



November 2021 Summary

Main Trends In The Israeli FMCG Market

Data Base

The data is based on **2,600 stores**

comprised of statewide chains, private market and convenience stores

which transmit their POS scan data on a daily basis to StoreNext

and which represent more than **85% of the total sales in the Israeli barcoded FMCG market**

Based on this data, StoreNext uses an advanced statistic model to perform an extrapolation for 100% of the

barcoded FMCG Market in Israel,

excluding Kiosks and the Arab sector



Long Story Short

- 🏠 FMCG market records a decrease of 3.0% value sales in current YTD compared to previous YTD
- 🏠 In November 2021, FMCG value sales decline by 2.2% and when neutralizing change in sales days, change stands at 3.1%



- 🏠 StoreNext's Price Index presents an increase of 0.9 points in current YTD compared to previous YTD
- 🏠 StoreNext's Price Index shows an increase in all fields, while a slightly lesser increase in Beverages compared to other fields

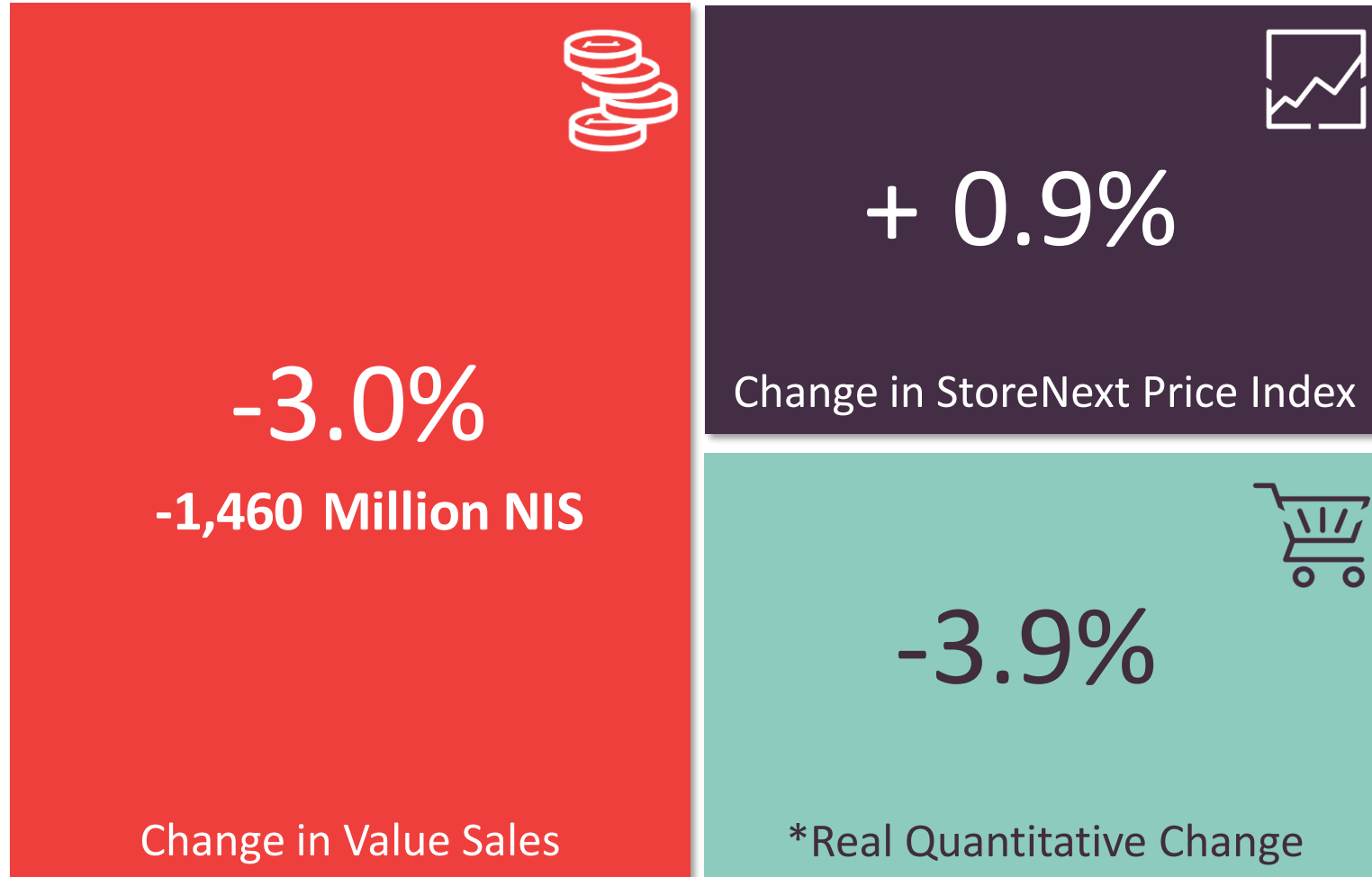


- 🏠 Most Food and Beverages key fields are declining. Salted Snacks and Non-Alcoholic Beverages grow compared to both November 2020 and YTD 2020. Chocolate World grow in comparison to November 2020 as well as Paper Products, Laundry Detergents, Hygiene & Body Nurturing and Hair Care which are the most growing Home Care and Personal Care worlds key fields, during November 2021



Change in Sales and Price Indices

FMCG, YTD 2021 compared to YTD 2020



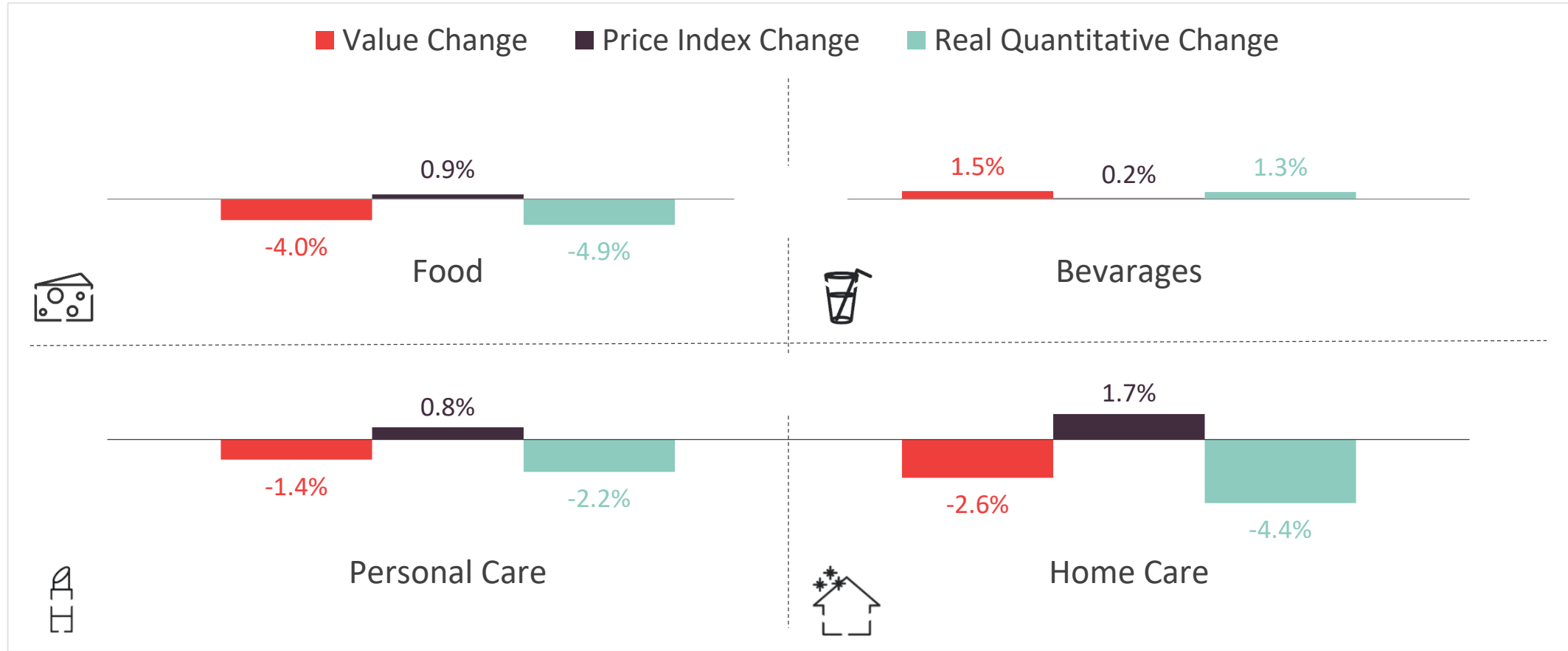
* Real Quantitative Change – Value sales growth deducting StoreNext Price Index changes (neutralized of mix effects)

FMCG YTD Change Rate By Fields (2020 VS 2021)

- Excluding Beverages, all fields record real decline while Food shows the most significant one
- StoreNext's Price Index shows an increase in all fields, with a slightly lesser increase in Beverages



* Real Quantitative Change – Value sales growth deducting StoreNext Price Index changes (neutralized of mix effects)

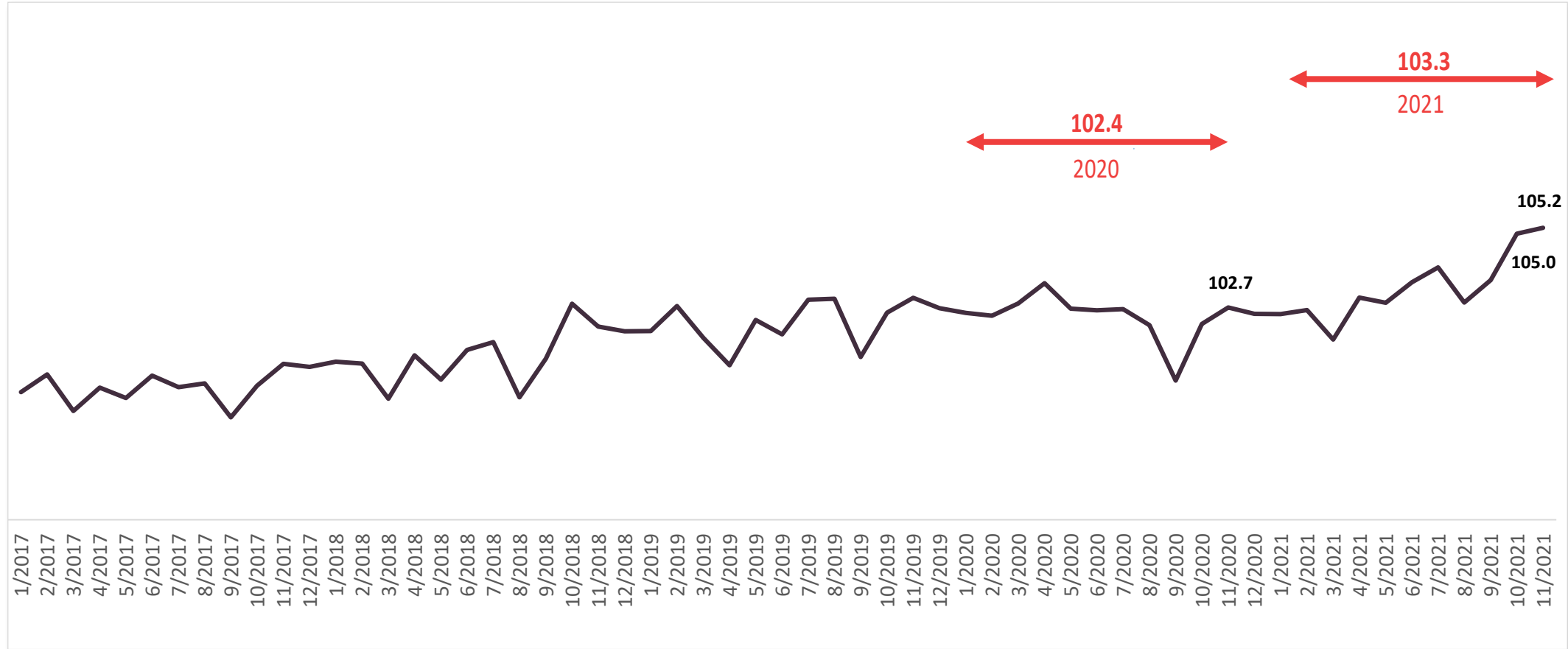


The StoreNext Price Index

- StoreNext's Price Index presents an increase of 0.9 points in current YTD compared to previous YTD
- In November 2021 StoreNext's Price Index reaches 105.2 – an increase compared to October 2021 and compared to November 2020

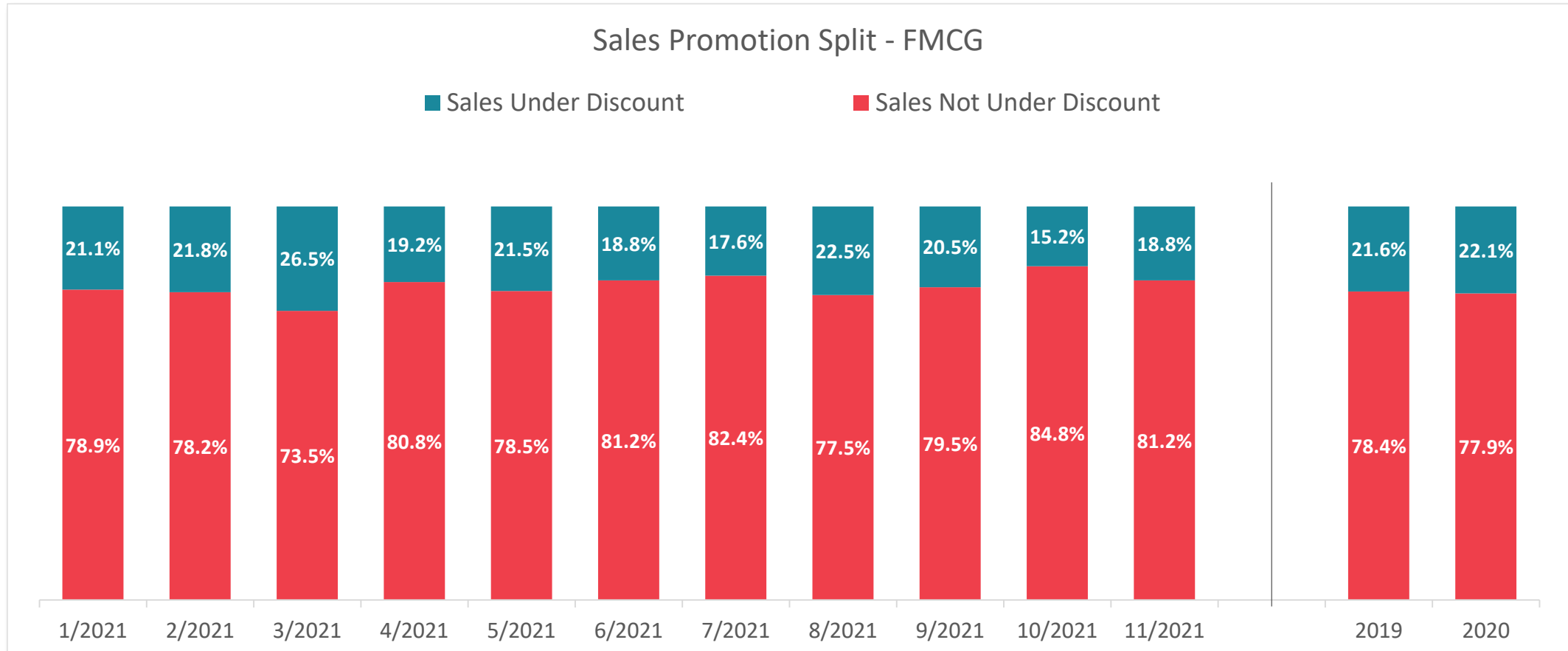


* StoreNext Price Index measures the change in product prices, neutralizing sales mix changes



Sales Promotion Distribution – Monthly Trend

- ❏ The moderate Price Index increase in November amid the increase sales under discount, compared to October 2021 sales. Although November shows a lower rate of sales under discount in comparison to most 2021 months and to previous years as well



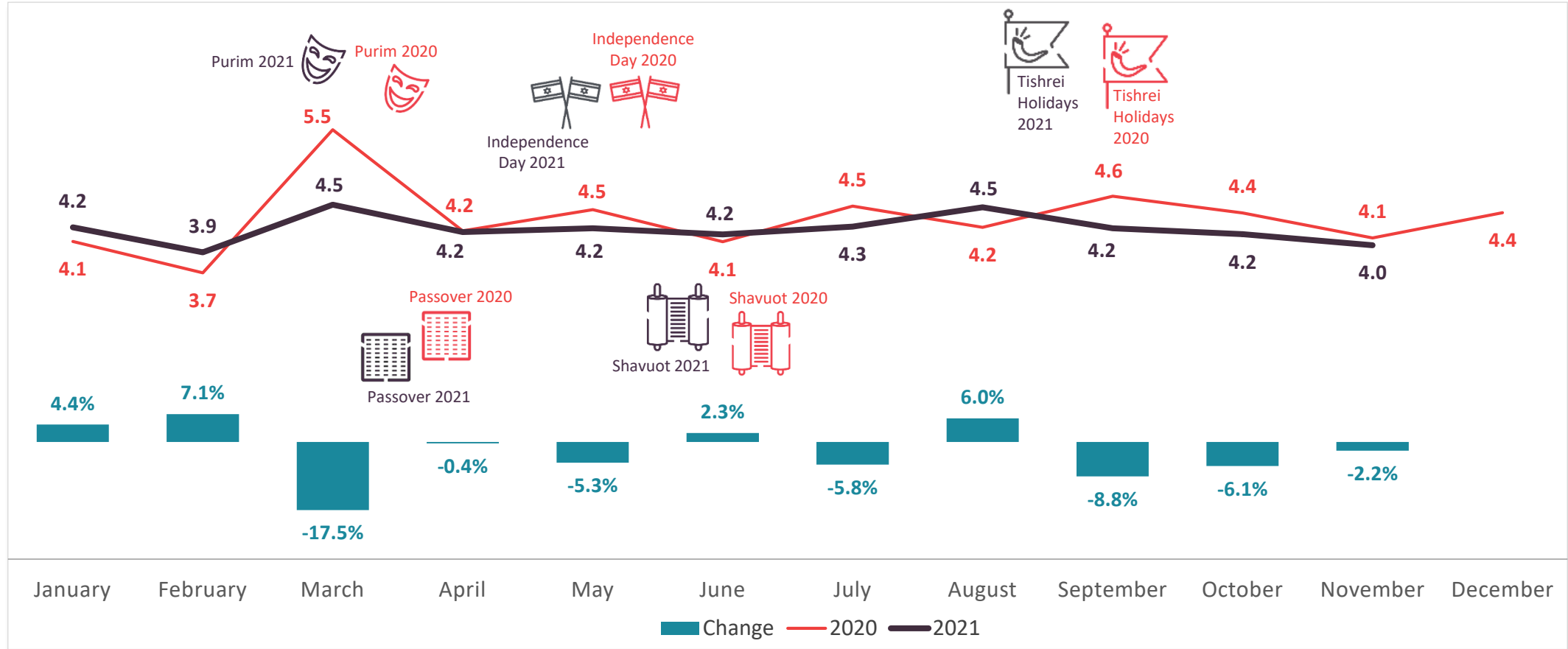
*StoreNext's promotion data is based on a weekly average calculation of price per item and per store. After setting the initial value, a process tracks the price change compared to a series of prices over previous weeks. Sales percentage under discount, discount prices, reach of discounts and etc., can be derived by this data

Monthly Sales Trend

November 2021 sales records a decrease of 2.2% compared to November 2020, and amounted to 4.0 Billion NIS, a decline of 92.5 Million NIS



* FMCG Value Sales, Billion NIS

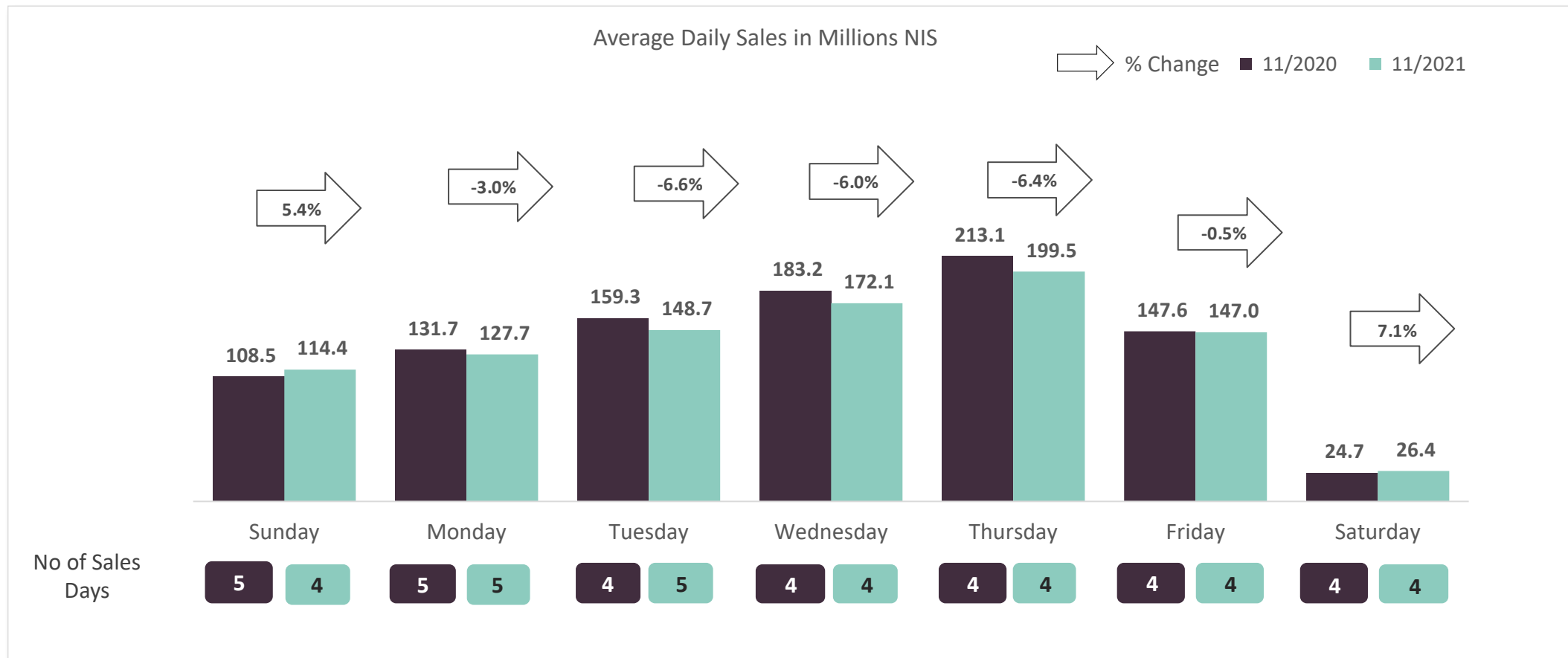


Sale By Days

- Monthly rate decline is affected due to change in sales days and stands at -2.2%
- Neutralizing change in sales days, November 2021 value change stands at -3.1%



* Sales (NIS Million) by days and percentage of change in sales, current month compared to the same period last year

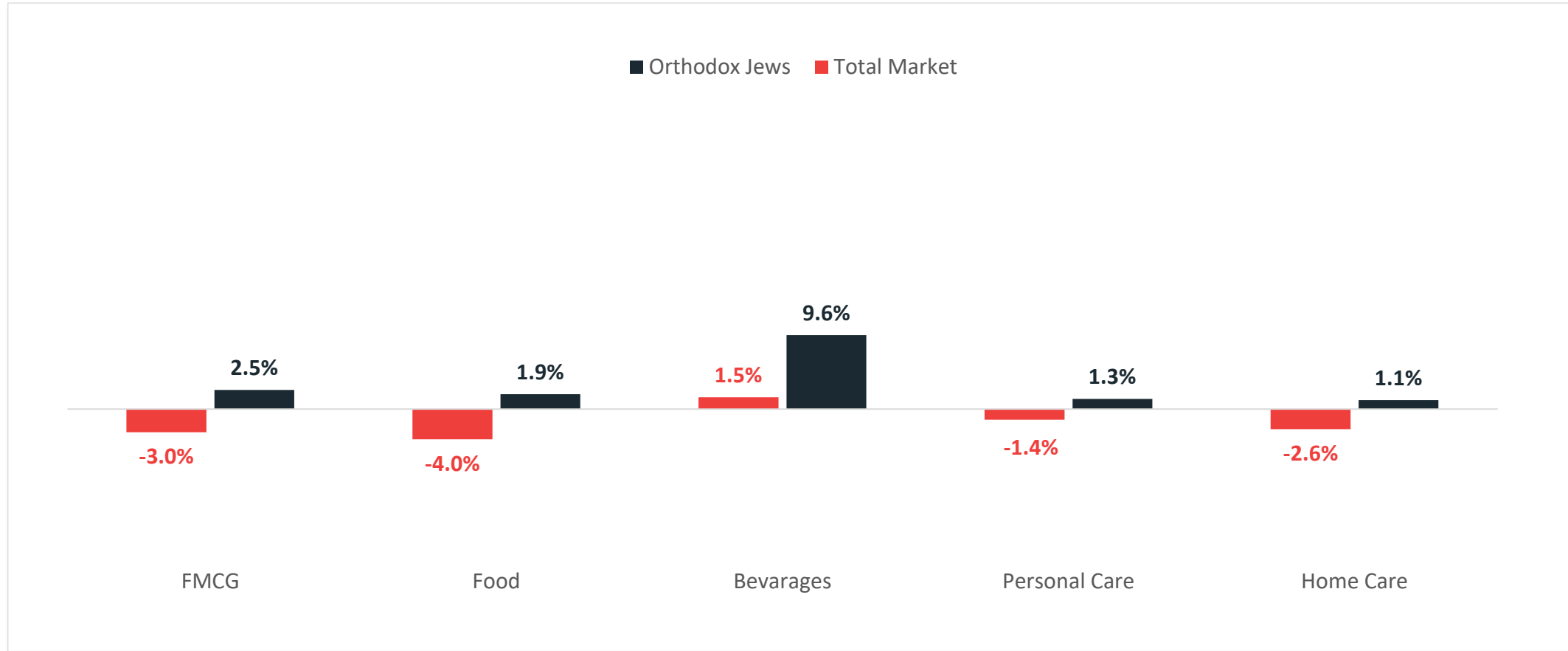


Orthodox Jews Sector Value Change Rate

- Orthodox Jews sector records opposite trend In comparison to total market in FMCG sales – an increase of 2.5%
- The trend is presented in each field as well, while in Beverages the Orthodox Jews sector records a much significant change

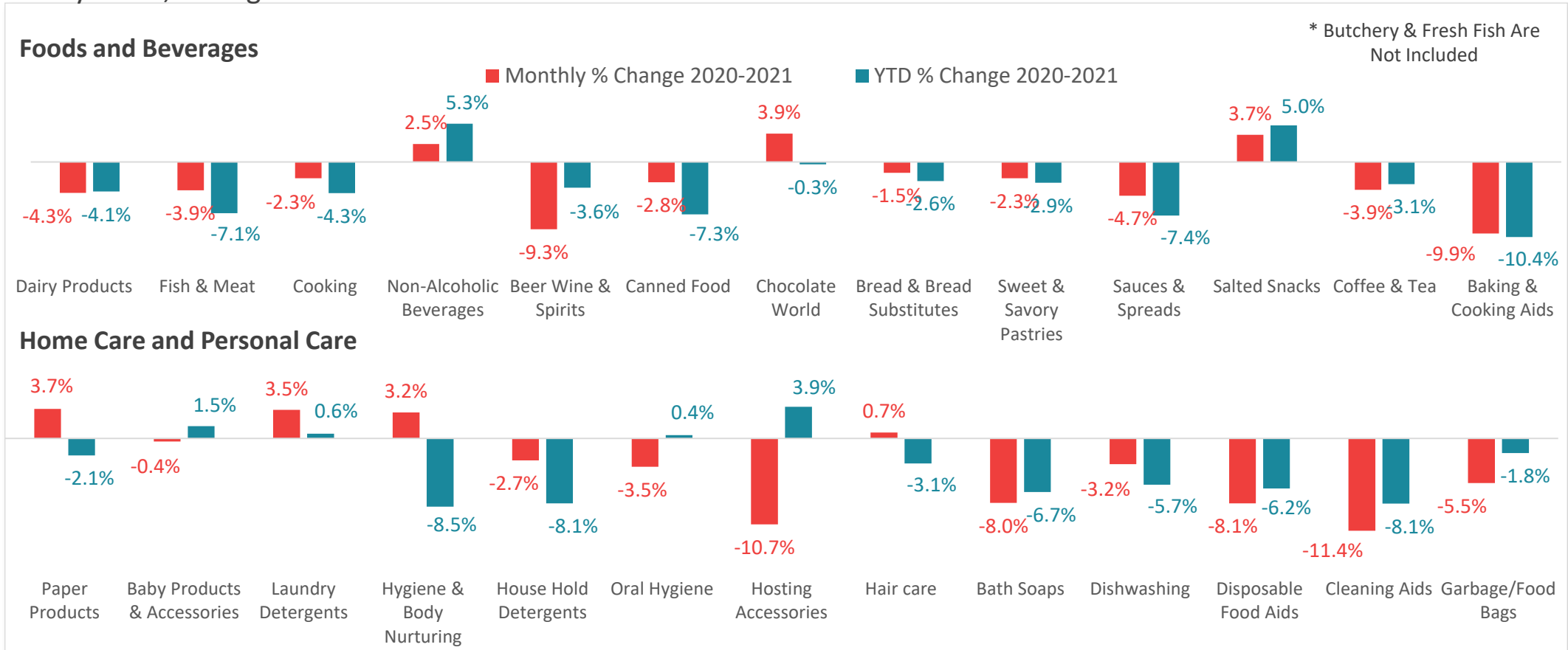


*Orthodox Jews– only stores with orthodox attributes, that are reflected in location, chain and basket composition, excluding Orthodox Jews population sales in General sector



Value Sales Change in Key Fields

- Most Food and Beverages key fields are declining. Salted Snacks and Non-Alcoholic Beverages grow compared to both November 2020 and YTD 2020, while Chocolate World grow in comparison to November 2020
- Paper Products, Laundry Detergents, Hygiene & Body Nurturing and Hair Care are the most growing Home Care and Personal Care worlds key fields, during November 2021

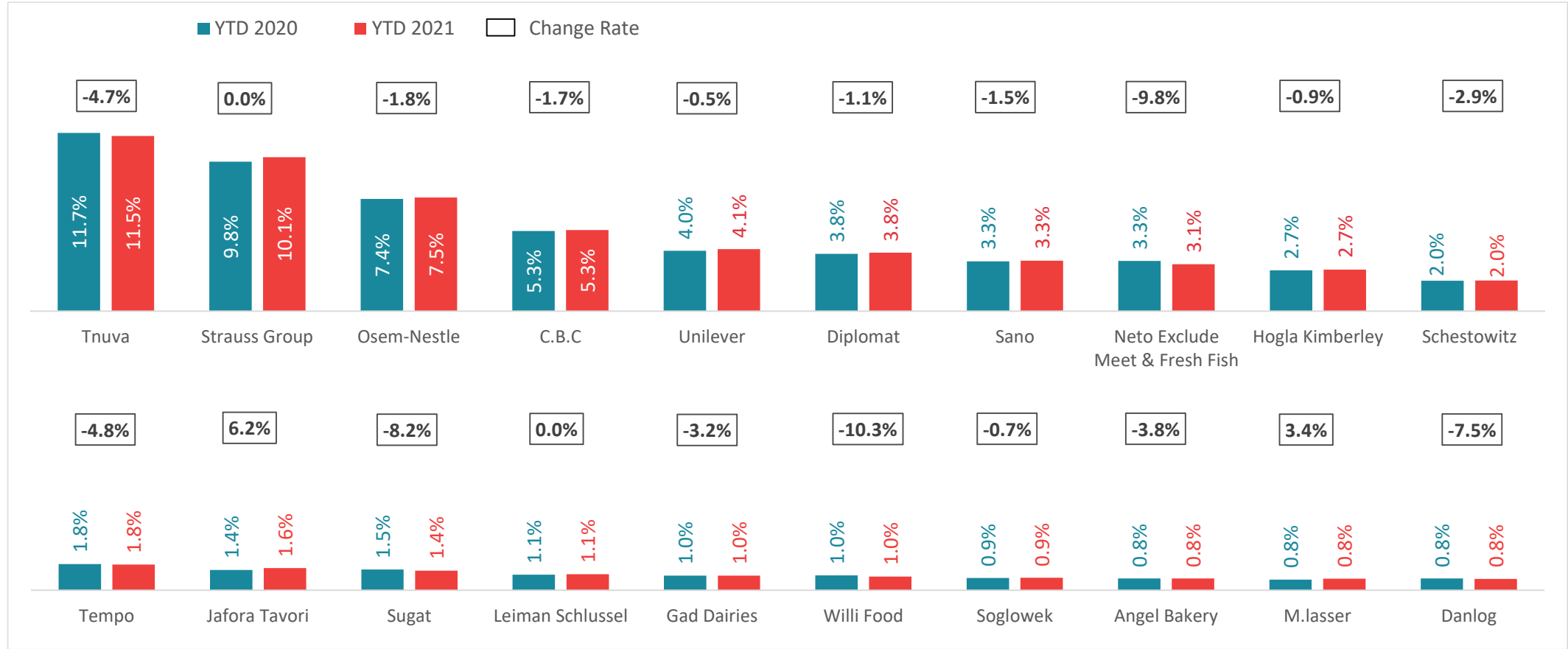


Market Share and Suppliers' Growth



- 📌 Top 20's SOM reaching 64.8% in current YTD, records a growth of 0.4 points compared to YTD 2020
- 📌 Top 10's SOM stands at 53.5% in current YTD and presents a increasing of 0.3 compared to previous period

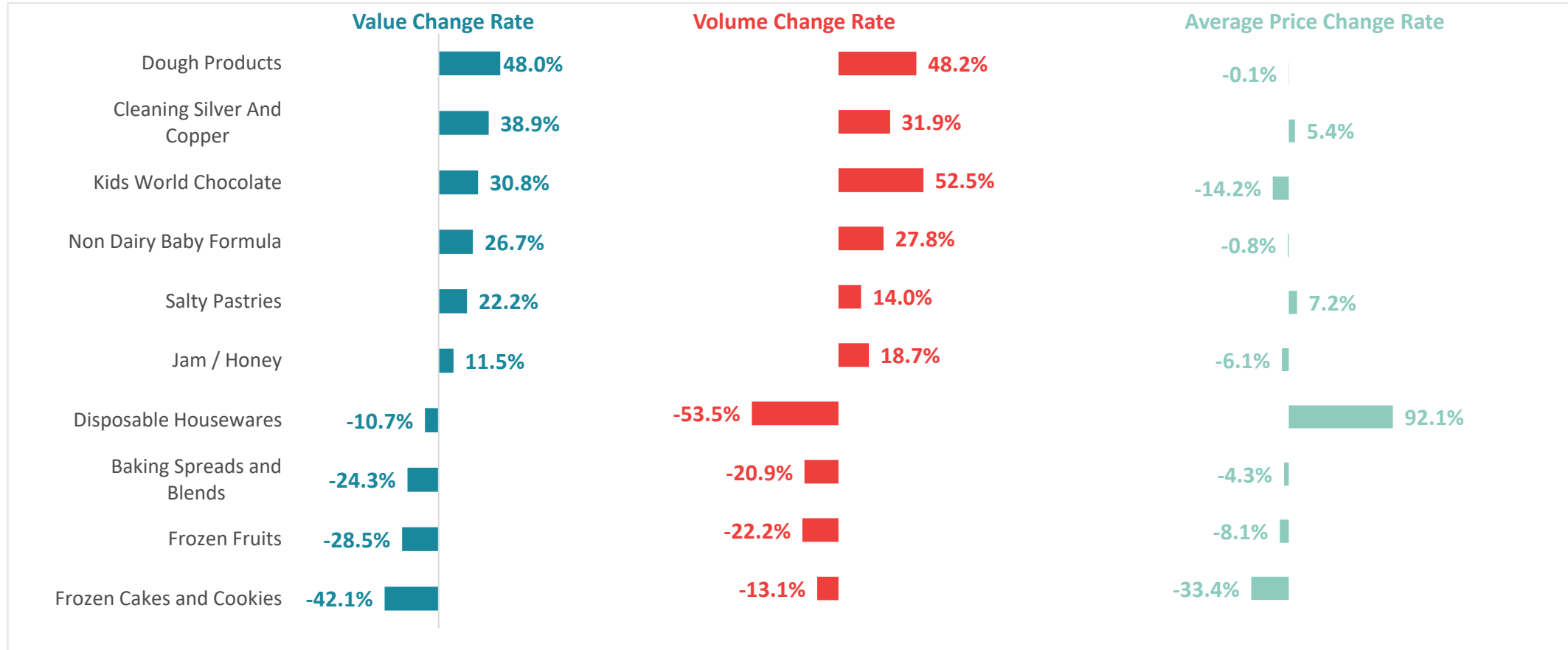
* Value Shares (FMCG Market- Excluding Butchers, Bakery, Fruits and Vegetables and Cigarette data)



Rising / Descending Categories – Current Month TY vs LY

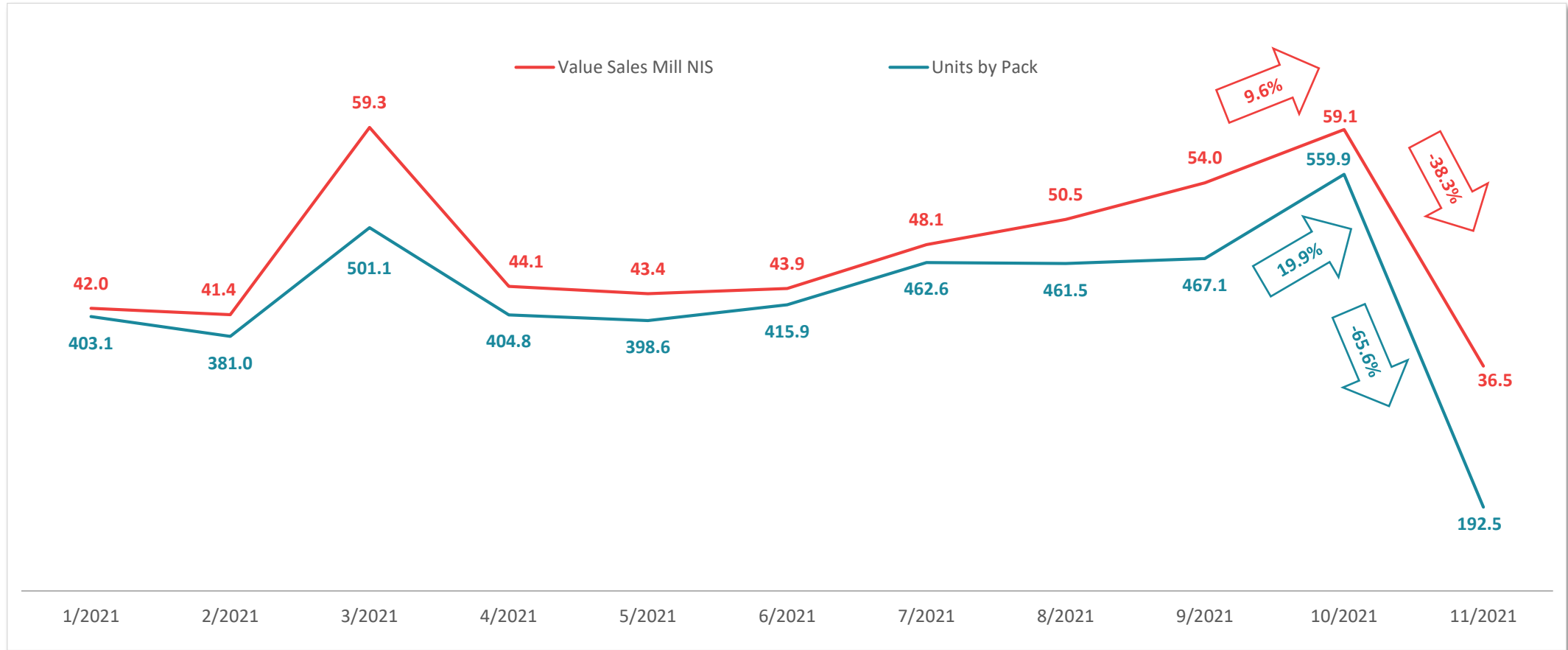
🔄 Among rising categories- Cleaning Silver And Copper, Kids World Chocolate, Jam / Honey -Probably due to Hanukkah timing

🔄 Among descending categories- Frozen Cakes and Cookies, Frozen Fruits, Baking Spreads and Blends and Disposable Housewares which shows a significant increase in average price as a result of Tax Reform on Disposable Plasticware



Disposable Housewares Sales Trend – Post Reform Affect

- After October 2021 recorded a massive increase in both value and volume sales, compared to previous periods (excluding March which affected by Passover sales), November recorded a significant decline due to Plasticware Tax Reform go into effect

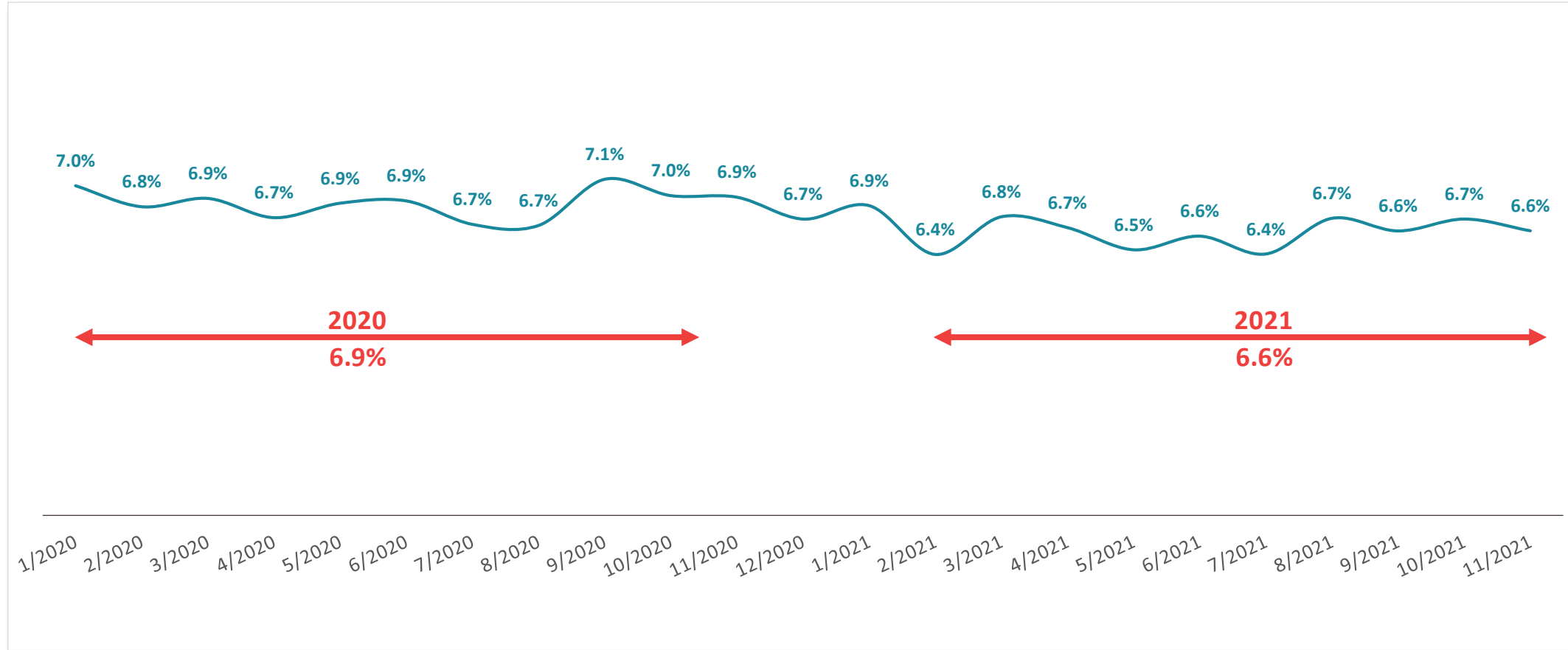


Private Label Market Share - FMCG Market

Private label share records a drop of 0.3 points in current YTD in comparison previous YTD



* Value Share (FMCG Market- Excluding Butchers, Bakery, Fruits and Vegetables and Cigarette data)



Thank You!



StoreNext

Looking Forward