



July 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

🏠 July shows a growth of 2.1% in FMCG sales compared to July 2021. Excluding sales days, the growth stands at 4.1%. The growth continues in YTD and stands at 1.0% compared to last year. This period records a 4.3 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 Home Care and Beverages fields. This increase came from the reforms in recent months in both fields, which are expected to contribute to the high level of the index later this year



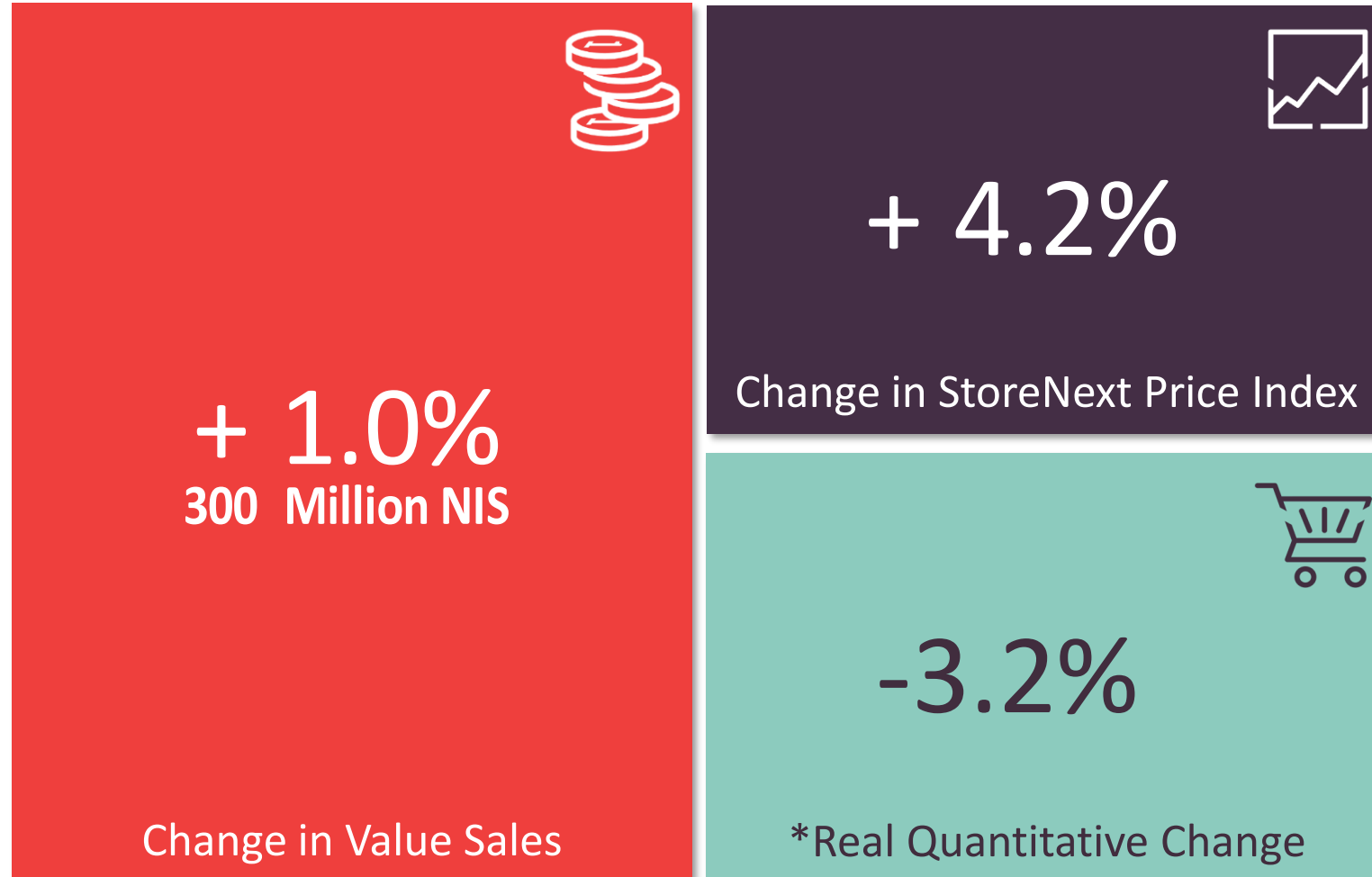
🏠 Apart from worlds affected by reforms that led the sharp price increases (Non-Alcoholic Beverages, Disposable Food Aids, etc.) in current YTD, Salted Snacks and Canned Food in Food field and Laundry Detergents and Baby Products & Accessories in Home Care and Personal Care fields show a significant value sales growth



Change in Sales and Price Indices



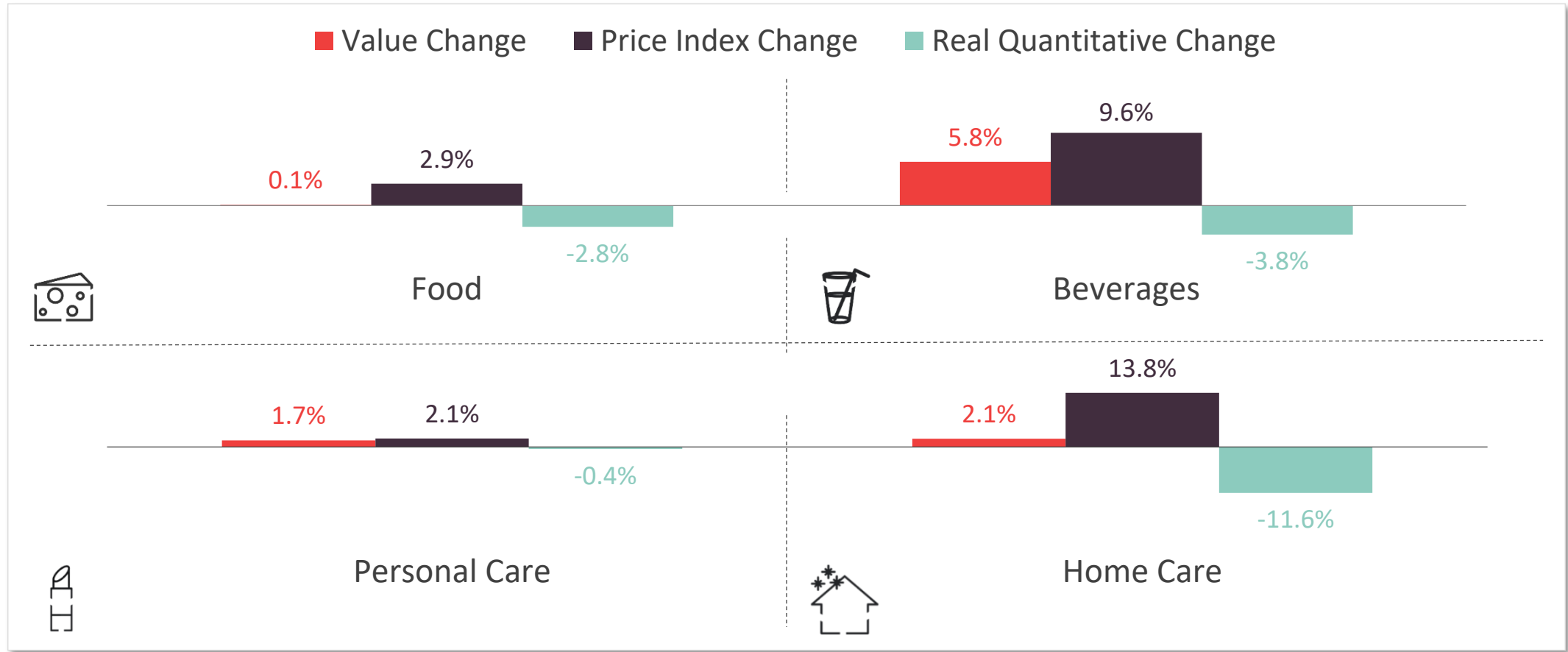
FMCG, YTD 2022 compared to YTD 2021



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

FMCG YTD Change Rate By Fields (2022 VS 2021)

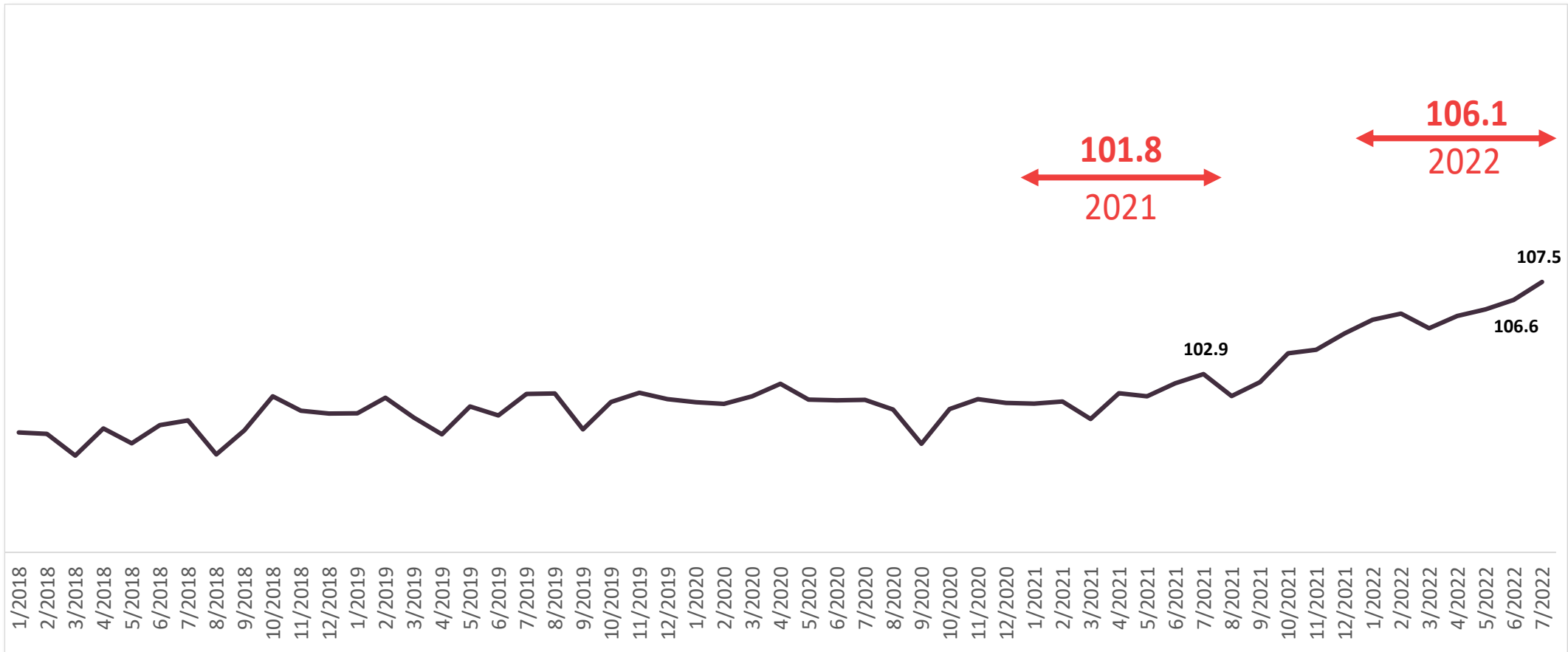
- 🏠 All fields are showing a real decline and the most significant decline is in Home Care field
- 🏠 StoreNext's price index shows an increase in all fields, while Home Care and Beverages fields show a significant increase affected by reforms



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

The StoreNext Price Index

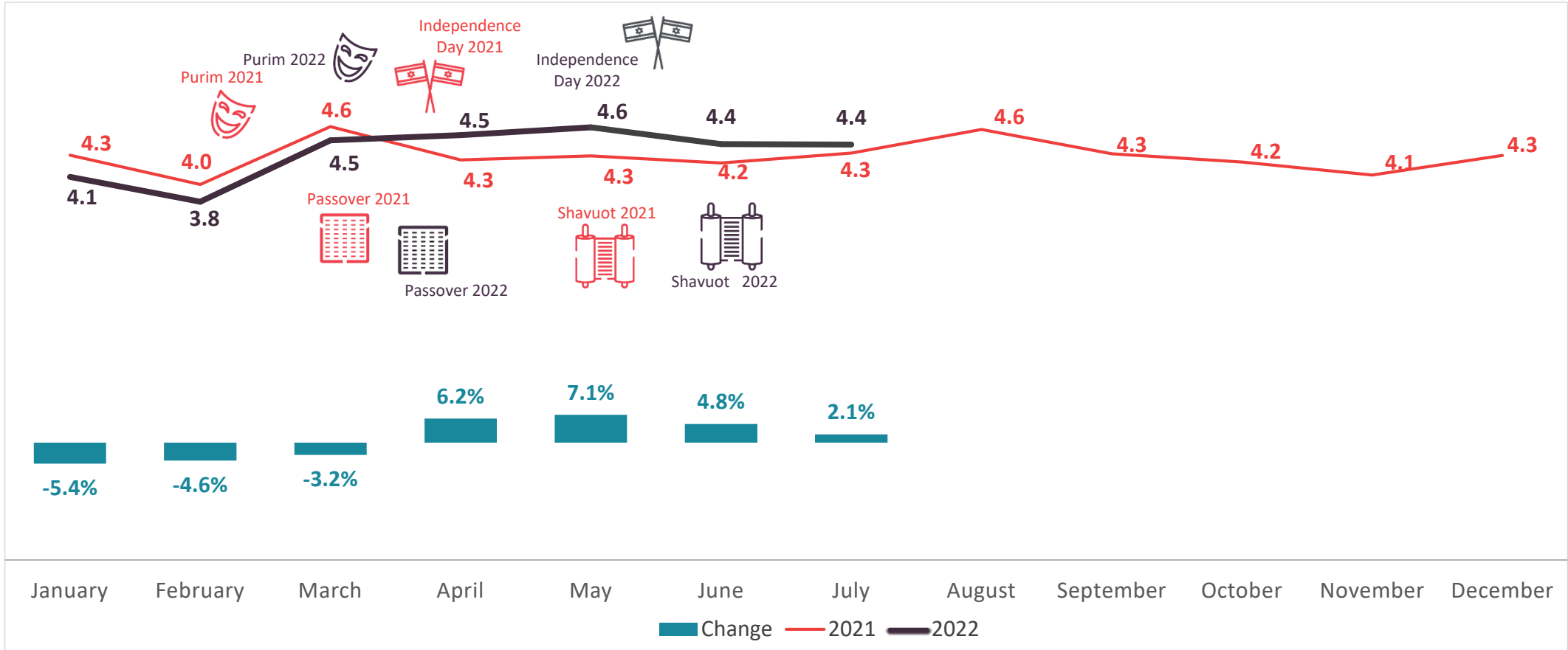
- StoreNext's price index presents an increase of 4.3 points in current YTD compared to previous YTD. Compared to June, July 2022 shows an increase of 0.9 points, and compared to July last year an increase of 4.6 points



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

Monthly Sales Trend

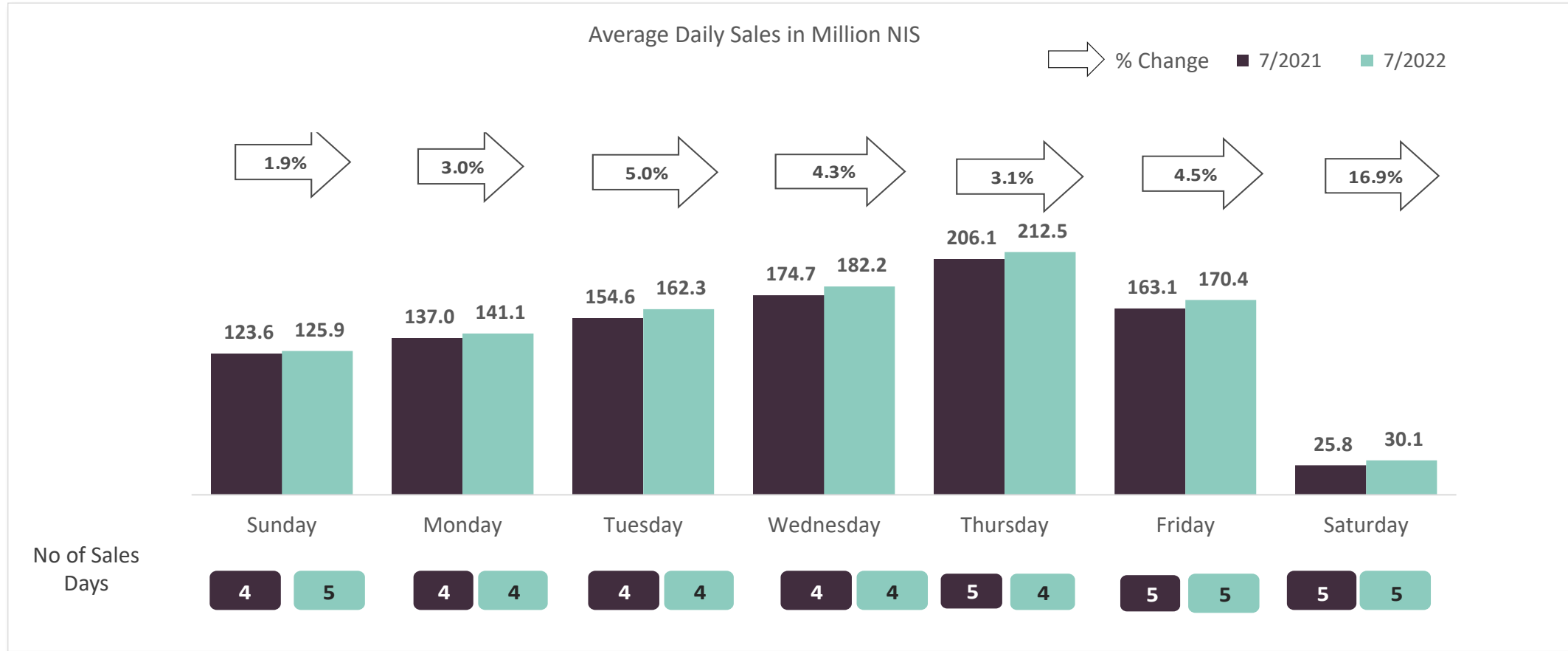
FMCG sales increased by 2.1% in July compared to July last year and stands at 4.4 billion NIS, an increase of 90 million NIS



* FMCG Value Sales, Billion NIS

Sales By Days

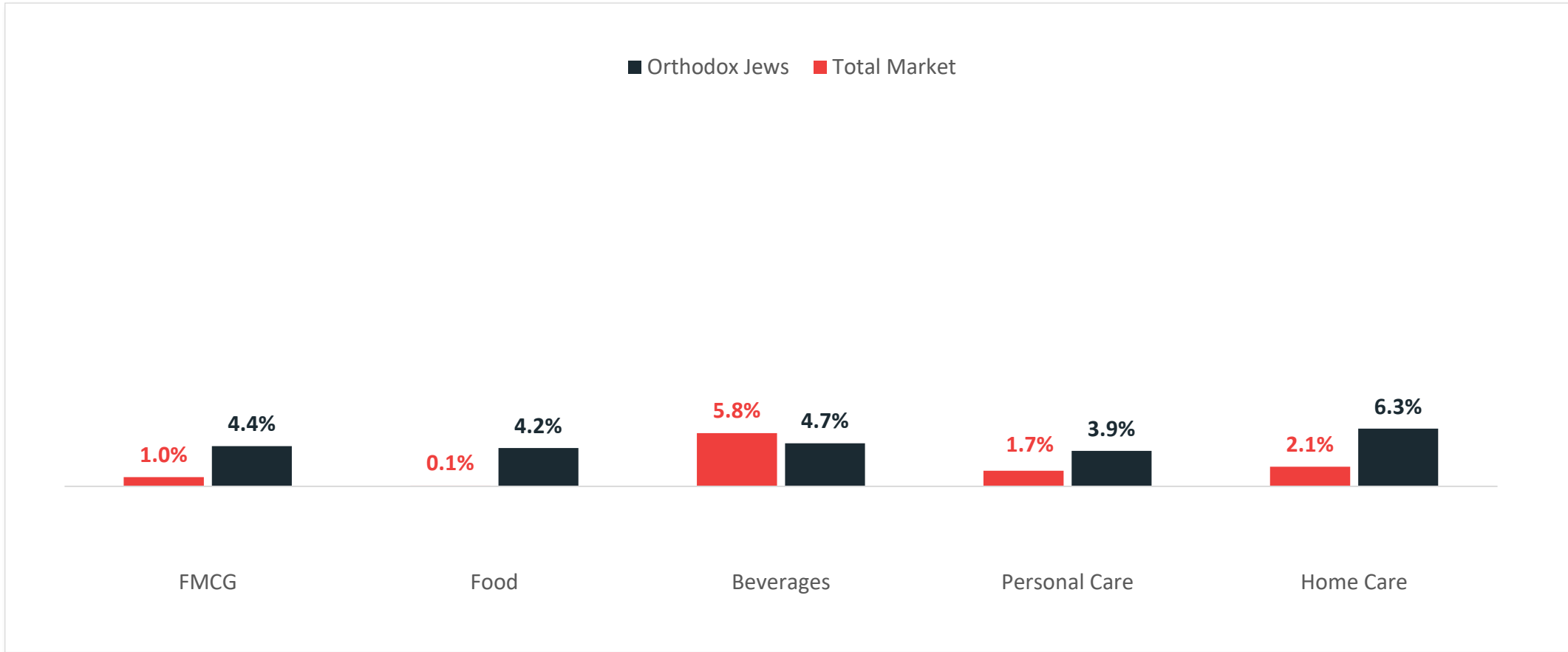
- Monthly rate increase is moderated by the change in sales days and stands at 2.1%
- Neutralizing change in sales days, July 2022 value change stands at 4.1% compared to July 2021



* 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

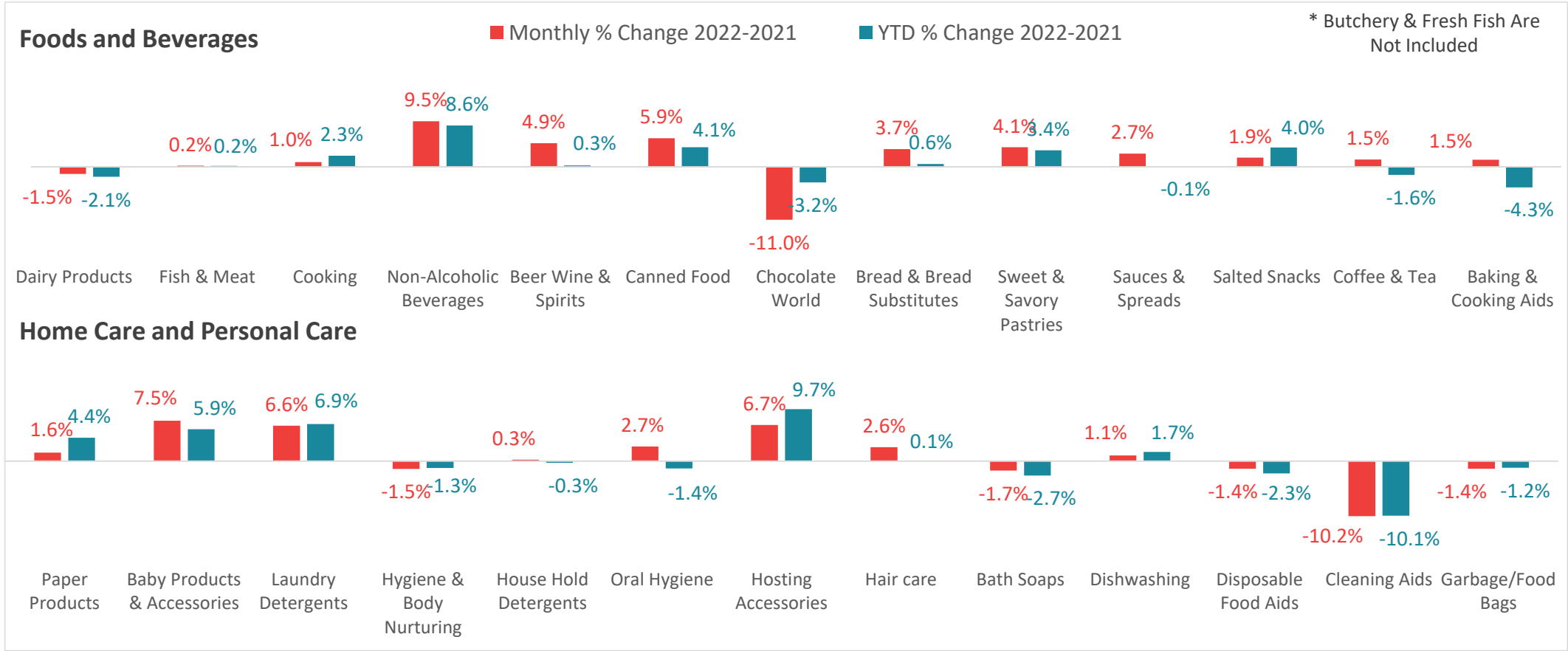
- ❏ The Orthodox Jews sector shows a much significant growth compared to total market - an increase of 4.4% compared to a increase of 0.1% in FMCG's value sales in current YTD
- ❏ Excluding Beverages, in all fields the growth rate is higher in Orthodox Jews sector in comparison to total market growth



*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

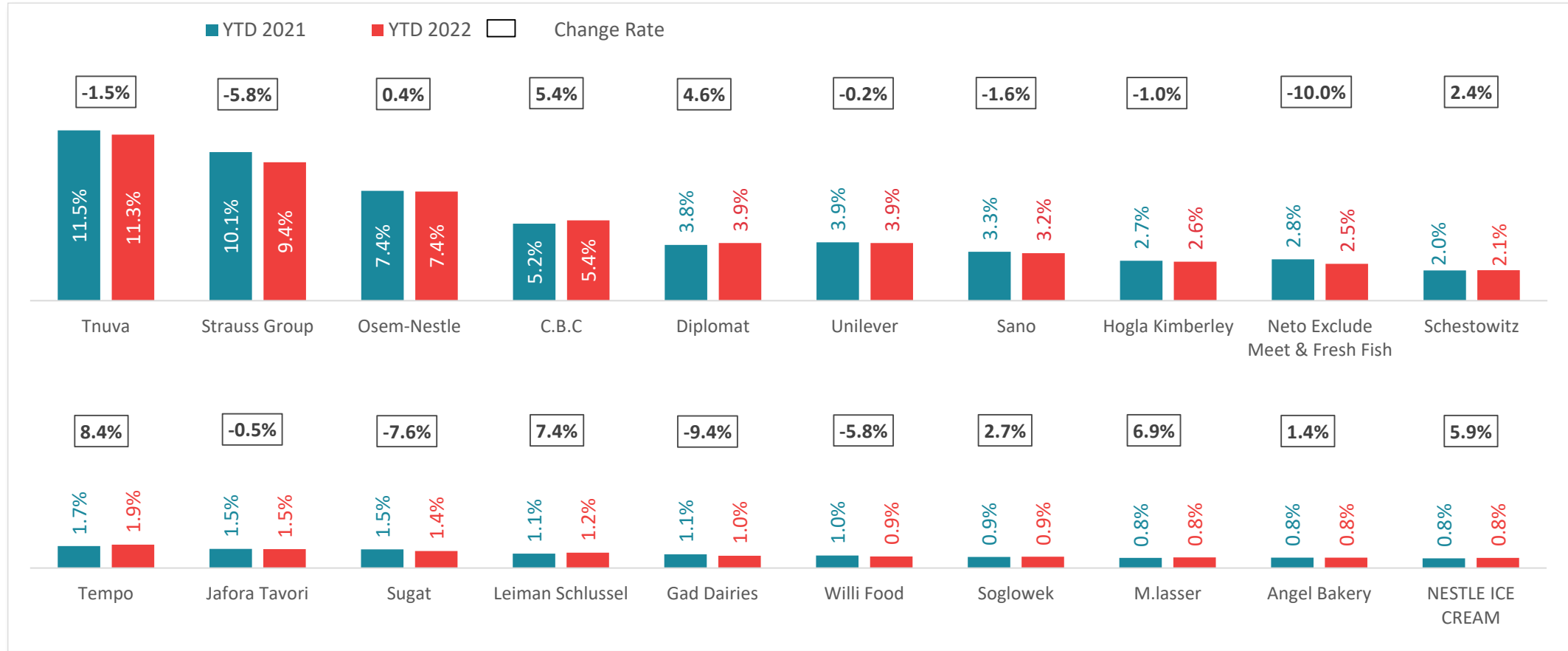
- July shows increases in Non-Alcoholic Beverages, Baby Products & Accessories, Hosting Accessories, Laundry Detergents and Canned Food
- In current YTD Hosting Accessories, Non-Alcoholic Beverages, Laundry Detergents, Baby Products & Accessories and Canned Food are the most growing worlds



Market Share and Suppliers' Growth



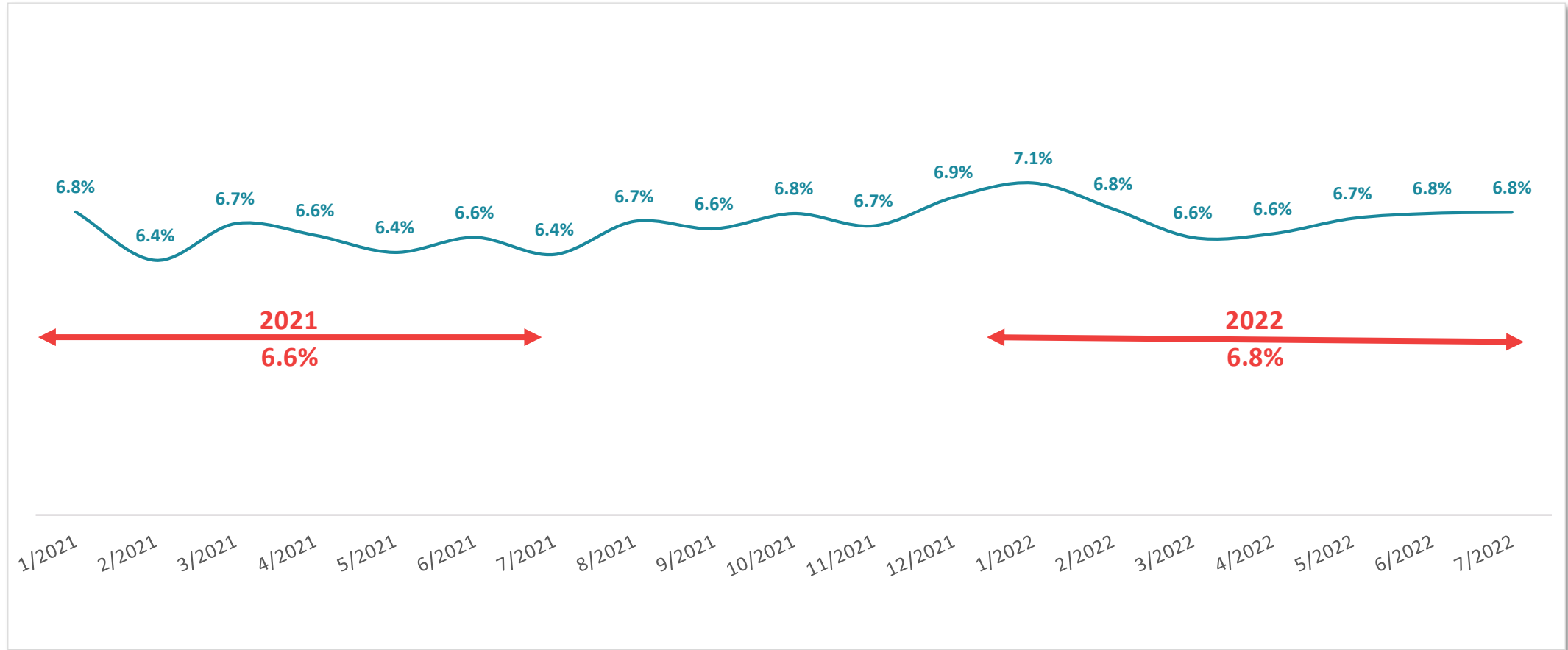
- Top 20's SOM reaching 63.0% in current YTD, records a decrease of 1.1 points compared to YTD 2021
- Top 10's SOM stands at 51.7% in current YTD and presents a decrease of 1.1 compared to previous period



* 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 0.2 market share in the current YTD compared to the same period last year, while July 2022 shows an higher increase - 0.4 points compared to July 2021



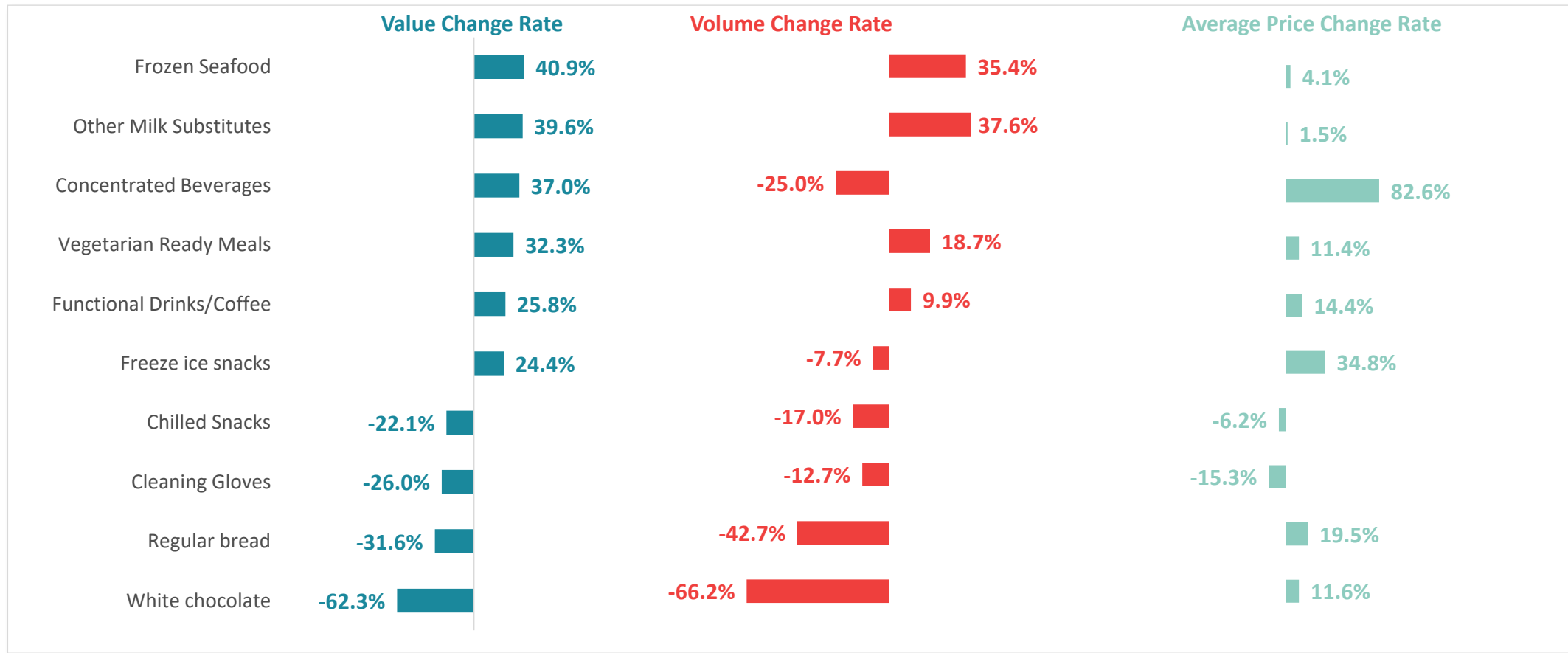
* Value Share (FMCG Market- Excluding Butchers, Bakery, Fruits and Vegetables and Cigarette data)

Rising / Descending Categories – Current Month TY vs LY

📈 Among the growing categories – Frozen Seafood, Other Milk Substitutes, Concentrated Beverages, Vegetarian Ready Meals, Functional Drinks/Coffee and Freeze Ice Snacks compared to July 2021



📉 Among the declining categories – White Chocolate, Regular Bread, Cleaning Gloves and White Chocolate



Thank You!



StoreNext

Looking Forward