

FMCGs 2021 and beyond: Are we in control of our destiny?

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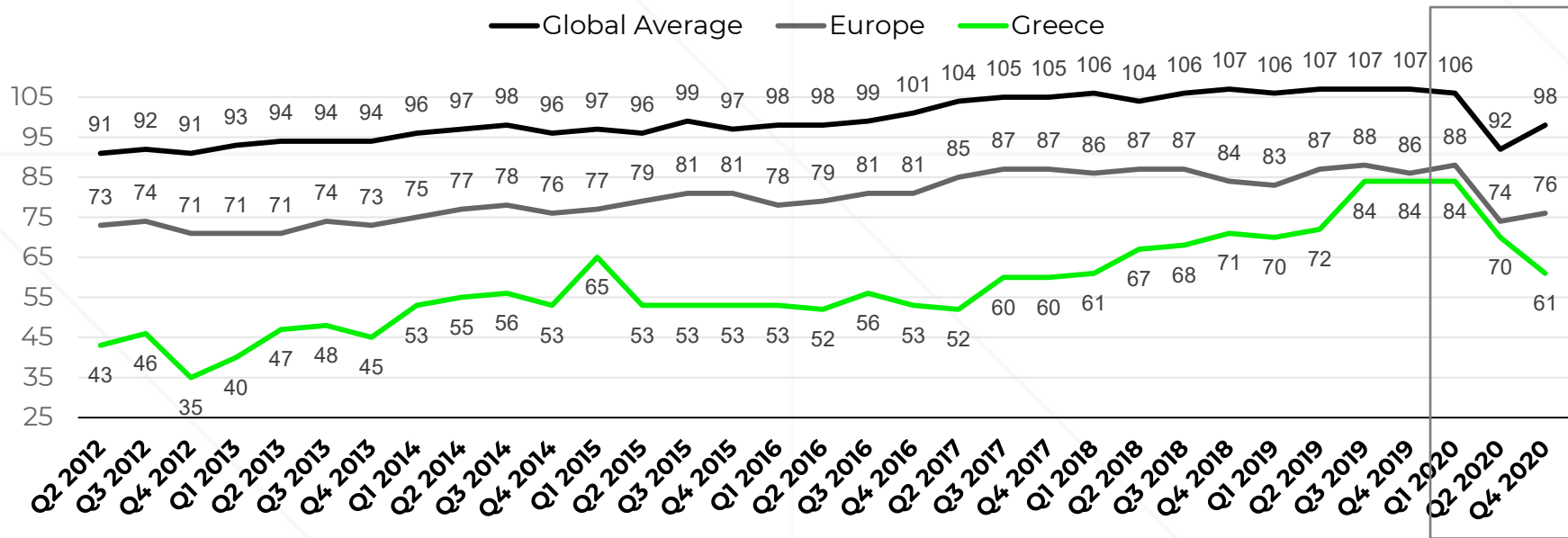
April 22nd, 2021



Greece emotionally more vulnerable to the pandemic

Q4'20 Reached the level of memorandums' era

Consumer Confidence



Economy the number 1 concern in Greece

Europe

Greece

36%

Economy

49%

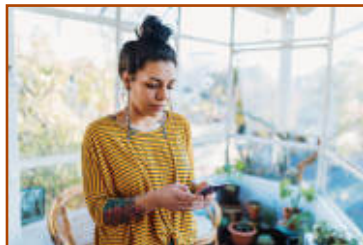
40%

Health

41%

Four groups shaping consumption patterns

Existing Constrained



were already
watching what they
spent prior to
COVID-19 and this
has not changed

Newly Constrained



experienced
worsening household
income/ financial
situations and are
consciously watching
what they now spend

Cautious Insulated



limited income/
financial situation
impact, but watching
what they spend a
lot/ much more

Unrestricted Insulated



same/improved income/
financial situation and do
not have to watch what
they spend

Greek consumers in bigger pressure

Constrained and Insulated consumer groups – Greece

- Existing constrained
- Newly constrained
- Cautious insulated
- Unrestricted insulated



83% are constrained consumers altering their buying and consumption patterns

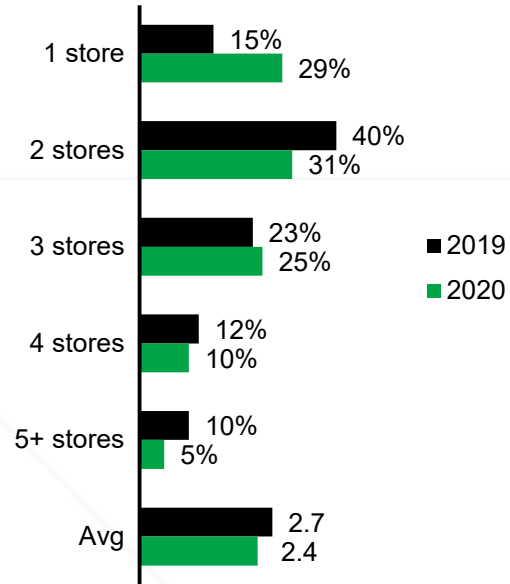
Constrained and Insulated consumer groups – 16 countries surveyed



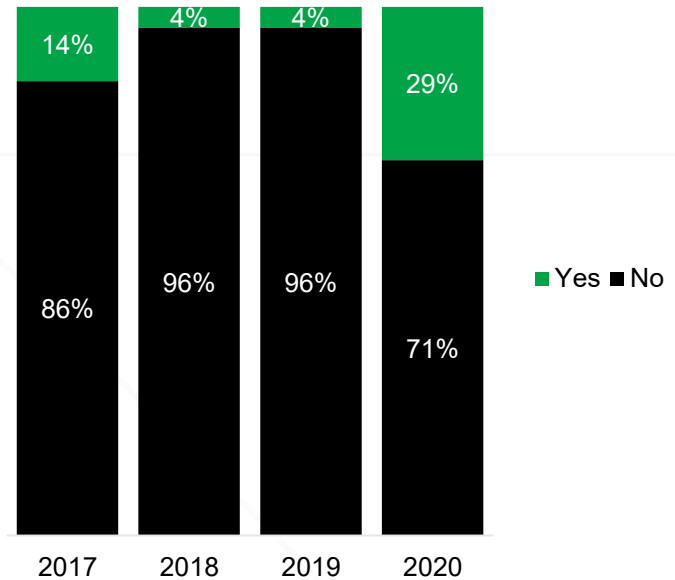
Newly constrained doubled, cautious insulated are proactively rationalising

Visiting less stores but with higher variety

Number of stores (retail banners) visited in P4W

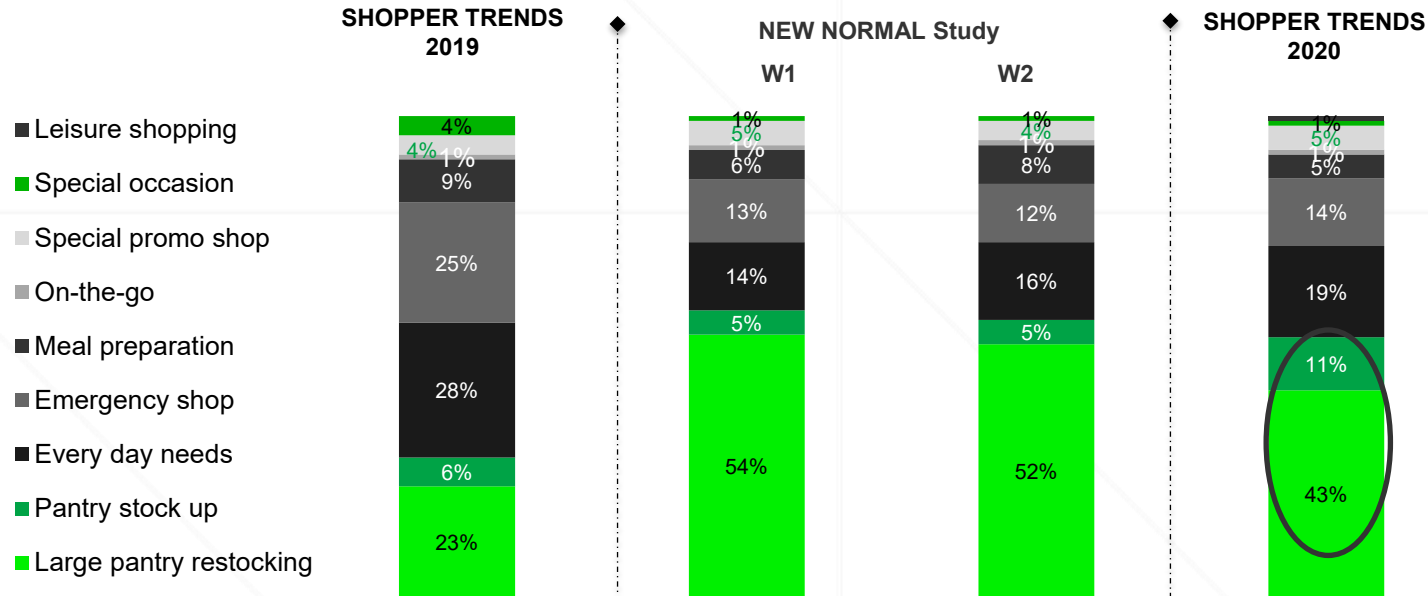


Shopped at a new/different store in the p6m



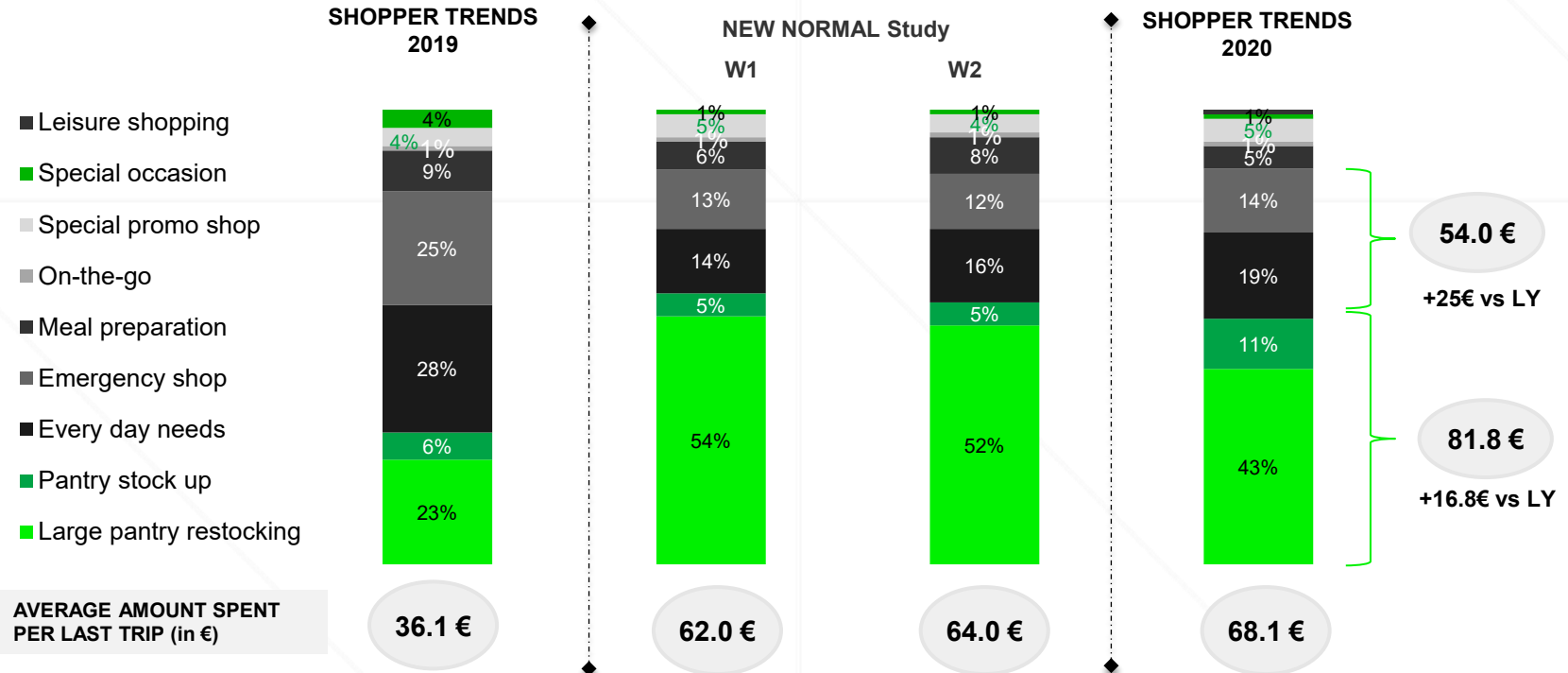
The Large shopping is well-established at the expense of everyday and emergency trips

Shopping mission evolution



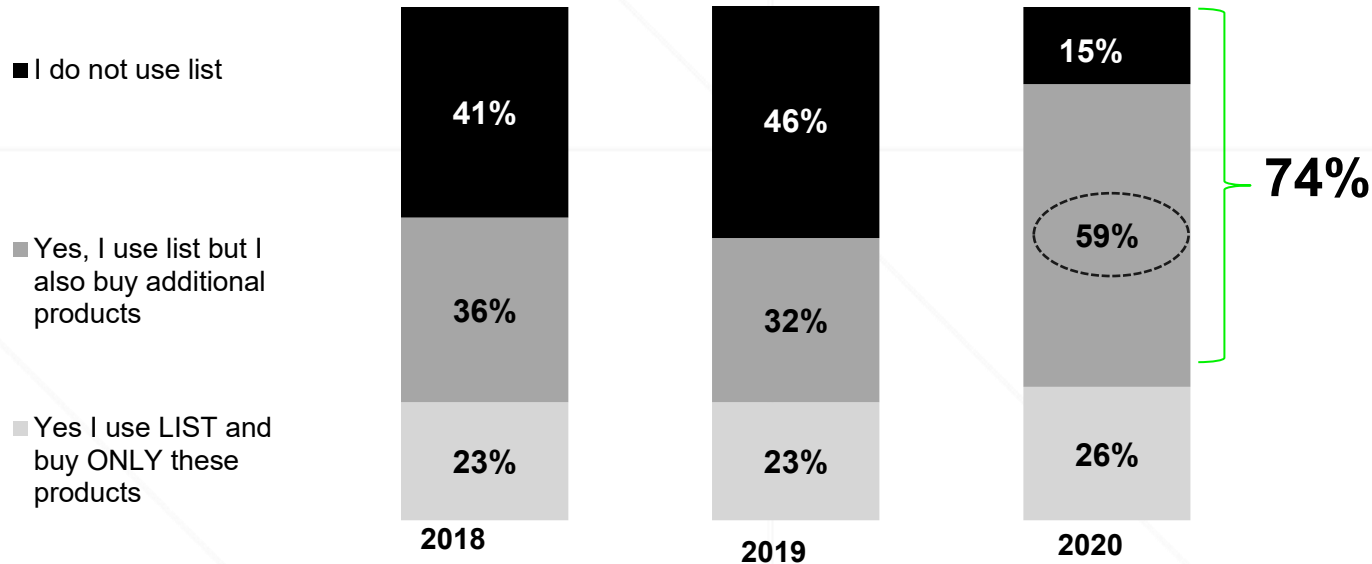
Large shopping trips took the lead with an increasing importance in spending too

Shopping mission evolution



There is opportunity for successful instore activations that can increase shoppability

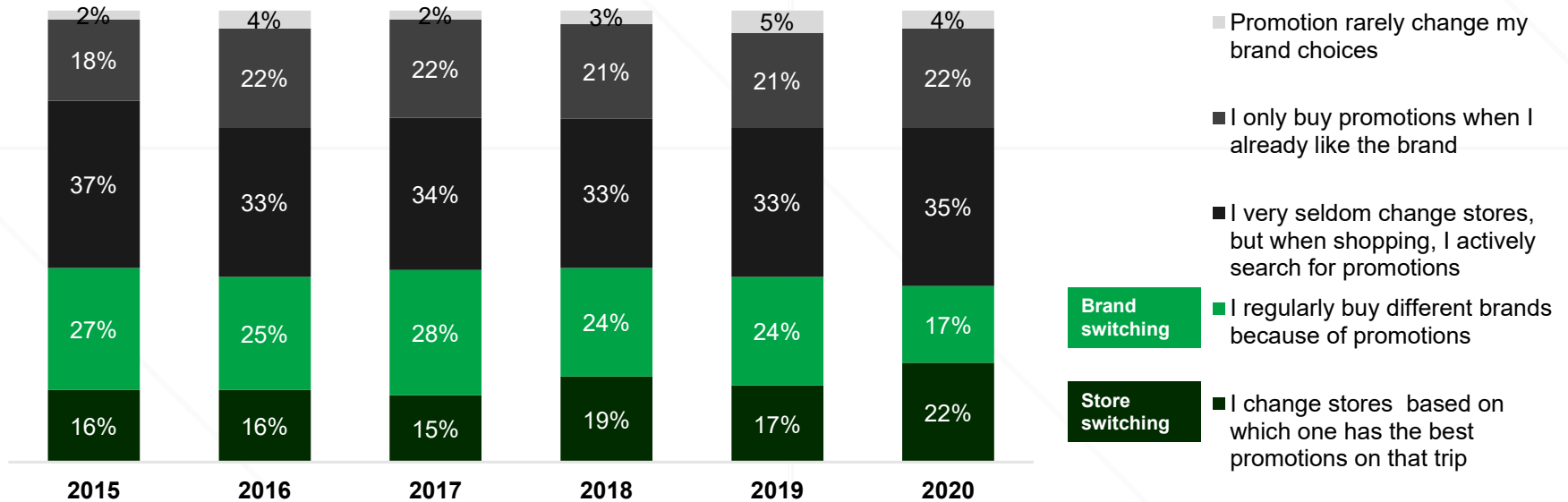
List usage



Ref. Q89 do you prepare any list with the products you want to buy or not? If yes: Most of these times, do you buy only products that are on your list or buy some additional products Base: All HM/SM shoppers, 2018 (n=1000), 2019 (n=1000), 2020 (n=996)

Higher brand loyalty, lower store loyalty

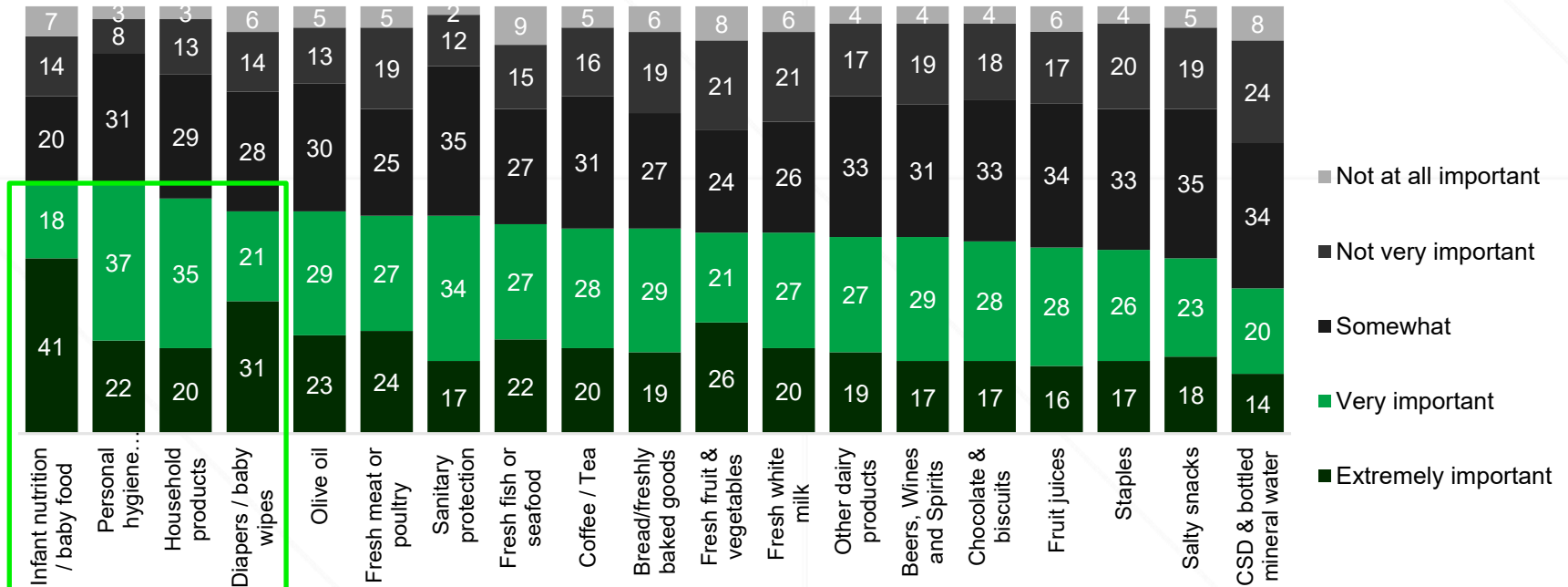
Promotion sensitivity



Q23 Which of the following best describes how promotions affect your supermarket/hypermarket shopping?
 Base: All HM/SM shoppers, 2016 (n=1000), 2017 (n=1000), 2018 (n=1000), 2019 (n=1000), 2020 (n=996)

Innovation is important – ranging from 1/3 to 6/10 of the shoppers

Importance of category innovation



Ref QQ169 Some categories always seem to have new things happening to keep the selection and choices appealing. Others don't seem to change much.

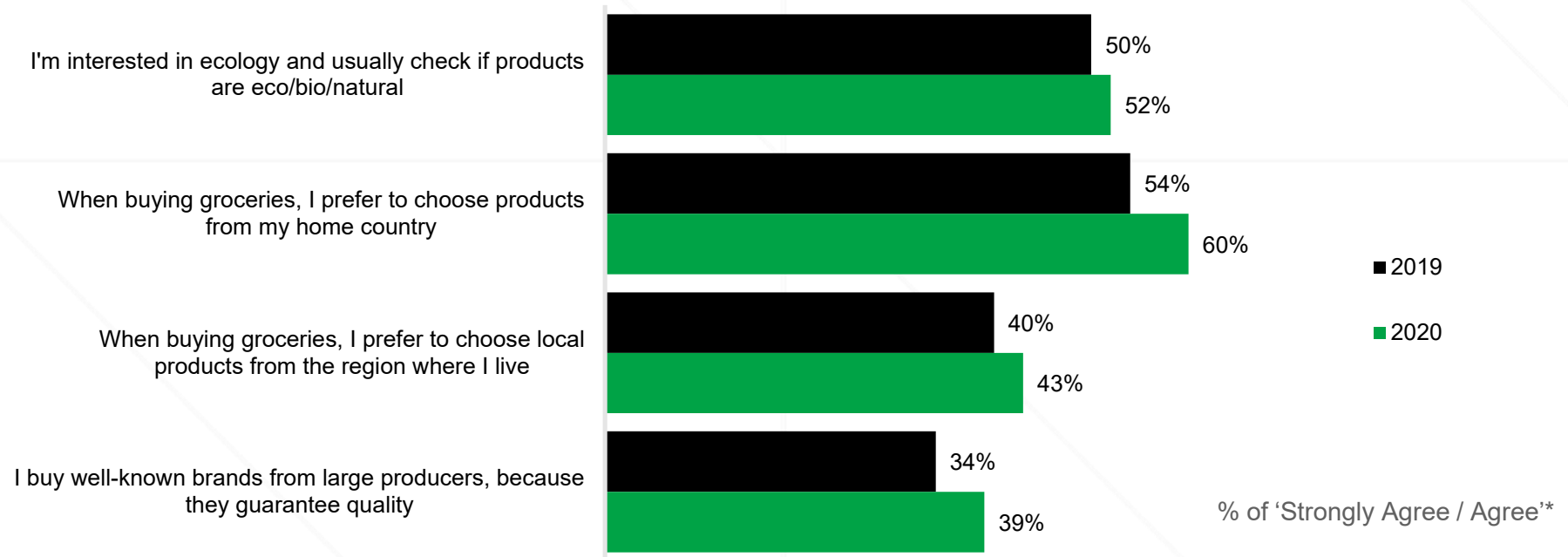
How important is the introduction of new and different brands/products/varieties to you for each of the following categories?

Base: All HM/SM shoppers

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Sustainability is established as a trend in the packaged goods and groceries

Attitudes towards sustainability



Ref. Q176. To what extent do you agree with the following statements
Base: All HM/SM shoppers, 2019 (n=1000), 2020 (n=996)

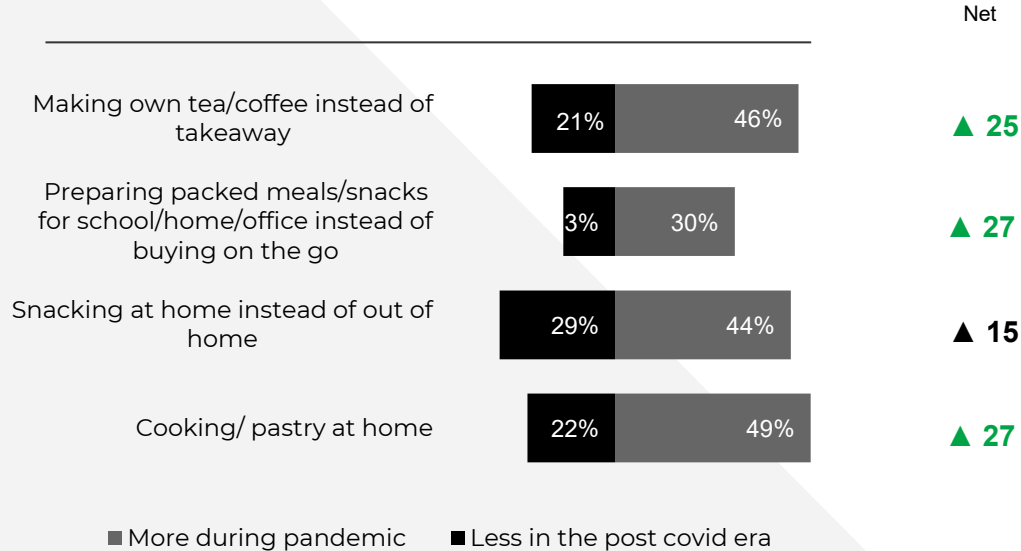


What's next?

Cooking reshaped behavior will not die

Food related activities

Current Covid – transition vs. Post Covid era



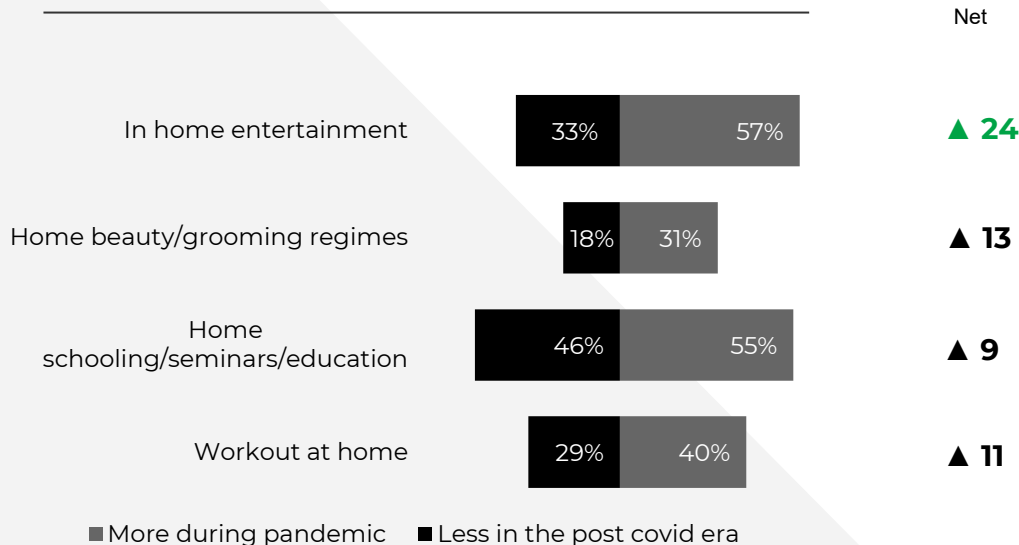
Looking ahead:
many 'new'
behaviours are
here to stay

Q. In which of the following ways, if any, did you change your routines and activities because of COVID-19?
Q. In the post Covid19 era with which of the following ways, if any, your routines will change?

New ways of in home entertainment will not fade

Non food related activities

Current Covid – transition vs Post Covid era



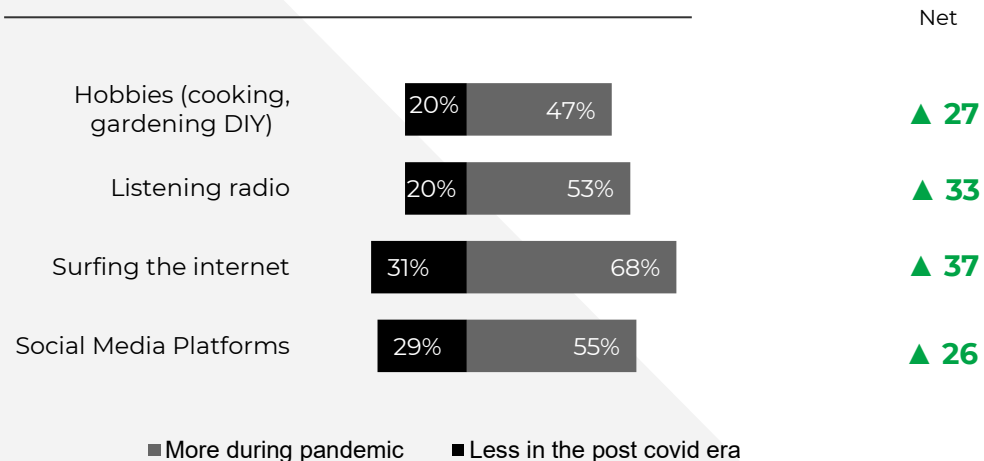
Q. In which of the following ways, if any, did you change your routines and activities because of COVID-19?
Q. In the post Covid19 era with which of the following ways, if any, your routines will change?



Looking ahead:
Home will
continue to
shelter 'new'
activities
endorsed
during COVID

New 'discoveries' and e-life will remain

Current Covid – transition vs. Post Covid era



Looking ahead:
Our new **hobbies**
and **internet** will
maintain power

Q. In which of the following ways, if any, did you change your entertainment activities because of COVID-19?
Q. In the post-Covid19 era with which of the following ways, if any, your routines and activities will change?

Lifestyle adjustment ratio

Post pandemic

Activities

Adjustment ratio

More at home....

TTL

EC

NC

CI

Cooking

55%

Mealkits/ prepared food

59%

Healthy food

69%

Entertaining

43%

Snacking

35%

Drinking alcohol

-21%

Working

10%

Tea/ coffee

53%



- **EC:** Existing Constrained
- **NC:** Newly Constrained
- **CI:** Cautious Insulated

■ -10%<

■ -9% → 20%

■ 21% ↔ 50%

■ 51% → 60%

■ +60%>

Q In which of the following ways did you change your routines and activities because of COVID-19.
 Q In the post-Covid19 era with which of the following ways, if any, your routines and activities will change?
 Ratio more v less, indexed to total



**What do all
these mean?**



To win after the pandemic

Key lessons

Shoppers (especially Greek) will remain cautious when shopping for the rest of 2021 & 2022

Opportunities

Ensure the right value proposition per shopper segment

To win after the pandemic

Key lessons

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We expect the need for in-home consumption to continue in 2021

Opportunities

Ensure the right value proposition per shopper segment

Capitalise and maintain the home 'habits' created during the pandemic

To win after the pandemic

Key lessons

Shoppers (especially Greek) will remain cautious when shopping for the rest of 2021 & 2022

We expect the need for in-home consumption to continue in 2021.

Shoppers experimented during COVID but also rewarded brands that added value

Opportunities

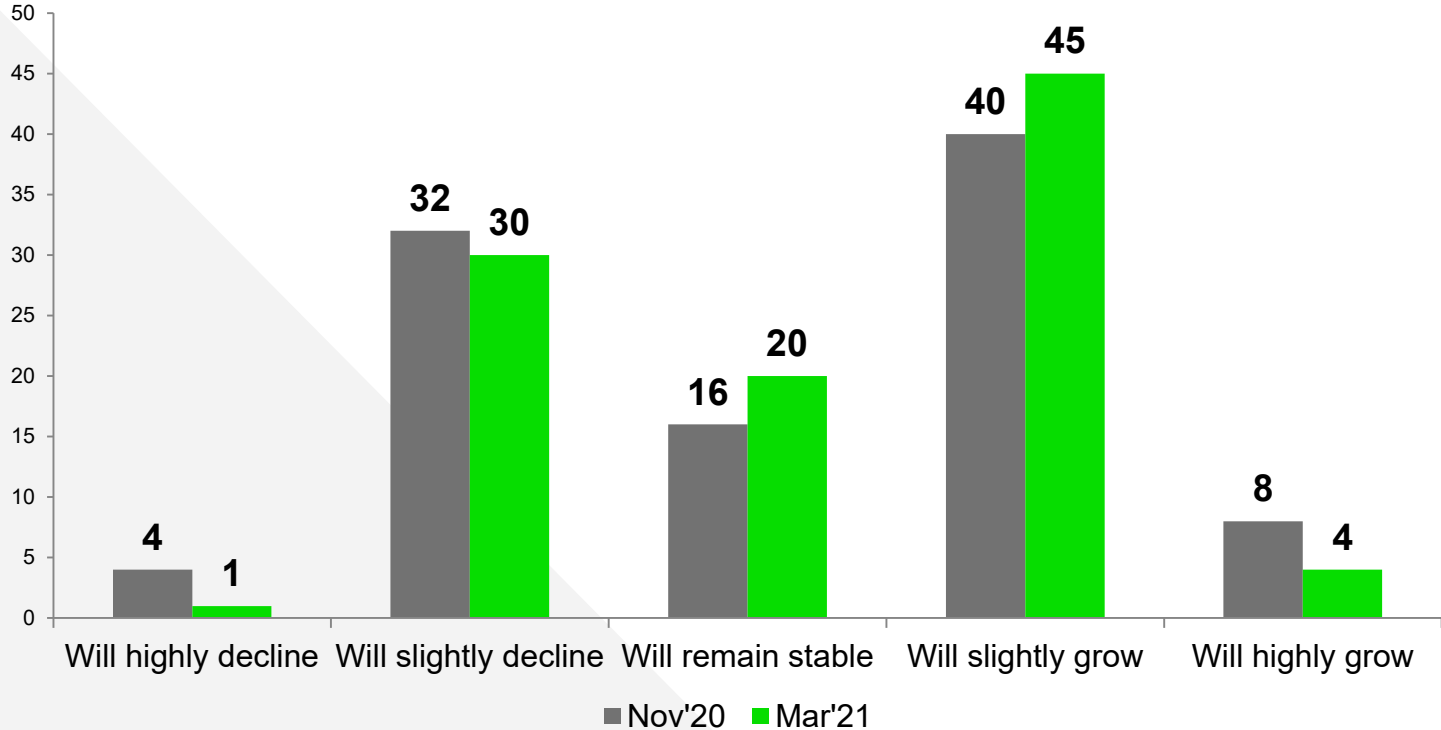
Ensure the right value proposition per shopper segment

Capitalise and maintain the home 'habits' created during the pandemic

Constantly engage and communicate your value, your empathy, your innovation

We are in control of our destiny – at least for half of us!

How confident are you for your business performance in 2021?



Thank you!

