

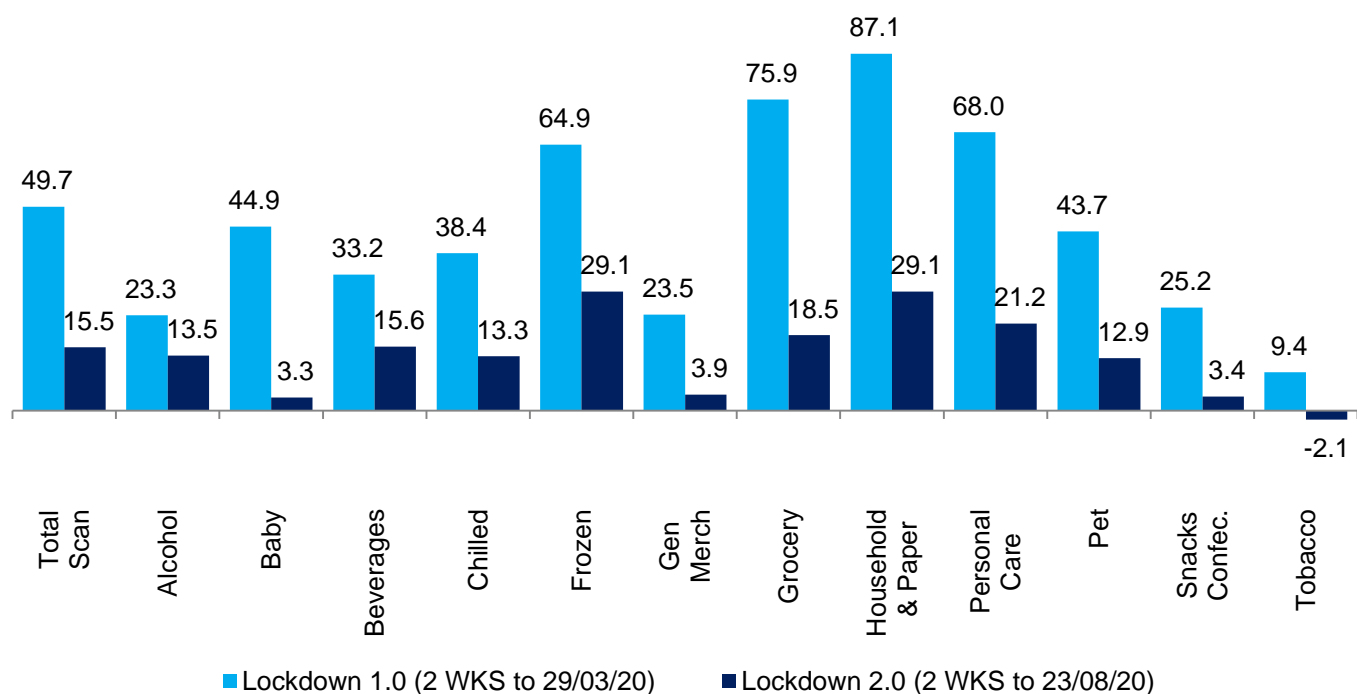
COVID-19

TRACKING THE IMPACT ON FMCG AND RETAIL

LOCKDOWN 1.0~ VS LOCKDOWN 2.0# 2-WEEK COMPARISON

	LOCKDOWN 1.0~	LOCKDOWN 2.0#
DOLLARS	+49.7% vs year ago	+15.1% vs year ago
\$	+27.4% vs previous period	+9.0% vs previous period
UNITS	+66.1% vs year ago	+19.8% vs year ago
📦	+43.0% vs previous period	+15.2% vs previous period

DEPARTMENT PERFORMANCE - \$ SALES % CHG VS YA



Source: Nielsen Scantrack | Total New Zealand Supermarkets | Period: 2 week to 29/03/2020 and 2 week to 23/08/2020 ~ 2 Weeks to 29/3/2020. While New Zealand's first lockdown (level 4 nationwide restrictions) began on the WE 29/3/2020, this analysis compares the previous week of data, which saw the highest surge in weekly purchasing for the year 2020.
2 Weeks to 23/8/2020. The Lockdown 2.0 period started with LVL 3 restrictions in Auckland and LVL 2 restrictions for the rest of NZ
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TRACKING THE IMPACT ON FMCG AND RETAIL

TOP EDIBLE CATEGORIES VS LAST YEAR FOR LOCKDOWN 1.0~

EDIBLES	\$ SALES	\$ +/- YA	\$ % CHG YA	\$ % CHG PP
PREPACKED SMALLGOODS	27,757,547	11,499,074	70.7	44.8
CHEESE EXCLUDING CULTURED	26,001,252	8,208,290	46.1	24.7
BREAD	27,448,891	7,519,470	37.7	20.6
WINE	38,867,176	7,360,076	23.4	17.2
FROZEN VEGETABLES	13,098,036	7,277,881	125.0	78.7
COFFEE	16,969,193	7,099,859	71.9	41.3
BREAKFAST CEREALS	18,737,634	6,736,042	56.1	33.1
CANNED MEALS	9,541,311	6,429,848	206.7	88.9
CONFECTIONERY	30,198,509	6,222,830	26.0	30.7
BUTTER AND MARGARINE	15,264,189	6,172,402	67.9	48.8
SNACKFOODS	24,086,091	5,991,438	33.1	15.3
BISCUITS & RICE WAFER CAKES	22,386,431	5,529,553	32.8	18.8
BEER	28,696,505	5,434,704	23.4	16.5
MEAL SOLUTIONS	9,402,269	5,375,279	133.5	71.3
FROZEN POULTRY	10,199,497	5,342,152	110.0	69.4
CANNED FISH AND SEAFOOD	9,272,107	4,989,686	116.5	50.7
MILK PRODUCTS	7,801,570	4,888,890	167.8	79.7
RICE	7,778,076	4,827,750	163.6	57.2
EGGS	14,973,263	4,713,920	45.9	38.1
CONVENIENCE FOODS FROZEN	10,634,823	4,660,944	78.0	49.1

TOP EDIBLE CATEGORIES VS LAST YEAR FOR LOCKDOWN 2.0#

EDIBLES	\$ SALES	\$ +/- YA	\$ % CHG YA	\$ % CHG PP
PREPACKED SMALLGOODS	20,556,133	4,132,611	25.2	13.6
CHEESE EXCLUDING CULTURED	21,513,927	3,827,827	21.6	10.9
WINE	33,869,631	3,667,629	12.1	3.3
BREAD	23,203,993	3,094,681	15.4	6.3
BEER	22,708,980	2,901,292	14.6	6.4
COFFEE	13,318,201	2,718,108	25.6	10.9
SNACKFOODS	21,807,014	2,595,163	13.5	3.0
FROZEN POULTRY	7,712,519	2,391,932	45.0	18.8
FROZEN VEGETABLES	8,693,503	2,047,039	30.8	15.7
BUTTER AND MARGARINE	11,340,160	1,706,005	17.7	14.5
ICE CREAM	9,092,242	1,617,165	21.6	8.3
CARBONATED BEVERAGES	14,197,717	1,606,775	12.8	7.0
CONVENIENCE FOODS FROZEN	7,944,847	1,591,798	25.1	14.2
SOLID FATS LIQ COOKING OILS	5,642,500	1,490,170	35.9	21.9
BREAKFAST CEREALS	13,133,337	1,466,092	12.6	8.5
BAKING NEEDS	4,479,611	1,290,949	40.5	31.5
FROZEN FISH	5,041,998	1,269,737	33.7	15.6
FLOUR	2,492,642	1,178,525	89.7	88.5
CANNED & DRIED VEGETABLES	3,913,275	1,057,874	37.0	22.1
BISCUITS & RICE WAFER CAKES	19,167,684	1,054,125	5.8	3.4

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TOP NON-EDIBLE CATEGORIES VS LAST YEAR FOR LOCKDOWN 1.0~

NON-EDIBLES	\$ SALES	\$ +/- YA	\$ % CHG YA	\$ % CHG PP
TOILET TISSUES	15,943,884	8,781,192	122.6	4.8
PERSONAL WASH	10,041,777	5,819,614	137.8	41.2
LAUNDRY NEEDS	10,162,098	4,384,011	75.9	37.2
CAT FOOD	12,937,911	4,115,594	46.6	28.1
HEALTH SUPPLEMENTS	8,486,993	3,958,611	87.4	28.7
ORAL CARE	9,143,246	3,692,128	67.7	30.2
HOUSEHOLD CLEANERS	6,533,098	3,689,830	129.8	26.4
DISHWASH	6,597,698	3,381,559	105.1	49.4
SANITARY PROTECTION	6,172,263	2,993,173	94.2	47.5
FOODWRAPS AND BAGS	8,247,400	2,946,777	55.6	29.3
PATENT MEDICINES REMEDIES	6,473,340	2,773,394	75.0	8.3
DOG FOOD	8,676,422	2,713,511	45.5	29.7
COUGH & COLD TREATMENTS	3,779,682	2,543,784	205.8	55.4
NAPPIES	6,886,403	2,471,390	56.0	37.8
HAIR CARE	7,998,677	2,416,025	43.3	29.5
FACIAL TISSUES	3,255,186	1,864,834	134.1	21.5
BABY NEEDS	3,468,611	1,641,819	89.9	41.6
TOBACCO	17,781,075	1,532,059	9.4	11.8
PAPER TOWELS	2,852,875	1,431,462	100.7	29.1
PET ACCESSORIES	5,114,829	1,302,613	34.2	18.2

TOP NON-EDIBLE CATEGORIES VS LAST YEAR FOR LOCKDOWN 2.0#

NON-EDIBLES	\$ SALES	\$ +/- YA	\$ % CHG YA	\$ % CHG PP
PATENT MEDICINES REMEDIES	7,006,222	3,468,835	98.1	55.3
TOILET TISSUES	10,225,696	3,004,191	41.6	34.9
PERSONAL WASH	6,282,368	2,466,696	64.6	43.9
HOUSEHOLD CLEANERS	4,024,239	1,393,012	52.9	32.5
LAUNDRY NEEDS	6,652,723	1,187,528	21.7	13.3
FOODWRAPS AND BAGS	6,030,237	1,118,653	22.8	9.9
DISHWASH	4,283,972	1,031,947	31.7	18.4
CAT FOOD	9,900,833	990,928	11.1	4.4
ORAL CARE	6,224,189	829,320	15.4	7.2
PET ACCESSORIES	4,705,304	822,118	21.2	6.6
HEALTH SUPPLEMENTS	5,299,131	614,923	13.1	4.0
DOG FOOD	6,608,749	606,325	10.1	3.0
PAPER TOWELS	1,949,374	533,627	37.7	21.3
HAIR CARE	5,642,355	464,632	9.0	6.8
KITCHENWARE & HOMEWARE	2,074,423	416,327	25.1	8.3
SANITARY PROTECTION	3,531,086	305,403	9.5	8.8
RUBBER GLOVES	495,009	247,838	100.3	68.3
TOILET CLEANERS	1,097,630	202,450	22.6	13.6
AIRCARE	1,074,736	201,238	23.0	1.3
SKINCARE	3,010,294	191,024	6.8	0.9

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