

FACT SHEET:

New Zealand

General information

Capital:	Wellington	Population:	4.37 million (est 2013)
Surface area:	267,710 km ²	Unemployment rate:	6.2% (2013)
Official language(s):	English, Maori	Households:	1.7 million (2013)
Currency:	﻿\$NZ	Average household size:	2.6 (2012)
Trading language(s):	English		

Economic Indicators

GDP in \$US Billions



Consumer Spending (\$NZ million / QTR)



Grocery Retailer Structure

- **New Zealand has three main grocery retailers:**
 - Progressive – Owned by Woolworths has 166 Countdown and 55 SuperValue supermarkets
 - New World – Owned by Foodland has 139 supermarkets
 - Pak N Save – Owned by Foodland has 50 supermarkets
- Countdown/SuperValue are centrally planned and run by Head Office buying office
- The two Foodland banners are individually owned and run. The banners are run from regional offices and ranging in one region doesn't mean ranging in all.
- Strong Convenience sector with two main channels – Petrol Stations and Dairies
- Liquor sold through supermarkets within restricted hours

Consumer Behaviour

- Increased travel leading to trial and acceptance of alternative cuisines.
- Increasing desire for more variety and more availability of On-the-Go food
- Growing acceptance of Private Label in commodity categories. Opportunity to grow in more personalized categories
- Aging, health-conscious population looking for healthy, convenient, functional food
- Consumers showing a preference for 'local', and other personal and social aspirations

Asia

FACT SHEET:

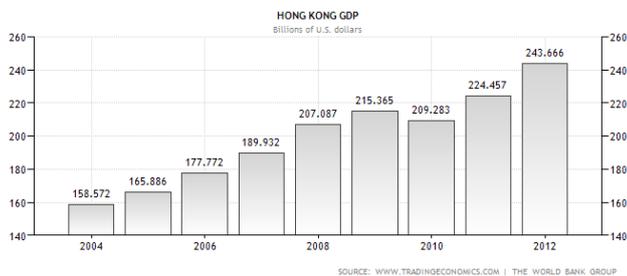
Hong Kong

General information

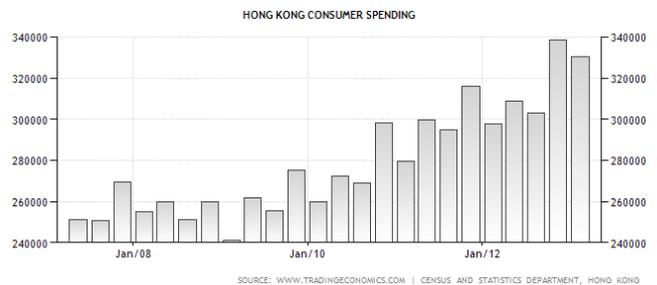
Capital:	Hong Kong	Population:	7.18 million (est 2013)
Surface area:	1,104 km ²	Unemployment rate:	3.5% (2013)
Official language(s):	Cantonese, English	Households:	2.3 million (2013)
Currency:	\$HK	Average household size:	3.0 (2013)
Trading language(s):	English		

Economic Indicators

GDP in \$US Billions



Consumer Spending (\$HK million / QTR)



Grocery Retailer Structure

- **Three main retail chains:**
 - **Wellcome** – Owned by Dairy Farm, has 282 supermarkets and 964 7-Eleven outlets
 - **Park n Shop** – Owned by AS Watson, has 550 supermarkets and convenience stores
 - **Aeon Stores** – 45 supermarkets across 3 banners
 - **Another 367 convenience stores owned by local entities**
- **All banners run centrally with single buying office. Dairy Farms and AS Watson have presence in multiple Asian countries**

Consumer Behaviour

- Centrally located market has influences from America, Europe and Asia
- Many European luxury brands have multiple stores in Hong Kong
- Traditional markets still common
- Extreme retail rental rates, amongst highest in the world
- Many Mainland Chinese go on Shopping tours to Hong Kong
- “Have moneyWill spend” attitude prevalent

Asia

FACT SHEET:

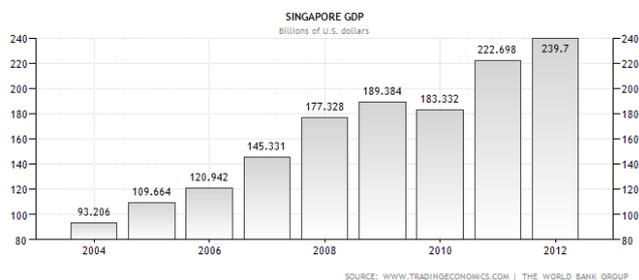
Singapore

General information

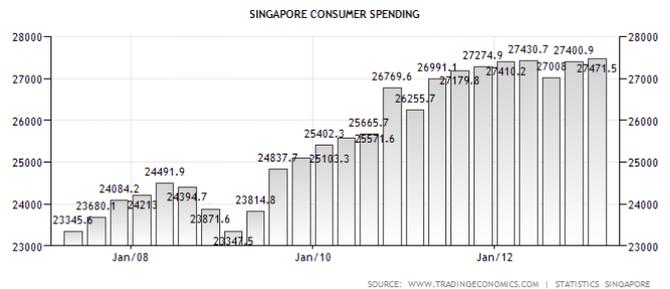
Capital:	Singapore	Trading language(s):	English, Mandarin
Surface area:	697 km ²	Population:	5.4 million (est 2013)
Official language(s):	Mandarin, English, Tamil, Malay	Unemployment rate:	1.9% (2013)
Currency:	SG\$	Households:	1.2 million (2012)
		Average household size:	3.5 (2012)

Economic Indicators

GDP in \$US Billions



Consumer Spending (\$SG million / QTR)



Grocery Retailer Structure

- **Three main retail chains:**
 - **NTUC Fairprice** – Owned by NTUC, has 101 supermarkets, 4 hypermarkets and 147 convenience outlets
 - **Cold Storage** – Owned by Dairy Farm, has 105 supermarkets, 7 hypermarkets and 549 7-Eleven outlets
 - **Sheng Siong** – 33 supermarkets
- **All banners run centrally with single buying office. Dairy Farms has a presence in multiple Asian countries**

Consumer Behaviour

- Centrally located market has influences from America, Europe and Asia
- Many European luxury brands have multiple stores in Hong Kong
- Traditional 'wet markets' still maintain 20 – 30% share of grocery
- Many western dietary habits adopted by younger groups
- Move towards healthier foods among more educated population

Asia

FACT SHEET:

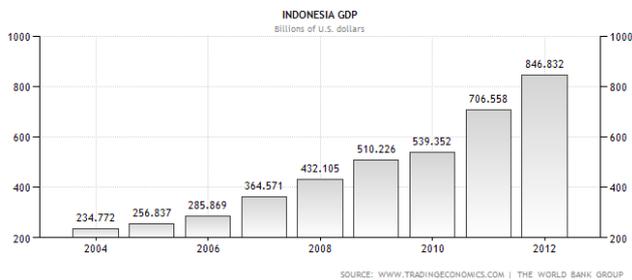
Indonesia

General information

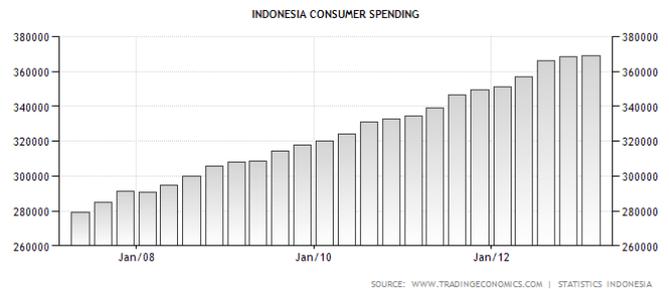
Capital:	Jakarta	Population:	251 million (est 2013)
Surface area:	1.9 million km ²	Unemployment rate:	22.2% (2013)
Official language(s):	Bahasa Indonesia	Household size:	59 million (2010)
Currency:	IDR	Average household size:	4.0 (2010)
Trading language(s):	Bahasa Indonesia, English		

Economic Indicators

GDP in \$US Billions



Consumer Spending (IDR billion / QTR)



Grocery Retailer Structure

- A fractured grocery sector with 9 companies operating 16 banners in a mixture of hypermarkets, supermarkets, cash & carry and convenience stores
- Convenience formats dominate in terms of value and volume share
- Modern formats confined to major population centres
- Traditional formats still hold significant share
- Chains mostly function on regional basis

Consumer Behaviour

- Low levels of urbanization – many people still engaged in agriculture
- Western goods seen as status symbol for wealthy
- World's largest Muslim country, however many Western habits/customs are practiced or tolerated
- Younger generation being shaped by Western consumerism

Asia

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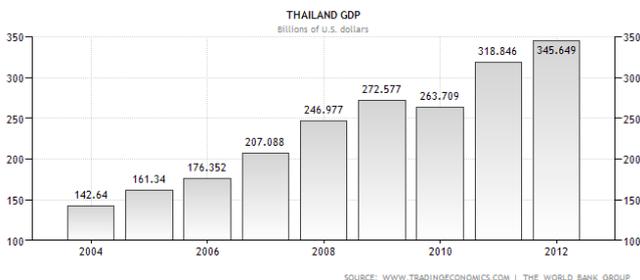
Thailand

General information

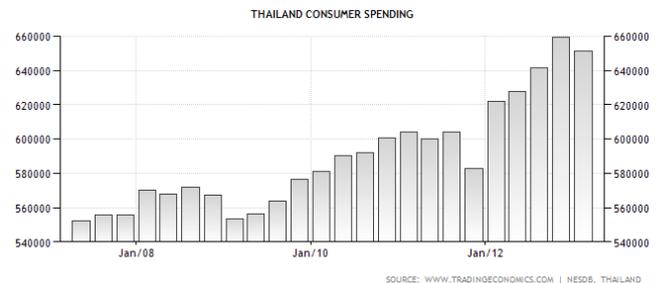
Capital:	Bangkok	Population:	65 million (est 2010)
Surface area:	513,120 km ²	Unemployment rate:	2.7% (2013)
Official language(s):	Thai	Households:	20.3 million (2010)
Currency:	THB	Average household size:	3.2 (2010)
Trading language(s):	Thai, English		

Economic Indicators

GDP in \$US Billions



Consumer Spending (THB million / QTR)



Grocery Retailer Structure

- A fractured grocery sector with 7 companies (5 JVs) operating 17 banners in a mixture of hypermarkets, supermarkets and convenience stores
- Highest concentration of hypermarkets in Asia
- Modern formats confined to major population centres
- Traditional formats still hold significant share

Consumer Behaviour

- Very Low levels of urbanization – many people still engaged in agriculture
- Western goods seen as status symbol for wealthy
- Younger generation being shaped by Western consumerism
- Tolerance is part of the culture

Opportunities

- Most Asian countries are not self-sufficient in terms of food so must import to meet short fall. This occurs mostly in the form of processed food
- Developing economies are growing far quicker than developed markets of Europe
- Middle and Upper class wealth in developing Asia is expanding rapidly
- Areas where growth opportunities exist:
 - Dry Packaged Goods
 - Chilled / Frozen Goods
 - Confectionery
 - Dairy
 - Beverages (non-carbonated)