Riding out the inflation storm:
The state of the Greek consumer

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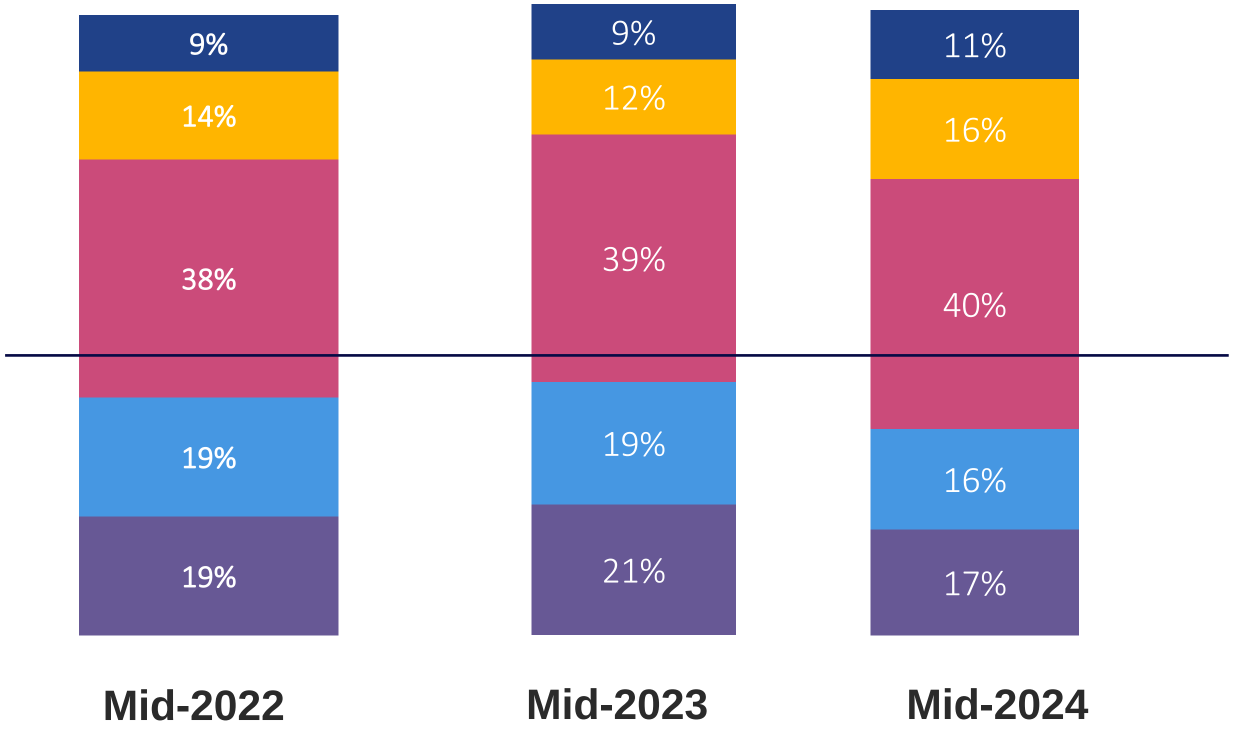
NIQ GfK

The 2024 economic divide

More consumers shift into financially secure stability.



Thrivers
Saved money and feel more financially secure.

Unchanged
Not impacted and continue to spend the same.

Cautious
Not impacted financially but are cautious with spending.

Rebounders
Experienced income or job loss but now feel they are back on track.

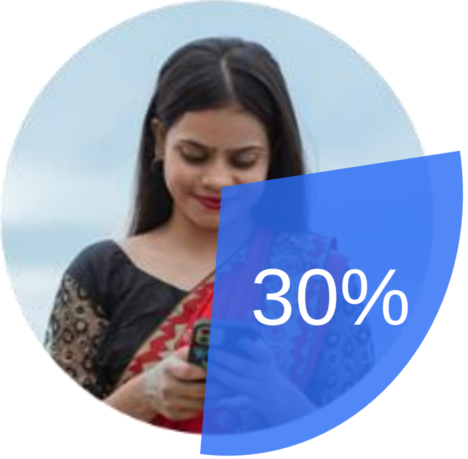
Strugglers
Have suffered financial insecurity and continue to do so today.

of consumers surveyed are either unimpacted financially or thriving in 2024 vs. 21% in 2023

Source: NIQ 2024 Mid-Year Consumer Outlook, Global, vs. Mid-2022 and Mid-2023 studies, excludes China. 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.

State of **Global Consumers**

The global outlook for consumers is improving. Some pressure points have shifted, but many have lingered in mind and body. In this climate, there is a prevailing mindset of determination, where any gains are being intentionally evaluated and repurposed wisely.



of global consumers say they're in a **better financial position** compared to a year ago—up **2%** vs. Jan. 2024[1]

Rising food prices

remains top consumer concern.

Climate change rises from #5 to #4.[1]

1.7%

monthly global CPG inflation growth slows to below 2% vs. previous year[2]

Sources: 1) NIQ 2024 Mid-Year Consumer Outlook, Global, 2) NIQ Retail Measurement Services via Global Inflation Tracker, Total CPG measured across a closed group of 225 consistent categories, 58 markets, Eq. Vol % Price Change, Reflected in U.S. dollars, monthly measure of May 2024 vs. previous year

Consumption **Drivers**

Global inflation has decelerated, but many are still spending more for less. The compounding effect of the past few years will be felt for some time. As consumers are balancing many competing life priorities, they may be driven to consume less in some spending categories—even if they have more funds to work with.

+0.8%

global volume growth trend improves, but many still spending more for less[3]

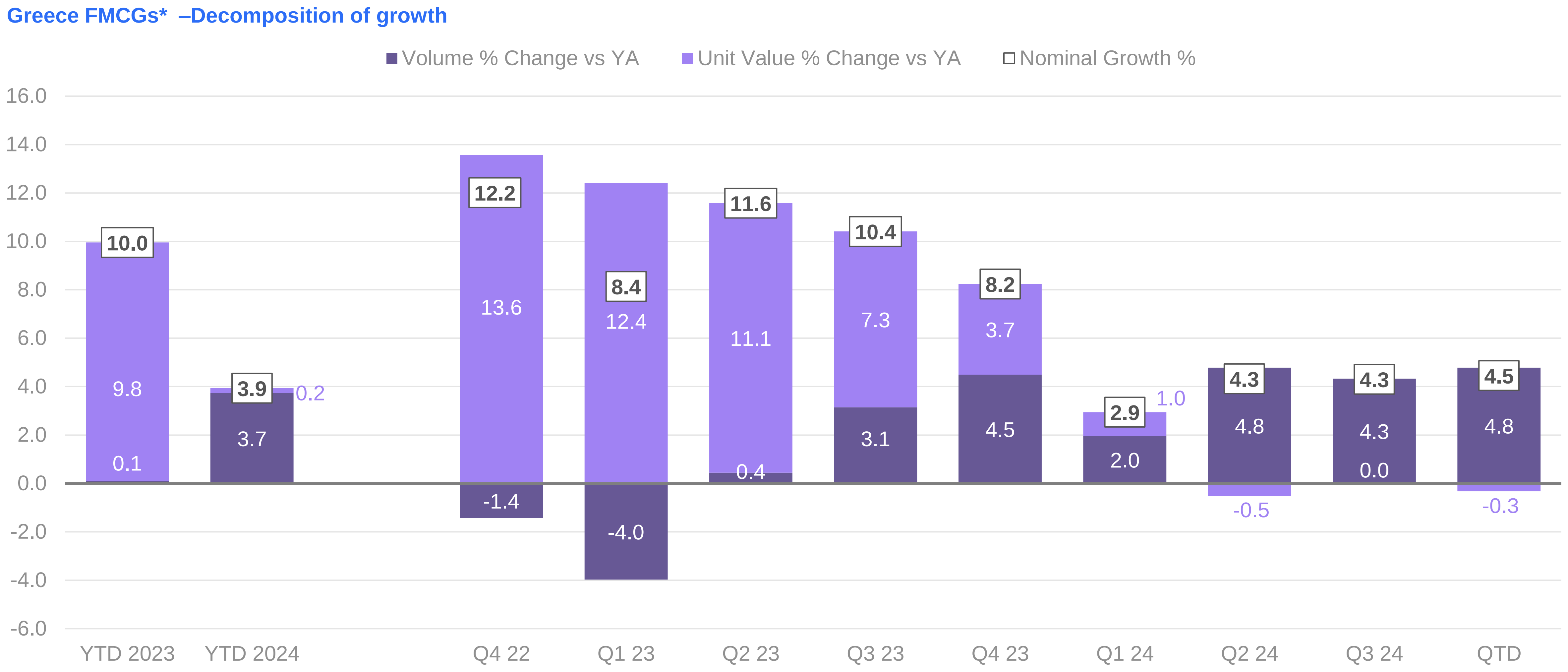
+2.3%

Telecom resurgence drives stable (but promising) performance of T&D in 2024[4]

of a brand's shoppers only buy once, according to an EU study of 7K brands. Penetration is key to brand growth beyond inflation.[5]

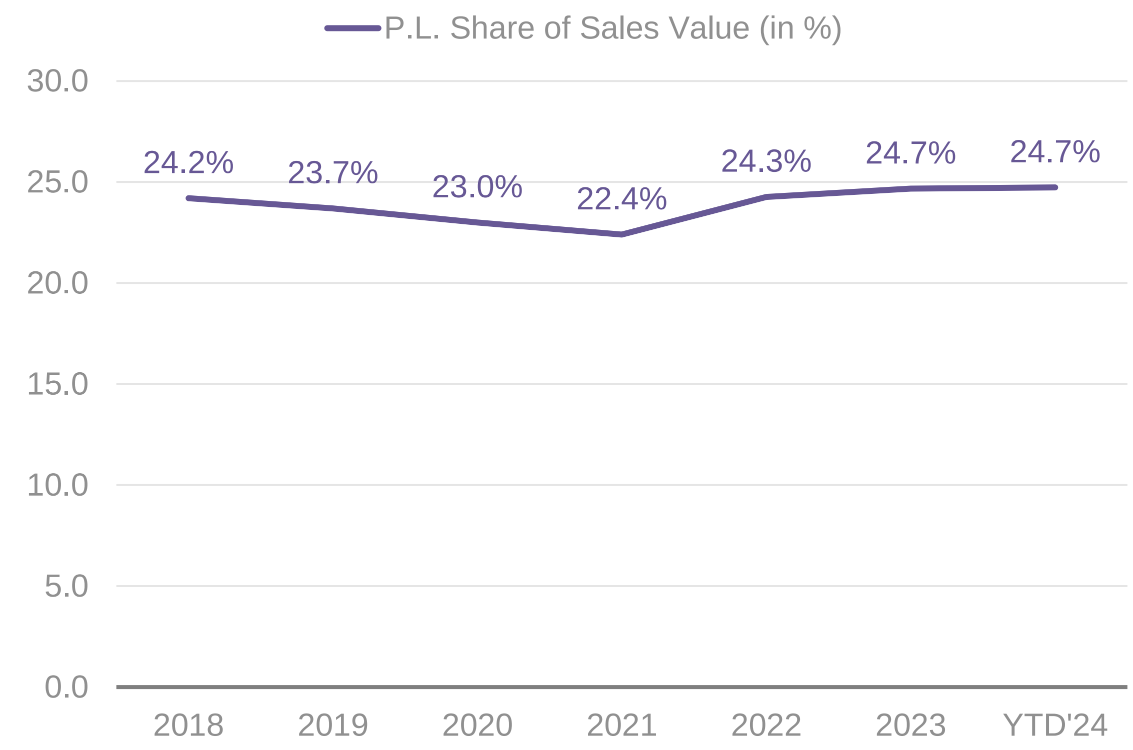
Sources: 3) NIQ Retail Measurement Services via Global Strategic Planner, Eq. Vol % Change, Latest 52 weeks ended Jun.16, 2024 vs. previous year, Reflected in U.S. dollars, 4) NIQ GfK Market Intelligence Sales Tracking, Global coverage excluding North America, Sales % growth of NSP = non-subsidized price reflected in U.S. dollars, Jan.–Jun. 2024 vs. previous year, 5) NIQ Scantrack / Homescan, Europe 5 markets (DE, ES, FR, GB, IT), Total Coverage, a study of 7,000 identified brands where penetration was above 1% in at least one year of the study period – Calendar Year 2023 vs. 2022

Greece FMCGs Decomposition of Growth

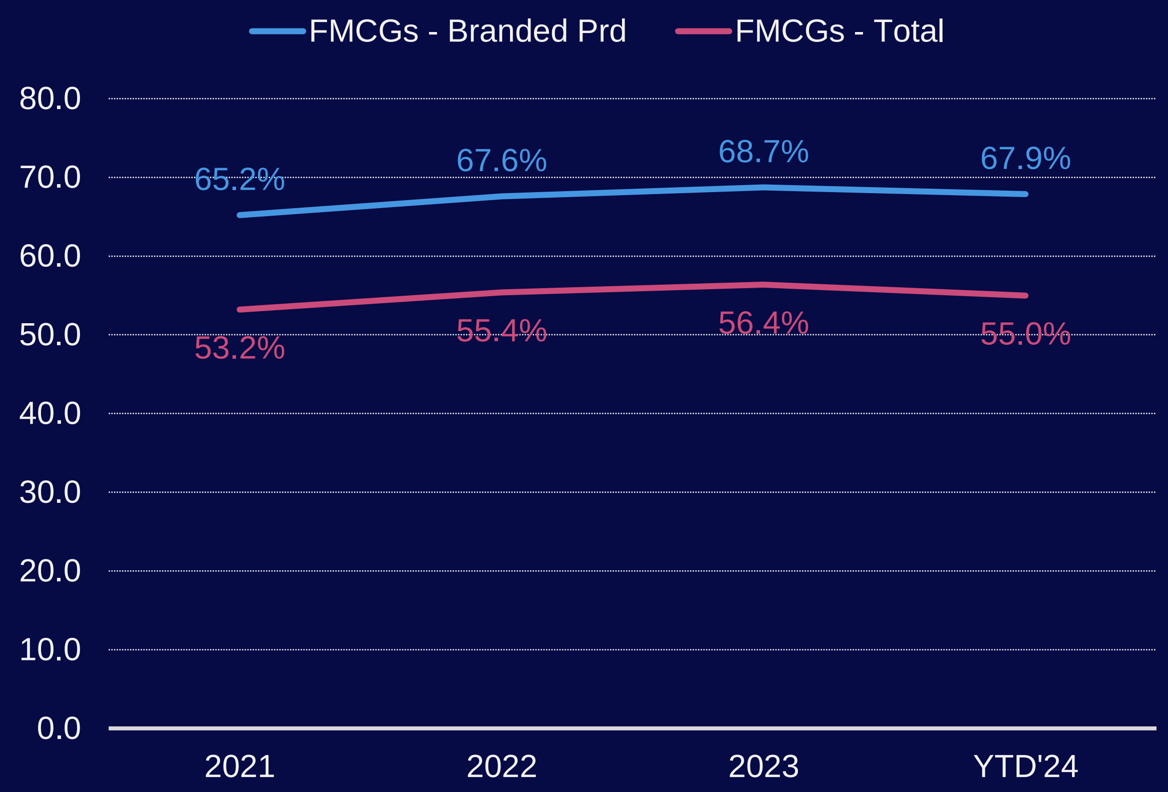


Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: YTD 03.11.24

Private Labels and promo intensity evolution



FMCGs – Promo intensity evolution



Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: YTD 06.10.24

Rest Channels performance _Common basket

Common Basket Categories weight

22%

Sales Value Change % vs YTD

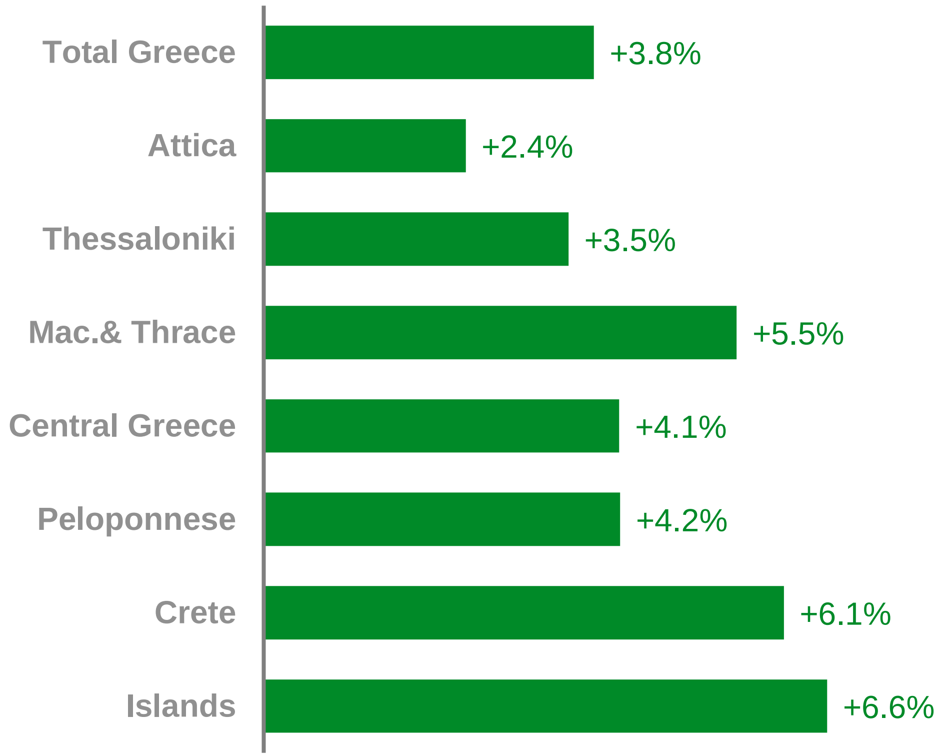
Cash & Carry	Traditional Trade	Organized Trade
-2.4%	+4.3%	+2.9%

Sales Volume Change % vs YTD

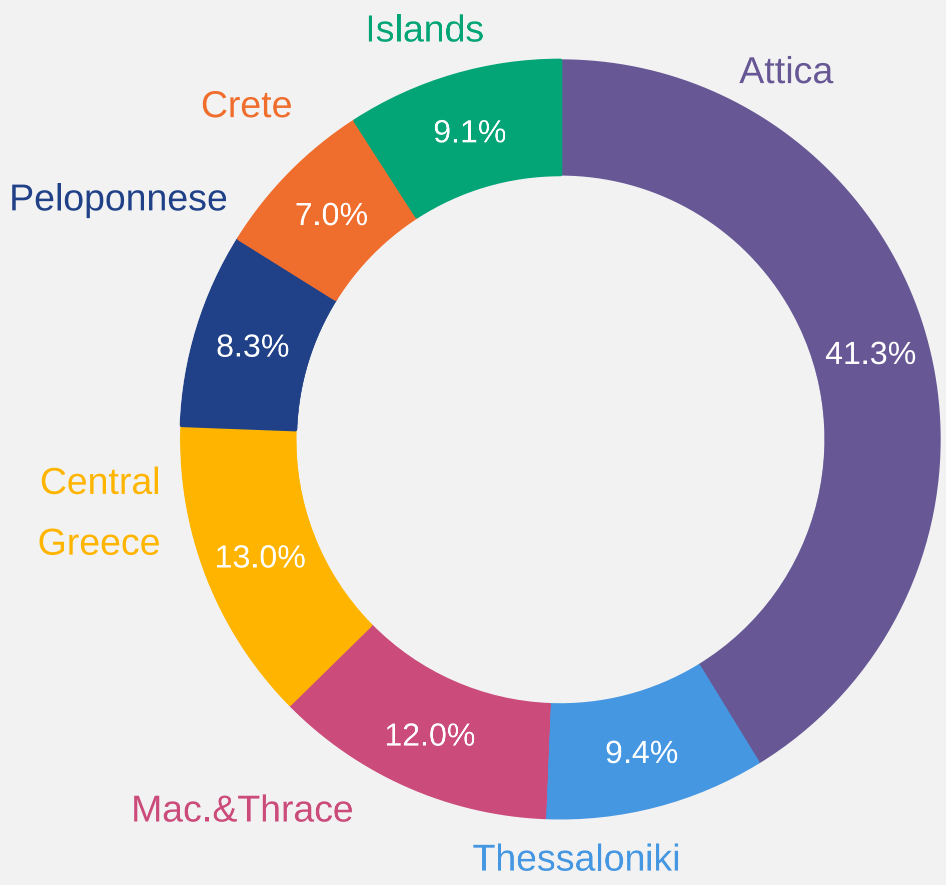
Cash & Carry	Traditional Trade	Organized Trade
-3.6%	+0.3%	+3.2%

Source: ScanTrack Plus | Market Track I Total Greece including Islands and Discounters_ C&C Chains with Islands|_Traditional trade Reported period: YTD 06.10.24

Tourism Impact - Market evolution per region



TSR – Regions Value Contribution (in %)



Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: YTD 06.10.24

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E-commerce

Coverage of retail sales and share across channels

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NIQ Activate

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Know and target effectively your shopper/ consumer

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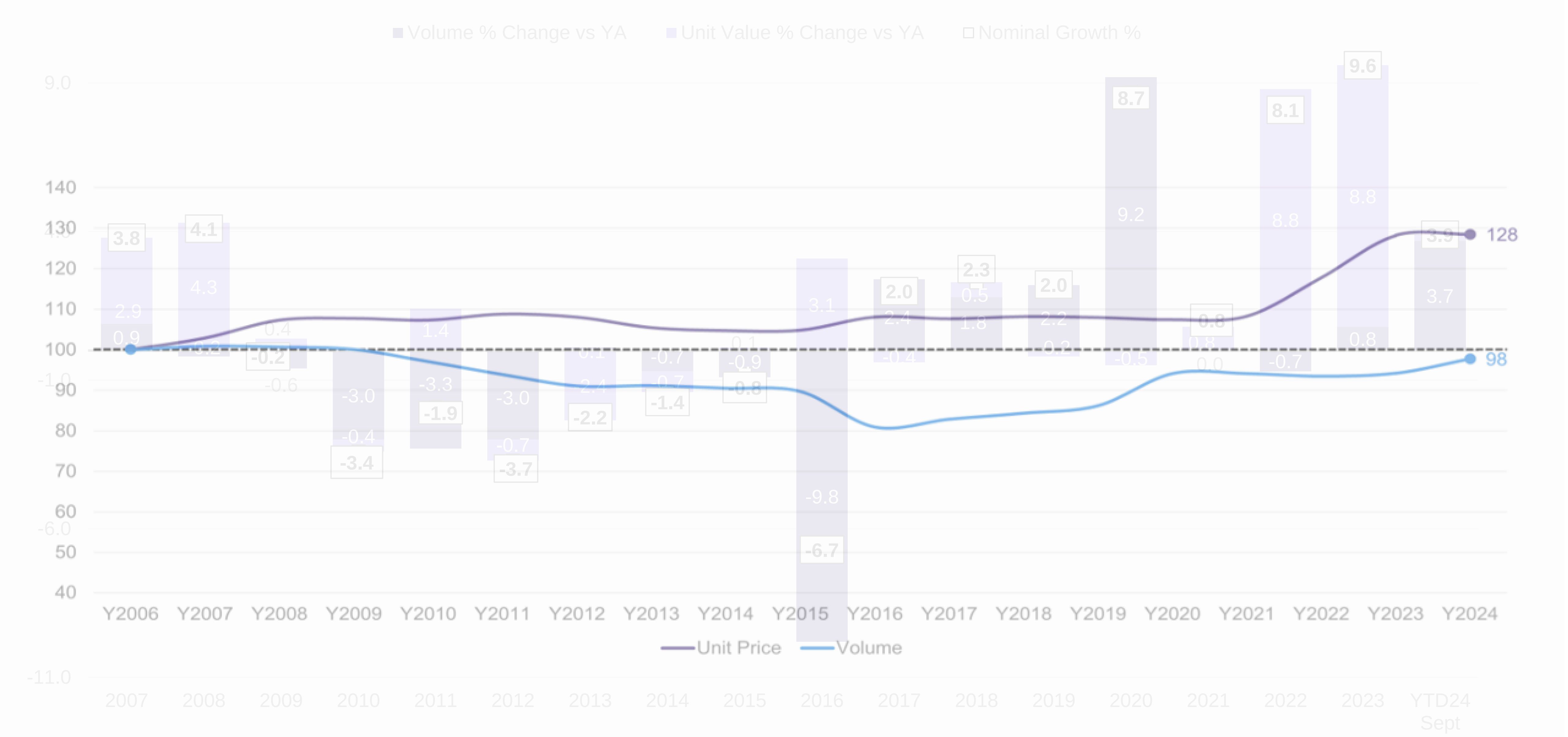
Predictive Analytics

Proactive pricing, promotion, assortment, distribution, and shelf solutions

FMCGs basket evolution 2007-2023 Growing in values but in volumes the picture is different…



Source: ScanTrack Plus

Thank You!

Let’s chat about your 2025 Growth Plan

NielsenIQ GfK