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News Release

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FOR IMMEDIATE RELEASE

VALUE FOR MONEY AND LOW PRICES NOW KEY DRIVERS FOR TAIWAN'S GROCERY SHOPPERS

Over Two Thirds Now More Price Sensitive: Nielsen ShopperTrends 2009

Taipei, April 1, 2009 – With Taiwanese consumers' confidence at a record low amidst a deepening global financial crisis, grocery shoppers are tightening their purse strings and becoming increasingly price driven, according to the latest ShopperTrends report released by The Nielsen Company.

According to the latest Nielsen ShopperTrends 2009 report released today in Taiwan, 62 percent of Taiwanese grocery shoppers claim to have become more price-sensitive, especially females over 35 and low household income shoppers – with around three in four of these respondents claiming to be more price sensitive when it comes to their grocery shopping.

Post Exchange appears to have successfully capitalized on this trend with its low price strategy, and as a result has grown in popularity as the channel where 17 percent of all Taiwanese shoppers spend the majority of their grocery dollars. Furthermore, on average, consumers increased their monthly shopping frequency to Post Exchange from twice to three times a month.

Hypermarkets, Supermarkets and Post Exchange: Value for Money and Low Price Now Very Important

'The financial crisis and global recession have forced consumers to become more budget conscious and are seriously tightening their purse-strings. Providing "*value for money*" food and groceries and "*low price*" items have now become key criteria



for consumers when choosing where to shop for groceries. However, the most important factor in 2007 - *'convenient to get to'* - was down to fourth place in 2008 for hyper and supermarkets, and dropped to sixth for personal care stores. "Obviously, consumers are not willing to travel further for lower priced groceries," said Jennifer Wang, Managing Director, The Nielsen Company Taiwan.

Convenience Stores: All About Ready-to-Eat Food

Convenience Stores are another key channel for out of home eating, especially for office workers. According to Nielsen's ShopperTrends report, 'high quality ready to eat food and drinks' and 'delicious ready to eat food' have become key considerations when choosing a Convenience Store. Nielsen ShopperTrends also reveals that providing *'own brand products'* and *'having a membership reward system'* are greatly appreciated by Convenience Store shoppers in 2008. As for Personal Care stores, Taiwanese consumers look for *'easy to find what I need'* and *'low prices for most items'*.

High Loyalty for Vitamins and Face Care Products

It is clear that consumers are scrimping and saving, especially for specific categories. Consumers' brand loyalty toward biscuits, snacks, shampoos and laundry detergents is low. Nielsen ShopperTrends shows that over 60 percent of consumers would *'buy an alternative brand'* for these if their usual brands were out of stock. In contrast, when shopping for vitamins, 42 percent would rather *'wait till it's available'*, and 36 percent claimed they would go to another retailer to find the brand they want. When shopping for face care products, about one third of respondents would either wait until their usual brand is available or buy in another store.

About Nielsen ShopperTrends

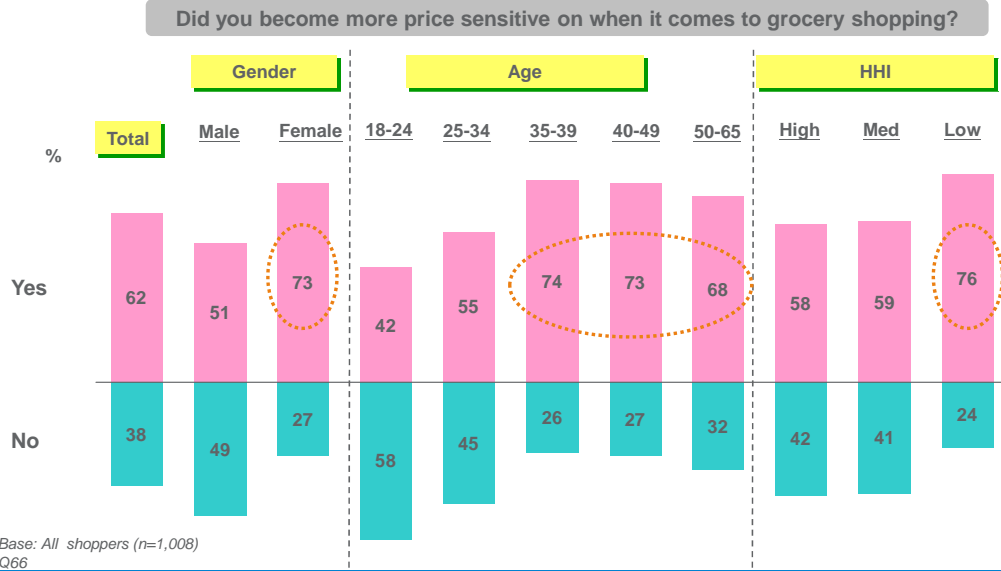
Nielsen ShopperTrends is the most comprehensive report on the grocery retailing and shopper environment in Taiwan. Nielsen ShopperTrends offers essential insights into the behavior, thinking and perceptions of shoppers in relation to how they choose their stores. It covers: relationship between trade sectors and shoppers, and key shopping decision influences. The Nielsen 2009 ShopperTrends was conducted from September 29 to October 27, 2008 among 1008 aged 15 to 65 respondents in Taiwan.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit www.nielsen.com.

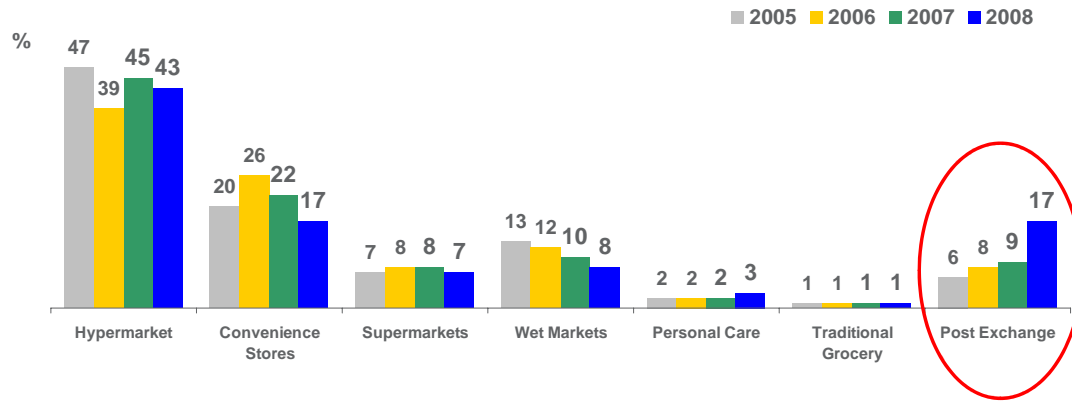
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62% of all shoppers say they have become more price sensitive when grocery shopping, specially 35+ Females.



As a result, Post Exchange capitalized on this trend with its low price strategy, and grew significantly as the channel that shoppers spent the most.

Trade Sectors where Shoppers spend most money – 2005/2006/2007/2008



Base: All respondents (n=1015 in 2005, 1009 in 2006, 1000 in 2007, 1008 in 2008)

Ref: Q7d

For Hyper/Supermarkets/PX, “Value for Money” tops the chart

Hyper/Supermarkets Image Profile Analysis - IMPORTANCE ORDER 2008 VS 2007

	2007	2008	排名變化
Good value for money	5	1	4
Low prices for most items	7	2	5
Easy to quickly find what I need	4	3	1
Convenient to get to	1	4	-3
Always have what I want in stock	3	5	-2
Has high quality brands	15	6	9
Attractive and interesting promotions	8	7	1
Has wide range of well known brands	11	8	3
Everything I need in the one shop	2	9	-7
Well presented display of products	9	10	-1
Has membership system that offers great reward	NA	11	NA
Staff provide good service	12	12	0
High quality prepared meals	21	13	8
Provides their own brands of groceries	16	14	2
Clean and hygienic store	13	15	-2
Pleasant store environment	14	16	-2
Has programs that reward regular purchase	17	17	0
Ease of parking	6	18	-12
Efficient checkout counters	18	19	-1
Spacious	10	20	-10
High quality fresh food	20	21	-1
Fresh fruit & vegetables	NA	22	NA
Fresh fish & meat	NA	23	NA
Wide range of fresh fish & meat	19	24	-5
Wide range of fruit & vegetables	22	25	-3
Signboard of the shop is eye-catching	NA	26	NA

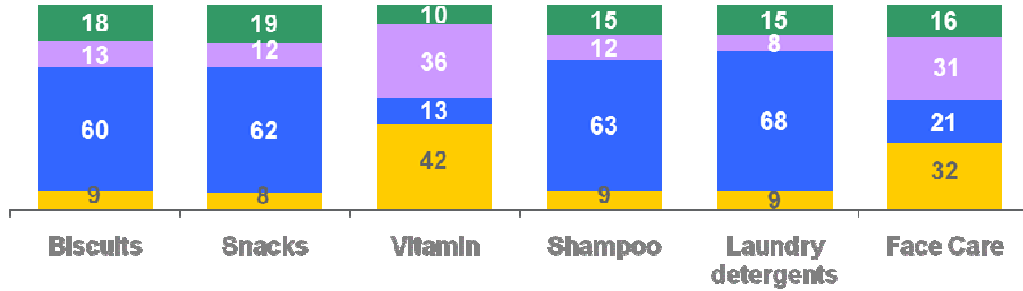
Grocery shopping



Brand is a key factor when buying OTC and face care products

Brand Loyalty
- on each Product Category -

Q. If you were buying <Product category> from your usual store and it's not available, would you....."



- Look for the same brand but choose something that is slightly different from what you normally buy
- Buy the same brand at another store
- Buy an alternative brand
- Wait until it was available

Base: All who buy the products regularly

Ref: Q31, 33, 35, 37, 39, 41