



March 2023 Summary

Main Trends In The Israeli FMCG Market

Data Base

The data is based on **2,800 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

🏠 March shows a growth of 10.7% in FMCG sales compared to March last year, and excluding difference in sale days there is an increase of 10.8%

🏠 Value rise continues in current YTD and stands at 8.6% compared to previous YTD. Moreover, March 2023 records an increase of 5.0 points in StoreNext price index



🏠 Compared to February 2023, Storenext's price index shows the first decrease in the last months, that stands at 0.5 points

🏠 StoreNext's price index shows an increase in all fields, which stands out mainly in Food and Personal Care



🏠 March shows an increase in Disposable Houseware, Bread and Bread Substitutes, Baking & Cooking Aids, Cleaning Aids, Dishwashing and Household Detergents caused by Passover timing

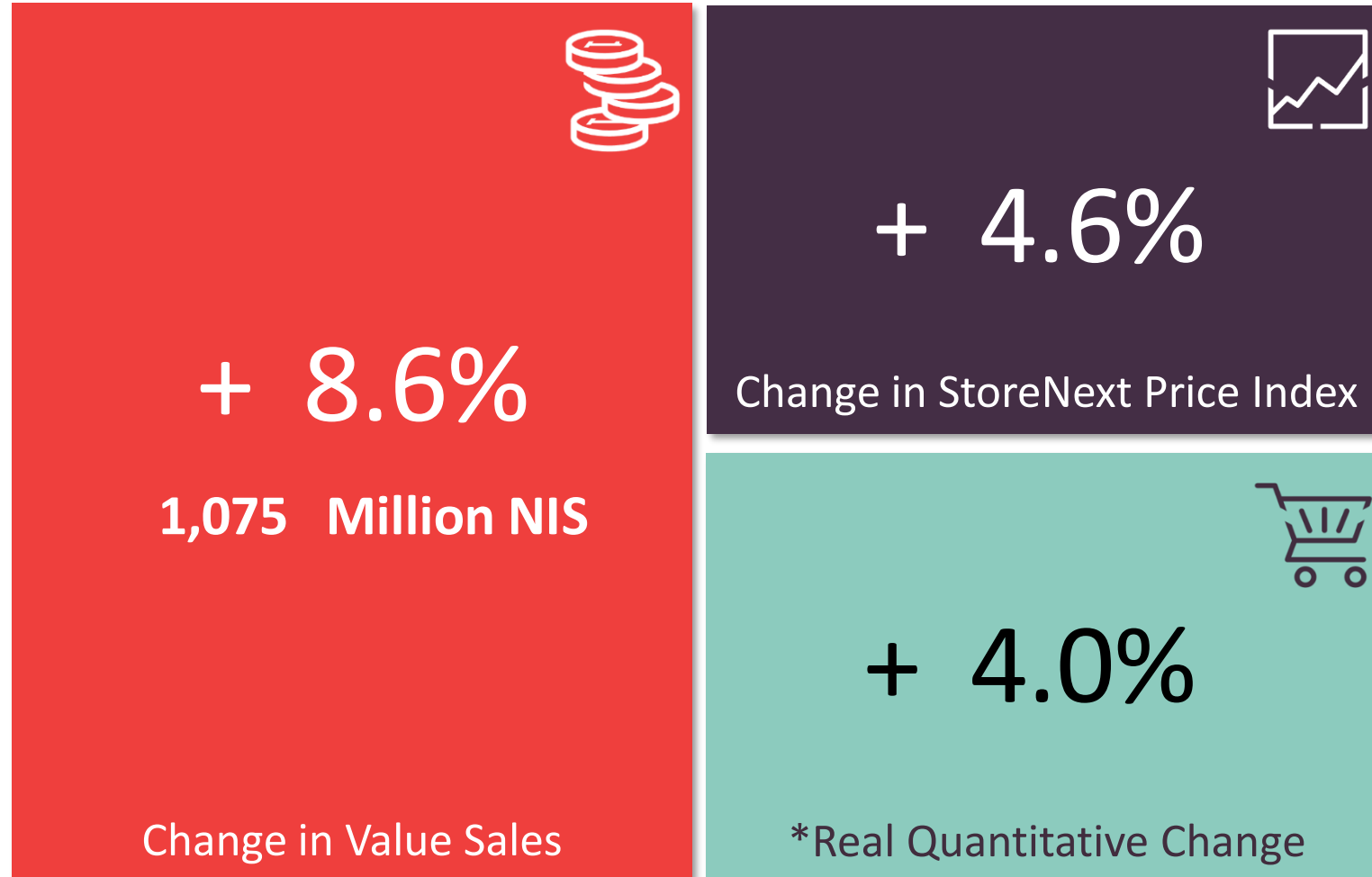
🏠 There is also an increase this YTD in Non- Alcoholic Beverages, Wine, Beer & Spirits and Laundry Detergents



Change in Sales and Price Indices



FMCG, YTD 2023 compared to YTD 2022



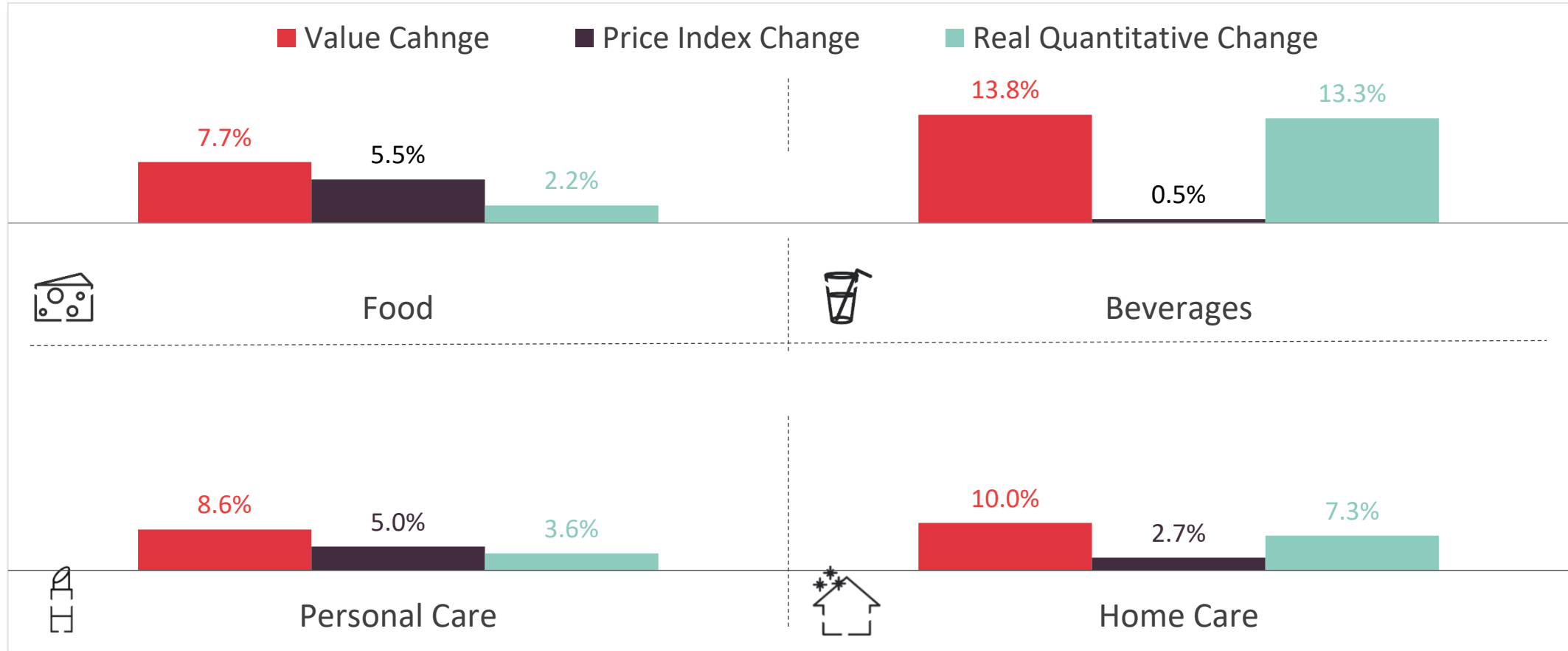
* Real Quantitative Change – Value sales growth deducting StoreNext Price Index changes (neutralized of mix effects)

FMCG YTD Change Rate By Fields (2023 VS 2022)

- 🏠 All fields show a real rise, the highest rise is in Beverages
- 🏠 StoreNext's price index shows an increase in all fields, most significantly in Food and Personal Care

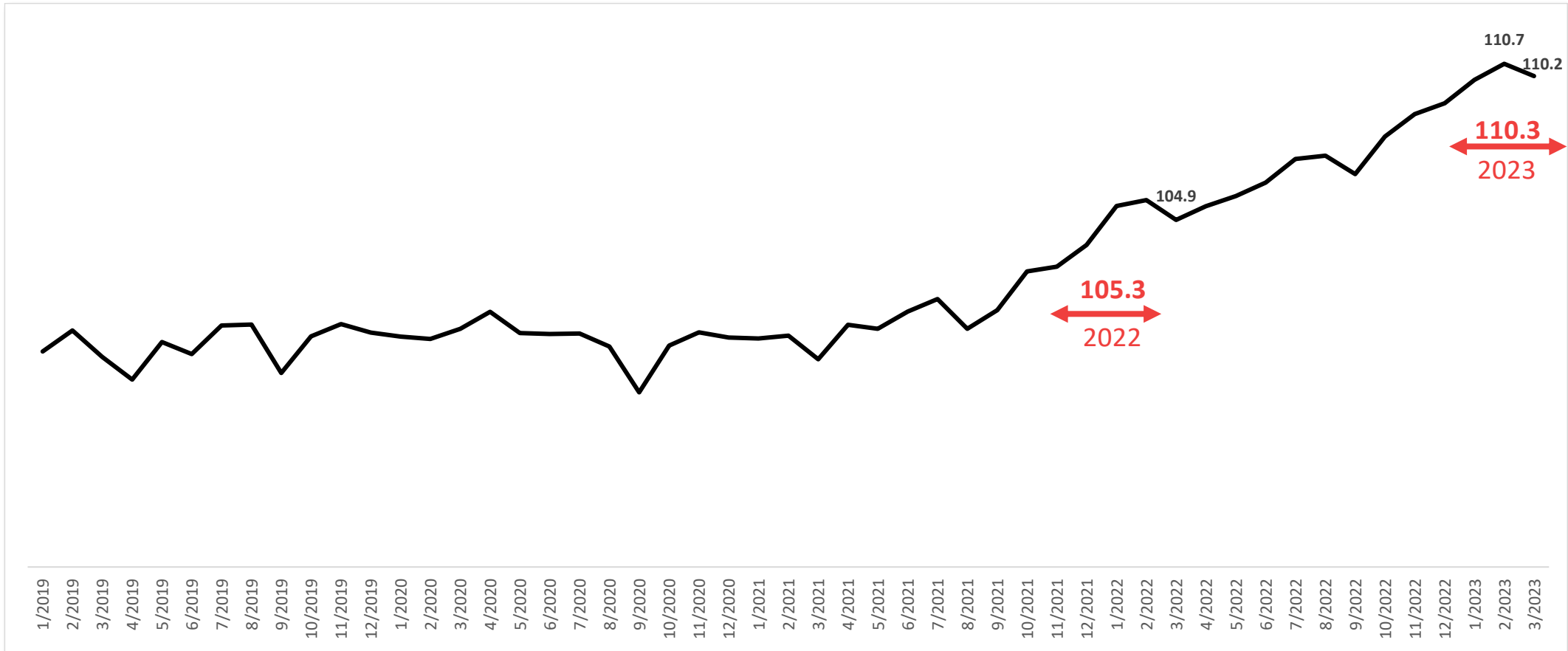


* Real Quantitative Change – Value sales growth deducting StoreNext Price Index changes (neutralized of mix effects)



The StoreNext Price Index

- StoreNext's price index presents an increase of 5.0 points in current YTD compared to previous YTD. Compared to February 2023, March 2023 shows a price index decrease of 0.5 points for the first time in the last months, and compared to March 2022 there is a 5.3 points rise



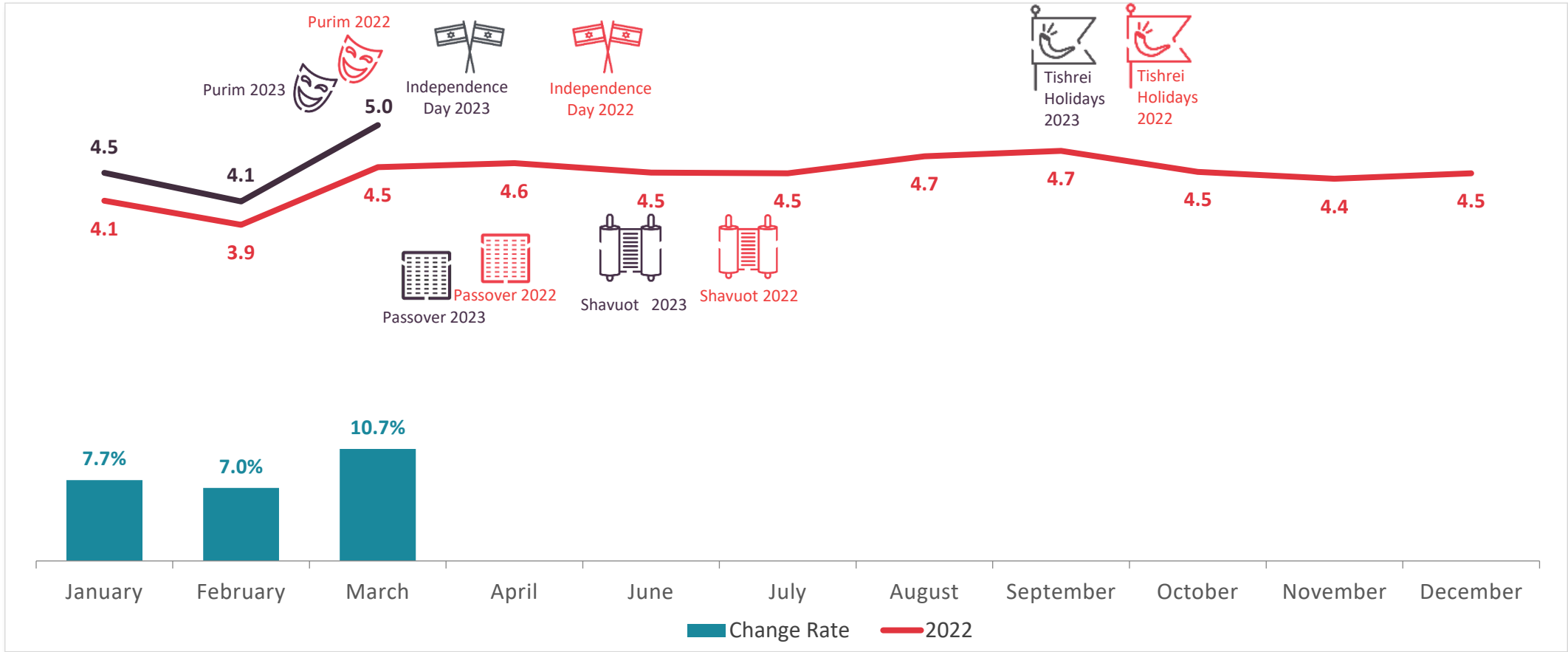
* StoreNext Price Index measures the change in product prices, neutralizing sales mix changes

Monthly Sales Trend

FMCG sales increased by 10.7% in March 2023 compared to March 2022 and stands at 5.0 billion NIS, an increase of 485.4 Million NIS



* FMCG Value Sales, Billion NIS

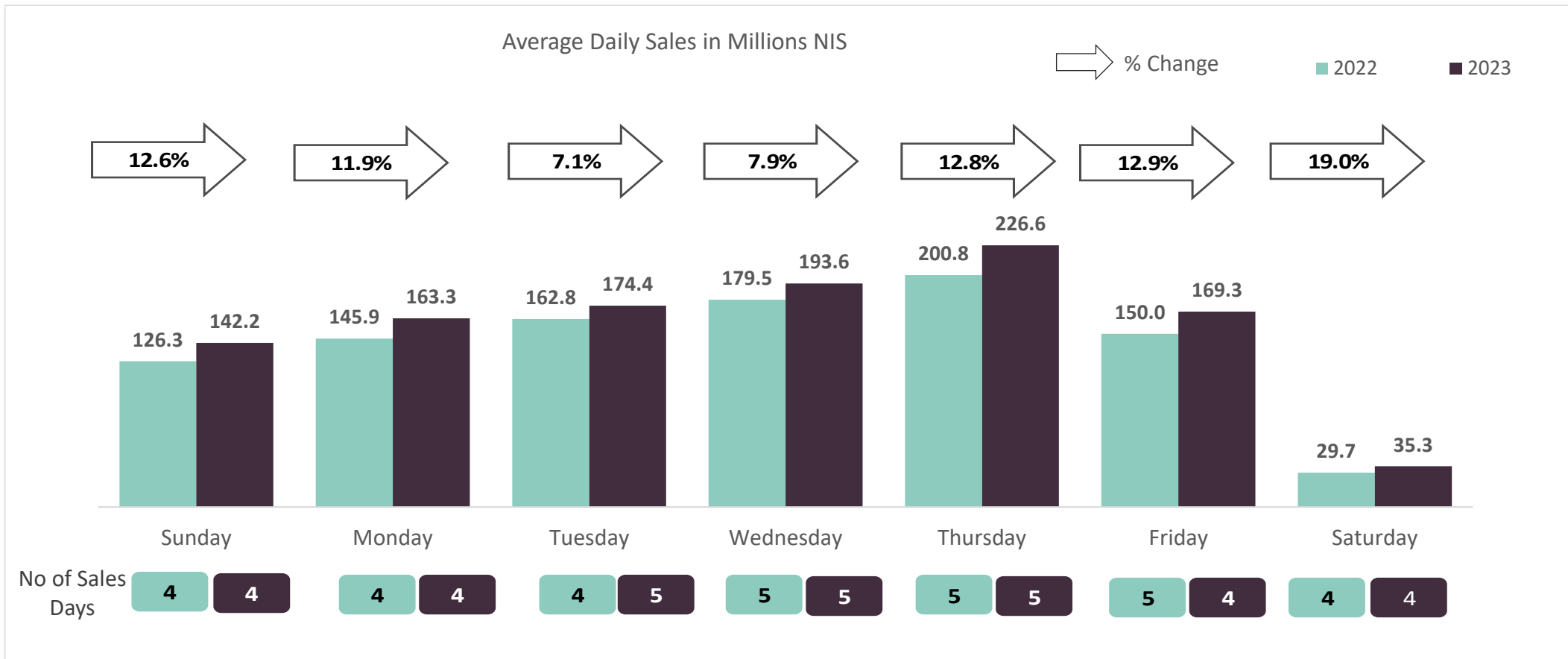


Sale By Days

🕒 Monthly rate shows an increase and stands at 10.7%, while excluding difference in sale days there is an increase in sales of 10.8%

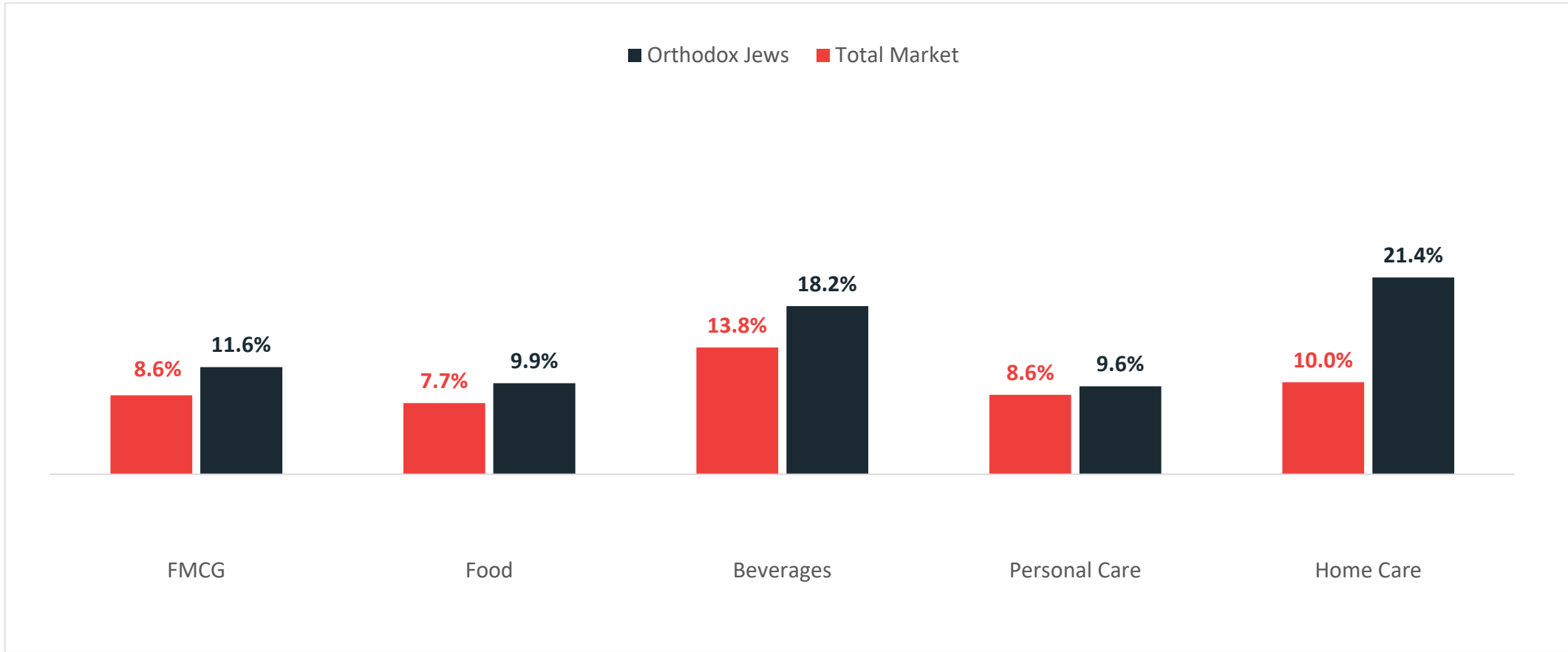


* Sales (million NIS) by days and percentage of change in sales, current month compared to the same period last year



Orthodox Jews Sector Value Change Rate

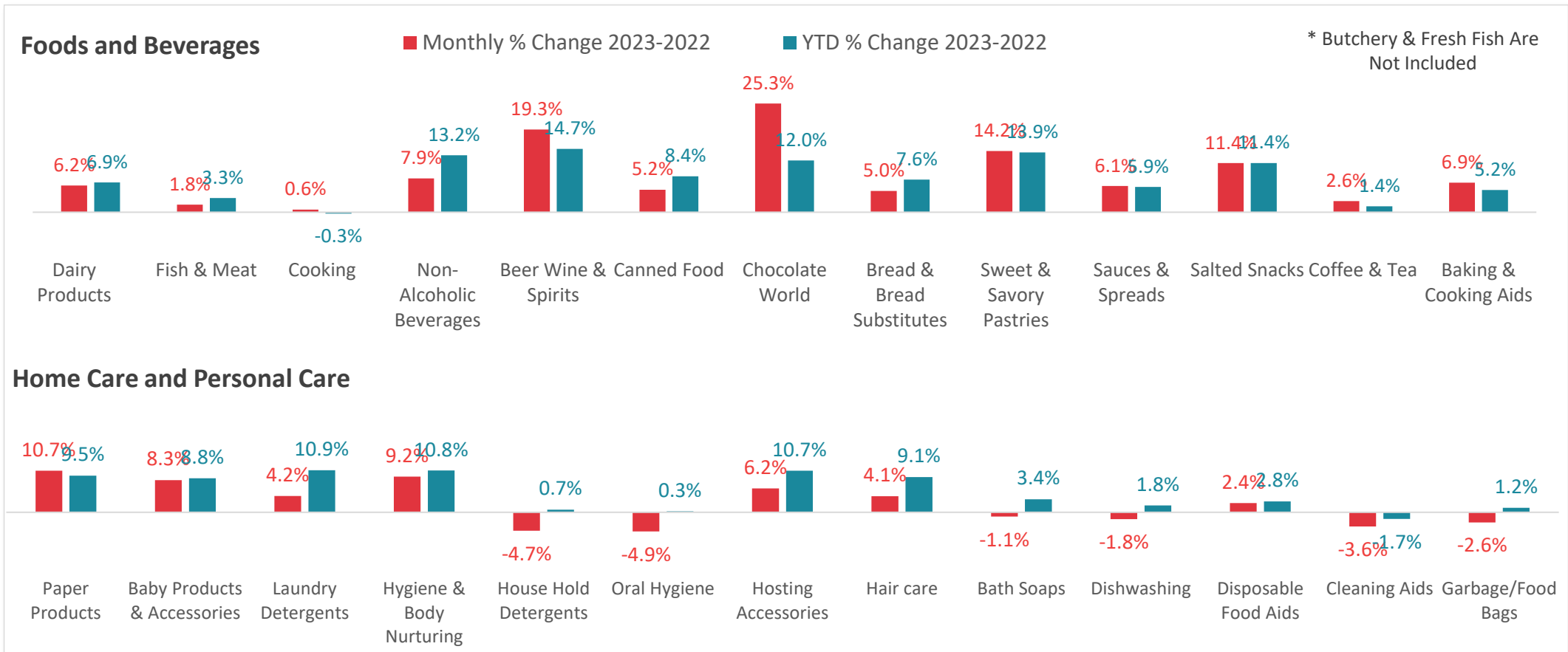
- 📦 The Orthodox Jews sector shows a significant growth compared to total market - an increase of 11.6% compared to an increase of 8.6% in FMCG's value sales this March
- 📦 All fields show a higher growth rate in Orthodox Jews sector compared to total market growth, most significantly in Home Care



*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

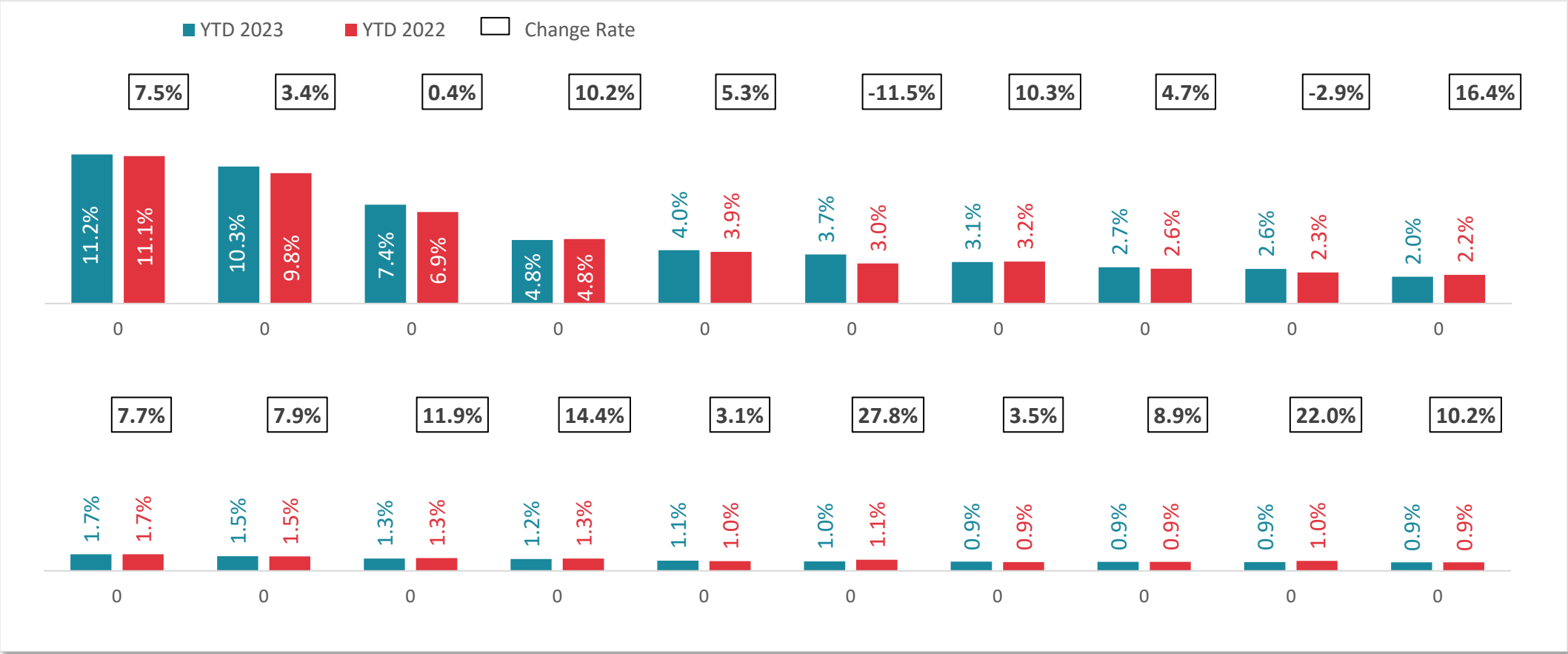
- March shows increases in Disposable Houseware, Bread and Bread Substitutes, Baking & Cooking Aids, Cleaning Aids, Dishwashing and Household Detergents caused by Passover timing
- In addition to these fields that show an increase also in this YTD, there is also an increase in Non- Alcoholic Beverages, Wine, Beer & Spirits and Laundry Detergents



Market Share and Suppliers' Growth



- Top 20's SOM reaching 61.4% this YTD, a decrease of 1.8 points compared to previous YTD
- Top 10's SOM stands at 49.9% this YTD and presents a decrease of 2.0 compared to previous YTD

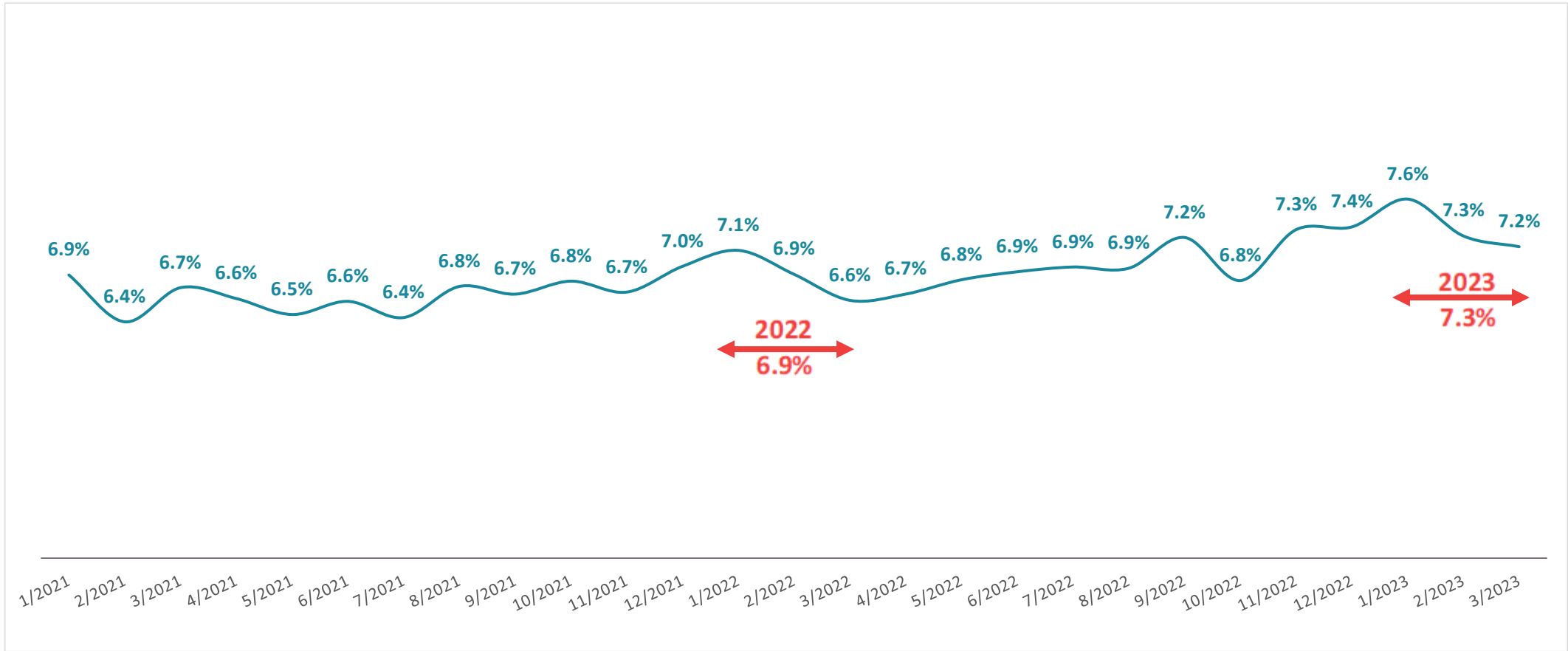


* Value Shares (FMCG Market- Excluding Butchers, Bakery, Fruits and Vegetables and Cigarette data)

Private Label Market Share - FMCG Market



Private Label share records an increase of 0.4 market share points in this YTD compared to previous YTD. However, Compared to March 2022, March 2023 shows an increase of 0.6 market share points and compared to February 2023 PL market share drops by 0.1 points



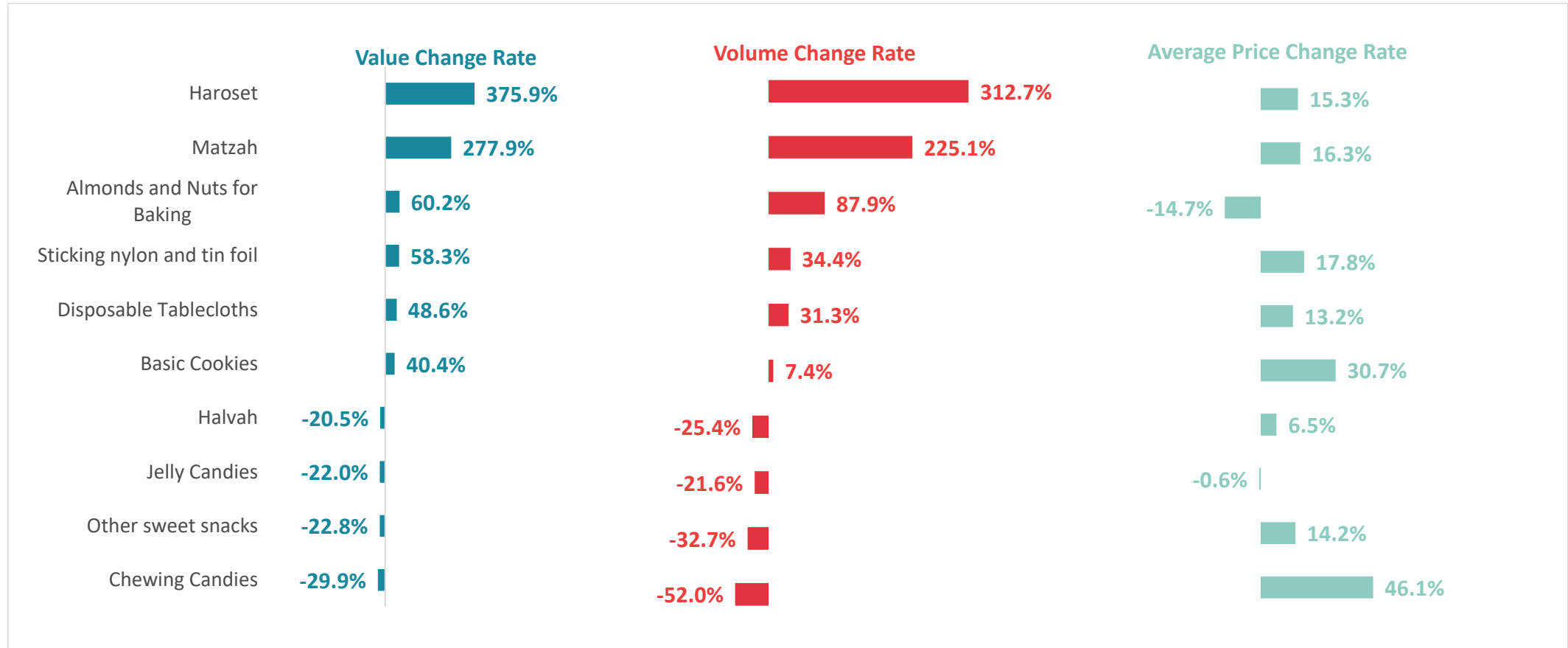
* Value Share (FMCG Market- Excluding Butchers, Bakery, Fruits and Vegetables and Cigarette data)

Rising / Descending Categories – Current Month TY vs LY

🔗 Among the growing categories– Haroset, Matzah, Almonds and Nuts for Baking. These Increases alongside Sticking nylon and tin foil and Disposable Tablecloths are related to Passover shopping timing, which was in 2023 in the beginning of April, and last year in Mid-April



🔗 Among the declining categories– Halvah, Jelly Candies, Other Sweet Snacks, a decrease that is related to the timing of Purim holiday





Holiday Analysis

Sale trends of the spring holidays- Purim and pre-Passover

Fields of Analysis

Passover World

Matzah
Gefilte Fish
Haroset
Passover Cookies
Horse Radish

Cleaning World

Detergents
Bleach
Paper Towels\ Cloths
Sponges
Wipes

Hosting World

Wine
Nuts and Seeds
Non- Alcoholic
Beverages
Disposable Houseware
Chocolate-Boxes

Purim World

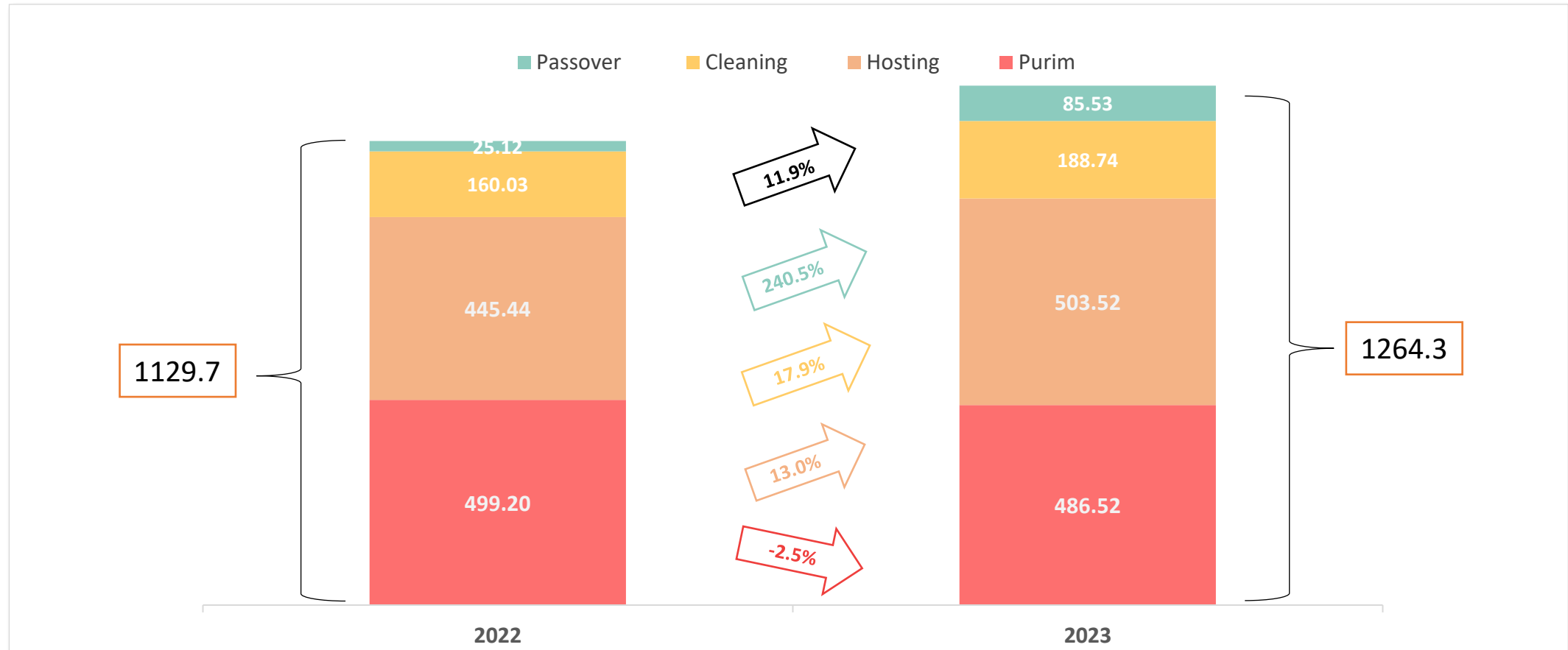
Wine
Cookies
Candy
Snacks
Chocolates

* Worlds of analysis were chosen by sub category, the segmentation above refers to main worlds that include said sub categories



March- Sale Trends Over Spring Holidays

- Since Purim 2022 was celebrated in Mid-March and in 2023 at the beginning of March, there is a drop in sales of this field
- Due to Passover timing holiday preparations already begun in March - accordingly, there are rises in cleaning categories and in Passover related categories. Those categories change rate stands at 11.9%, higher than the market trend of 10.7%



* Value sales, Million NIS and change rates



Purim 2023

Sale Trends in Holiday Categories

Period of Analysis: Holiday week and the week before in
the past 3 years

Purim 2023- Analysis Periods

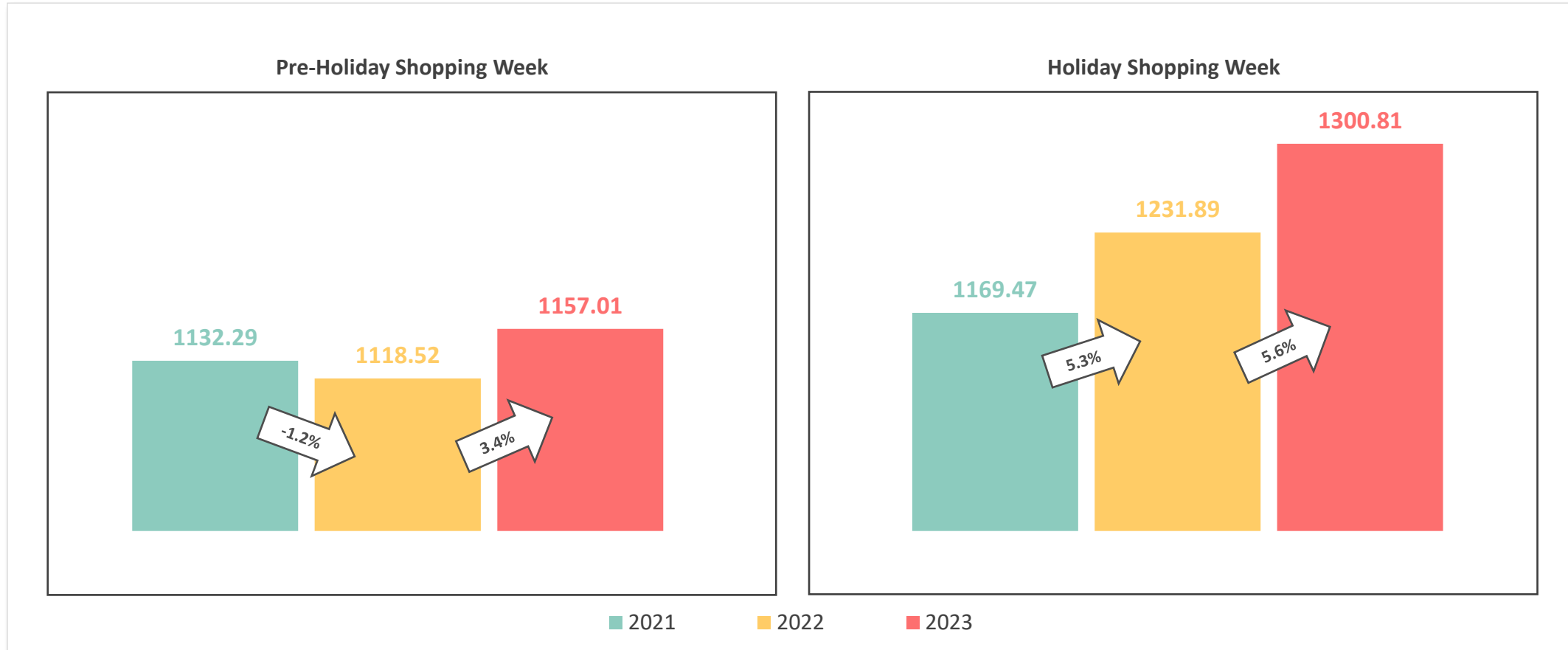


Purim Sale Trend- Multi-Year Comparison



In 2021 the holiday began correspondingly with imposing a COVID-19 night lockdown, accordingly there is a rise in sales on the week of holiday shopping in 2022, a trend that manifests also in 2023 similarly to the trend of the entire market

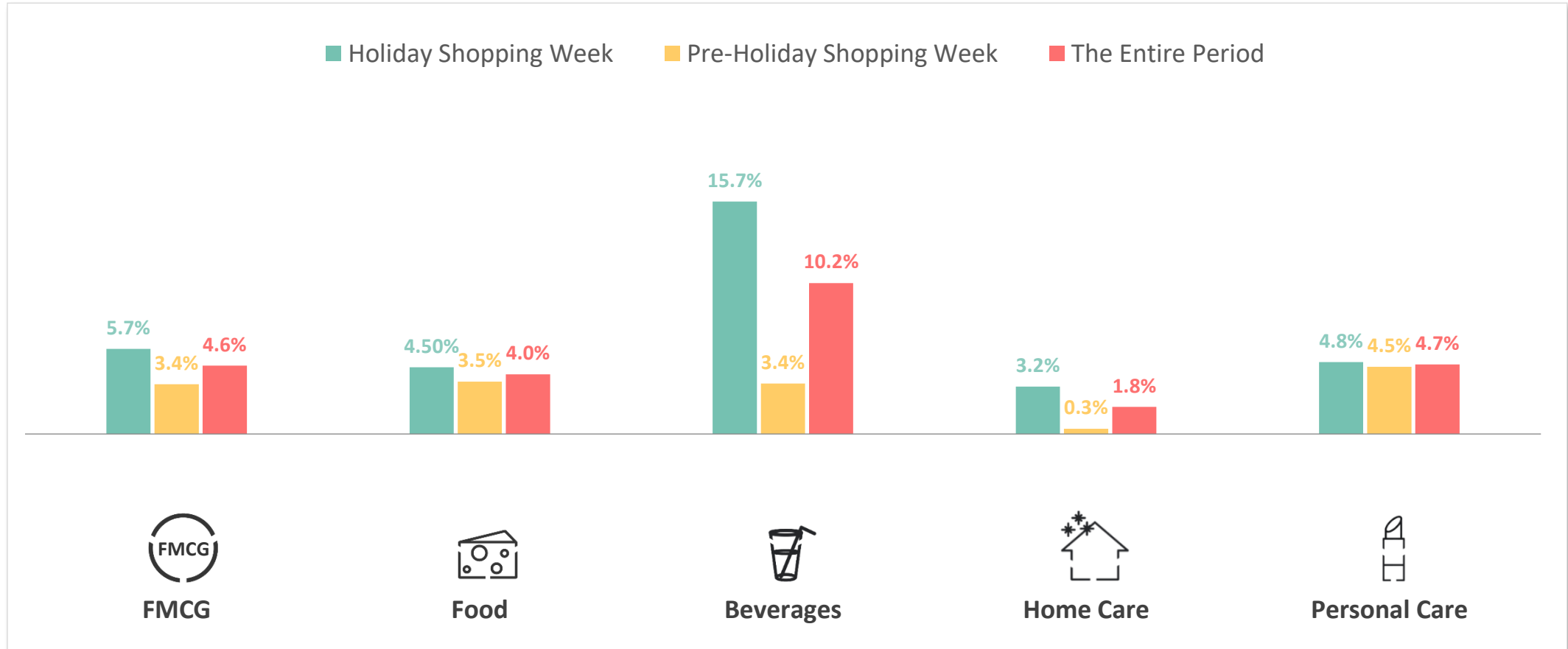
* Value sales FMCG, Million NIS, By weeks



Purim Change Rate by Fields- 2023 versus 2022



In the entire period, all fields record rises in sales compared to parallel period in 2022, where Home Care shows relatively low change rate that stands at 1.8%. In Holiday Shopping week, all fields record a rise, most significantly in Beverages, although the taxation reform for sweetened beverages was in force in both periods



* Purim 2022 compared to Purim 2023

Thank You!



StoreNext

Looking Forward