

Total Revenue

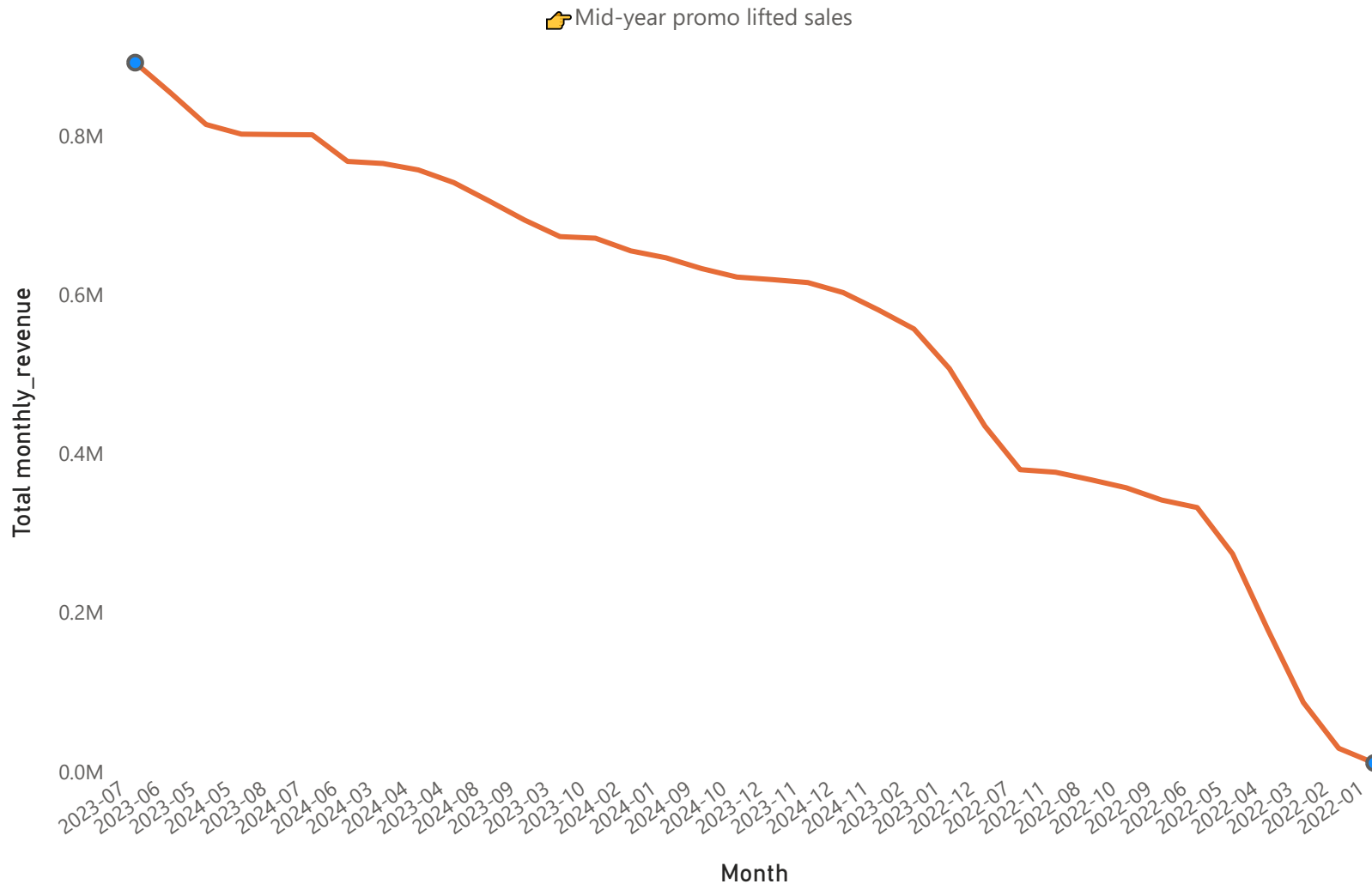
19.95M

Total units

4M

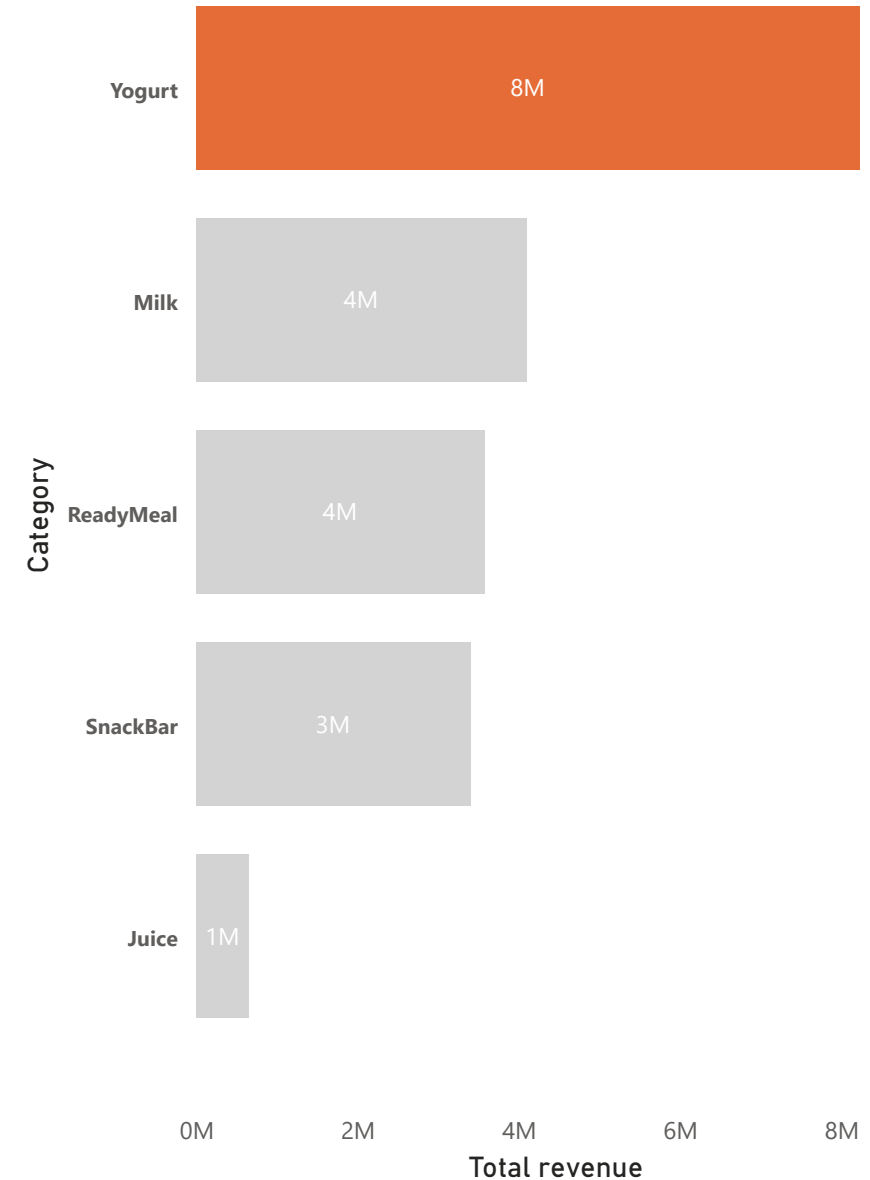
Revenue peaked in Q2 2023, driven by mid-year sales boost

👉 Mid-year promo lifted sales



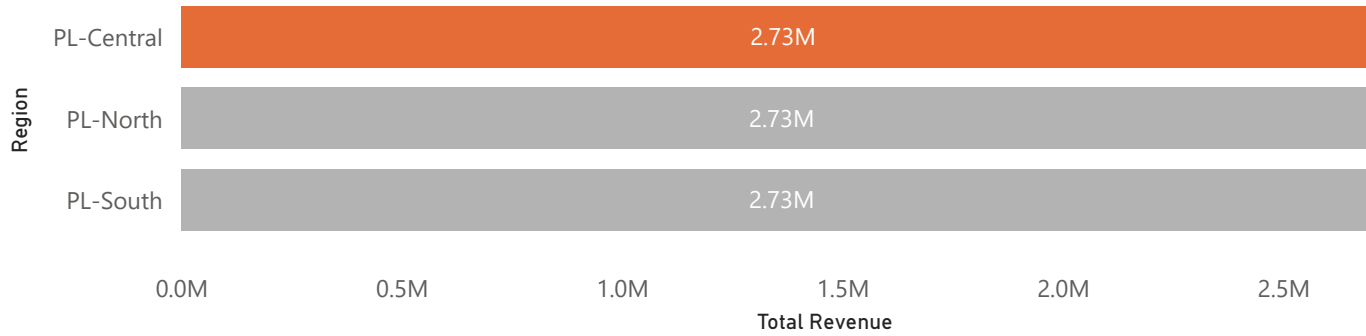
Yogurt contributes 40% of FMCG revenue — the largest among all categories.

👉 This is 2x higher than Milk category



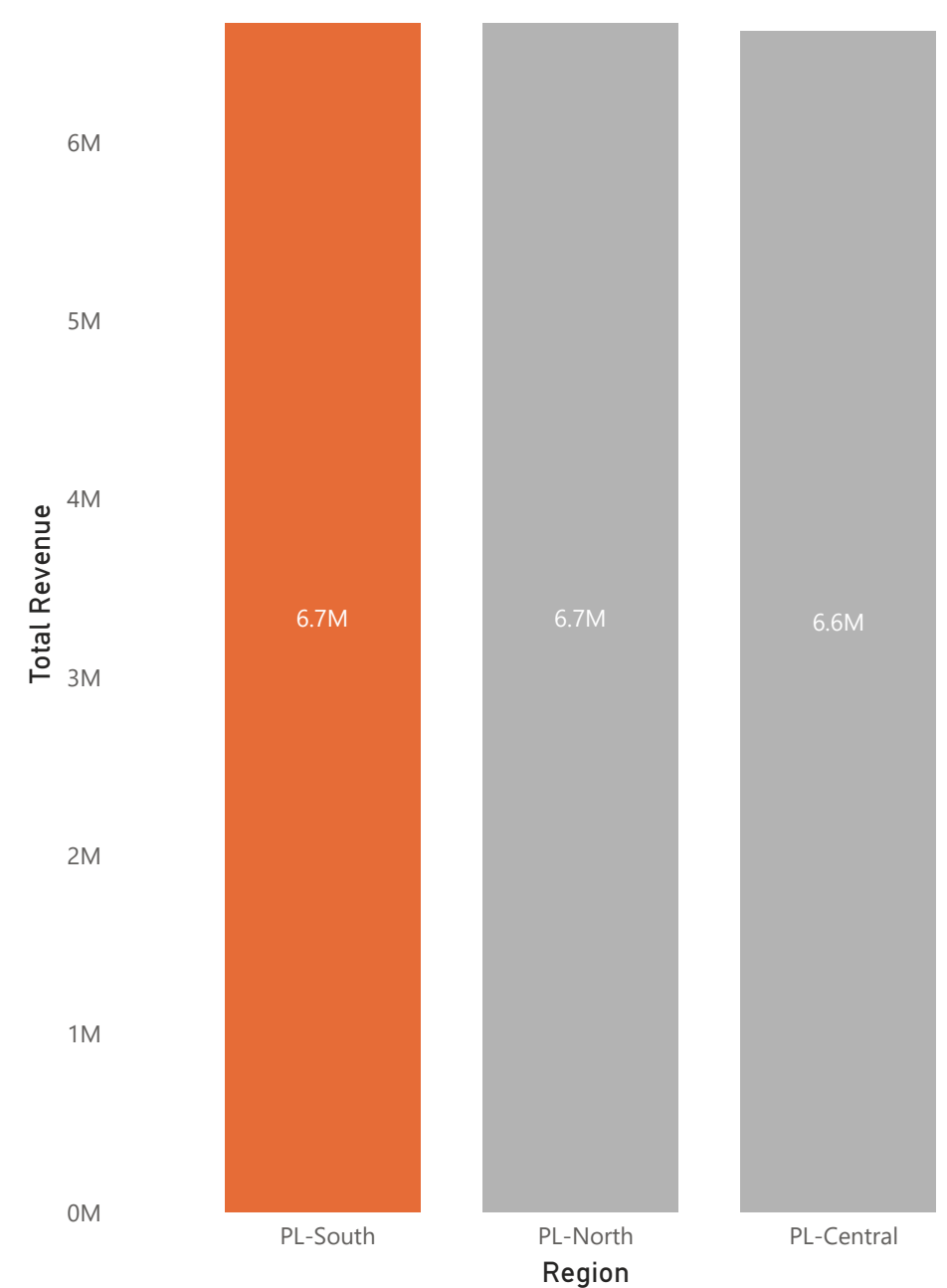
### Top Stock Keeping unit contributes 12% of total revenue

👉 This single SKU outperforms other products by a wide margin



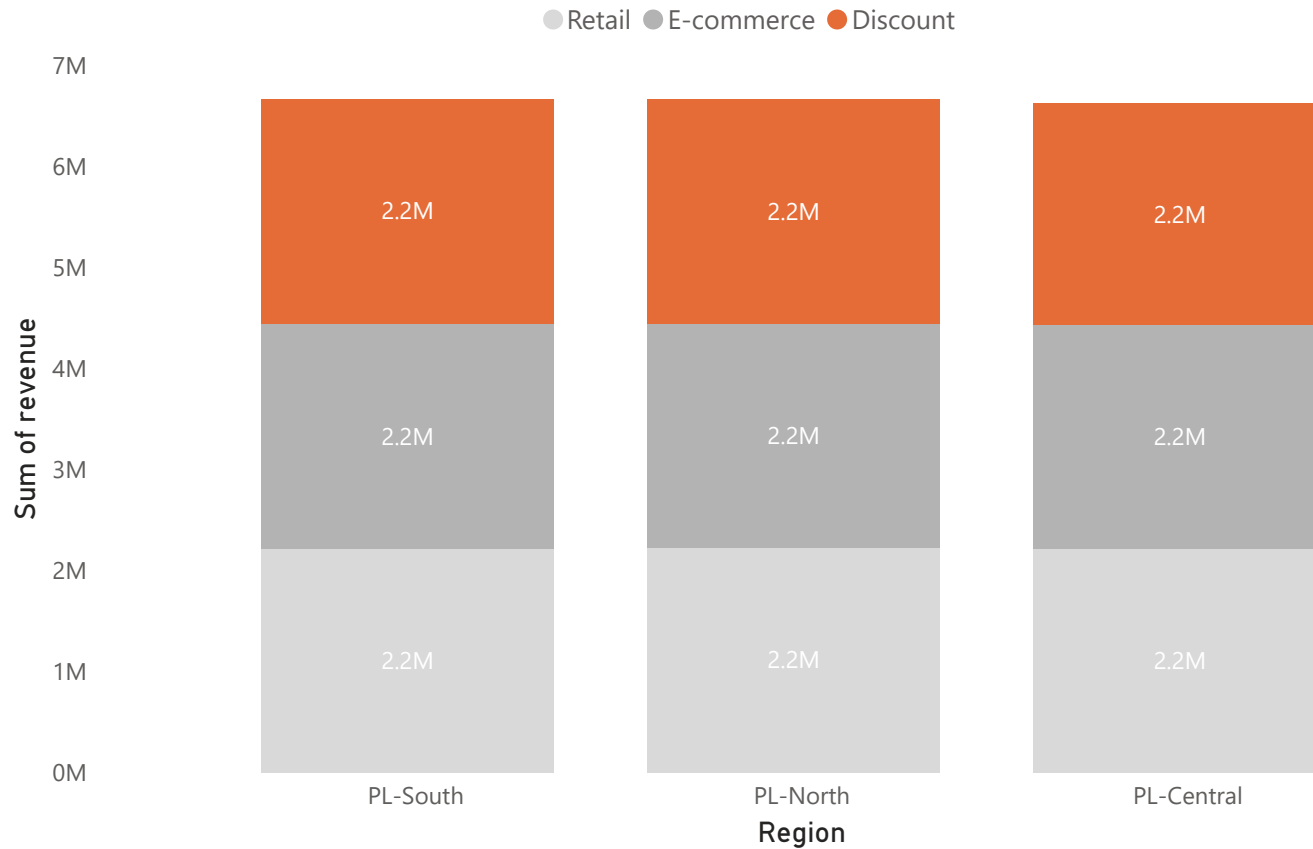
### PL-South Region dominates FMCG sales

👉 PL-South alone contributes 40% of revenue



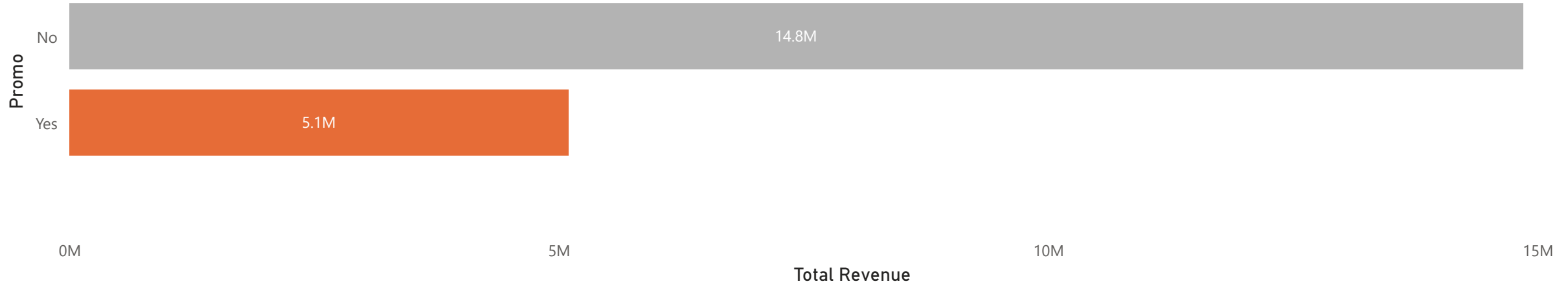
### Discount stores grew fastest, doubling share since 2022

👉 Discount channel shows 2x growth compared to 2022, outpacing Retail & E-commerce



## Promotions drive 20% of FMCG revenue despite being less frequent

👉 Promotions contribute 20% of FMCG revenue despite being less frequent



## Promotions boost units sold by 1.5x but margins may be lower

👉 Promotions lift units sold by 1.5x, but margins may be lower

