



May 2022 Summary

Main Trends In The Israeli FMCG Market

Data Base

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

comprised of statewide chains, pharm 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

❖ May shows a growth of 7.0% in sales in the FMCG world compared to May last year, with excluding sales days, the growth stands at 3.5%. The growth in sales in May reduces the decrease in the cumulative period, which stands at -0.1%, compared to the corresponding period last year. Also, this period records a 4.4 point increase in StoreNext price index.



❖ The increase in StoreNext's price index is affected by a consistent increase in the index in recent months.

❖ StoreNext's price index shows an increase in all fields, which stands out mainly in the fields of home care and beverages, due to the reforms in recent months, they are expected to contribute to the high level of the index later in the year.



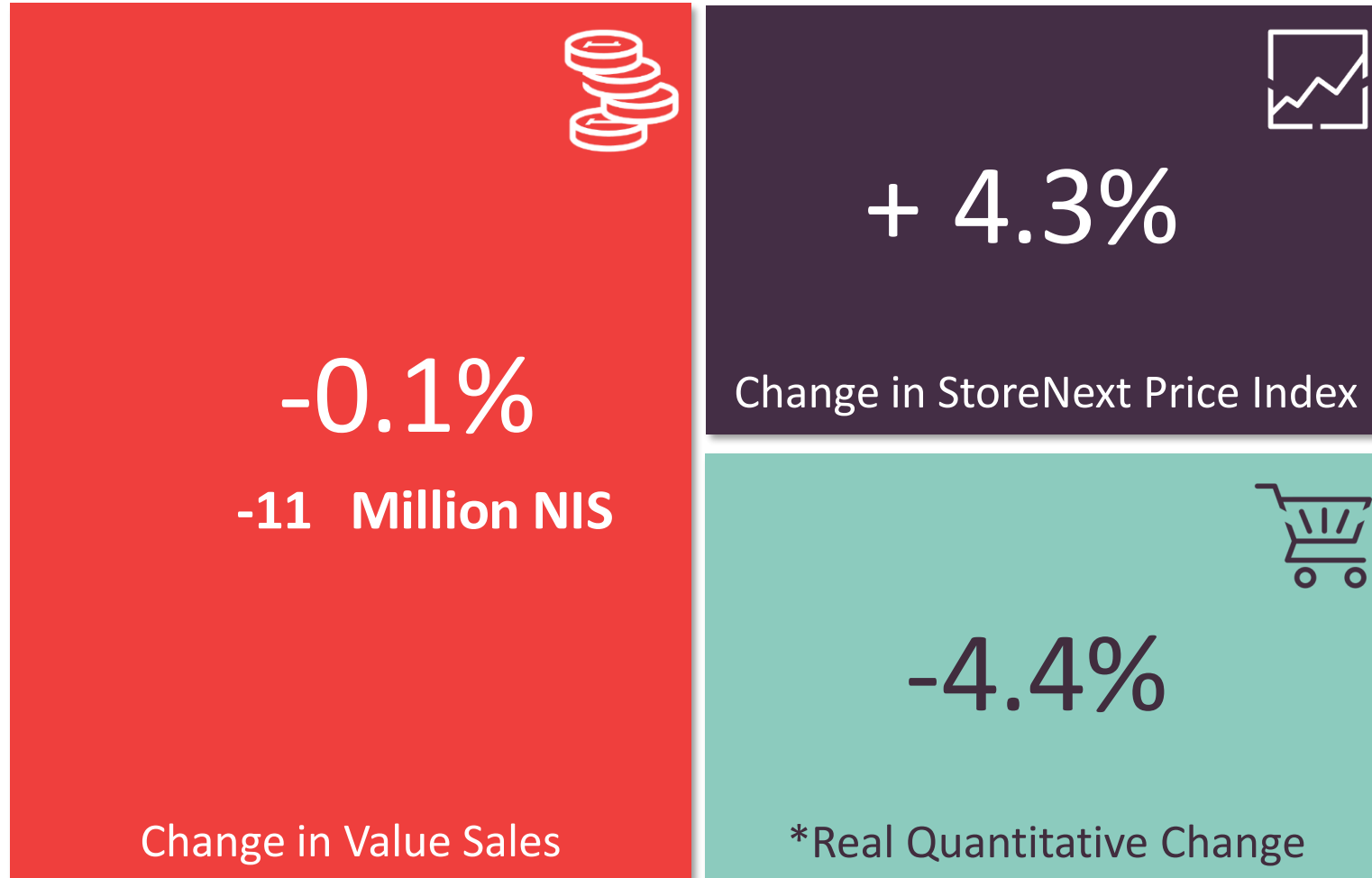
❖ Most of the fields show an increase in sales in the month of May this year compared to last year. In the cumulative period a mixed trend is recorded. Prominent growths are presented in non-alcoholic beverages, salted snacks, hosting accessories, laundry detergents and baby products & accessories.



Change in Sales and Price Indices



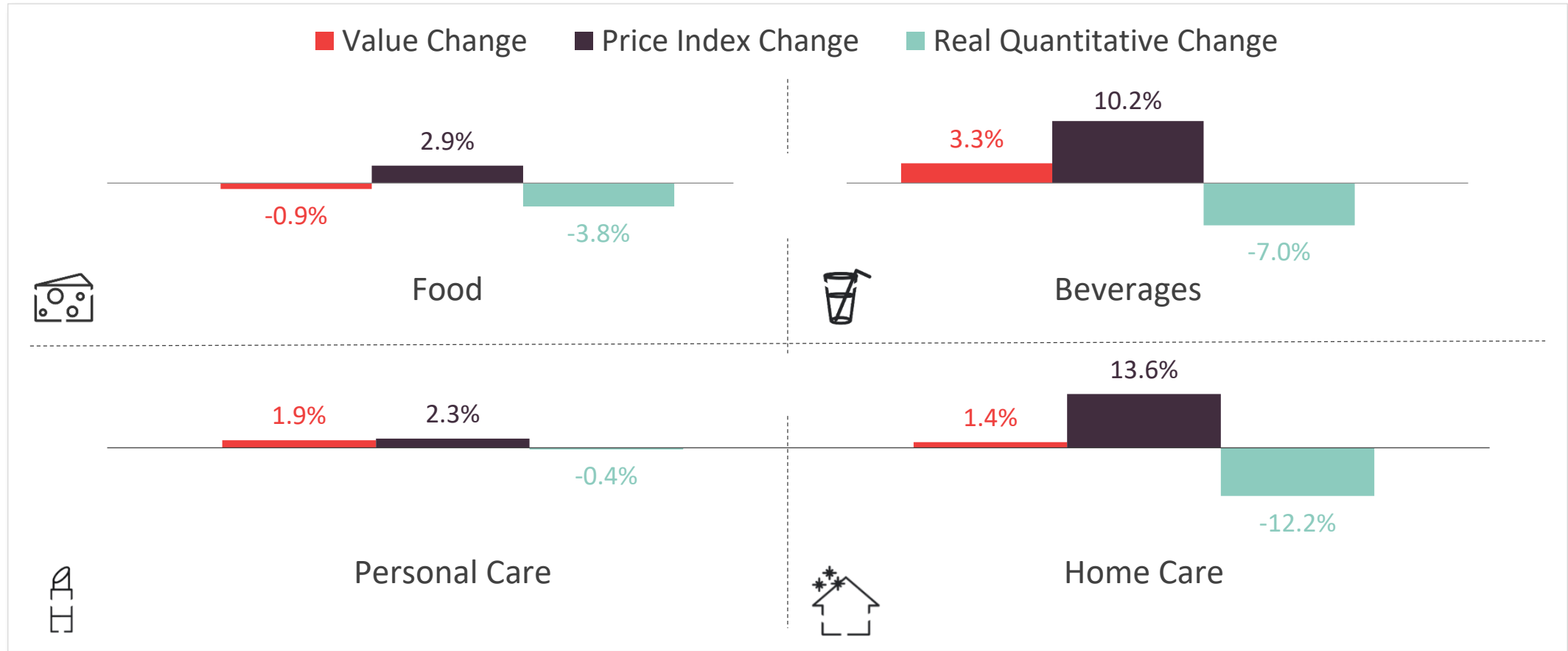
FMCG, YTD 2022 compared to YTD 2021



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

FMCG YTD Change Rate By Fields (2022 VS 2021)

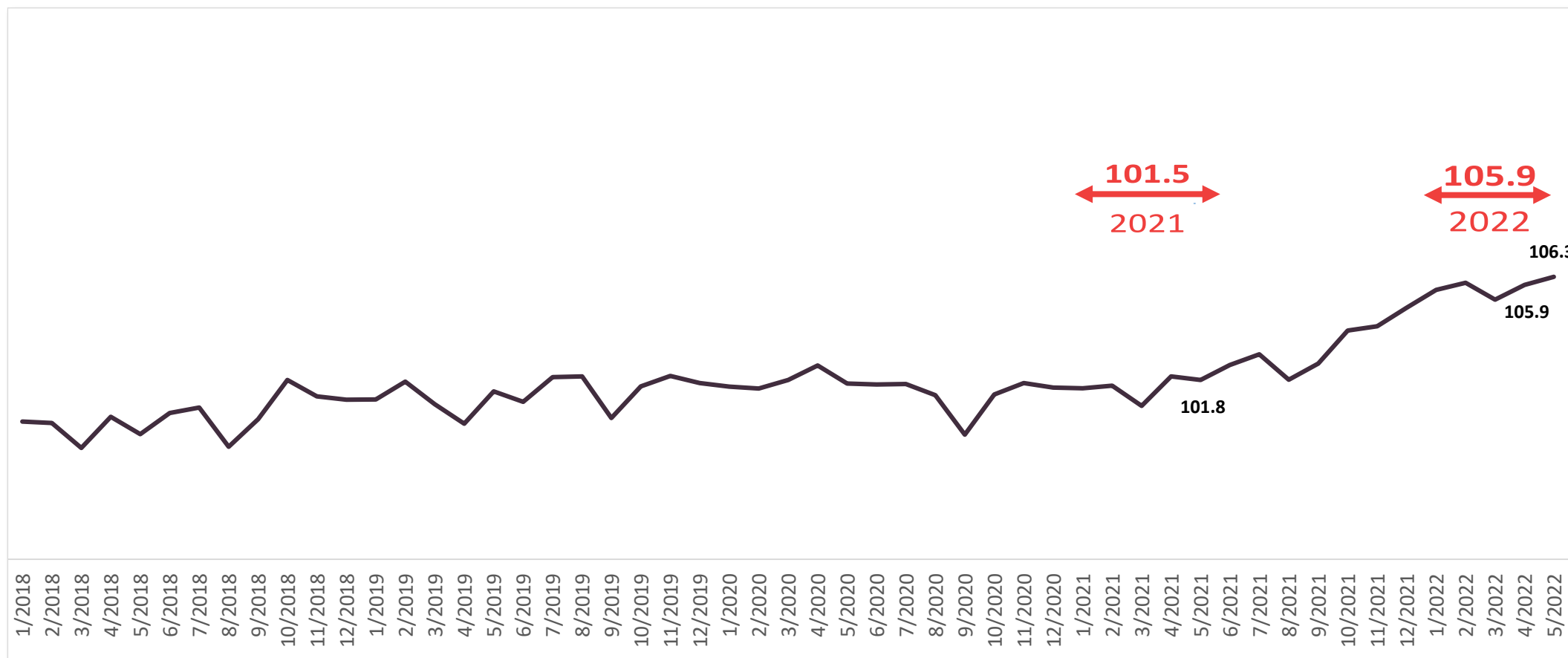
- 🏠 All fields are showing a real decline and the most significant decline is in the field of home care
- 🏠 StoreNext's price index shows an increase in all fields, while home care and beverages fields shows a significant increase affected by reforms



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

The StoreNext Price Index

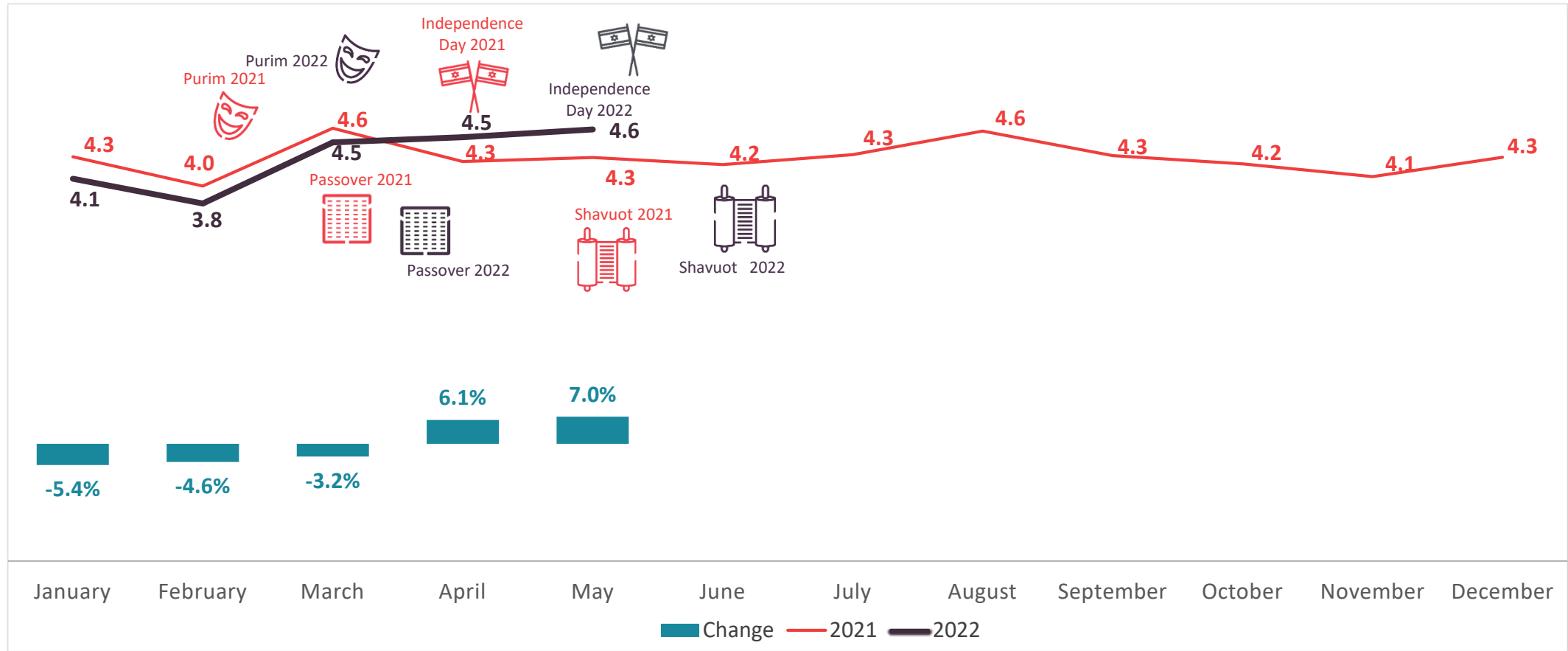
- StoreNext's price index presents an increase of 4.4 points in current YTD compared to previous YTD.
- Compared to April, May 2022 shows an increase of 0.4 points, and compared to May last year an increase of 4.5 points



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

Monthly Sales Trend

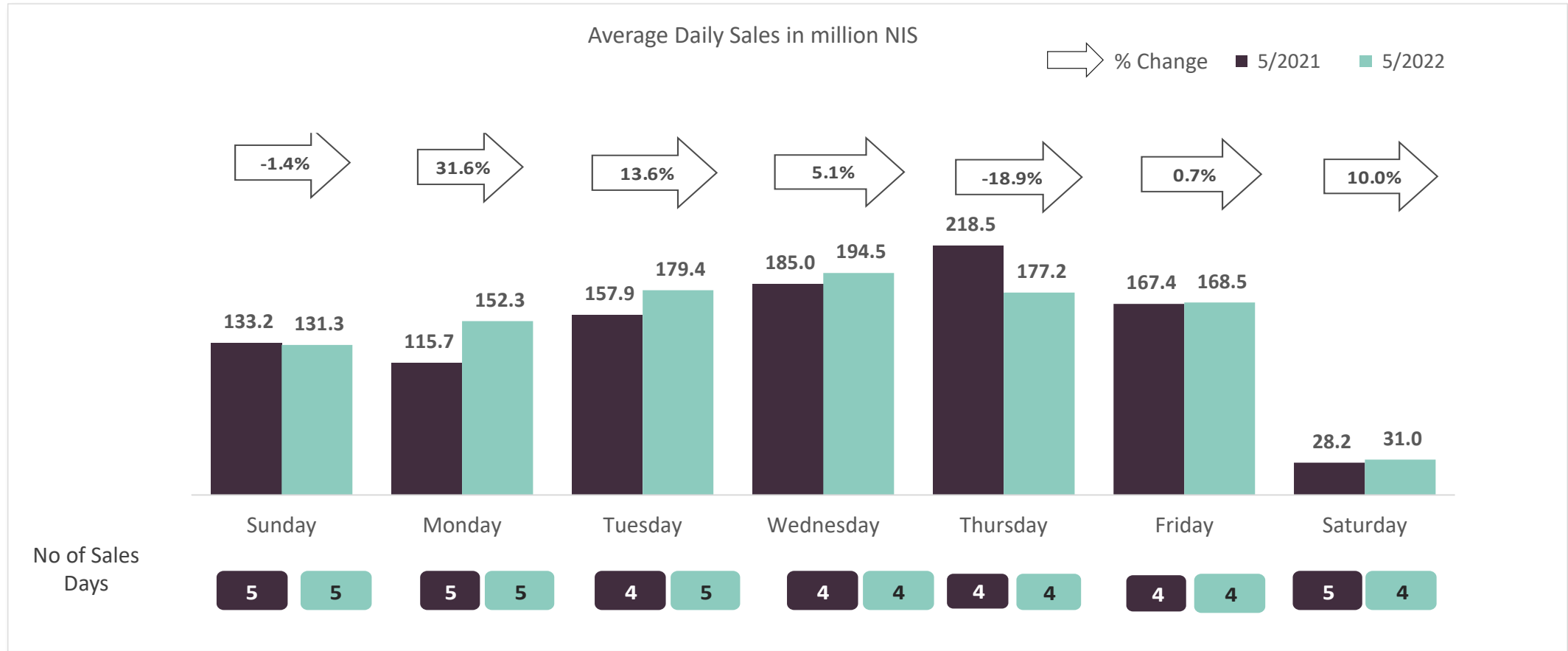
- FMCG sales increased by 7.0% in May compared to May last year and stands at 4.6 billion NIS, an increase of 299 million NIS. The increase in May is due to the addition of sales days, Also due to purchases made in preparation for Shavuot which took place in early June



* FMCG Value Sales, Billion NIS

Sales By Days

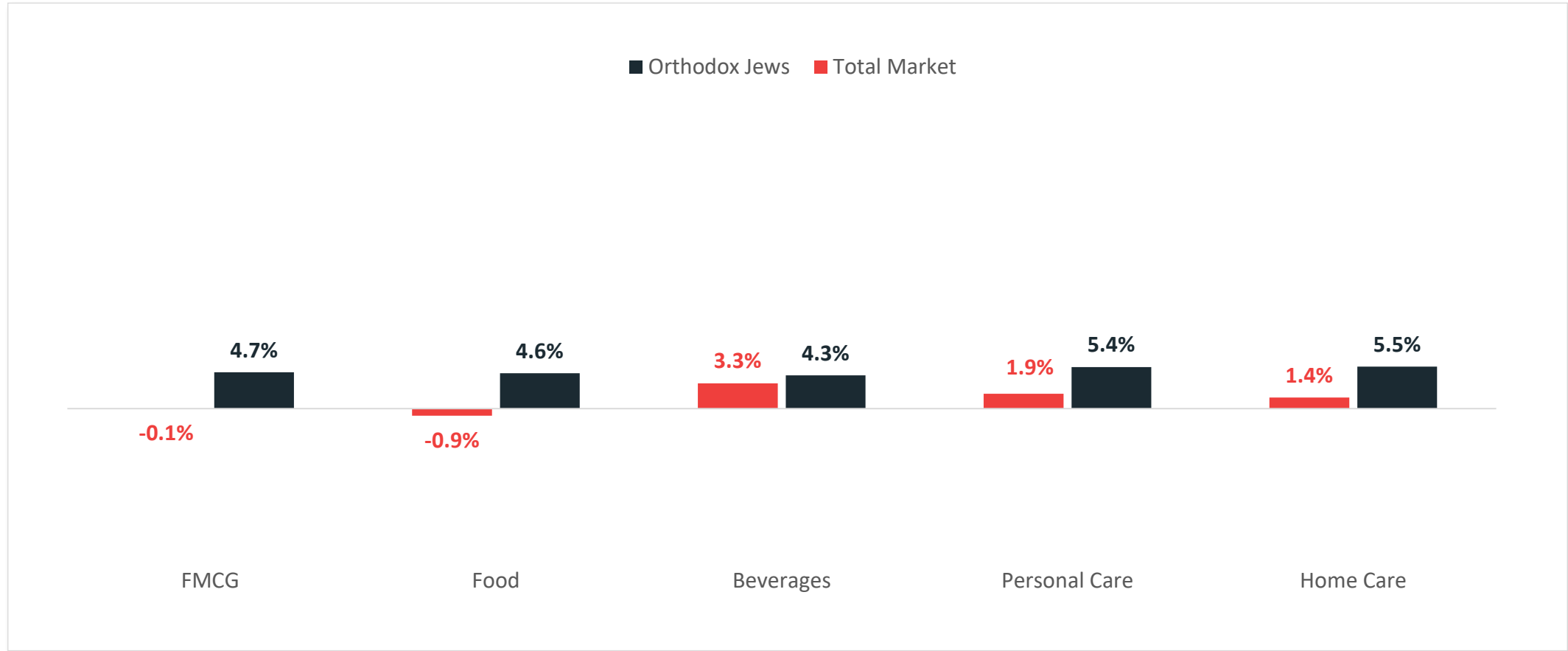
- Monthly rate increase is affected by the change in sales days and stands at 7.0%
- Neutralizing change in sales days, May 2022 value change stands at 3.5%



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

Orthodox Jews Sector Value Change Rate

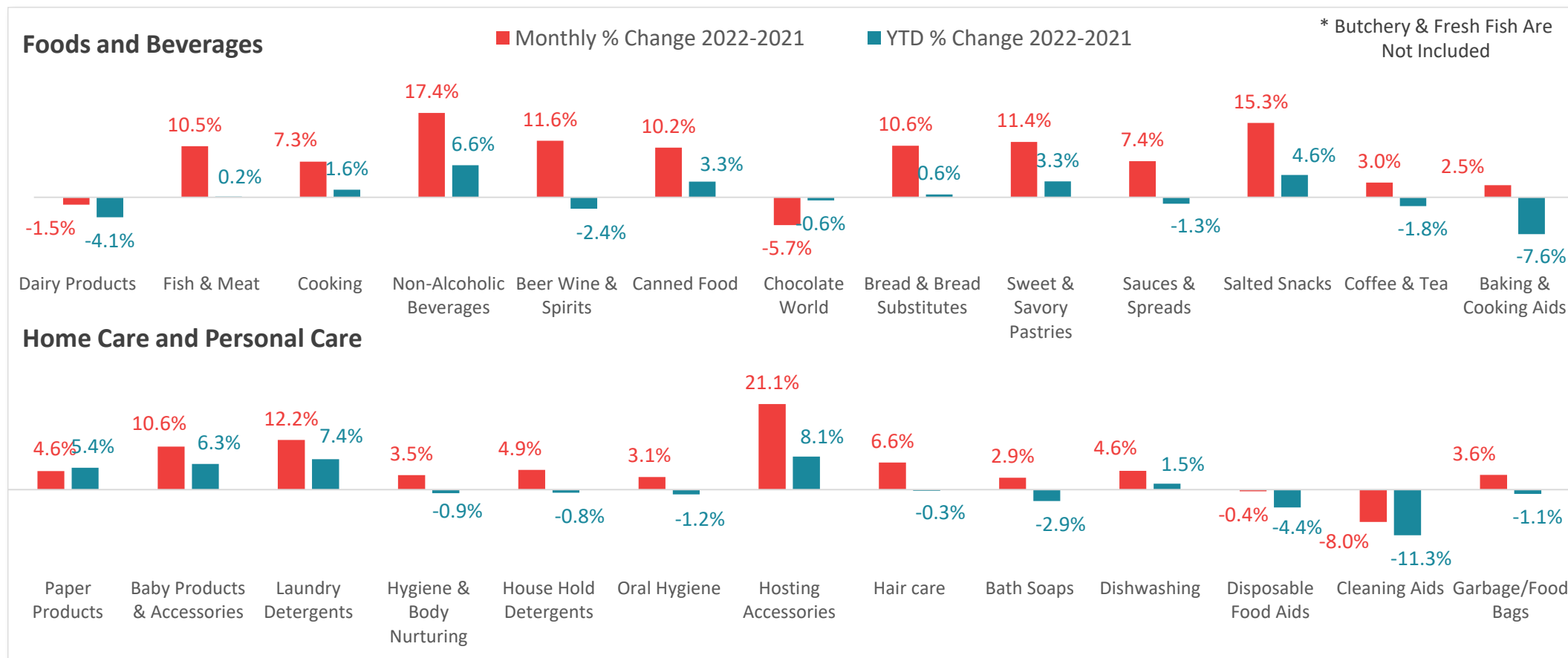
- ❖ The Orthodox sector shows a different trend from the entire market - an increase of 4.7% compared to a decrease of 0.1% in FMCG's value sales in the cumulative period
- ❖ In all fields, a growth trend is recorded that is higher than the rate of change presented by the entire market



*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

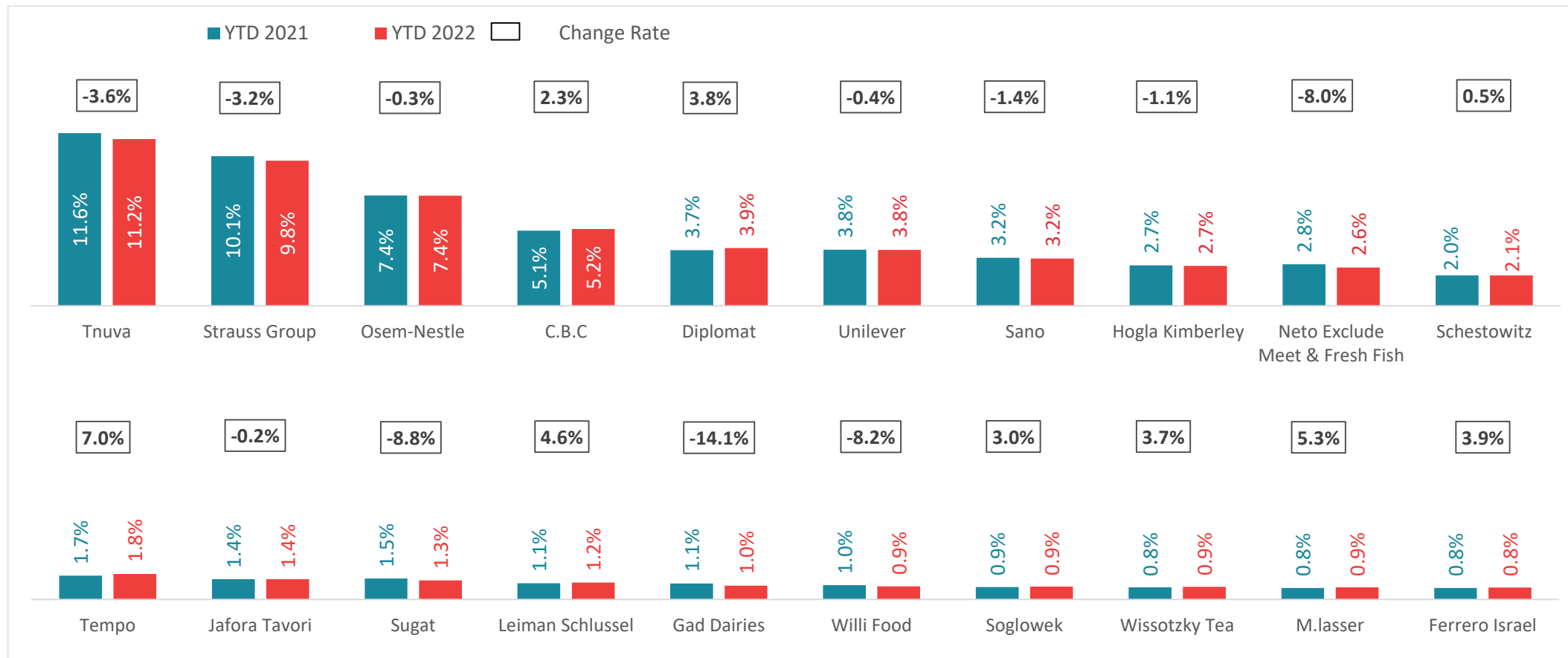
- With the exception of the chocolate world, dairy products, cleaning aids and disposable food aids - all the worlds show an increase in sales this May compared to last year
- In the cumulative period a mixed trend is recorded between the worlds. Prominent growth is presented in non-alcoholic beverages, salty snacks, hospitality accessories, laundry detergents and baby products & accessories



Market Share and Suppliers' Growth

🏠 Top 20's SOM reaching 63.7% in current YTD, records a decline of 0.9 points compared to YTD 2021

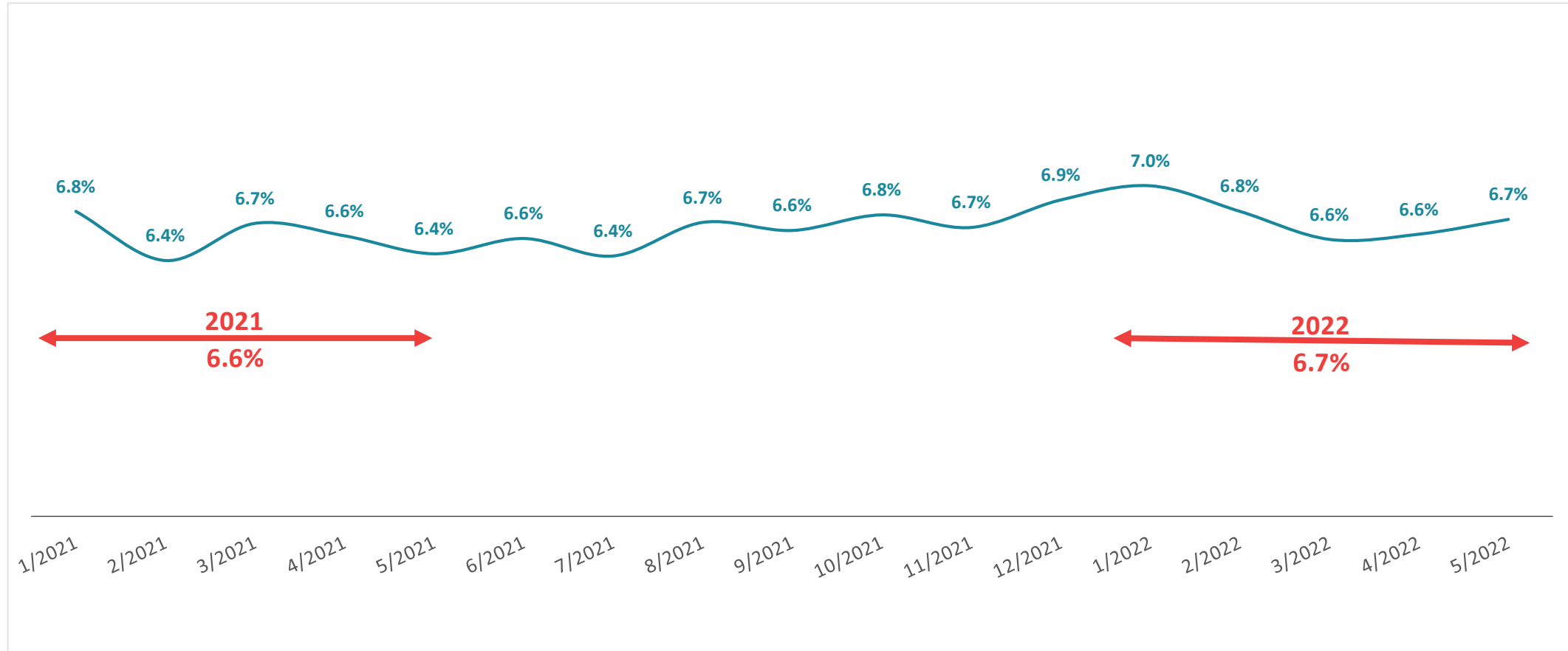
🏠 Top 10's SOM stands at 52.5% in current , records a decline of 0.8 compared to previous period



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

Private Label Market Share - FMCG Market

🔄 The private label market share records an increase of 0.1 market share in the current cumulative period compared to the same period last year, while May 2022 shows an higher increase of 0.3 points compared to May 2021




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

Independence Day 2022



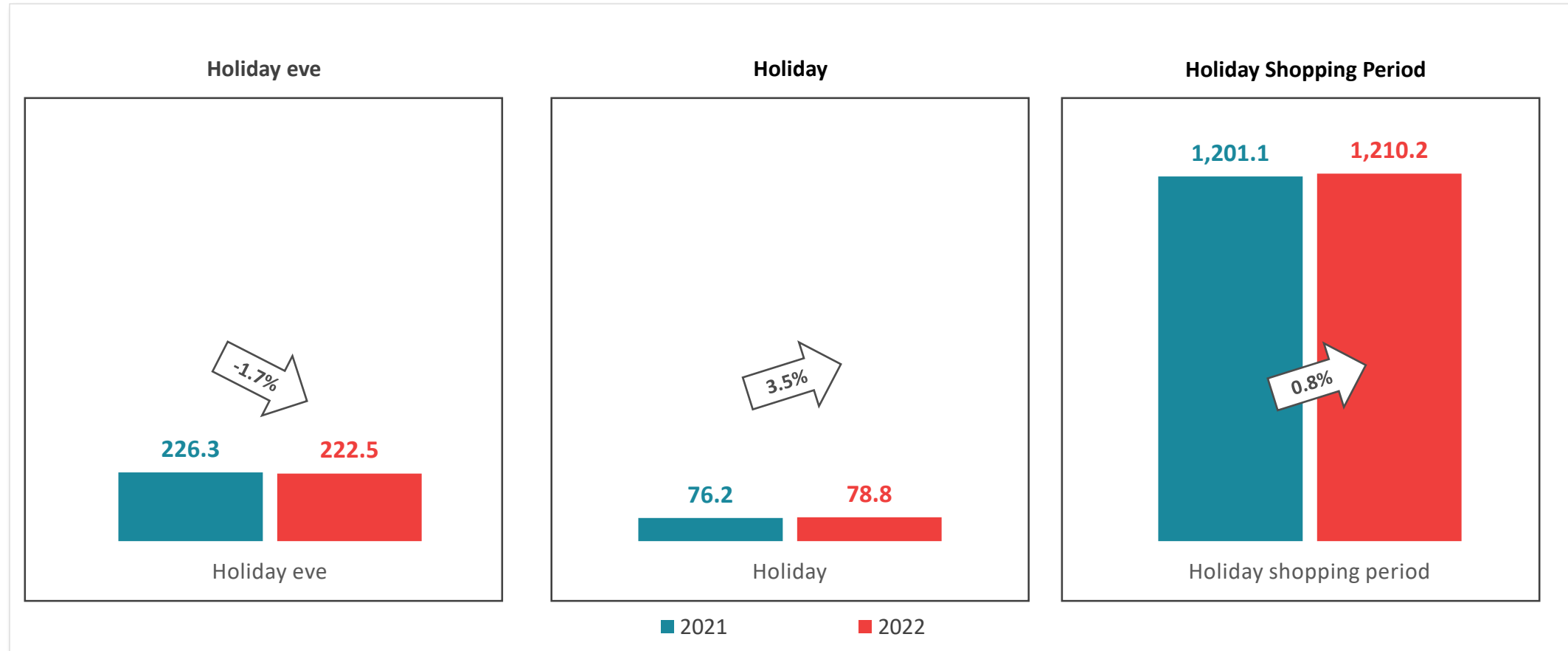
Independence Day - Periods

-  In both analysis periods, the holiday days were coordinated, so a comparison between the periods also neutralizes the effects of gaps between shopping days



Independence Day sales - yearly comparison

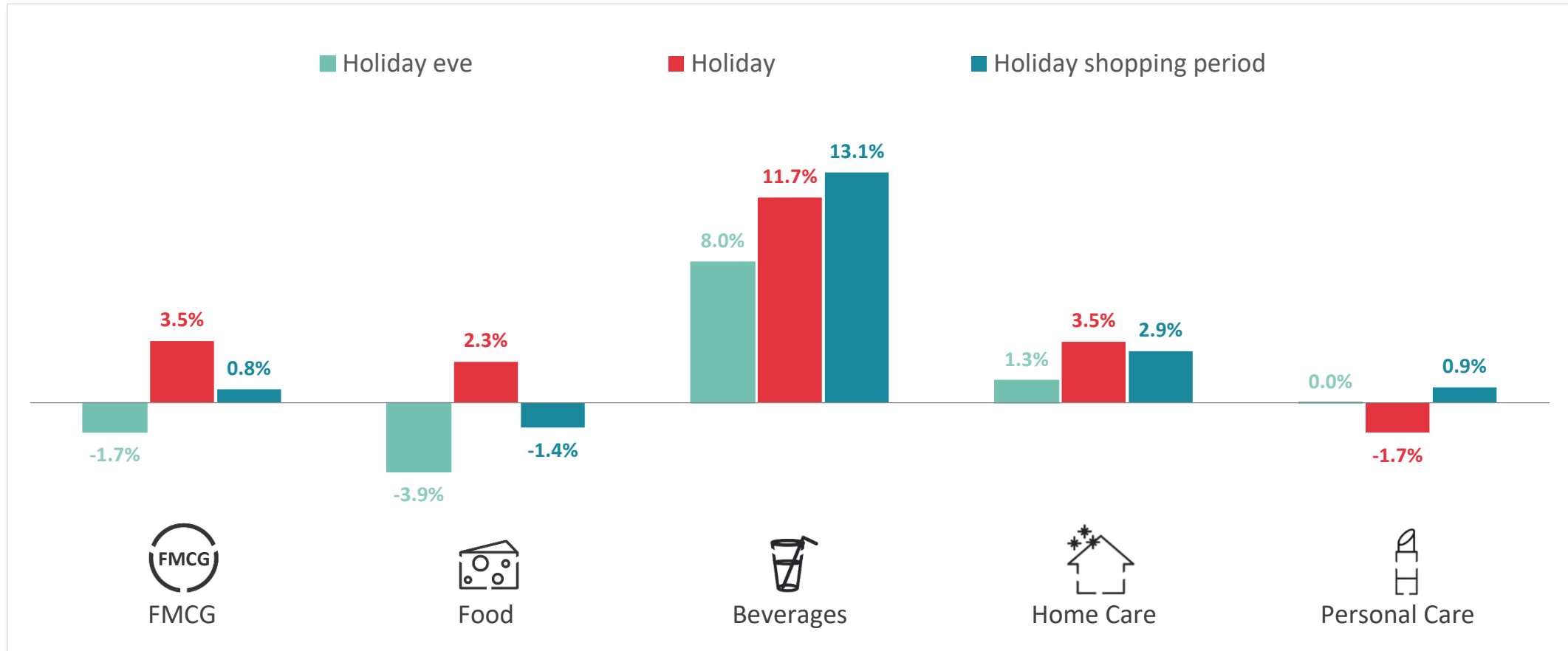
🚩 The shopping period in the holiday this year shows a growth of 0.8% in FMCG world sales compared to the holiday shopping period in 2021. In addition, the holiday eve shows a slight decrease in FMCG sales, and during the holiday an increase was recorded



* FMCG sales, million NIS, by weeks

Value sales Change By Fields – 2022 vs 2021

- Except for the food field, all FMCG fields show growth in sales during the holiday shopping period. While on the holiday the food field shows a growth of 2.3%
- The beverages field presents the highest growth during the holiday shopping period, both on the holiday eve and holiday



* Independence Day 2022 Compared to Independence Day 2021

Holiday Categories



Independence Day Categories

Non-alcoholic beverages

Beer Wine & Spirits

Meat & Chicken

BBQ Equipment

Disposable housewares

Disposable mops

Disposable napkins

Packed & Deli Salads

Pita Bread

Pickles

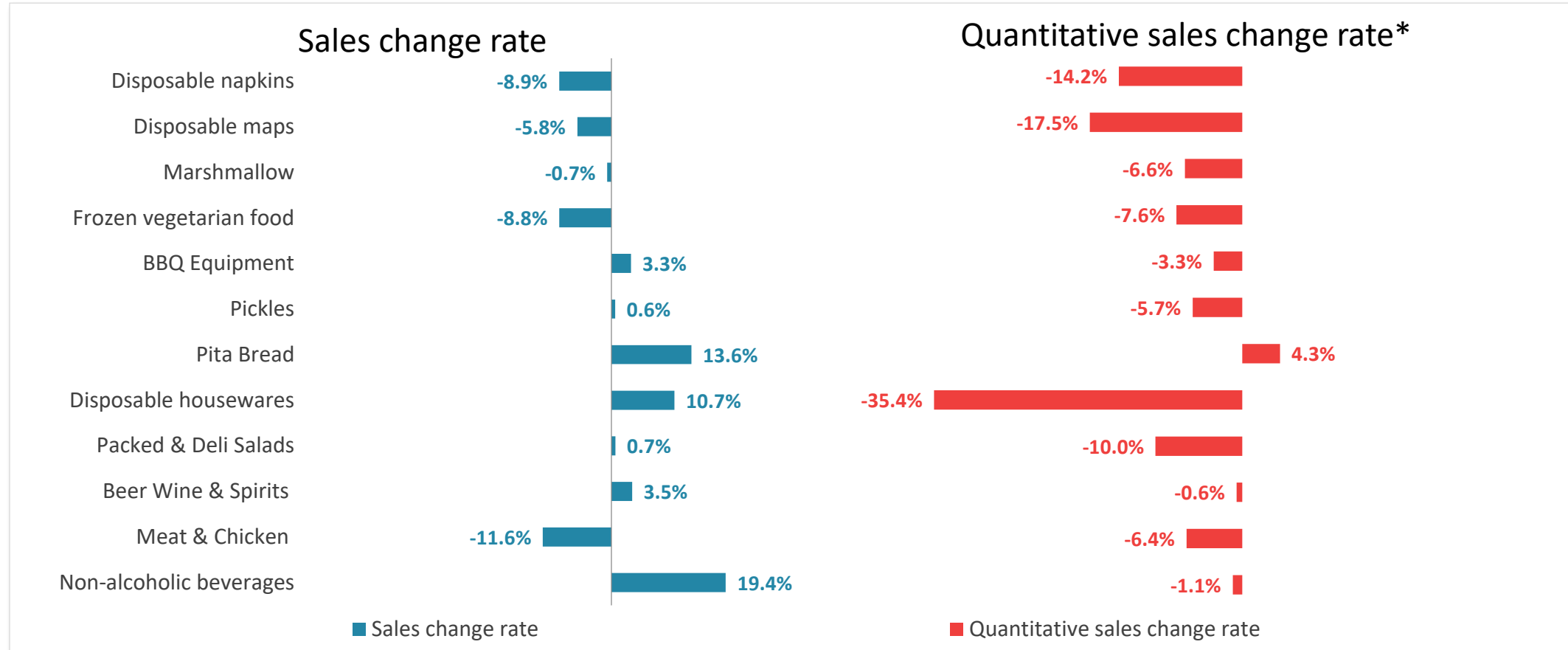
Frozen vegetarian food

Marshmallow



Categories change rate Holiday shopping period – 2022 VS 2021

- During the holiday shopping period - the most prominent categories in their growth are non-alcoholic beverages, disposable housewares, pita bread and BBQ equipment. In terms of quantitative sales * the trend is changing - a decrease in the quantitative sales of all categories except pita bread. Categories related to disposable reform show particularly sharp declines



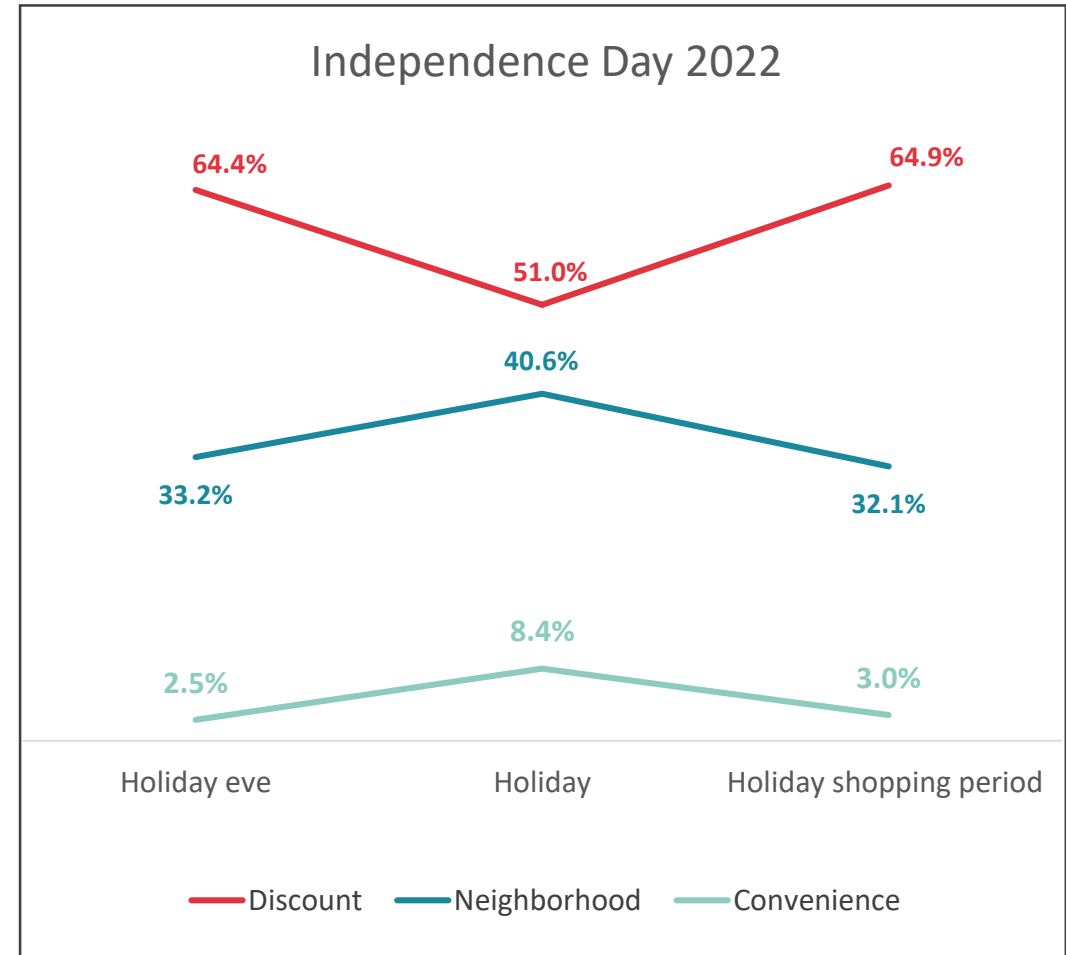
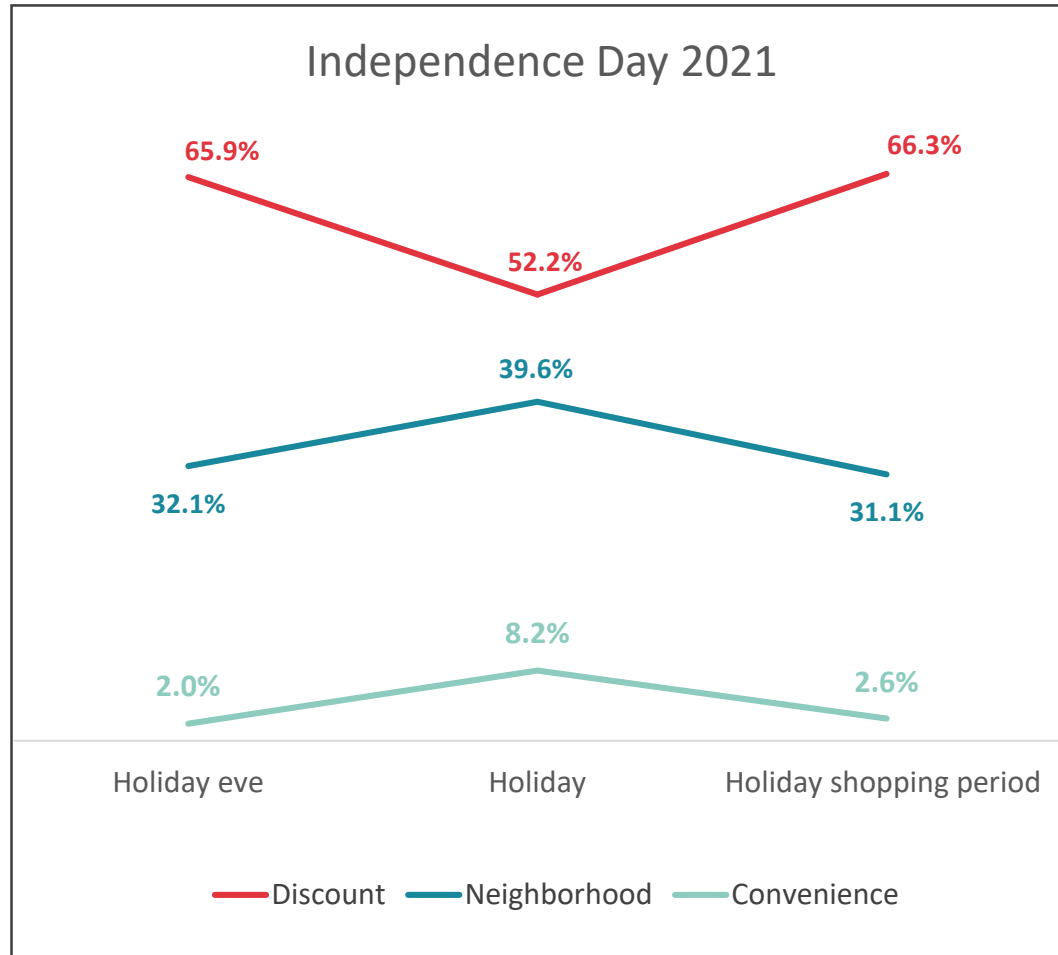
* Change in sales between the periods

* Quantitative sales - the quantitative sales is determined according to the type of category; Non-alcoholic beverages and Beer Wine & Spirits are measured in liters, Pita Bread, Packed & Deli Salads and Pickles in tons, Meat & Chicken, Disposable housewares, Frozen vegetarian food, BBQ Equipment, Marshmallow, Disposable maps and Disposable napkins in units



Sales distribution by channels throughout the holiday – 2022 VS 2021

- ⬢ This year's holiday, similar to last year's, shows an increase in the sales of convenience stores and the neighborhood channel, which comes at the expense of the discount channel



* Sales distribution by channels

Thank You!



StoreNext

Looking Forward