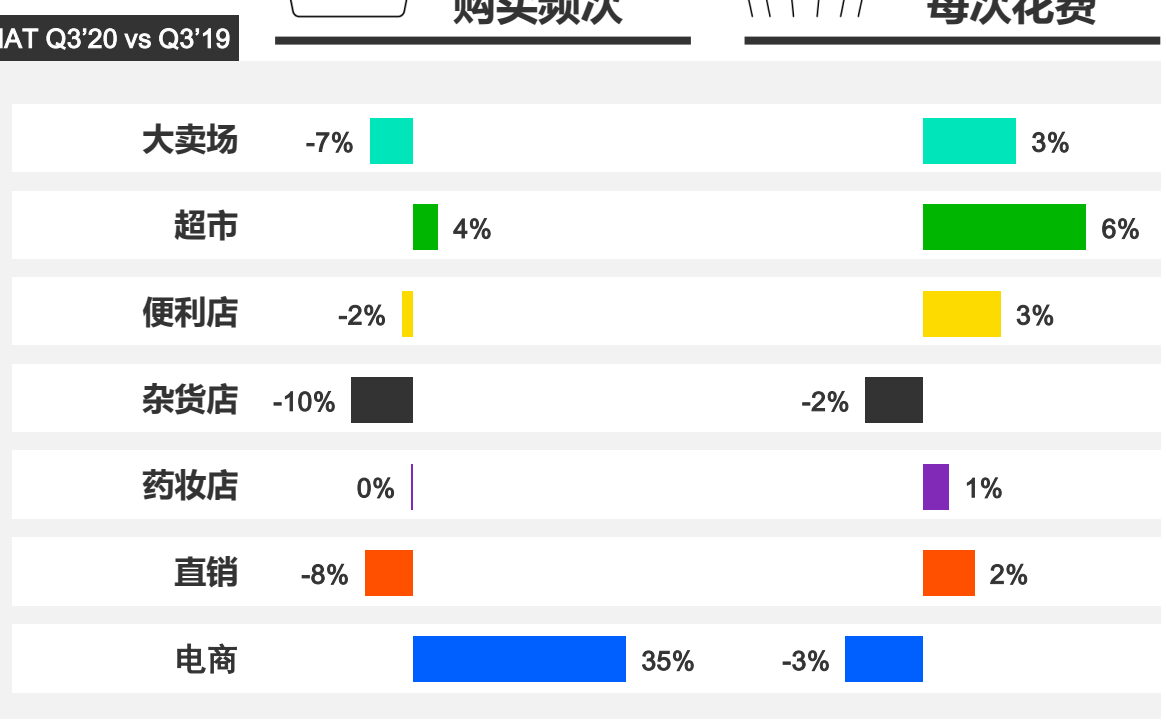
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

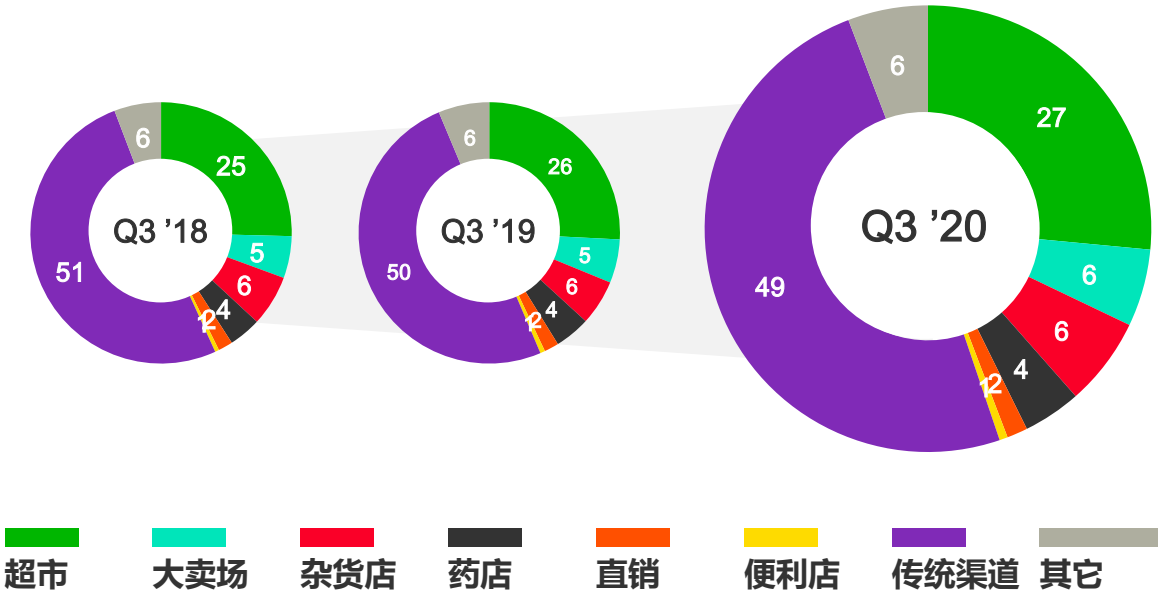
购买频次

每次花费



菲律宾

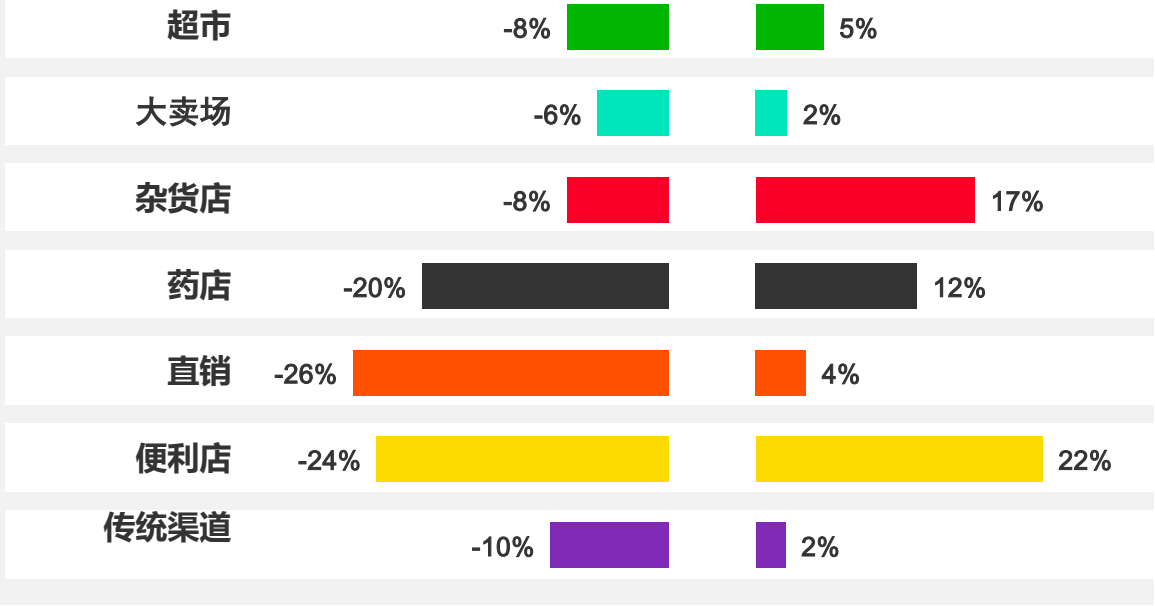
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

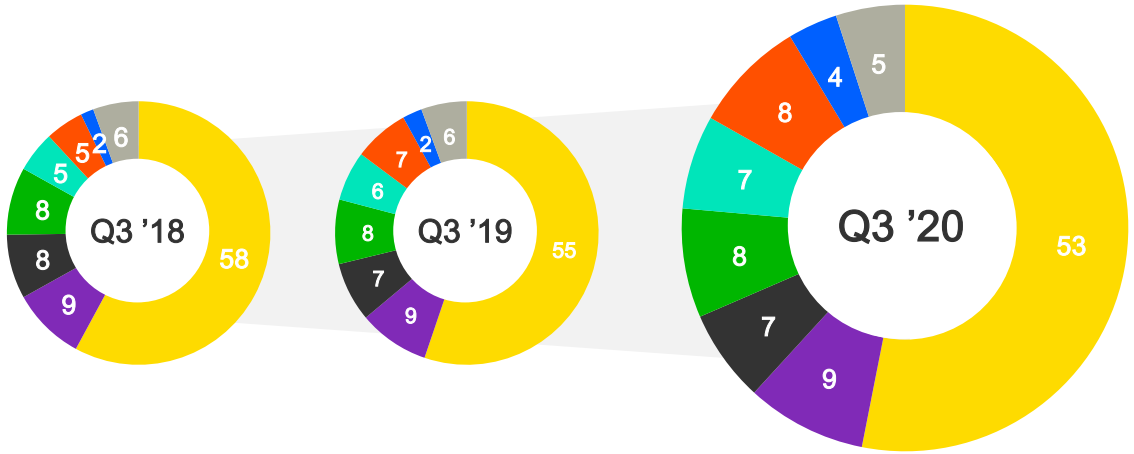
购买频次

每次花费



越南（包括4个城市）

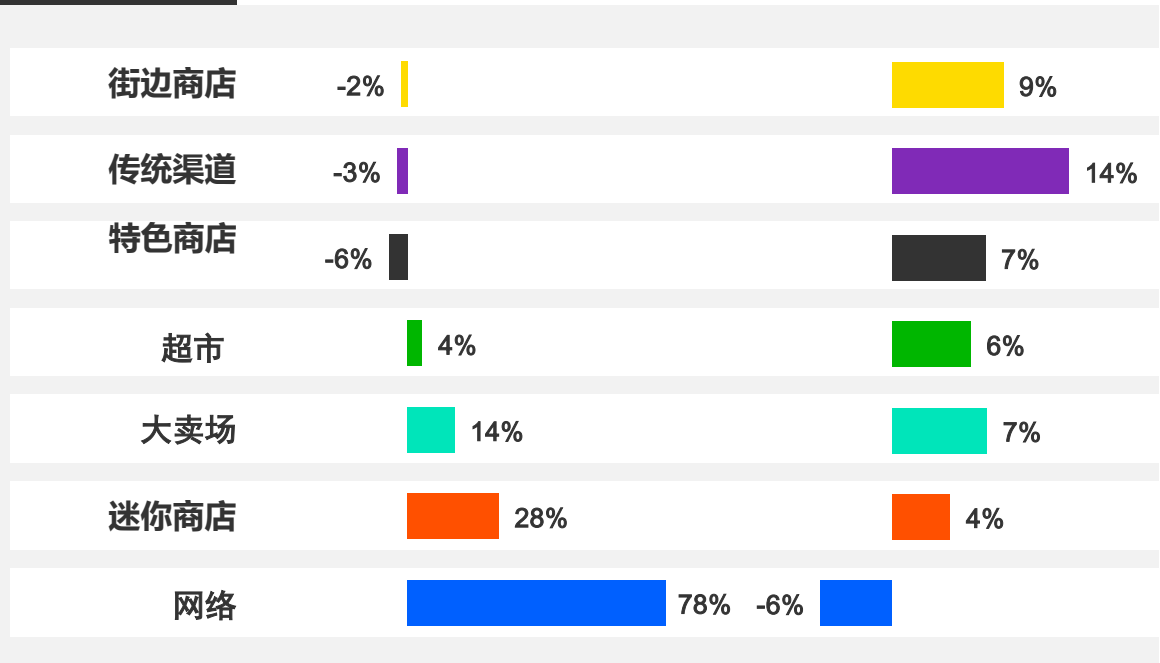
渠道重要性– 销售额占比%



街边商店 传统渠道 特色商店 超市 大卖场 迷你商店 网络 其它

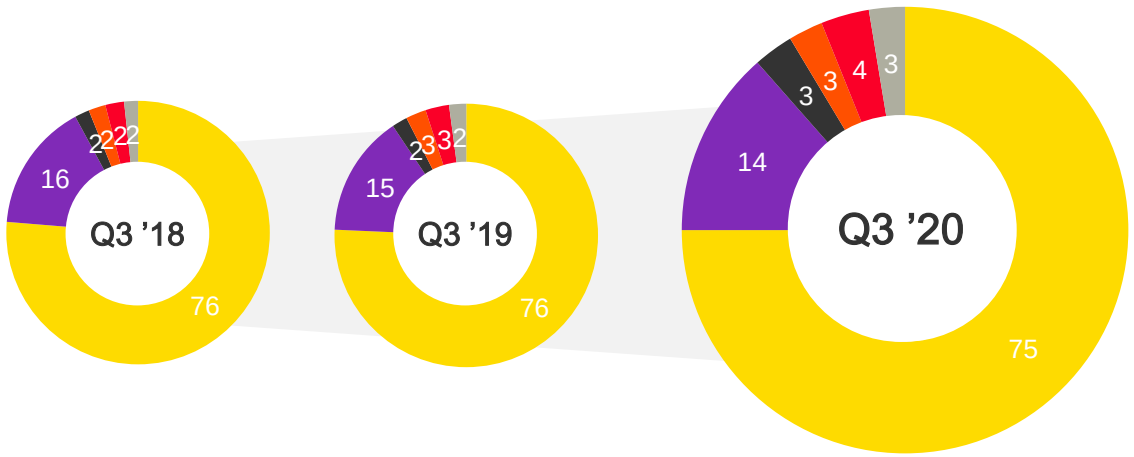
购买频次 每次花费

MAT Q3'20 vs Q3'19



越南（农村）

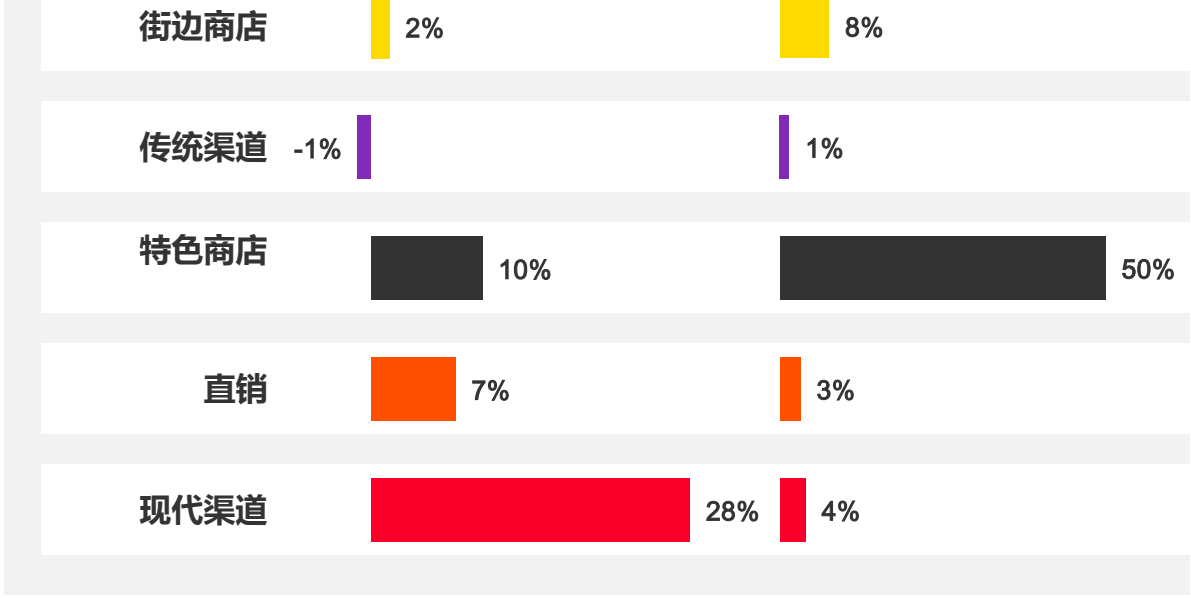
渠道重要性– 销售额占比%



MAT Q3'20 vs Q3'19

购买频次

每次花费



KANTAR

