

News Release

European FMCG sales volume rises for fifth straight quarter

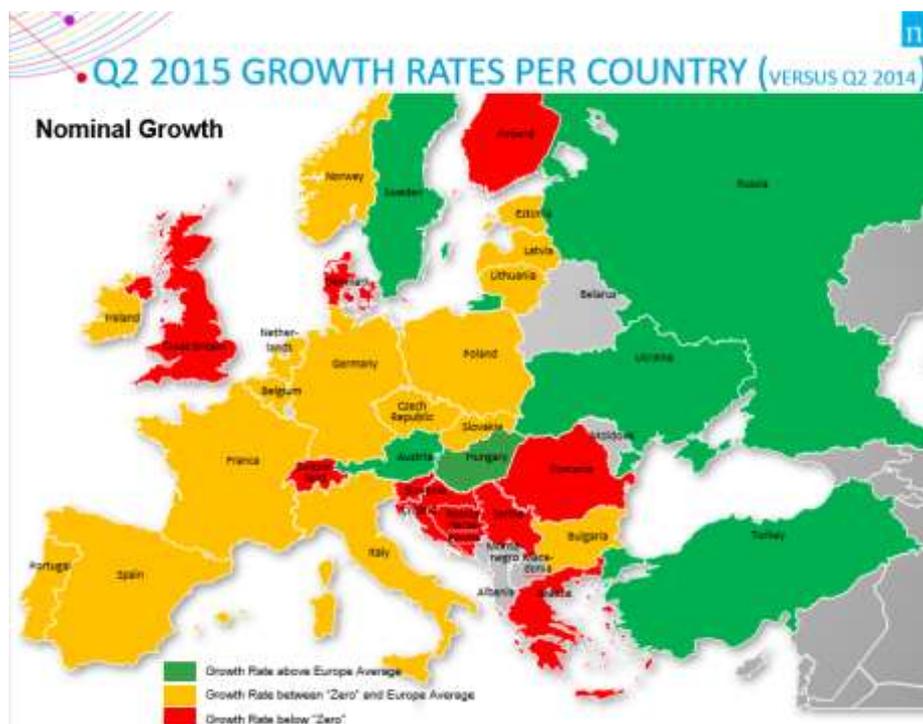
London, 21 August 2015. The volume of FMCG products – such as soft drinks, toiletries and food – purchased across Europe increased year-on-year for the fifth consecutive quarter, according to the latest data from global information and insights company Nielsen.

In the second quarter of 2015, FMCG sales volume across Europe increased **0.7%**. The growth in volumes was accompanied by a **1.7%** rise in prices paid. Consequently, takings at the tills rose **2.4%**.

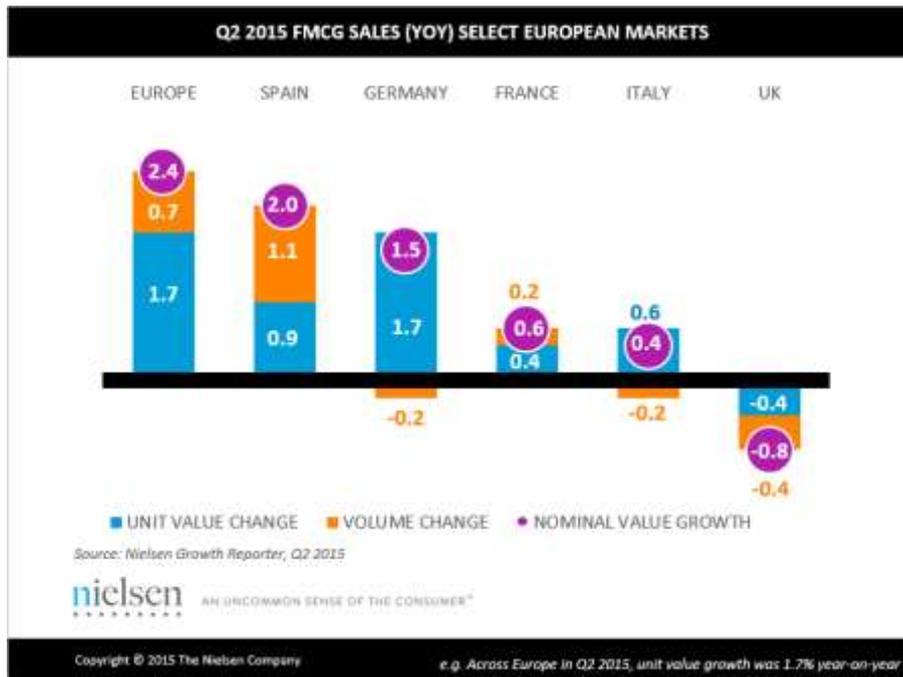
“Price evolution is very stable, with the prices being paid at the tills about 1.7% higher year-on-year for each of the last four quarters,” says Nielsen’s European director of retail insights Jean-Jacques Vandenneede. “With volumes continuing to climb – even following strong Easter figures last year – the picture for the rest of 2015 looks encouraging for grocery retailers.”

In Q2, Turkey continued to experience, by far, the highest nominal year-on-year sales growth (**+14.2%**) among the 21 European countries measured, followed by Hungary (**+3.9%**).

Switzerland (**-2.1%**) had the largest decline in nominal growth, followed by Finland (**-2.0%**).



Of the big five western European markets, Spain (**+2.0%**) had the highest nominal growth, while the UK was the only one to experience a decline (**-0.8%**).



E.g. Europe's 2.4% nominal growth was accounted for by a 1.7% increase in prices paid and a 0.7% increase in volume

Value changes

Turkey (9.6%) was the only one of the 21 European countries measured to experience price rises above 3%; only a further three (Hungary, Sweden and Austria) saw prices rise above the 21-country average (1.7%). Six suffered price deflation.

Volume changes

Turkey (4.6%), the Czech Republic and Portugal (both 1.7%) saw the largest increase in sales volume. Finland (-1.4%) and Switzerland (-1.0%) had the largest declines in sales volume.

Vandenheede concludes: "When it comes to FMCG growth, the UK continues to be the problem child among the biggest three European markets. However, a couple of quarters of negative price inflation should mean it'll start to see positive volume growths from Q3 onwards. France, meanwhile, continues its positive performance – a key factor in the overall promising outlook across Europe."

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Notes:

Unit Value Change = the change in the price paid by a shopper for a unit (item), as a result of price inflation, and/or the shopper substituting a unit of one value for a unit of a different value.

Nominal Value Growth (or the change in takings at the tills) = Unit Value Change + Volume Change

About the Nielsen Growth Reporter

The Nielsen Growth Reporter compares overall market dynamics (value and unit growth) in the FMCG sector across Europe. It is based on the sales measurement that Nielsen performs in 21 European markets, and covers sales in grocery, hypermarket, supermarket, discount and convenience channels. It's based on the widest possible basket of product categories that are continuously measured by Nielsen in each of these countries and channels.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

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