



# June 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

❖ June shows a growth of 4.6% in sales in the FMCG world compared to June last year, and excluding sales days, the growth stands at 3.2%. For the first time since the beginning of the year, growth in sales was recorded in the cumulative period, 0.8% compared to last year. Also, this period records a 4.2 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



❖ Apart from worlds affected by reforms that led to sharp price increases (non-alcoholic beverages, disposable food aids, etc.) in the cumulative period, salted snacks and canned food in the field of food and laundry products in home care stand out in their growth



# Change in Sales and Price Indices

FMCG, YTD 2022 compared to YTD 2021



**+ 0.8%**  
**196 Million NIS**

Change in Value Sales



**+ 4.2%**

Change in StoreNext Price Index



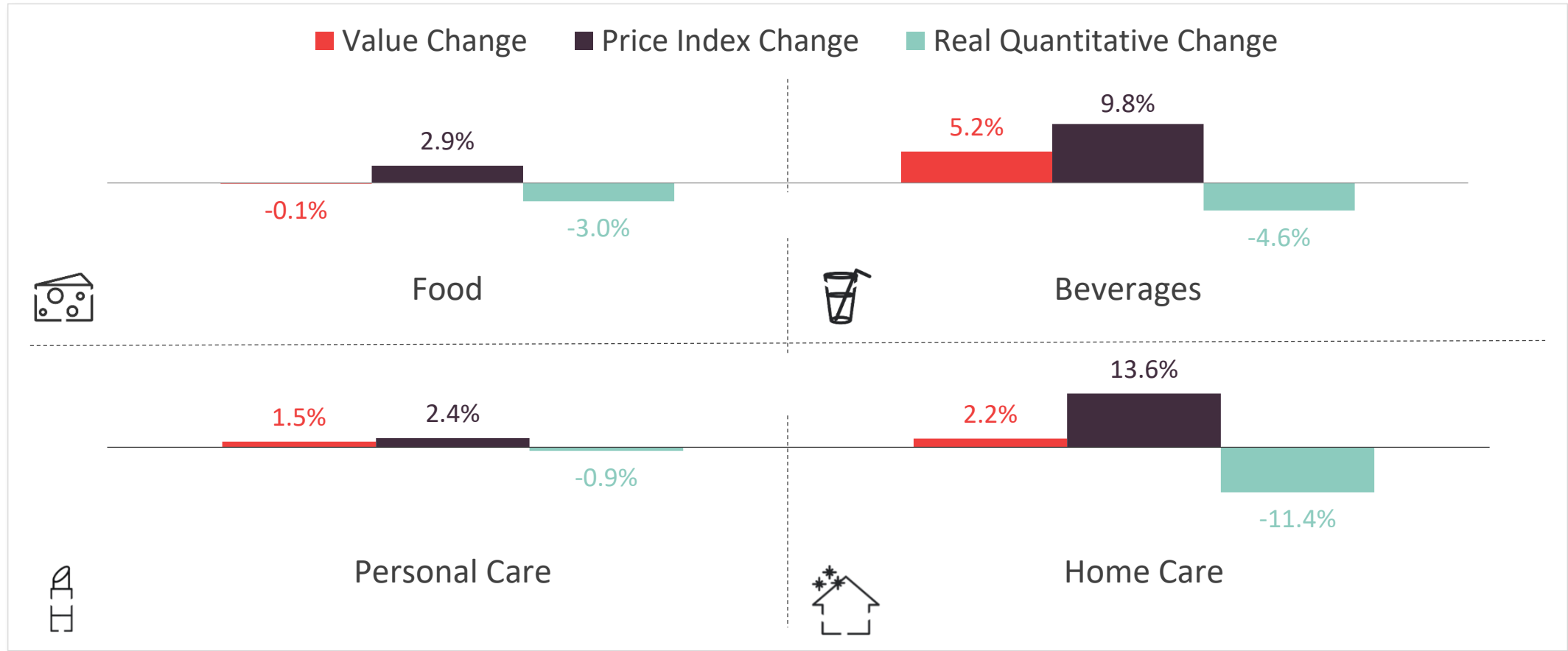
**-3.5%**

\*Real Quantitative Change

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

# FMCG YTD Change Rate By Fields (2022 VS 2021)

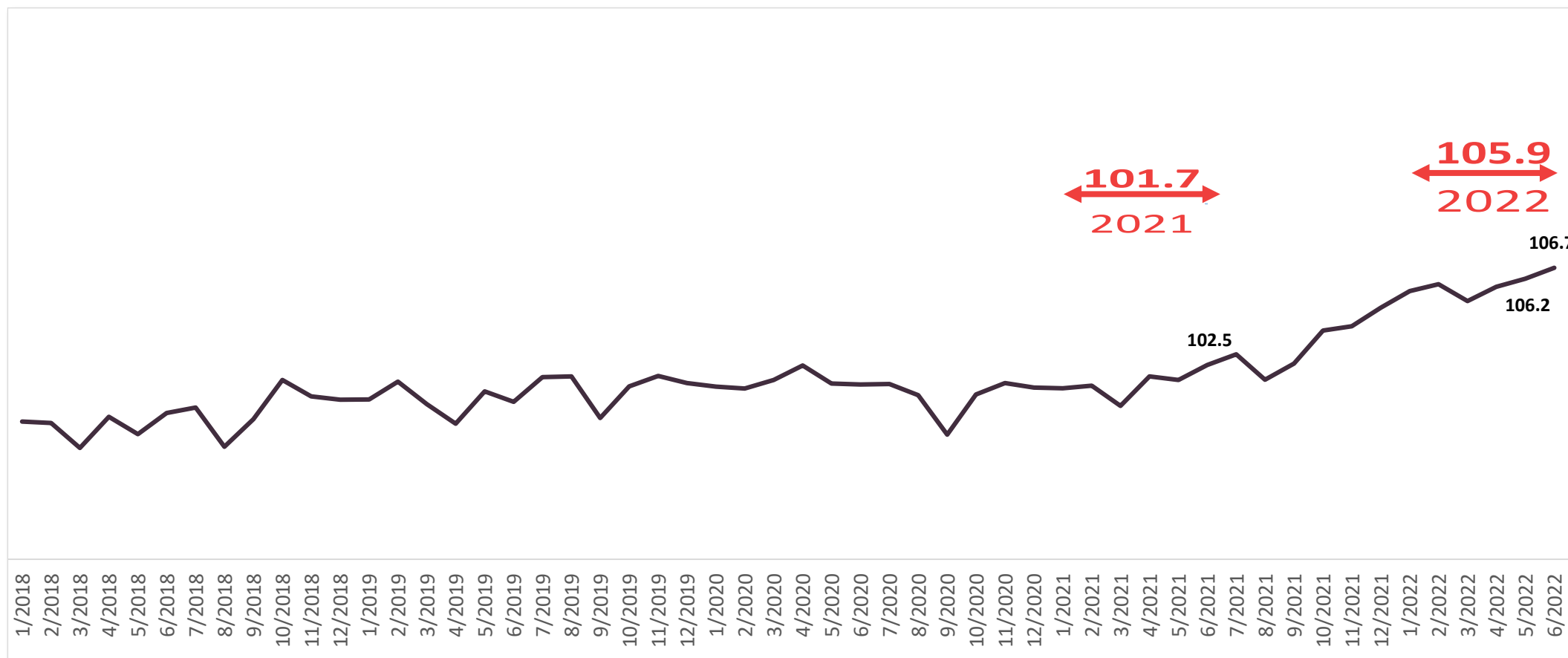
- 🏠 All fields are showing a real decline and the most significant decline is in the field of home care
- 🏠 StoreNext's price index shows an increase in all fields, while home care and beverages fields show a significant increase affected by reforms



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

# The StoreNext Price Index

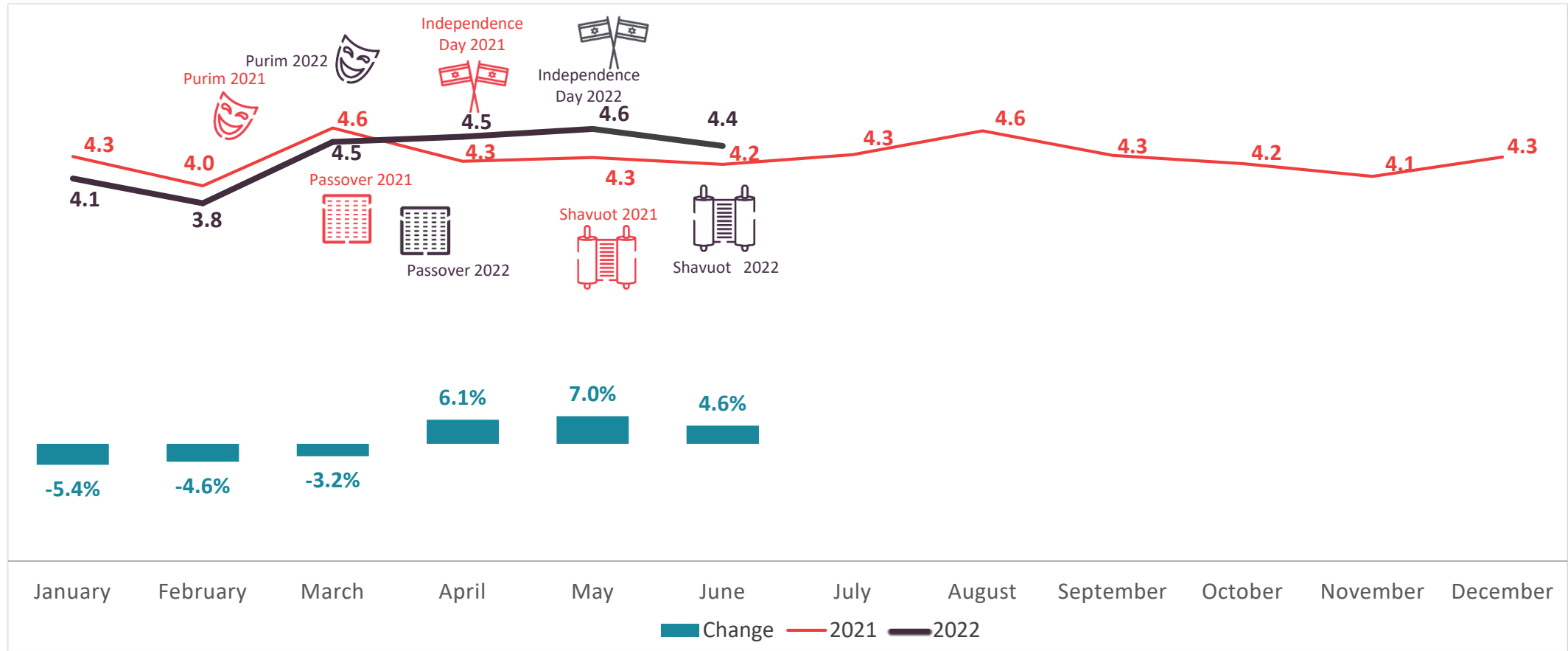
- StoreNext's price index presents an increase of 4.2 points in current YTD compared to previous YTD. Compared to May, June 2022 shows an increase of 0.5 points, and compared to June last year an increase of 4.2 points



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

# Monthly Sales Trend

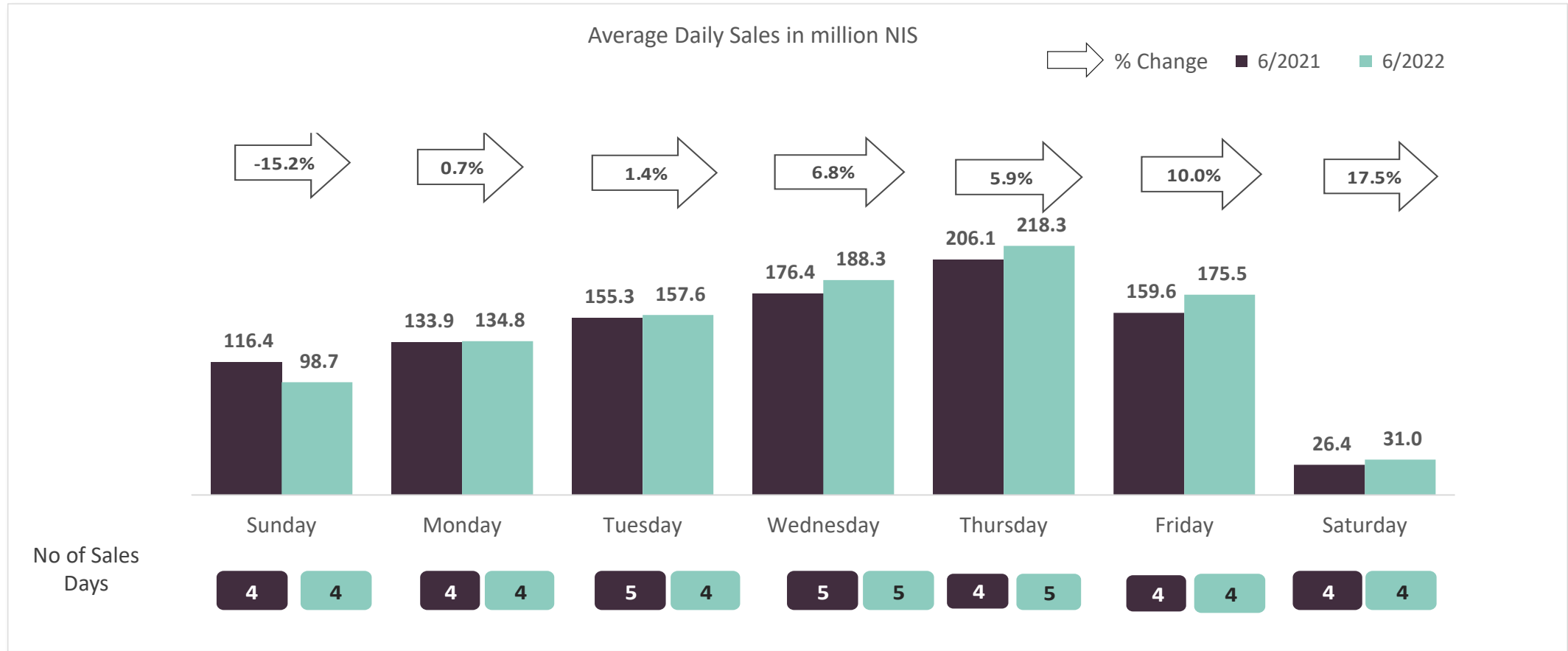
- FMCG sales increased by 4.6% in June compared to June last year and stands at 4.4 billion NIS, an increase of 196 million NIS. The increase in June is due to the shopping for Shavuot holiday, which began at the beginning of the month, in addition to the prices increase that began at the beginning of the year



\* FMCG Value Sales, Billion NIS

# Sales By Days

- Monthly rate increase is affected by the change in sales days and stands at 4.6%
- Neutralizing change in sales days, June 2022 value change stands at 3.2%

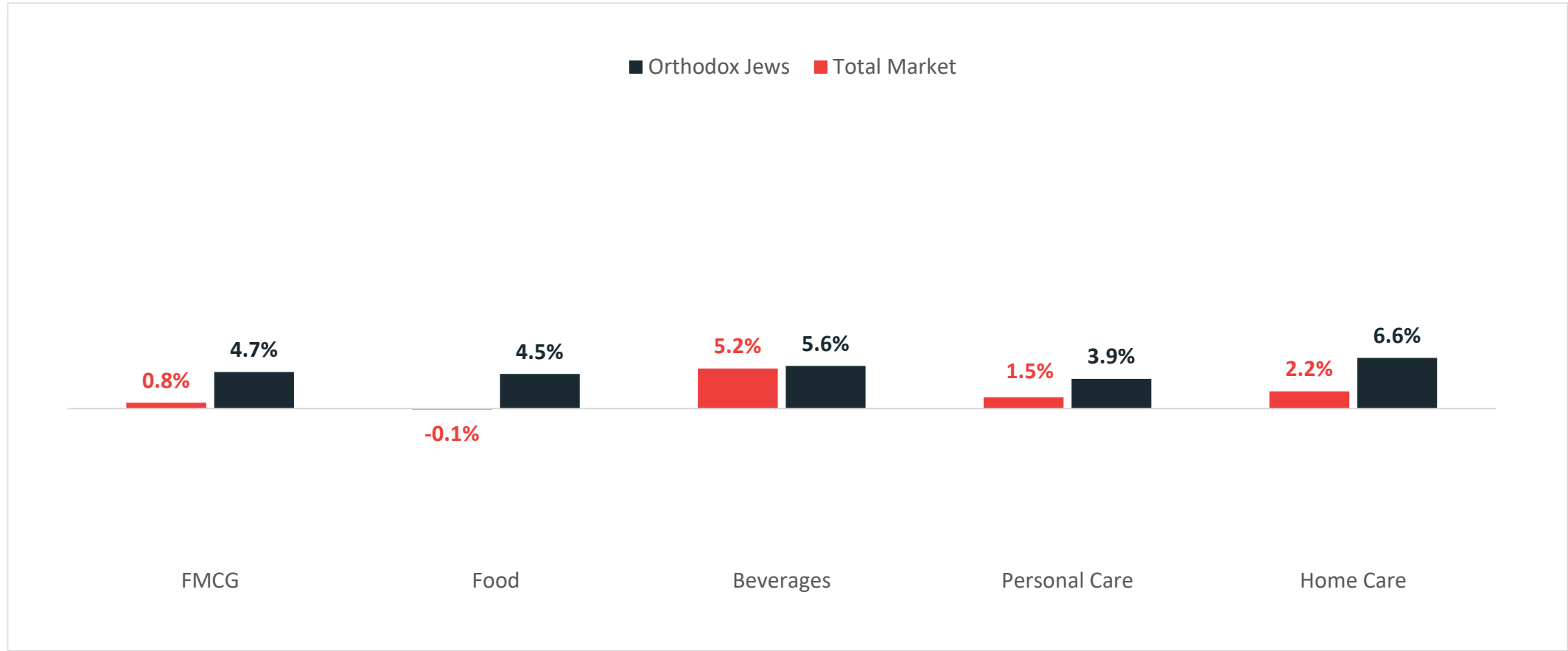


\* Sales (million NIS) by days and percentage of change in sales, current month compared to the same period last year



# Orthodox Jews Sector Value Change Rate

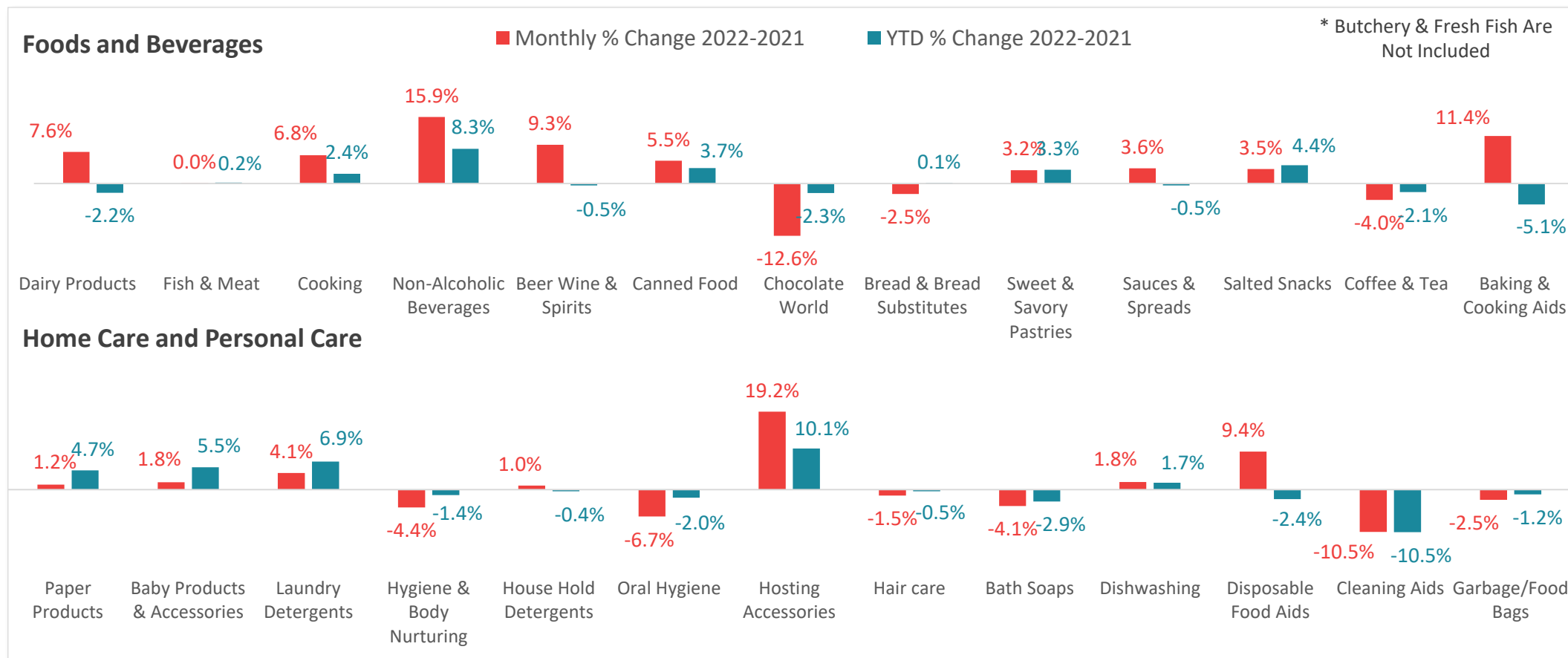
- ❖ The Orthodox sector shows a different trend from the entire market - an increase of 4.7% compared to a increase of 0.8% in FMCG's value sales in the cumulative period
- ❖ In all fields, a growth trend is recorded that is higher than the rate of change presented by the entire market



\*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

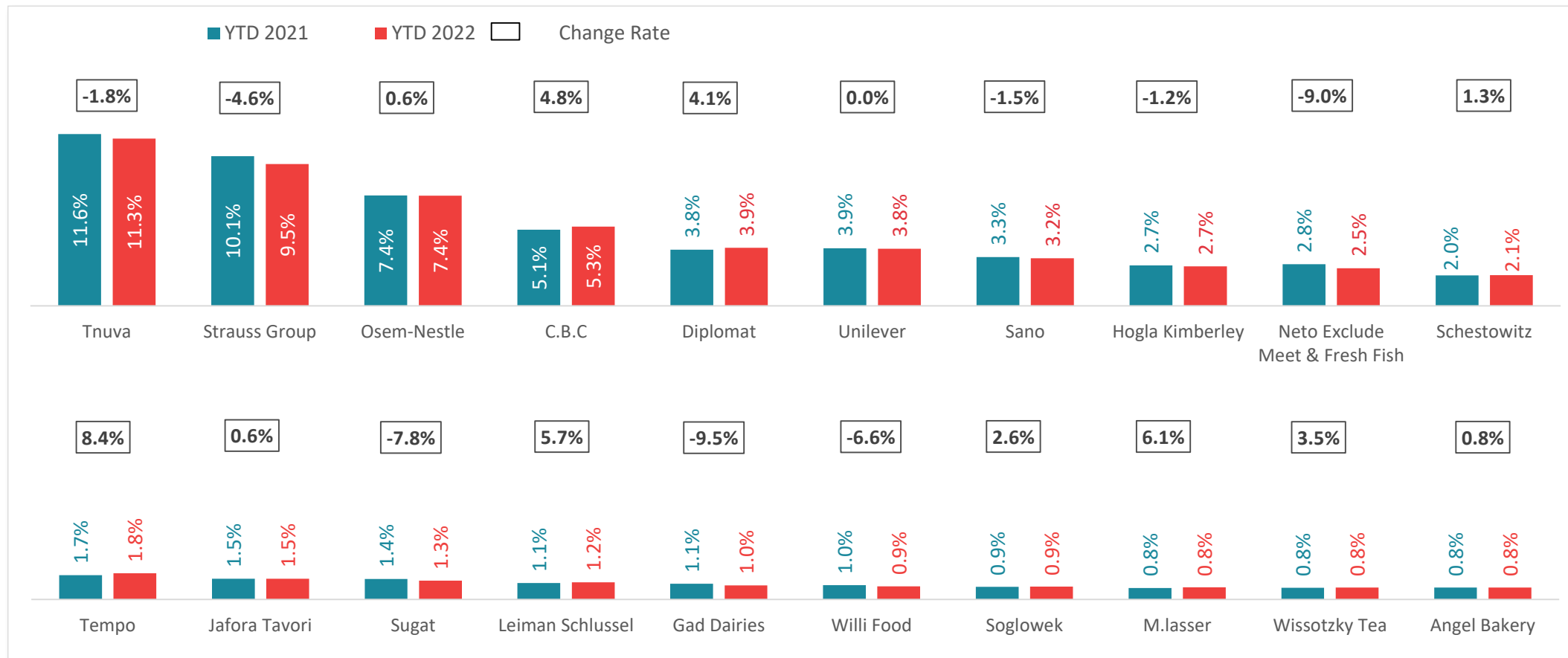
- June shows increases in non-alcoholic beverages, baking and cooking aids, hosting accessories, disposable food aids and the dairy products - which grows as a result of Shavuot scheduling, which took place this year in June compared to May last year
- In the cumulative period there is a mixed trend between the worlds - growth in non-alcoholic beverages, hosting accessories, laundry detergents and baby products & accessories



# Market Share and Suppliers' Growth

🏠 Top 20's SOM reaching 62.9% in current YTD, records a decrease of 1.0 points compared to YTD 2021

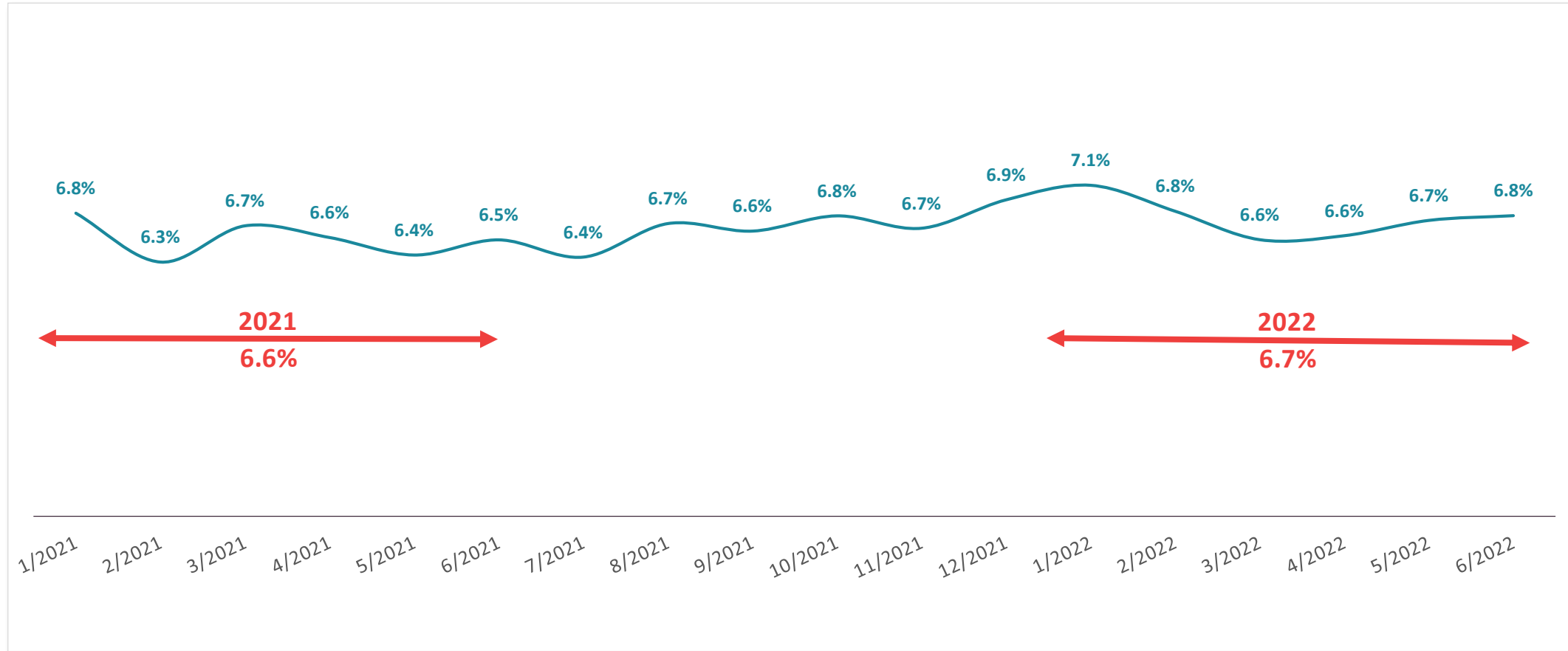
🏠 Top 10's SOM stands at 51.8% in current YTD and presents a decrease of 0.9 compared to previous period



\* 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 June 2022 shows an higher increase of 0.3 points compared to June 2021

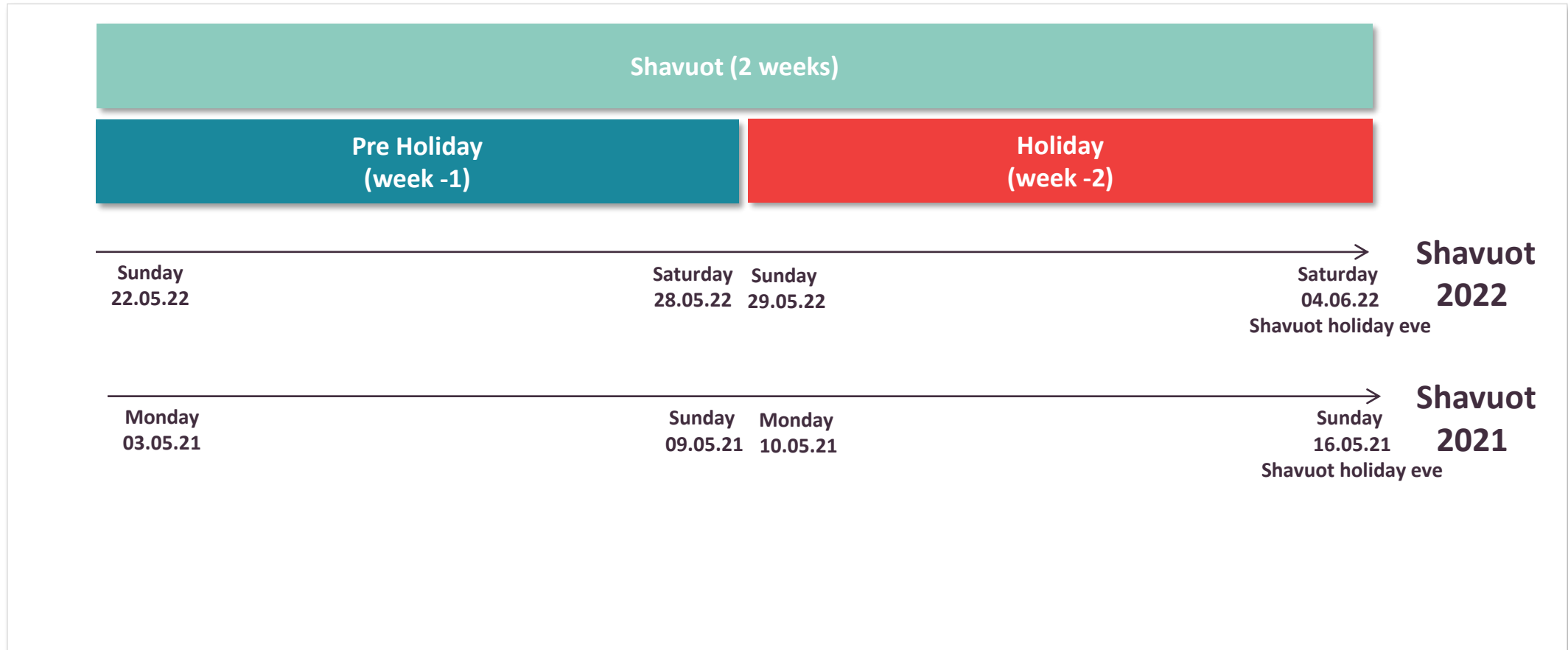


\* Value Share (FMCG Market- Excluding Butchers, Bakery, Fruits and Vegetables and Cigarette data)

# Shavuot 2022

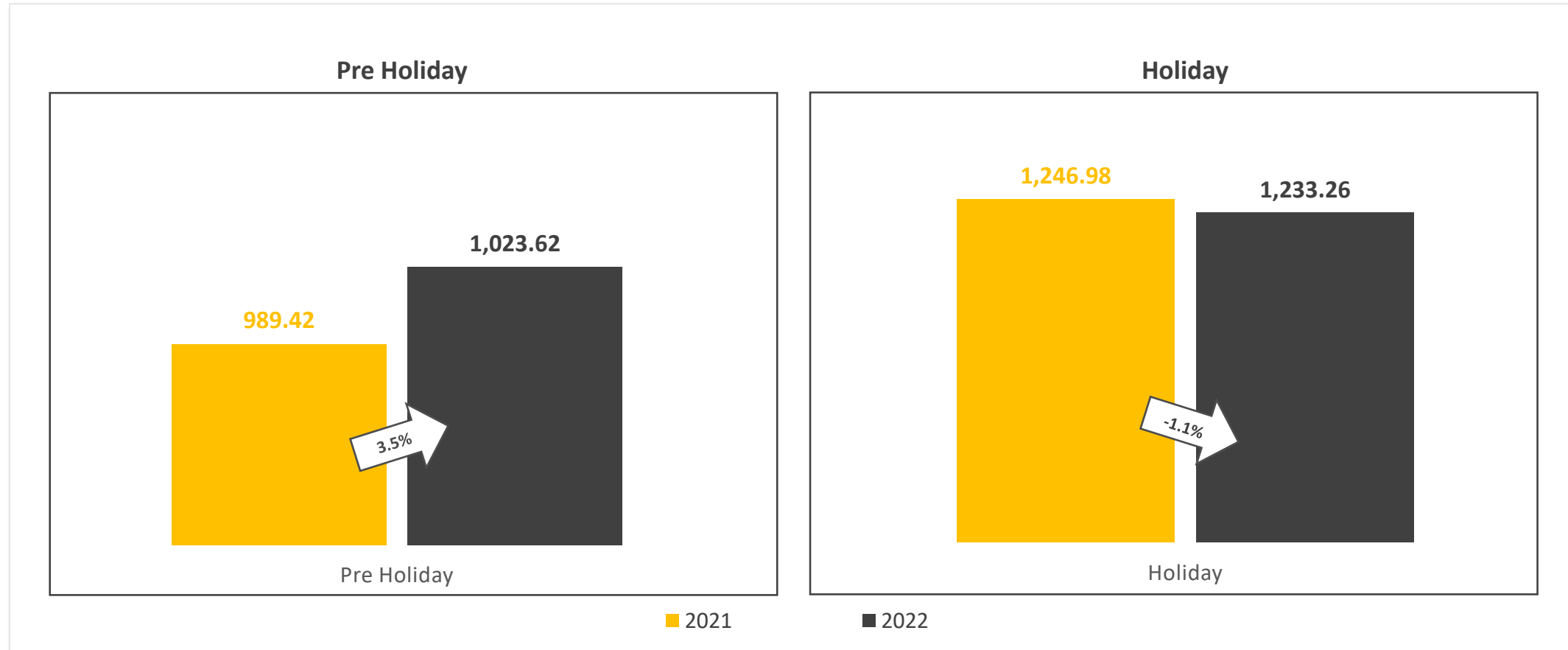


# Shavuot - Periods



# Shavuot sales - yearly comparison

- ❏ The FMCG world shows a decrease in the holiday week compared to an increase in the pre holiday week compared to the sale in 2021

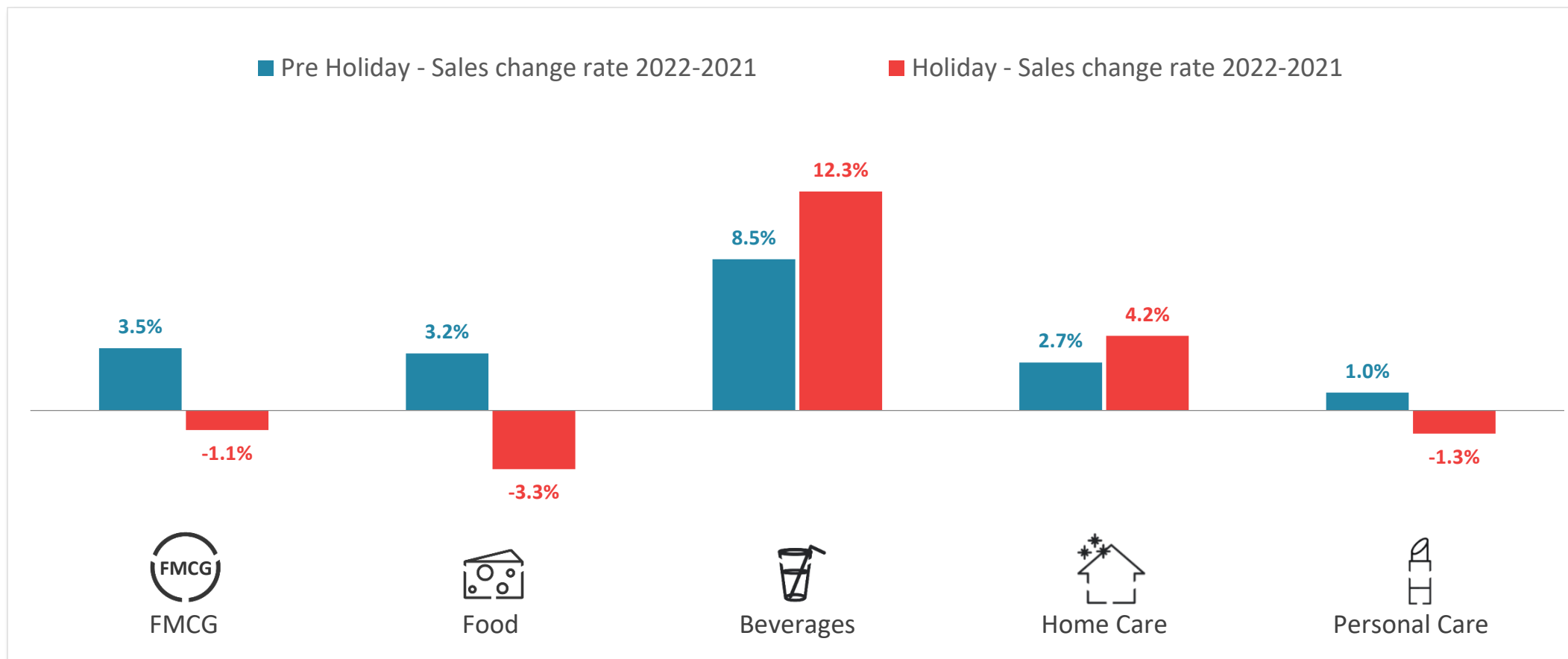


\* FMCG sales, million NIS, by weeks



# Value sales Change By Fields – 2022 vs 2021

- ❏ The pre holiday week shows increases in all fields, while the holiday week shows a mixed trend - increases in the field of beverages and home care, decreases in food, personal care and the entire FMCG world.
- ❏ The sharp growth in sales of the beverages field is significantly affected by the reform in the non-alcoholic beverages market



\* Shavuot 2022 Compared to Shavuot 2021



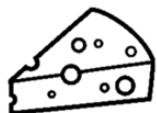
# Holiday Categories



## Dairy World

**Dairy Products & Substitutes – shelf products**

**Dairy Deli**



## Hosting

**Wines & Tirosh**

**Disposable Housewares**

**Disposable Maps**

**Disposable Napkins**

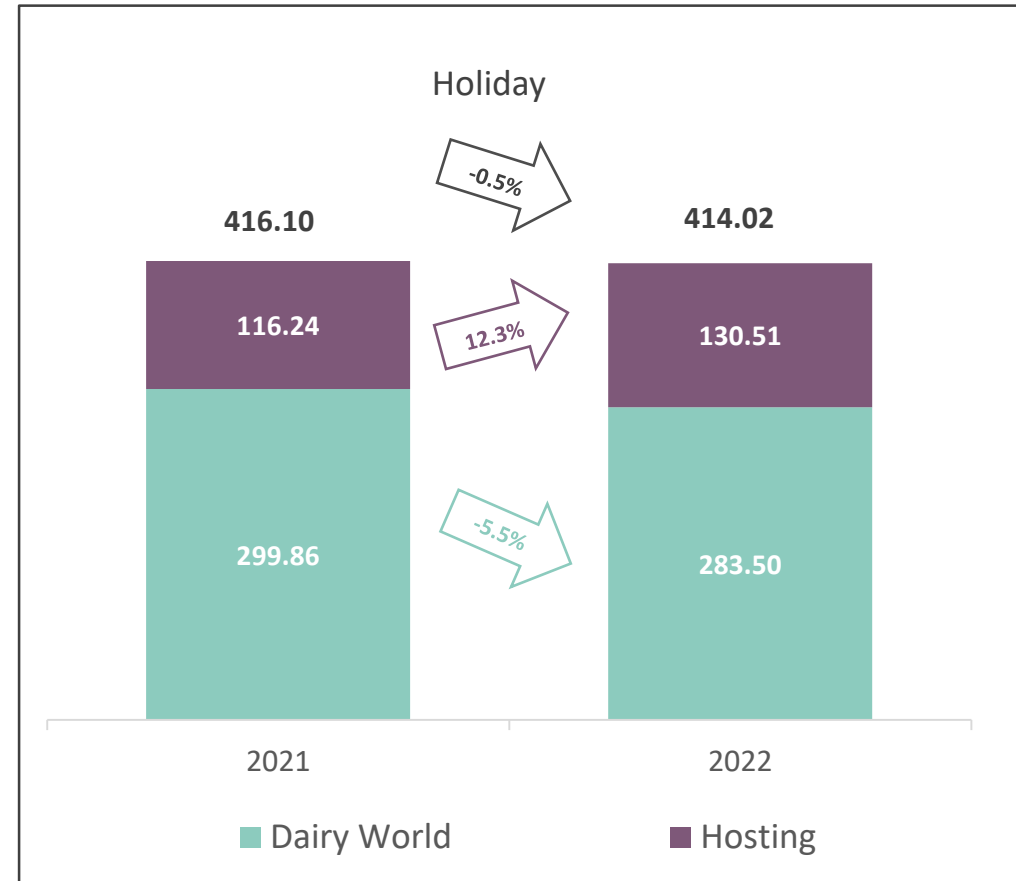
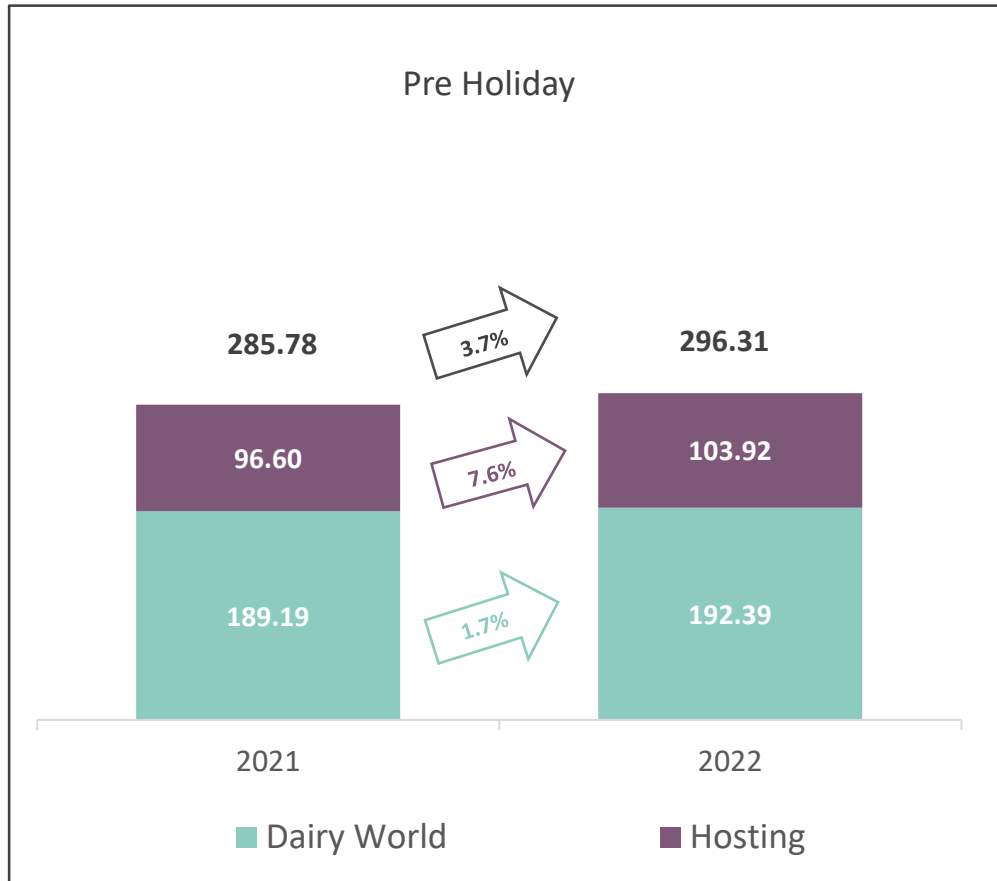
**Non Alcoholic Beverages**

**Nuts**



# Sales trends for holiday Categories

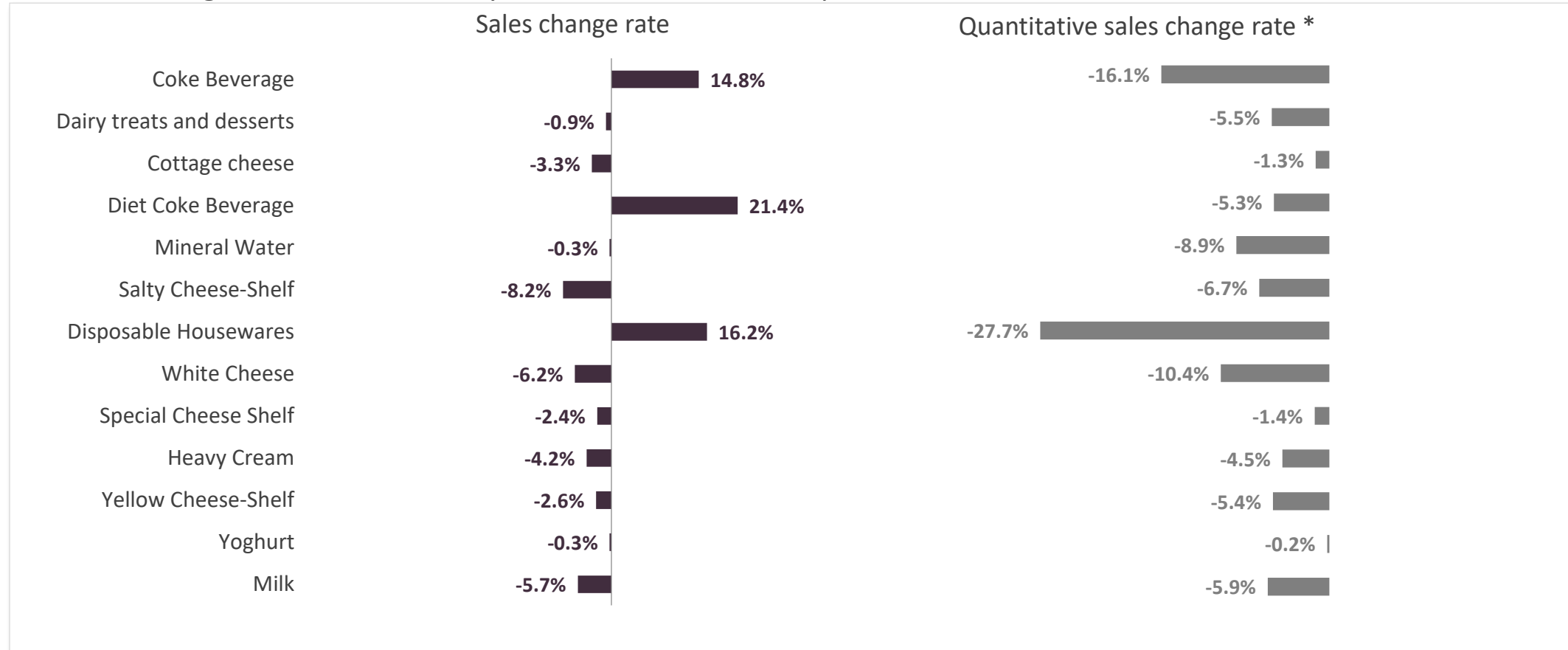
- Hosting categories show increases compared to 2021, both in the holiday week and in the pre holiday week
- The dairy world shows growth in the pre holiday week, while in the holiday week there is a decrease in sales



\* Holiday Categories, Shavuot 2022 Compared to Shavuot 2021

# Categories change rate Holiday shopping period – 2022 VS 2021

- During the holiday season (two weeks), the most prominent categories in their growth are Diet Coke Beverage, Cola Beverage Disposable Housewares.
- In the quantitative sales \* the trend is changing - a decrease in the quantitative sales of those categories that showed growth in the value sales, changes that are affected by reforms that have taken place in the market



\* Quantitative sales - the quantitative sales is determined according to the type of category; Milk, Yoghurt, Heavy Cream, Mineral Water, Diet Coke Beverage, Coke Beverage and Dairy treats and desserts are measured in liters, Yellow Cheese-Shelf, Special Cheese Shelf, White Cheese, Disposable Housewares, Salty Cheese-Shelf and Cottage cheese in units



# Sales distribution by channels throughout the holiday – 2022 VS 2021

🔗 This year, similar to last year, the trend in the convenience channel is similar - a decrease between the pre holiday week and the holiday week. In addition, the convenience channel shows an increase in the sales partiality in each of the holiday periods. The neighborhood channel shows an increase between the pre holiday and the holiday last year - apparently in light of Operation Guardian of the Walls that took place in May, the discount channel shows trends opposite to those presented by the neighborhood channel



\* Sales distribution by channels

# Thank You!



---

StoreNext

Looking Forward