Belgische Mededingingsautoriteit
Autorité belge de la Concurrence
Belgian Competition Authority

Recent Trends in Fast Moving Consumer Good Prices in Belgium and a Comparison with the Netherlands, France and Germany

Descriptive Statistics on Retailer and Manufacturer Selling Prices
Euromonitor Passport Data

Working Study CET-24-001

- 25 January 2024 -

Executive summary

This study presents descriptive statistics based on "Euromonitor Passport" data on retailer and manufacturer sales values and volumes for Belgium, the Netherlands, France and Germany, for the period 2013-2022 for 8 "industries": (i) alcoholic drinks, (ii) soft drinks, (iii) hot drinks, (iv) staple food (e.g. pasta, rice and canned food), (v) dairy products & alternatives, (vi) snacks, (vii) cooking ingredients & meals, and (viii) beauty & personal care products. This data allows to construct cross-country price ratios at different levels of the supply chain and analyze changes therein over time.

Although there are diverse and persistent differences in the average retailer price levels between Belgium and the neighboring countries, the results show that, for almost all industries, the average retailer selling price at industry-level has been increasing less rapidly (or decreasing more rapidly) in Belgium compared to all three neighboring countries over the 2018-2022 period. In other words, the average cross-country retailer price differences have generally been evolving to the benefit of Belgian consumers of fast moving consumer goods in recent years.

In addition, in particular for the alcoholic and soft drinks industries, the differences in average manufacturer selling prices are more pronounced than differences in retailer selling prices to the disadvantage of Belgium compared to all three neighboring countries. Furthermore, the relative reduction of gross retail margins in Belgium in those industries has contributed more to the recent favorable changes in retailer price differences for Belgium than relative changes in manufacturer price differences. In other words, the recent trends in cross-country retailer price differences to the benefit of Belgian consumers for the alcoholic and soft drinks industries are mainly driven by a relative reduction in the gross margin of retailers and not, or to a lesser extent, by relative changes in average manufacturer selling prices.

The same pattern also emerges for most of the other industries in comparison to the Netherlands. However, the relationship between Belgian retailer and manufacturer price levels and trends in comparison to France and Germany is less clearcut.

Overall, it is likely that the recent trends in average retailer selling price differences to the benefit of Belgian consumers can be explained, at least in part, by the recent increase in competition in the Belgian retail sector. However, the study also points out that for some industries (in particular the alcoholic and soft drinks industries) the differences in manufacturer selling prices to the disadvantage of Belgium seem to be persistent. Therefore, "territorial supply constraints" (i.e. multinational firms supplying identical or very similar products at different prices to retailers across countries, typically in the disadvantage of relatively small countries like Belgium) remain an important topic to keep on the (Belgian and EU) policy agenda.

Finally, it is important to note that the reported statistics on differences in average retailer and manufacturer prices do not control for composition effects. So, the observed average price differences are possibly driven by different pricing behavior (of similar products) of manufacturers and retailers across the countries, but also by different consumption patterns of consumers and institutional differences, like different tax policies. Further investigation into the decomposition of these different elements is required.

Samenvatting

Deze studie presenteert beschrijvende statistieken op basis van “Euromonitor Passport” gegevens over de verkoop in waarde en volume van detailhandelaars (vnl. supermarkten) en fabrikanten voor België, Nederland, Frankrijk en Duitsland, voor de periode 2013-2022 voor 8 "industrieën": (i) alcoholische dranken, (ii) frisdranken, (iii) warme dranken, (iv) basisvoeding (vb. pasta, rijst, conserven), (v) zuivelproducten & alternatieven, (vi) snacks, (vii) kookingrediënten & bereide maaltijden, en (viii) schoonheids- & persoonlijke verzorgingsproducten. Deze gegevens maken het mogelijk om prijsverhoudingen tussen landen te construeren op verschillende niveaus van de toeleveringsketen en veranderingen daarin in de loop van de tijd te analyseren.

Hoewel er diverse en aanhoudende verschillen zijn in de gemiddelde detailhandelsprijsniveaus tussen België en de buurlanden, tonen de resultaten aan dat voor bijna alle industrieën de gemiddelde detailhandelsverkoopprijs op industrieniveau minder snel is gestegen (of sneller is gedaald) in België in vergelijking met alle de drie buurlanden over de periode 2018-2022. Met andere woorden, de gemiddelde prijsverschillen tussen de verschillende landen zijn de laatste jaren over het algemeen geëvolueerd in het voordeel van de Belgische consumenten van dagelijkse consumptiegoederen.

Bovendien zijn, in het bijzonder voor de alcoholische dranken en frisdranken, de verschillen in de gemiddelde verkoopprijzen van de fabrikanten meer uitgesproken dan de verschillen in de verkoopprijzen van de detailhandelaars, in het nadeel van België in vergelijking met de drie buurlanden. Bovendien heeft de relatieve verlaging van de gemiddelde bruto detailhandelsmarges in België in deze industrieën meer bijgedragen aan de recente gunstige veranderingen in de detailhandelsprijsverschillen voor België dan de relatieve veranderingen in de fabrikantenprijsniveaus. Met andere woorden, de recente trends in de detailhandelsprijsverschillen voor alcoholische dranken en frisdranken in het voordeel van de Belgische consument worden voornamelijk veroorzaakt door een relatieve verlaging van de brutomarge van detailhandelaars en niet, of in mindere mate, door relatieve veranderingen in de gemiddelde verkoopprijzen van fabrikanten.

Hetzelfde patroon komt naar voren voor de meeste andere industrieën in vergelijking met Nederland. De relatie tussen de prijsniveaus en -trends van de Belgische detailhandelaars en fabrikanten in vergelijking met Frankrijk en Duitsland is echter minder duidelijk.

Het is waarschijnlijk dat de recente trends in de verschillen in gemiddelde verkoopprijzen van de detailhandel in het voordeel van de Belgische consumenten, ten minste gedeeltelijk, kunnen worden verklaard door de recent toegenomen concurrentie in het Belgische detailhandelslandschap. De studie wijst er echter ook op dat voor sommige industrieën (met name de alcoholische dranken en frisdrankenindustrie) er hardnekkige verschillen zijn in de verkoopprijzen van fabrikanten in het nadeel van België. Daarom blijven "territoriale leveringsbeperkingen" (d.w.z. multinationale ondernemingen die in verschillende landen identieke of zeer gelijkaardige producten leveren aan kleinhandelaars tegen verschillende prijzen, meestal in het nadeel van relatief kleine landen zoals België) een belangrijk onderwerp om op de (Belgische en EU) beleidsagenda te houden.

Tot slot is het belangrijk op te merken dat de statistieken over verschillen in gemiddelde detailhandelaars- en fabrikantenprijzen geen rekening houden met samenstellingseffecten. De waargenomen gemiddelde prijsverschillen worden dus mogelijk veroorzaakt door verschillend prijsgedrag (van vergelijkbare producten) van fabrikanten en detailhandelaars in de verschillende

landen, maar ook door verschillende consumptiepatronen van consumenten en institutionele verschillen, zoals verschillen in belastingen. Verder onderzoek naar de uitsplitsing van deze verschillende elementen is noodzakelijk.

Résumé exécutif

Cette étude présente des statistiques descriptives basées sur les données Passport d'Euromonitor International. Ces données portent sur les ventes en valeur et en volume des fabricants et des distributeurs détaillants (ex. chaînes de supermarchés) en Belgique, aux Pays-Bas, en France et en Allemagne entre 2013 et 2022 pour huit "industries" : (i) les boissons alcoolisées, (ii) les boissons non alcoolisées, (iii) les boissons chaudes, (iv) les denrées alimentaires de base (ex. pâtes, riz, conserves), (v) les produits laitiers et leurs substituts, (vi) les snacks, (vii) les ingrédients et repas préparés, ainsi que (viii) les produits de soin et de beauté. A partir de ces données, l'ABC a pu déterminer des ratios de prix entre pays à différents niveaux de la chaîne de valeur propre à chaque industrie et de suivre leur évolution dans le temps.

Malgré des différences existantes et durables entre la Belgique et ses pays voisins, les résultats confirment que dans la plupart des industries, le prix moyen de vente au détail a augmenté plus lentement (ou diminué plus rapidement) en Belgique que dans tous les pays limitrophes entre 2018 et 2022. En d'autres termes, les différences de prix moyens entre les distributeurs détaillants des différents pays pour les biens de consommation courante ont généralement évolué en faveur des consommateurs belges au cours des dernières années.

En ce qui concerne les boissons alcoolisées et non alcoolisées, les différences entre les prix de vente des fabricants sont plus prononcées que les différences entre les prix de vente des détaillants, au détriment de la Belgique par rapport à ses pays voisins. En particulier, l'étude indique que la réduction des marges brutes de détail en Belgique a eu un plus grand impact sur les variations relatives des prix de vente des détaillants que l'évolution des prix de vente des fabricants. En d'autres termes, l'évolution récente des écarts de prix entre les distributeurs détaillants des différents pays au bénéfice des consommateurs belges en ce qui concerne les boissons alcoolisées et non alcoolisées, est principalement due à une réduction relative de la marge brute des détaillants et non, ou dans une moindre mesure, à des variations relatives des prix de vente moyens des fabricants.

Cette même tendance émerge également pour la plupart des autres industries, en comparaison avec les Pays-Bas. Cependant, la relation entre les niveaux et évolutions des prix des détaillants et des prix des fabricants en Belgique en comparaison avec la France et l'Allemagne est moins évidente.

Dans l'ensemble, l'évolution récente des écarts de prix entre les distributeurs détaillants des différents pays au bénéfice des consommateurs belges peut s'expliquer, à tout le moins en partie, par l'intensification de la concurrence entre distributeurs détaillants en Belgique. En revanche, l'étude montre que pour certaines industries (en particulier les boissons alcoolisées et non alcoolisées), les différences de prix de vente des fabricants en défaveur de la Belgique semblent persister. A cet égard, l'existence de "contraintes territoriales d'approvisionnement" (par lesquelles des fournisseurs internationaux offrent des biens et produits identiques ou très similaires à des prix différents aux détaillants de différents pays, généralement en défaveur des pays de taille moyenne comme la Belgique) continue de constituer une préoccupation (au niveau belge et européen).

Enfin, il convient de noter que les statistiques rapportées concernant les différences de prix des fabricants et détaillants ne tiennent pas compte des effets de composition. Par conséquent, les différences de prix moyens observées peuvent éventuellement provenir de pratiques de prix différentes (pour des produits similaires) de la part des fabricants et détaillants des différents pays,

de comportements de consommation différents ou bien de disparités d'ordre institutionnel (par exemple, des politiques fiscales particulières). Une étude approfondie est nécessaire pour décomposer ces éléments.

I. Introduction

1. In the aftermath of the COVID-19 pandemic and Russia's invasion of Ukraine, Belgium and many other European economies have faced an intense and long-lasting inflation shock, instigated by a sharp increase in energy prices in 2021, quickly contaminating a broad range of sectors inducing an economy-wide effect.[1] The different industries, among which the food, drinks and non-food daily consumption goods industries, in the supply chains of "Fast Moving Consumer Goods (FMCG)" that are sold by supermarkets and other retailers are very important to the Belgian economy and continue to contribute significantly to the general level of inflation, possibly due to a delayed passthrough of increased production and distribution costs.[2]

2. It is a priority of the Belgian Competition Authority (BCA) to ensure that anti-competitive practices do not further fuel FMCG price increases, or that anti-competitive mergers and acquisitions in the sector facilitating cost pass-through through the supply chain are strictly scrutinized. While the BCA has in the past decade made several important interventions in different industries and at different levels of the supply chain[3], it is also of critical importance to have a broader view on how prices are determined and how they evolve over time, and how this compares to neighboring countries, which is the purpose of the present study.

3. More precisely, this study reports on recent trends in prices for a sample of product categories of FMCG sold in supermarkets in Belgium and makes a comparison with the Netherlands, France and Germany based on Euromonitor Passport data. The dataset contains 8 "industries": alcoholic drinks, soft drinks, hot drinks, staple food, dairy products & alternatives, snacks, cooking ingredients & meals, and beauty & personal care products. The 8 industries are subdivided into 50 "industry-types" (e.g. coffee, within the hot drinks industry) and consist of a total of 390 "product categories" (e.g. fresh ground coffee pods).

4. The dataset used for the analysis includes for every product category estimates of yearly sales values and volumes at retail and manufacturer level, for the period 2013-2022, for Belgium, the Netherlands, France and Germany. Price ratios are calculated to allow a comparison of average price level differences between Belgium and the three neighboring countries over time, both at retail and manufacturer levels. On that basis, it can be investigated to what extent manufacturer price differences contribute to retailer price differences. Likewise, it can also be assessed to what extent changes in manufacturer sales price ratios, on the one hand, and changes in gross retail (and wholesale) margin ratios (incl. taxes), on the other hand, have contributed to recent changes in the retail price ratios.

5. The results show that the average retailer selling price of consumed goods is higher in Belgium compared to Germany for all eight industries over the full sample period. The same holds for the

[1] See, for example, the report of the European Commission on recent developments and driving factors of inflation in the euro area and the EU published on 13 February 2023: https://www.consilium.europa.eu/media/62958/inflation-note.pdf.

[2] See, for example, the report of the Price Observatory on recent price evolutions and price-passthrough in the agri-food chain in Belgium and comparison with neighboring countries the Netherlands, France and Germany:
NL: https://economie.fgov.be/nl/publicaties/prijsverloop-de-voedingskolom
FR: https://economie.fgov.be/fr/publications/evolutions-des-prix-dans-la

[3] See, for example, 15-IO-19-AUD Grande distribution (infringement case in supply chain of non-food daily consumption goods), 16-CC-10 Ahold-Delhaize (retail merger, cleared with commitments), 22-CC-35 ITM Alimentaire Belgium / Mestdagh (retail merger, unconditionally cleared), 20-CC-02 Dossche Mills S.A. / Ceres S.A. (horizontal merger between two of the largest wheat flour producers in the Belgian market, withdrawn during second phase investigation), 22-CC-22 Ter Beke - Pluma N.V. / Campofrio Food Group Netherlands Holding B.V.en Imperial Meat Products VOF (horizontal merger between two of the largest charcuterie producers in the Belgian market, withdrawn during second phase investigation), etc.

Netherlands, except for the soft drinks industry, for which the average price of consumed good is higher compared to Belgium for the full period, which has also been the case very recently (only in 2022 and not before) for the staple food and dairy products industries. In France the average price is persistently higher compared to Belgium for five industries (alcoholic and hot drinks, staple food, snacks and beauty & personal care), while for the other three (soft drinks, dairy products & alternatives and cooking ingredients & meals), the reverse is true. It is important to note, as discussed further below, that these price comparisons do not control for composition effects, so the observed difference are explained, at least in part, by cross-country differences in consumption patterns and not only by different pricing behavior of retailer.

6. The results further show that for most industries recently (for the period 2018-2022) the average retail selling price at industry-level has been increasing less rapidly (or decreasing more rapidly) in Belgium compared to all three neighboring countries (with only a few exceptions, most notably being the hot drinks industry, which however is the smallest industry in term of value in the sample). In other words, the average cross-country retailer price differences have generally been evolving to benefit of Belgian consumers of FMCG in recent years.

7. In addition, for the alcoholic drinks and soft drinks industries, the differences in average manufacturer selling prices (MSP) are more pronounced than the differences in retailer selling prices (RSP) in the disadvantage of Belgian consumers compared to all three neighboring countries. The same pattern also emerges for most of the other industries in comparison to the Netherlands. These differences are less pronounced and mixed in terms of direction (i.e. for some industries/countries the MSP difference is less pronounced) for the processed food industries and beauty & personal care industry.

8. Finally, looking at changes in retailer selling price (RSP) ratios, manufacturer selling price (MSP) ratios and gross retail margin (GRM, defined as RSP minus MSP) ratios over time, the results show that, again for the alcoholic drinks and soft drinks industries, changes in the gross retail margins in Belgium compared to the neighboring countries have contributed more to the recent favorable changes in RSP ratios for Belgium (i.e. the less rapid increase (or more rapid decrease) of average retailer selling prices in Belgium compared to the neighboring countries) than relative changes in MSP ratios. In other words, the recent trends in cross-country retailer price differences to the benefit of Belgian consumers for the alcoholic and soft drinks industries are mainly driven by a relative reduction in the gross margin of retailers and not, or to a lesser extent, by relative changes in average manufacturer selling prices. Furthermore, the same pattern also emerges for most of the other industries in comparison to the Netherlands, while the relationship between Belgian retailer and manufacturer price levels and trends in comparison to France and Germany is less clearcut.

9. This study is complementary to the work of the Price Observatory (PO), who recently published a report[4] documenting consumer price differences between Belgium and the same neighboring countries, based on other data sources (Statbel, Eurostat, NielsenIQ and own desk research on private label prices). In the past (in 2013 and 2018), the Price Observatory has published similar price comparison studies based on NielsenIQ data.[5]

[4] NL: https://economie.fgov.be/nl/publicaties/vergelijking-van-het
FR: https://economie.fgov.be/fr/publications/comparaison-du-niveau-des-prix
[5] NL: https://economie.fgov.be/nl/publicaties/prijzen-analyse-van-de-prijzen-21
FR: https://economie.fgov.be/fr/publications/analyse-des-prix-2017-icn-2

10. It is important to emphasize that the Euromonitor data used in the present study and the NielsenIQ data used by the Price Observatory are different and that the results are therefore not directly comparable. The current study of the PO compares, by analogy with their previous studies in 2013 and 2018, the prices of a sample of identical branded products (with the same barcode) sold in Belgian supermarkets with the prices at which these products are sold in the Netherlands, France and Germany, respectively, for the period 2021Q4-2022Q4. A major added value of the Price Observatory's methodology is that prices of identical products are compared, but by construction this also comes with the limitation that the sample is not representative for the entire product range sold in supermarkets. Private label products (which are usually cheaper than similar branded products), for example, are not included in the NielsenIQ sample.[6]

11. The present study based on Euromonitor Passport data for the period 2013-2022 allows for a price comparison between Belgium and the same three neighboring countries for a broad range of product categories sold in supermarkets, taking into consideration all products sold within those product categories. By construction, this methodology has the limitation that there may be compositional differences in consumption patterns across the products contained in the product categories across the different countries, which may explain at least part of the observed price differences. For example, Belgian consumers do not necessarily purchase the same brands for fresh ground coffee pods in the same proportion than the consumers in the neighboring countries (and the more detailed brand-level data that is available for hot drinks shows that this is indeed the case). These composition effects also increase when the product category data is aggregated to industry-type or industry level, as reported below. It is therefore important to keep in mind that the reported results on cross-country price ratios and their changes over time reflect not only differences in pricing behavior of manufacturers and retailers, but also differences in consumption patterns (and possibly changes therein in reaction to price changes) and institutional differences (e.g. different tax policies).

12. Both studies are thus complementary and together hopefully lead to a better understanding of price levels and pricing patterns of products sold in Belgian supermarkets compared to those in neighboring countries. The findings of both studies are in line in the sense that, for example, they also report a lesser increase in consumer food and soft drinks prices in Belgium than in neighboring countries in recent years. A more detailed comparison of the findings of both studies and their joint policy implications are further discussed in the concluding section below.

13. The remainder of this report is organized as follows. Section II presents a detailed description of the data. Section III explores retail selling price ratios for Belgium with respect to the Netherlands, France and Germany and their evolution. Moving forward, section IV takes a closer look at manufacturer price ratios, and assesses the contribution of manufacturer price ratio variation to retail price differences over time. Section V discusses the methodology used and gives an overview of subsequent analyses and robustness checks to perform in future work. Finally, section VI concludes.

[6] To accommodate this limitation, the PO expanded the analysis in the most recent publication, also reporting differences in the evolution of harmonized consumer price indices and price level indices across countries and investigating price differences for a sample of similar private label products across the four countries.

II. Data description

II.1 Euromonitor Passport data

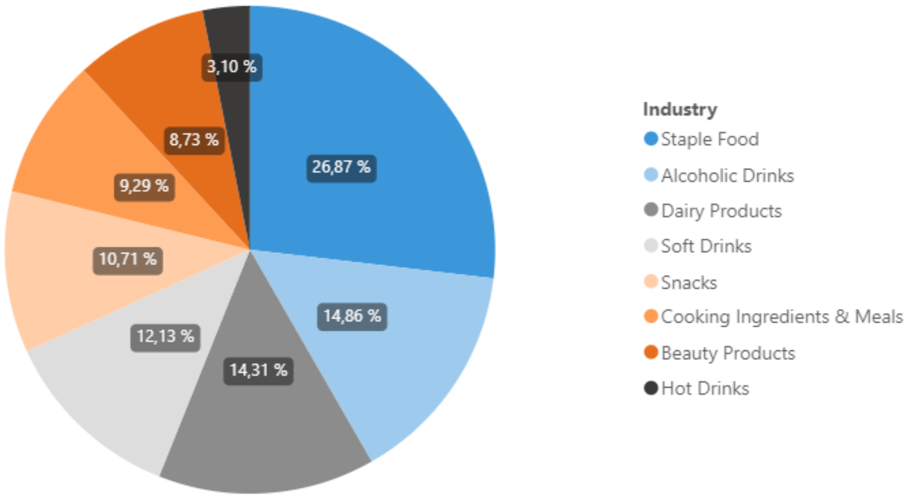
14. The used “Market Sizes” data in Euromonitor Passport contains yearly “Retailer Selling Price (RSP)” and “Manufacturing Selling Price (MSP)” total sales value (in thousand euros), and total retail sales volume (in tons, liters or units, depending on the product category) for the period 2013-2022.

15. Euromonitor derives RSP total sales value and volume based on primary research, which consists of desk research, store checks and trade interviews with key players, covering market shares, company performances, markups and internal sales data. This information is further analyzed alongside secondary research, including databases from imports, government records, trade press, and any other publications providing valuable insights. This process, integrated into the multi-sourced methodology, also allows to approximate mark-ups at both the wholesaler/distributor and retailer levels. The MSP value is derived by subtracting from the RSP an estimated wholesale mark-up and retail mark-up (including retail taxes (VAT)) for each product category in each country. These figures are regularly updated as part of each research cycle, ensuring the ongoing accuracy and relevance of the analyses. [7]

16. This data is analyzed below for 8 industries, further subdivided into 50 industry-types and 390 detailed product categories.

17. To illustrate this, the following chart gives an overview of the relative weight of the 8 industries in terms of total retail sales value in Belgium in 2022:

Figure 1: Industry share in total retail sales value in Belgium in 2022 (in %)



18. Appendix B reports in more detail the relative weight in total retail sales value of the different industry-types within the 8 industries in Belgium in 2022.

19. It is useful to remark at this point that the reported value shares for Belgium of industry-types within industries (and also those of product categories within industry-types) can substantially differ

[7] A more detailed description of Euromonitor's methodology can be found in appendix A.

from those in the neighboring countries. Within the alcoholic drinks industry, for example, in Belgium and France the value share of wine is relatively high compared to Germany and the Netherlands, while the reverse is true for beer, for which in France the value share is relatively low. This example illustrates that compositional differences in consumption patterns across countries are important to take into consideration when interpreting the reported differences in price levels and changes therein over time below.

II.2 Derived variables

20. The following variables are constructed using the data described above:

a. RSP: the unit retailer selling price, calculated by dividing RSP total sales value by total retail sales volume, at product category level. Thus, depending on the volume measure of the product category, this is the average price per kilogram, per liter, per unit, etc. within a country. The volume measure of a given product category is always the same across the four countries.

b. MSP: the unit manufacturing selling price, calculated by dividing MSP total sales value by total retail sales volume, at product category level.

c. GRM: the combined gross retailer and wholesaler (if relevant) margin, including taxes, calculated as RSP minus MSP.

d. RSP ratio with respect to country X: RSP country X divided by RSP Belgium. Hence, when the RSP ratio is for example equal to 1,20, this means that the average price paid by consumers in country X is 20% higher than in Belgium. This price difference can be due to different pricing behavior of retailers across countries, but also due to different consumption patterns (i.e. different composition of the consumption basket) or other institutional differences (e.g. different tax policies).

e. MSP ratio with respect to country X: MSP country X divided by MSP Belgium.

f. GRM ratio with respect to country X: GRM country X divided by GRM Belgium.

g. Delta RSP ratio: change of the RSP ratio over time. For example, the delta RSP ratio for 2022 is the RSP ratio for 2022 minus the RSP ratio for 2021, multiplied by 100. Then, when the RSP ratio with respect to country X was 1,18 in 2021 and 1,20 in 2022, the delta RSP ratio for 2022 was 2%, meaning that the already positive average price difference between country X and Belgium was becoming larger. However, when the RSP ratio was 0,80 in 2021 and 0,82 in 2022, the delta RSP ratio for 2022 is also 2%, but the average price difference between country X and Belgium was becoming smaller. In general, a positive delta RSP ratio means that the average price was increasing more rapidly (or decreasing less rapidly) in the neighboring country compared to Belgium.

h. Delta MSP ratio: change of the RSP ratio over time. For example, the delta MSP ratio for 2022 is the MSP ratio for 2022 minus the MSP ratio for 2021, multiplied by 100.

i. Delta GRM ratio: change of the GRM ratio over time. For example, the delta GRM ratio for 2022 is the GRM ratio for 2022 minus the GRM ratio for 2021, multiplied by 100.

21. When the described variables at product category level are aggregated at industry or industry-type level in the main text below, the following methodology is applied: average RSP, MSP and GRM is calculated by using the total sales value (in euros) per product category as weights and subsequently variables d. to i. are calculated as described above.

22. The reason for using sales value weights and not sales volume weights is that the volume measure of product categories can differ within industry-types. For example, within the “Baby and Child-specific Products” industry-type, some product categories are expressed in liters (e.g. Baby and Child-specific Hair Care), some in tons (e.g. Nappy (Diaper) Rash Treatments) and some in units (e.g. Baby Wipes), so volume weights cannot be used for aggregation.

23. An implication of aggregating with value weights rather than volume weights, is that relatively high RSP (and also MSP and GRM) product categories have higher weight in the aggregation. When the RSP (and MSP and GRM) ratios of these product categories are also more pronounced (i.e. if average price differences for relatively high priced product categories are also bigger), then the aggregated price ratios at industry-type or industry level will also be more pronounced compared to when using volume weights. Appendix C replicates all the value weighted tables presented in the main text using volume weights, where relevant splitting them up by different volumes measures. The results show that generally (with some exceptions) the RSP (and MSP and GRM) ratios and time trends therein are indeed less pronounced when using volume weights.

24. The discussion section below will further discuss the implications of the weighting methodologies and the alternatives we plan to explore in future research.

III. Retailer selling price ratios

III.1 Time trends of RSP ratios by Industry for 2013-2022

25. The following graphs show the evolution of the RSP ratios of respectively the Netherlands, France and Germany with respect to Belgium over time and by industry.

*Figure 2: RSP ratios for the **alcoholic drinks** industry*

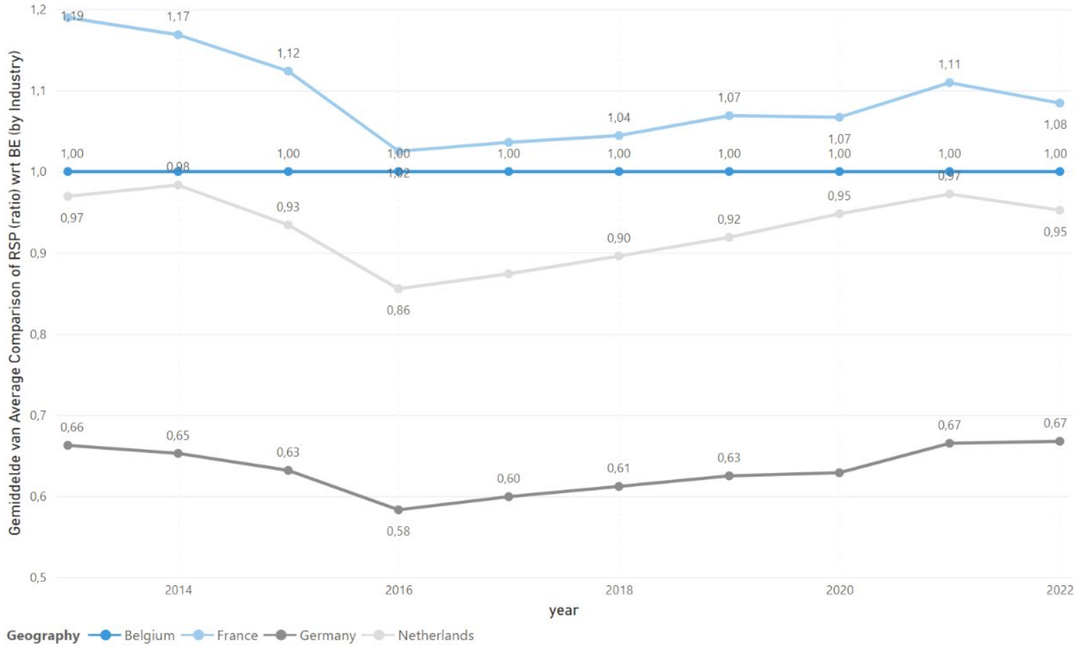


*Figure 3: RSP ratios for the **soft drinks** industry*

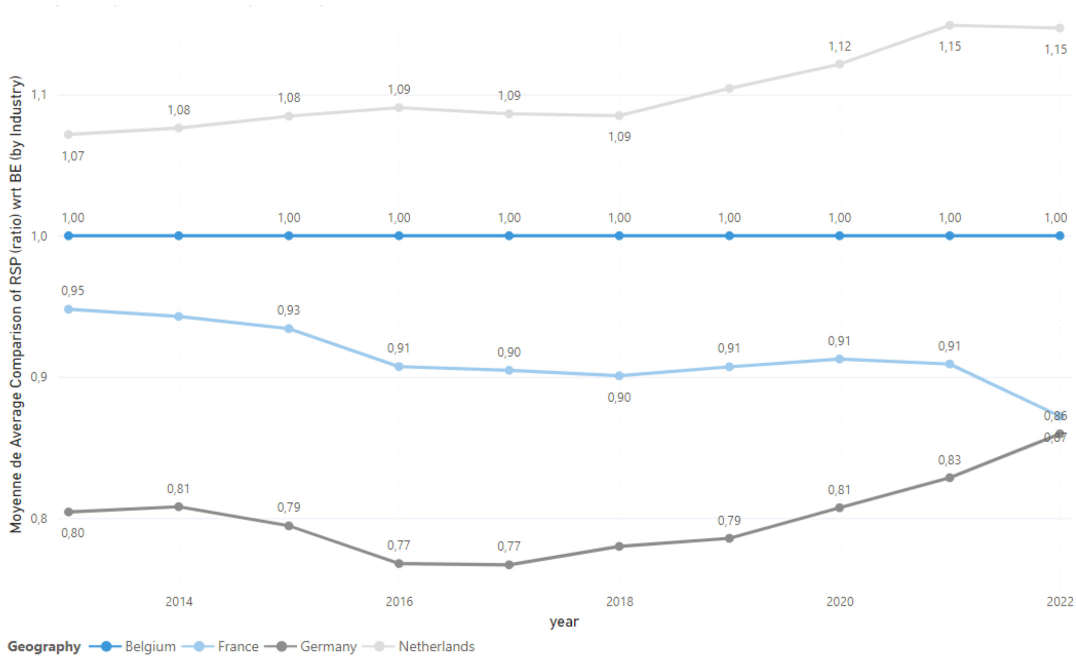


Figure 4: RSP ratios for the ***hot drinks*** *industry*

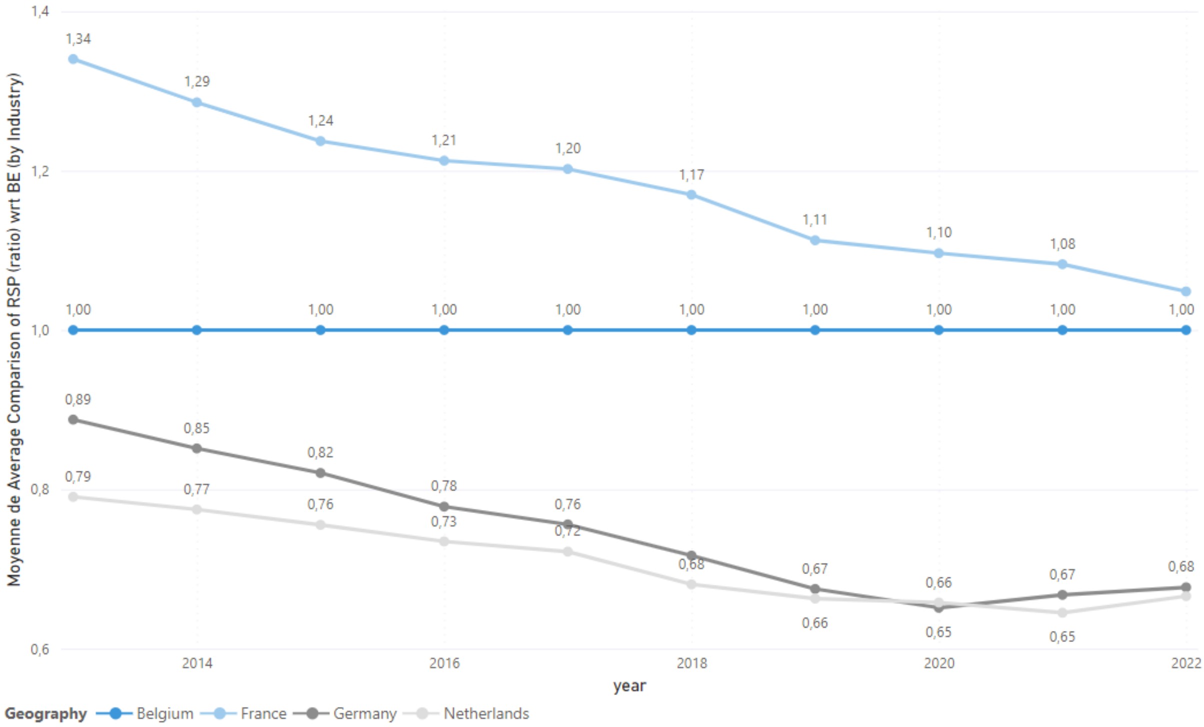


Figure 5: RSP ratios for the ***staple food*** *industry*

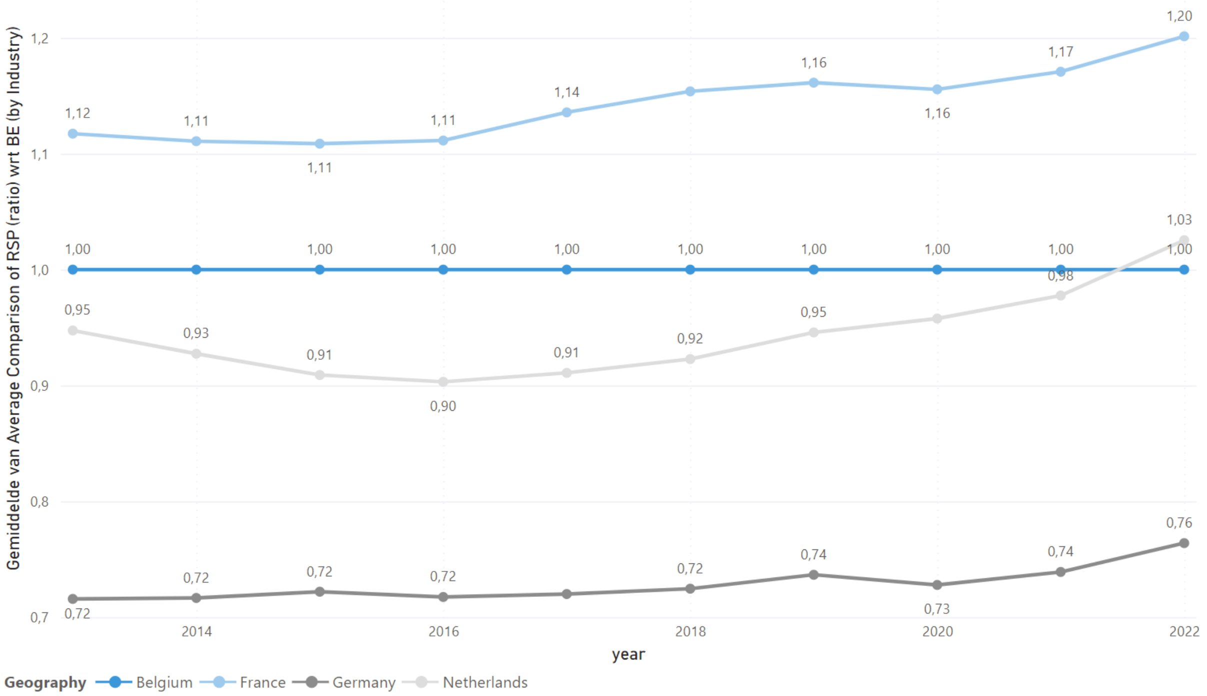


*Figure 6: RSP ratios for the **dairy products & alternatives** industry*

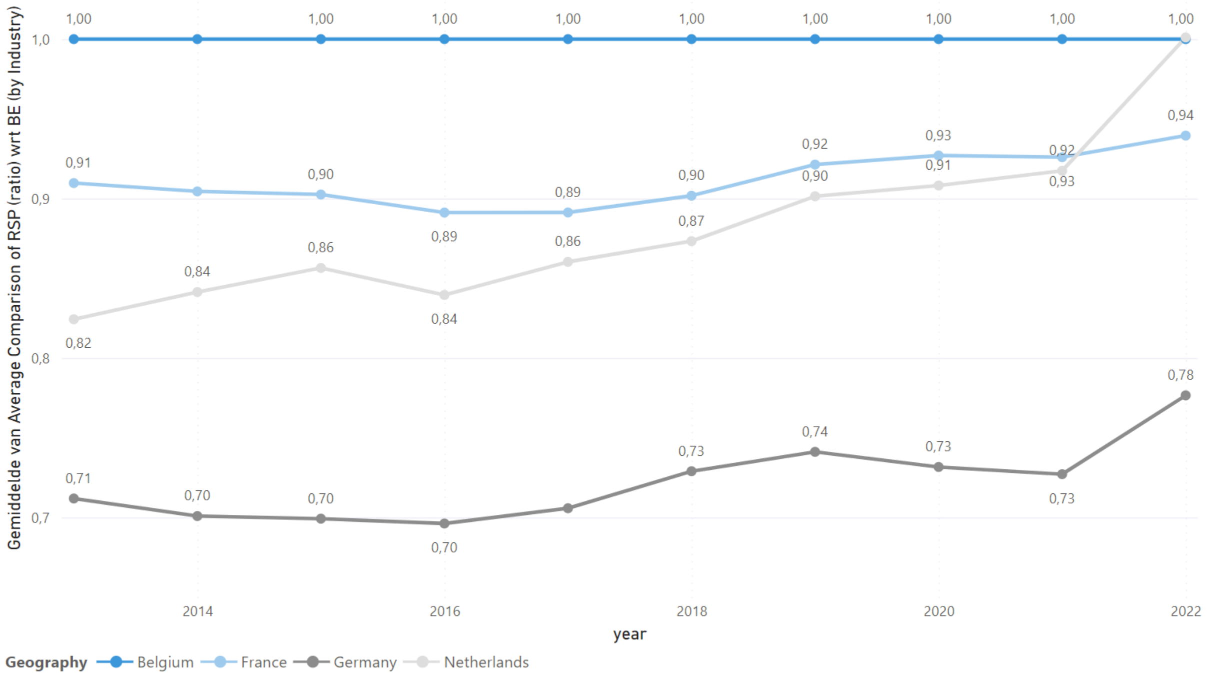


*Figure 7: RSP ratios for the **snacks** industry*

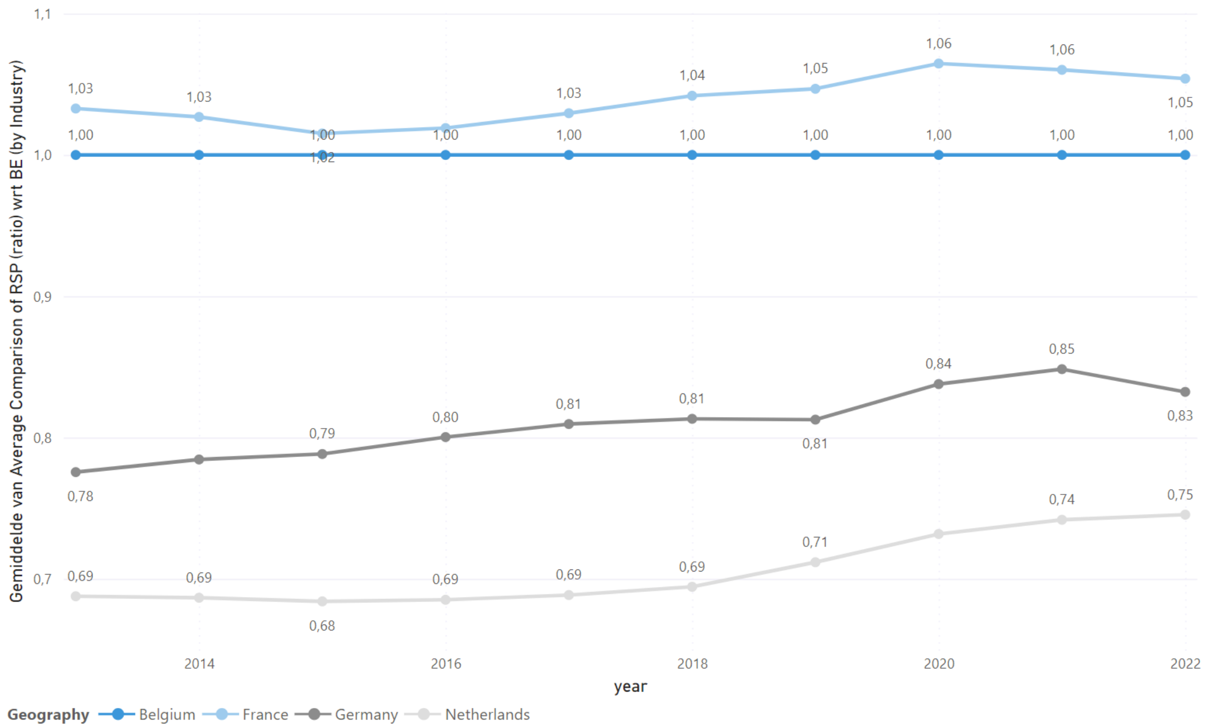


*Figure 8: RSP ratios for the **cooking ingredients & meals** industry*

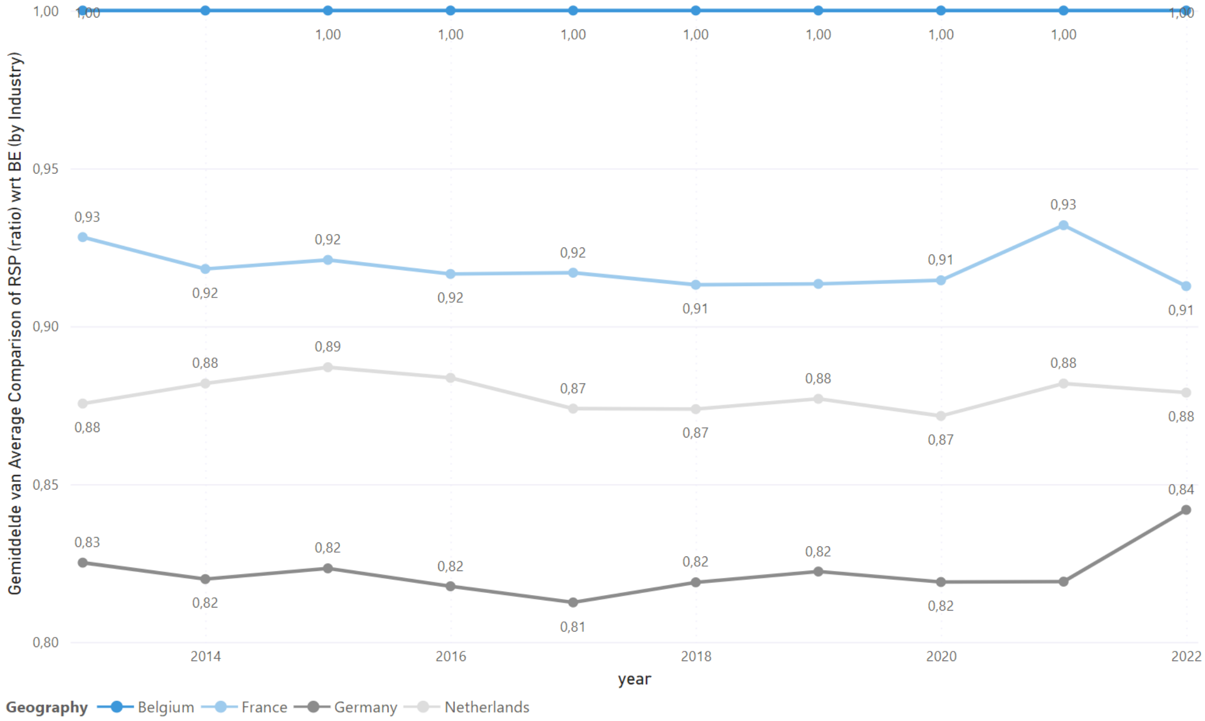
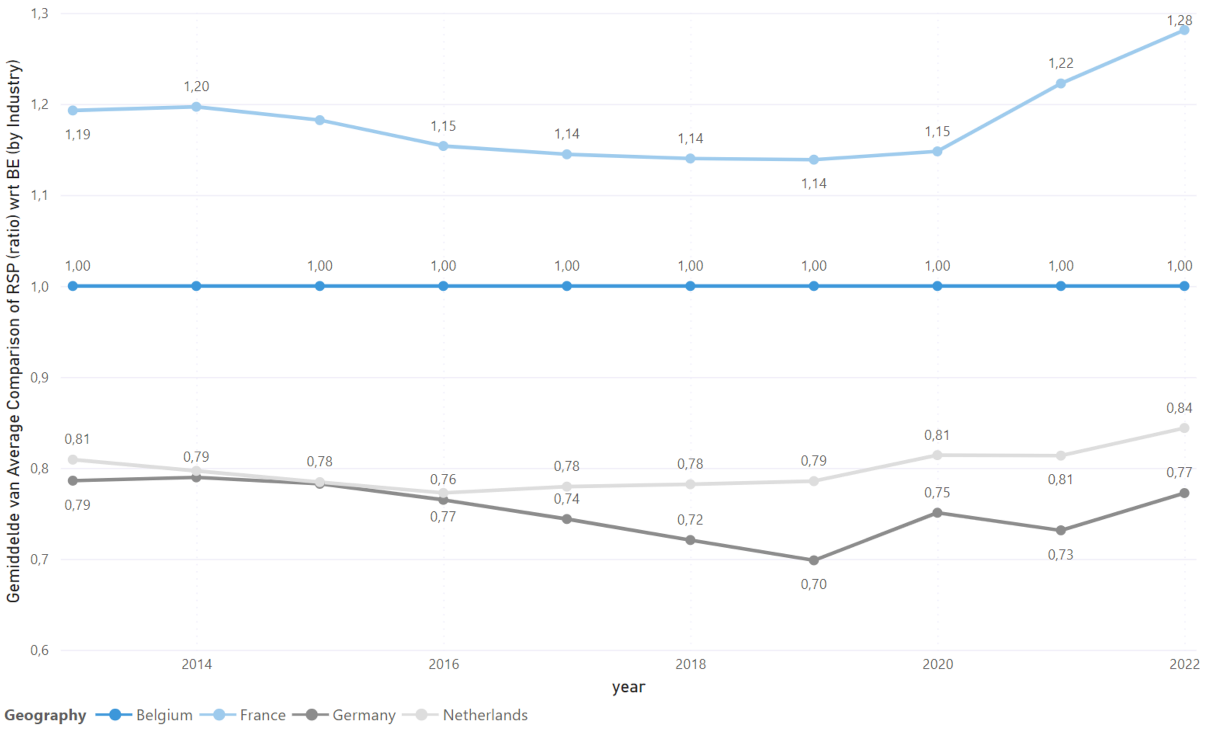


*Figure 9: RSP ratios for the **beauty & personal care** industry*



26. The figures show that for most industries the average retail price of consumed products in Belgium is higher compared to the Netherlands and especially to Germany, and is lower than in France. Exceptions are soft drinks, for which the average price in the Netherlands is highest before Belgium,

and dairy products & alternatives and cooking ingredients & meals, for which the average price in Belgium is highest among the four countries.

27. For most industries, the average price in Belgium is increasing less rapidly (or decreasing more rapidly) than in the other countries in recent years. Usually this trend begins around 2016 or a bit later, but the trend is sometimes reversed in 2022. Exceptions are hot drinks, for which the average price has been increasing more rapidly in Belgium in comparison to the other countries for almost the whole observed time period and cooking ingredients & meals for which the average price differences have remained relatively stable.

III.2 RSP ratios for 2022 and average yearly change for 2014-2022 (and 2018-2022) by industry-type

28. The following tables show the RSP ratios of the Netherlands, France and Germany with respect to Belgium for 2022 and the average yearly delta RSP ratios, i.e. the average yearly change of the RSP ratios (compared to the previous year) over time, for the full sample period (2014-2022) and the five most recent years (2018-2022). The recent trends are reported separately because, as discussed above, for most industries the trend in RSP ratios seems to have reversed from downward sloping or stable to upward sloping around 2016 or a bit later. For the full sample, as a result, the average yearly change of the RSP ratios is almost always close to zero or even negative, but this does not reflect the usually positive recent trends.

29. For the three drinks industries, the results are reported in the following table:

Table 1: RSP ratio and average yearly delta RSP ratio of neighboring countries with respect to Belgium for the drinks industries

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Wine	0,86	0,20%	1,74%	1,06	-0,71%	1,66%	0,58	-0,30%	1,08%
Beer	0,93	0,81%	0,97%	1,05	-0,52%	-0,51%	0,50	-0,43%	-0,56%
Spirits	0,93	-1,19%	0,36%	0,72	-1,15%	0,23%	0,55	-0,58%	0,38%
Alcoholic RTD	1,49	-4,06%	-1,98%	1,02	-2,96%	-3,63%	1,06	-1,59%	-1,14%
Cider/perry	0,88	-1,80%	-2,12%	0,70	0,06%	-0,26%	0,95	0,12%	0,24%
Total Alcoholic Drinks	**0,95**	**-0,17%**	**1,59%**	**1,08**	**-1,14%**	**0,98%**	**0,67**	**0,11%**	**1,42%**
Carbonates	0,76	0,30%	0,51%	0,77	-0,60%	-0,29%	0,56	0,54%	0,84%
Bottled Water	1,66	-5,48%	-4,44%	0,50	-1,85%	-1,73%	0,94	-1,96%	-1,96%
Juice	0,84	-0,01%	-0,21%	0,88	-1,04%	-0,65%	0,90	0,43%	1,74%
Energy Drinks	1,48	3,61%	3,50%	1,31	-3,24%	-1,14%	1,08	-0,31%	1,36%
Soft RTD	0,87	0,92%	0,16%	0,67	-1,58%	-3,92%	0,63	-1,64%	-2,52%
Total Soft Drinks	**1,15**	**0,83%**	**0,93%**	**0,87**	**-0,85%**	**-0,60%**	**0,86**	**0,62%**	**1,54%**
Coffee	0,57	-1,60%	-1,21%	1,06	-4,56%	-3,61%	0,50	-2,92%	-2,62%
Tea	0,75	0,72%	0,83%	0,91	0,45%	0,44%	0,75	0,77%	1,38%
Other Flavoured Hot Drinks	0,57	0,10%	0,15%	1,05	0,35%	0,41%	0,51	0,31%	0,39%
Total Hot Drinks	**0,67**	**-1,39%**	**-1,14%**	**1,05**	**-3,24%**	**-2,74%**	**0,68**	**-2,34%**	**-1,69%**
Total Overall Drinks	**0,98**	**-0,64%**	**0,59%**	**1,31**	**-1,29%**	**0,83%**	**0,79**	**-0,71%**	**0,63%**

30. For alcoholic drinks the table confirms that at industry-level in the recent period 2018-2022 the average price of goods consumed in Belgium is increasing less rapidly (or decreasing more rapidly) compared to the three neighboring countries. It is also confirmed that this seems to be a reversal of trend as the average yearly change over time for the full sample period 2014-2022 is actually negative for the Netherlands and France and positive but close to zero for Germany.

31. For soft drinks, the same pattern emerges. However, the trend remains negative for France, albeit with a decreasing magnitude as the average yearly delta RSP is closer to zero for the recent period. For hot drinks, for the full sample period the average price has been increasing more rapidly (or decreasing more slowly) in Belgium compared to all three neighboring countries, however, this pattern has been decreasing in magnitude in recent years.

32. For the four processed food industries, the results are reported in the following table:

Table 2: RSP ratio and average yearly delta RSP ratio of neighboring countries with respect to Belgium for the processed food industries

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Baked Goods	0,69	0,04%	0,33%	1,09	0,59%	0,73%	0,71	0,26%	0,37%
Processed Meat Seafood and Alternatives to Meats	1,23	0,88%	2,37%	1,21	1,02%	1,74%	0,72	0,52%	0,77%
Processed Fruit and Vegetables	1,15	0,64%	0,97%	1,15	0,01%	0,42%	0,92	0,46%	0,95%
Rice Pasta and Noodles	1,00	1,07%	0,59%	0,74	1,17%	1,10%	0,63	0,88%	1,11%
Breakfast Cereals	0,89	0,82%	0,67%	1,02	0,29%	0,29%	0,62	0,18%	0,09%
Total Staple Food	**1,03**	**0,87%**	**2,04%**	**1,20**	**0,94%**	**1,49%**	**0,76**	**0,54%**	**0,77%**
Cheese	1,21	1,83%	2,61%	0,85	0,06%	0,31%	0,85	1,01%	1,60%
Drinking Milk Products	1,03	1,96%	2,16%	0,80	0,70%	0,50%	0,85	2,22%	3,57%
Yoghurt and Sour Milk Products	0,50	0,01%	0,44%	0,65	-0,12%	-0,32%	0,61	0,11%	0,25%
Butter and Spreads	1,12	5,11%	6,72%	1,26	2,16%	3,08%	1,01	0,77%	3,63%
Other dairy	0,48	0,57%	0,91%	0,71	0,00%	0,10%	0,46	0,46%	0,77%
Baby Food	0,86	-1,17%	-1,21%	0,98	-0,46%	0,34%	0,69	-0,96%	-1,15%
Plant Based Dairy	1,18	5,45%	7,92%	0,81	0,73%	1,21%	0,94	1,07%	2,34%
Total Dairy Products	**1,00**	**1,98%**	**2,70%**	**0,94**	**0,33%**	**0,80%**	**0,78**	**0,72%**	**1,34%**
Confectionery	0,67	0,12%	0,47%	1,10	0,12%	0,54%	0,67	0,34%	0,18%
Sweet Snacks	0,95	2,45%	2,76%	1,05	1,10%	0,83%	0,97	1,36%	1,16%
Savoury Snacks	0,90	0,35%	0,76%	1,01	1,04%	1,23%	1,33	0,72%	0,47%
Ice Cream	1,21	-0,14%	0,32%	1,19	0,72%	0,81%	0,79	-0,42%	-0,25%
Total Snacks	**0,75**	**0,65%**	**1,00%**	**1,05**	**0,24%**	**0,58%**	**0,83**	**0,63%**	**0,53%**
Meals and Soups	0,89	-0,20%	0,08%	0,89	0,15%	0,34%	0,60	0,33%	0,83%
Sauces	0,82	-0,39%	-0,40%	0,81	0,58%	0,96%	0,82	0,62%	0,91%
Sweet Spreads	0,82	-0,22%	0,14%	1,36	0,99%	0,65%	1,28	1,81%	2,74%
Edible Oils	1,35	1,59%	2,07%	1,24	2,31%	1,69%	1,04	2,35%	2,60%
Cooking Ingredients Condiments	0,90	0,19%	-0,47%	1,01	-2,15%	-2,12%	1,01	-0,64%	-0,74%

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Pickled Products	0,42	-0,16%	-0,15%	1,44	-1,16%	-0,45%	0,34	0,17%	0,22%
Dips	0,93	0,52%	0,21%	1,54	0,17%	0,31%	1,39	0,82%	1,23%
Total Cooking Ingredients & Meals	**0,88**	**0,04%**	**-0,08%**	**0,91**	**-0,17%**	**-0,06%**	**0,84**	**0,19%**	**0,40%**
Total Overall Processed Food	**0,92**	**0,91%**	**1,53%**	**1,06**	**0,54%**	**0,93%**	**0,82**	**0,58%**	**0,72%**

33. At industry-level, for staple food, dairy products & alternatives and snacks, the average price of goods consumed in Belgium is increasing less quickly compared to the three neighboring countries over the full sample period. Furthermore, this pattern has become more pronounced in recent years (with the average price of snacks in Germany as the only exception). On the contrary, for cooking ingredients & meals the delta RSP ratio of the Netherlands (compared to Belgium) became negative in recent years (but close to zero). For France the delta RSP ratio remained negative, but came closer to zero in recent years.

34. For the beauty & personal care industry, the results are reported in the following table:

Table 3 RSP ratio and average yearly delta RSP ratio of neighboring countries with respect to Belgium for the beauty & personal care industry

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Skin Care	0,69	-0,44%	-0,43%	1,52	-0,61%	-0,94%	1,05	-0,28%	-1,27%
Fragrances	1,29	0,90%	1,81%	1,24	2,24%	3,23%	0,81	0,04%	0,90%
Colour Cosmetics	1,12	-0,72%	-0,41%	0,93	-1,77%	-2,35%	0,94	-1,51%	-3,30%
Bath and Shower	0,42	-0,54%	0,05%	0,61	-1,33%	-1,42%	0,44	-0,12%	0,10%
Hair Care	1,56	2,21%	3,42%	1,03	-0,70%	0,08%	1,57	2,27%	3,03%
Oral Care	1,07	1,02%	1,69%	0,72	0,00%	0,21%	0,96	1,39%	1,86%
Deodorants	0,84	0,14%	0,65%	0,98	-1,63%	-1,36%	0,97	0,80%	0,88%
Baby and Child-specific Products	1,01	1,16%	0,93%	1,25	1,70%	0,55%	0,70	0,15%	0,07%
Men's Grooming	1,95	2,42%	0,94%	0,65	-0,38%	-0,33%	0,89	-0,48%	-0,50%
Sun Care	1,57	3,00%	3,92%	3,37	3,71%	3,35%	2,13	1,23%	2,52%
Depilatories	1,47	2,08%	3,66%	0,76	0,16%	0,74%	1,16	0,05%	0,66%
Intimate Hygiene	0,93	-0,30%	-0,28%	0,55	-1,08%	-1,04%	0,46	-0,24%	-0,26%
Total Beauty & Personal Care	**0,84**	**0,39%**	**1,19%**	**1,28**	**0,98%**	**2,12%**	**0,77**	**-0,15%**	**0,12%**

35. The table confirms that the average prices at industry-level have been increasing less rapidly (or decreasing more rapidly) in Belgium compared to the neighboring countries in recent years for beauty & personal care products.

36. Overall, for all reported industries, it should be noted that the results at industry-level encompass substantial heterogeneity at industry-type-level. In particular, the above tables show that RSP ratios (i.e. average price differences) substantially differ across industry-types within industries. The observed patterns of changes in price ratios over time, however, seem to be more consistent across industry-types.

IV. Manufacturer price differences and contribution of manufacturer price ratio variation to retail price differences

37. This section provides a first exploration to what extent the observed average price differences between Belgium and the three neighboring countries, and changes therein over time, are composed of average differences in Manufacturer Selling Prices (MSP) on the one hand and Gross Retailer Margins (GRM), broadly defined as RSP minus MSP, on the other hand.

IV.1 MSP shares in RSP by Industry for 2022

38. To start, the following table shows the MSP share in RSP (i.e. the ratio between MSP and RSP), for the four countries at industry-level in 2022.

Table 4: Share of MSP in RSP by industry in 2022

Industry	Belgium	Netherlands	France	Germany
Alcoholic Drinks	0,64	0,56	0,63	0,53
Soft Drinks	0,82	0,79	0,79	0,68
Hot Drinks	0,77	0,73	0,78	0,82
Staple Food	0,76	0,77	0,80	0,78
Dairy	0,79	0,76	0,80	0,78
Snacks	0,76	0,76	0,78	0,78
Cooking Ingredients & Meals	0,79	0,77	0,79	0,76
Beauty & Personal Care	0,47	0,43	0,56	0,55

39. The Netherlands exhibits a generally lower MSP share in RSP across industries compared to Belgium (except for staple food, which is similar). For Germany, the MSP share in RSP for alcoholic and soft drinks is also substantially lower compared to Belgium, while the share is similar or higher compared to Belgium for the other industries. Also for France the MSP share is slightly lower for alcoholic and soft drinks compared to Belgium, but the difference is less pronounced compared to the Netherlands and Germany. For all other industries the MSP share for France is of similar magnitude or slightly higher compared to Belgium.

IV.2 Comparison of RSP, MSP and GRM ratios for 2022

40. The following tables show the RSP ratio (as also reported in tables 1-3 above), the MSP ratio and the GRM ratio of respectively the Netherlands, France and Germany with respect to Belgium, in 2022.

41. For the three drinks industries, the results are reported in the following table:

Table 5: RSP ratio, MSP ratio and GRM ratio of neighboring countries with respect to Belgium for the drinks industries

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Wine	0,86	0,71	1,06	1,06	1,17	0,91	0,58	0,55	0,63
Beer	0,93	0,85	1,20	1,05	0,90	1,57	0,50	0,38	0,91
Spirits	0,93	0,78	1,22	0,72	0,67	0,83	0,55	0,42	0,81
Alcoholic RTD	1,49	1,29	2,00	1,02	0,40	2,60	1,06	0,77	1,79
Cider/perry	0,88	0,94	0,77	0,70	0,71	0,68	0,95	0,75	1,34
Total Alcoholic Drinks	**0,95**	**0,84**	**1,16**	**1,08**	**1,07**	**1,11**	**0,67**	**0,55**	**0,88**
Carbonates	0,76	0,74	0,84	0,77	0,72	1,01	0,56	0,46	1,01
Bottled Water	1,66	1,50	2,64	0,50	0,46	0,77	0,94	0,74	2,16
Juice	0,84	0,82	0,90	0,88	0,87	0,92	0,90	0,77	1,42
Energy Drinks	1,48	1,43	1,71	1,31	1,28	1,45	1,08	0,89	1,94
Soft RTD	0,87	0,81	1,23	0,67	0,63	0,88	0,63	0,50	1,28
Total Soft Drinks	**1,15**	**1,10**	**1,36**	**0,87**	**0,84**	**1,04**	**0,86**	**0,71**	**1,54**
Coffee	0,57	0,54	0,67	1,06	1,09	0,97	0,50	0,54	0,37
Tea	0,75	0,72	0,84	0,91	0,88	1,03	0,75	0,80	0,57
Other Flavoured Hot Drinks	0,57	0,55	0,64	1,05	1,08	0,94	0,51	0,55	0,41
Total Hot drinks	**0,67**	**0,63**	**0,77**	**1,05**	**1,06**	**1,00**	**0,68**	**0,73**	**0,51**
Total Overall Drinks	**0,98**	**0,89**	**1,18**	**1,31**	**1,31**	**1,32**	**0,79**	**0,77**	**0,84**

42. For both the alcoholic and soft drinks industries, at industry-level the MSP ratio is systematically lower than the RSP ratio compared to all three neighboring countries. By construction (as GRM is defined as RSP minus MSP), the GRM ratios are systematically higher compared to Belgium. These results, with only a few exceptions, are quite consistent across industry-types as well. These findings raise the question to what extent the observed retailer selling price differences between Belgium and the three neighboring countries are explained by relatively higher average purchase prices for the Belgian retailers (and thus relatively lower gross retailer margins) on the one hand and to what extent they are explained by composition effects due to different consumption patterns on the other hand, which is an important topic for further investigation.

43. For hot drinks, the finding are mixed. For the Netherlands the MSP ratio is also lower compared to the RSP ratio with respect to Belgium, but for France and Germany the ratio is higher.

44. For four processed food industries, the results are reported in the following table:

Table 6: RSP ratio, MSP ratio and GRM ratio of neighboring countries with respect to Belgium for the processed food industries

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Baked Goods	0,69	0,67	0,73	1,09	1,10	1,05	0,71	0,72	0,65
Processed Meat Seafood and Alternatives to Meats	1,23	1,28	1,09	1,21	1,31	0,94	0,72	0,76	0,62
Processed Fruit and Vegetables	1,15	1,13	1,21	1,15	1,15	1,15	0,92	0,90	1,00
Rice Pasta and Noodles	1,00	1,01	0,99	0,74	0,73	0,79	0,63	0,61	0,70
Breakfast Cereals	0,89	0,91	0,82	1,02	1,03	0,95	0,62	0,63	0,61
Total Staple Food	**1,03**	**1,04**	**0,99**	**1,20**	**1,25**	**1,03**	**0,76**	**0,78**	**0,70**
Cheese	1,21	1,16	1,41	0,85	0,86	0,83	0,85	0,83	0,89
Drinking Milk Products	1,03	1,01	1,10	0,80	0,85	0,55	0,85	0,87	0,76
Yoghurt and Sour Milk Products	0,50	0,48	0,56	0,65	0,65	0,64	0,61	0,57	0,79
Butter and Spreads	1,12	1,07	1,33	1,26	1,27	1,19	1,01	0,98	1,18
Other dairy	0,48	0,46	0,55	0,71	0,72	0,67	0,46	0,45	0,50
Baby Food	0,86	0,88	0,79	0,98	1,04	0,79	0,69	0,66	0,80
Plant Based Dairy	1,18	1,13	1,38	0,81	0,85	0,67	0,94	0,92	1,01
Total Dairy Products	**1,00**	**0,96**	**1,15**	**0,94**	**0,95**	**0,89**	**0,78**	**0,76**	**0,83**
Confectionery	0,67	0,66	0,68	1,10	1,14	0,99	0,67	0,70	0,57
Sweet Snacks	0,95	0,89	1,20	1,05	1,04	1,07	0,97	0,94	1,08
Savoury Snacks	0,90	0,97	0,72	1,01	1,10	0,79	1,33	1,40	1,15
Ice Cream	1,21	1,24	1,14	1,19	1,20	1,15	0,79	0,80	0,75
Total Snacks	**0,75**	**0,75**	**0,74**	**1,05**	**1,09**	**0,95**	**0,83**	**0,86**	**0,75**
Meals and Soups	0,89	0,85	1,06	0,89	0,89	0,88	0,60	0,56	0,74
Sauces	0,82	0,82	0,82	0,81	0,80	0,83	0,82	0,79	0,95
Sweet Spreads	0,82	0,79	0,91	1,36	1,39	1,22	1,28	1,31	1,16
Edible Oils	1,35	1,35	1,34	1,24	1,23	1,28	1,04	1,00	1,21
Cooking Ingredients Condiments	0,90	0,90	0,90	1,01	1,00	1,05	1,01	0,97	1,17

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Pickled Products	0,42	0,42	0,42	1,44	1,43	1,49	0,34	0,32	0,39
Dips	0,93	0,93	0,93	1,54	1,52	1,59	1,39	1,33	1,61
Total Cooking Ingredients & Meals	**0,88**	**0,85**	**0,98**	**0,91**	**0,91**	**0,92**	**0,84**	**0,81**	**0,97**
Total Overall Processed Food	**0,92**	**0,92**	**0,95**	**1,06**	**1,09**	**0,97**	**0,82**	**0,83**	**0,80**

45. When comparing the RSP ratios to the MSP and GRM ratios for the four processed food industries, the results are mixed and usually less pronounced compared to the drinks industries. At first sight, there also seems to be no systematic pattern across industry-types. This by no means implies that there cannot be structural differences in purchasing prices and gross margins of retailers between Belgium and the neighboring countries for specific processed food product categories, which has to be further investigated.

46. For the beauty & personal care industry, the results are reported in the following table:

Table 7: RSP ratio, MSP ratio and GRM ratio of neighboring countries with respect to Belgium for the beauty & personal care industry

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Skin Care	0,69	0,66	0,73	1,52	1,77	1,29	1,05	1,13	0,96
Fragrances	1,29	1,17	1,39	1,24	1,53	1,00	0,81	1,01	0,64
Colour Cosmetics	1,12	1,05	1,20	0,93	1,09	0,75	0,94	1,10	0,78
Bath and Shower	0,42	0,46	0,37	0,61	0,71	0,51	0,44	0,50	0,38
Hair Care	1,56	1,61	1,51	1,03	1,13	0,92	1,57	1,57	1,58
Oral Care	1,07	1,22	0,88	0,72	0,84	0,57	0,96	1,10	0,78
Deodorants	0,84	0,96	0,70	0,98	1,14	0,79	0,97	1,10	0,80
Baby and Child-specific Products	1,01	1,03	0,97	1,25	1,32	1,15	0,70	0,68	0,74
Men's Grooming	1,95	2,23	1,60	0,65	0,77	0,52	0,89	1,03	0,72
Sun Care	1,57	1,44	1,71	3,37	3,83	2,92	2,13	2,24	2,02
Depilatories	1,47	1,69	1,21	0,76	0,89	0,60	1,16	1,34	0,94
Intimate Hygiene	0,93	1,06	0,77	0,55	0,63	0,46	0,46	0,52	0,39
Total Beauty & Personal Care	**0,84**	**0,78**	**0,90**	**1,28**	**1,54**	**1,06**	**0,77**	**0,91**	**0,65**

47. For the beauty & personal care industry, the findings are again mixed. For the Netherlands, the MSP ratio is lower compared to the RSP ratio with respect to Belgium, but for France and Germany the ratio is higher.

IV.3 Comparison of average yearly change of RSP, MSP and GRM ratios for 2018-2022

48. The following tables show the yearly average change of the RSP, MSP and GRM ratio of respectively the Netherlands, France and Germany with respect to Belgium for the period 2018-2022. As reported above, for this recent time period for most industries average retail selling prices have been increasing less rapidly (or decreasing more rapidly) in Belgium compared to the neighboring countries. It is of interest to investigate to what extent these changes are mainly driven by changes in the MSP ratios on the one hand or by changes in the GRM ratios on the other hand.

49. For the three drinks industries, the results are reported in the following table:

Table 8: Average yearly delta RSP, MSP and GRM ratio of neighboring countries with respect to Belgium for the drinks industries

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Wine	1,74%	1,37%	2,30%	1,66%	1,72%	1,54%	1,08%	0,99%	1,22%
Beer	0,97%	0,84%	1,42%	-0,51%	-0,45%	-0,72%	-0,56%	-0,40%	-1,09%
Spirits	0,36%	0,43%	0,10%	0,23%	0,01%	0,64%	0,38%	0,42%	0,18%
Alcoholic RTD	-1,98%	-1,73%	-2,57%	-3,63%	-1,11%	-8,06%	-1,14%	-0,84%	-1,85%
Cider/perry	-2,12%	-2,36%	-1,69%	-0,26%	-0,33%	-0,14%	0,24%	0,17%	0,46%
Total Alcoholic Drinks	**1,59%**	**1,53%**	**1,71%**	**0,98%**	**0,75%**	**1,40%**	**1,42%**	**1,21%**	**1,80%**
Carbonates	0,51%	0,51%	0,54%	-0,29%	-0,27%	-0,41%	0,84%	0,69%	1,51%
Bottled Water	-4,44%	-4,01%	-7,07%	-1,73%	-1,58%	-2,66%	-1,96%	-1,54%	-4,49%
Juice	-0,21%	-0,21%	-0,22%	-0,65%	-0,65%	-0,63%	1,74%	1,49%	2,81%
Energy Drinks	3,50%	3,38%	4,05%	-1,14%	-1,10%	-1,34%	1,36%	1,12%	2,44%
Soft RTD	0,16%	-0,10%	1,84%	-3,92%	-4,03%	-3,15%	-2,52%	-2,10%	-3,80%
Total Soft Drinks	**0,93%**	**0,82%**	**1,51%**	**-0,60%**	**-0,62%**	**-0,49%**	**1,54%**	**1,24%**	**3,09%**
Coffee	-1,21%	-1,15%	-1,42%	-3,61%	-3,70%	-3,30%	-2,62%	-2,83%	-1,93%
Tea	0,83%	0,80%	0,93%	0,44%	0,42%	0,49%	1,38%	1,49%	1,06%
Other Flavoured Hot Drinks	0,15%	0,14%	0,17%	0,41%	0,43%	0,37%	0,39%	0,41%	0,31%
Total Hot Drinks	**-1,14%**	**-1,09%**	**-1,31%**	**-2,74%**	**-2,75%**	**-2,70%**	**-1,69%**	**-1,83%**	**-1,23%**
Total Overall Drinks	**0,59%**	**0,48%**	**0,99%**	**0,83%**	**0,59%**	**1,36%**	**0,63%**	**0,56%**	**0,83%**

50. For alcoholic drinks, as already reported in table 1 above, at industry-level in the recent period 2018-2022 the average delta RSP ratio is always positive, so the average retailer price of goods consumed in Belgium are increasing less quickly (or decreasing more rapidly) compared to the three neighboring countries. The table above shows that in relative terms the average change in the GRM ratios has contributed more to this favorable trend for Belgian consumers than the change in MSP ratios for all three neighboring countries. In other words, the gross retail margins have in relative terms increased more rapidly (or decreased less rapidly) in the neighboring countries compared to Belgium and this in a more pronounced way compared to the changes in the RSP ratios. Inversely, the changes in the MSP ratios have contributed relatively less to the change in the RSP ratios.

51. For soft drinks, at industry-level the results are similar for the Netherlands and Germany: the changes in the GRM ratio have contributed relatively more to the positive trend in the RSP ratio compared to the changes in the MSP ratios. For France, the delta RSP ratio was negative in the recent period 2018-2022, but also there the change in the MSP ratio has contributed more to this unfavorable trend for Belgian consumers than the change in the GRM ratio.

52. These results imply that further investigation is required to assess to what extent these patterns can be explained by changes in the composition of consumption pattern and the extent to which they reflect changes in retailer and manufacturer pricing behavior. The results with volume rather than value weights reported in appendix C are already less pronounced and more mixed, suggesting that composition effects are likely to play an important role.

53. For hot drinks, for which the RSP ratio was atypically persistently decreasing in the recent time period 2018-2022, as already reported in table 1 above, the results on changes in the MSP and GRM ratios are mixed and less pronounced compared to the two other drinks industries.

54. For the four processed food industries, the results are reported in the following table:

Table 9: Average yearly delta RSP, MSP and GRM ratio of neighboring countries with respect to Belgium for the processed food industries

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Baked Goods	0,33%	0,31%	0,37%	0,73%	0,74%	0,69%	0,37%	0,37%	0,37%
Processed Meat Seafood and Alternatives to Meats	2,37%	2,47%	2,10%	1,74%	1,88%	1,35%	0,77%	0,77%	0,77%
Processed Fruit and Vegetables	0,97%	0,97%	0,98%	0,42%	0,42%	0,42%	0,95%	0,92%	1,08%
Rice Pasta and Noodles	0,59%	0,61%	0,51%	1,10%	1,09%	1,15%	1,11%	1,07%	1,27%
Breakfast Cereals	0,67%	0,69%	0,62%	0,29%	0,29%	0,27%	0,09%	0,09%	0,09%
Total Staple Food	**2,04%**	**2,01%**	**2,11%**	**1,49%**	**1,53%**	**1,36%**	**0,77%**	**0,74%**	**0,88%**

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Cheese	2,61%	2,50%	3,04%	0,31%	0,32%	0,30%	1,60%	1,58%	1,68%
Drinking Milk Products	2,16%	2,13%	2,31%	0,50%	0,53%	0,35%	3,57%	3,65%	3,18%
Yoghurt and Sour Milk Products	0,44%	0,43%	0,50%	-0,32%	-0,32%	-0,32%	0,25%	0,23%	0,32%
Butter and Spreads	6,72%	6,43%	8,00%	3,08%	3,11%	2,92%	3,63%	3,49%	4,21%
Other dairy	0,91%	0,90%	0,96%	0,10%	0,13%	-0,04%	0,77%	0,73%	0,96%
Baby Food	-1,21%	-1,20%	-1,23%	0,34%	0,39%	0,21%	-1,15%	-1,16%	-1,11%
Plant Based Dairy	7,92%	7,29%	10,96%	1,21%	0,96%	2,34%	2,34%	2,31%	2,49%
Total Dairy Products	**2,70%**	**2,60%**	**3,09%**	**0,80%**	**0,82%**	**0,72%**	**1,34%**	**1,35%**	**1,28%**
Confectionery	0,47%	0,49%	0,41%	0,54%	0,61%	0,31%	0,18%	0,21%	0,07%
Sweet Snacks	2,76%	2,62%	3,33%	0,83%	0,87%	0,69%	1,16%	1,10%	1,39%
Savoury Snacks	0,76%	0,88%	0,47%	1,23%	1,39%	0,85%	0,47%	0,58%	0,21%
Ice Cream	0,32%	0,34%	0,29%	0,81%	0,82%	0,76%	-0,25%	-0,27%	-0,17%
Total Snacks	**1,00%**	**1,06%**	**0,83%**	**0,58%**	**0,67%**	**0,32%**	**0,53%**	**0,57%**	**0,43%**
Meals and Soups	0,08%	0,07%	0,09%	0,34%	0,34%	0,34%	0,83%	0,78%	1,02%
Sauces	-0,40%	-0,40%	-0,40%	0,96%	0,96%	1,00%	0,91%	0,87%	1,06%
Sweet Spreads	0,14%	0,13%	0,15%	0,65%	0,67%	0,59%	2,74%	2,81%	2,47%
Edible Oils	2,07%	2,07%	2,07%	1,69%	1,68%	1,75%	2,60%	2,49%	3,01%
Cooking Ingredients Condiments	-0,47%	-0,47%	-0,47%	-2,12%	-2,10%	-2,20%	-0,74%	-0,71%	-0,86%
Pickled Products	-0,15%	-0,15%	-0,15%	-0,45%	-0,45%	-0,47%	0,22%	0,21%	0,25%
Dips	0,21%	0,21%	0,21%	0,31%	0,31%	0,32%	1,23%	1,18%	1,42%
Total Cooking Ingredients & Meals	**-0,08%**	**-0,12%**	**0,09%**	**-0,06%**	**-0,06%**	**-0,07%**	**0,40%**	**0,40%**	**0,43%**
Total Overall Processed Food	**1,53%**	**1,50%**	**1,62%**	**0,93%**	**0,96%**	**0,84%**	**0,72%**	**0,70%**	**0,81%**

55. For the processed food industries there seem to be no systematic patterns across the three neighboring countries in the changes in the MSP and GRM ratios compared to the changes in RSP ratios at the industry or industry-type levels. For the Netherlands the pattern is most in line with the one observed patter for the drinks industries, where (except for snacks) changes in the GRM ratio has contributed more to changes in the RSP ratio than changes in the MSP ratio.

56. For the beauty & personal care industry, the results are reported in the following table:

Table 10: Average yearly delta RSP, MSP and GRM ratio of neighboring countries with respect to Belgium for the beauty & personal care industry

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Skin Care	-0,43%	-0,38%	-0,49%	-0,94%	-1,07%	-0,80%	-1,27%	-1,31%	-1,23%
Fragrances	1,81%	1,60%	1,99%	3,23%	3,98%	2,62%	0,90%	1,09%	0,75%
Colour Cosmetics	-0,41%	-0,39%	-0,44%	-2,35%	-2,73%	-1,96%	-3,30%	-3,78%	-2,80%
Bath and Shower	0,05%	0,05%	0,04%	-1,42%	-1,62%	-1,22%	0,10%	0,08%	0,12%
Hair Care	3,42%	3,37%	3,48%	0,08%	0,05%	0,12%	3,03%	2,92%	3,16%
Oral Care	1,69%	1,93%	1,39%	0,21%	0,25%	0,17%	1,86%	2,15%	1,51%
Deodorants	0,65%	0,75%	0,54%	-1,36%	-1,58%	-1,10%	0,88%	1,00%	0,73%
Baby and Child-specific Products	0,93%	1,07%	0,73%	0,55%	0,69%	0,36%	0,07%	0,16%	-0,07%
Men's Grooming	0,94%	1,07%	0,77%	-0,33%	-0,38%	-0,26%	-0,50%	-0,58%	-0,41%
Sun Care	3,92%	3,68%	4,15%	3,35%	3,84%	2,92%	2,52%	2,68%	2,37%
Depilatories	3,66%	4,19%	3,01%	0,74%	0,86%	0,58%	0,66%	0,76%	0,54%
Intimate Hygiene	-0,28%	-0,32%	-0,23%	-1,04%	-1,18%	-0,87%	-0,26%	-0,30%	-0,23%
Total Overall Beauty & Personal Care	**1,19%**	**1,00%**	**1,36%**	**2,12%**	**2,42%**	**1,85%**	**0,12%**	**0,09%**	**0,14%**

57. For the beauty & personal care industry, at industry-level the results are again mixed. For the Netherlands and Germany the changes in the GRM have contributed relatively more to the positive trend in the RSP ratio compared to the changes in the MSP ratios. For France, however, the reverse is true.

58. It is important to note that there are diverging patterns at industry-type level behind these findings aggregated at industry-level and also the volume weighted results reported in appendix C sometimes show opposing trends for product categories with different volume measures. As a consequence, further investigation at a more disaggregated level is clearly required.

V. Discussion on methodology and agenda for future research

59. In terms of methodology, the reported cross-country price differences and their changes over time reflect not only possible differences in pricing behavior of manufacturers and retailers, but also differences in consumption patterns (and possibly changes therein in reaction to price changes) and institutional differences (e.g. like different tax policies). Further investigation is required to gain better understanding of these (possibly countervailing) underlying patterns.

60. To start, while the decision of using sales value weights can be practically justified within the context of diverse product categories and units measurement, it is essential to address the implications of this choice. Sales value weights introduce a bias toward higher-priced products, impacting the overall aggregation of the product category level data to industry-type and industry-level. This methodology can also reinforce composition effects already inherent to the data (i.e. also within the most disaggregated product categories). To address this issue, in appendix C, all results are also reported using sales volume weights and a further detailed comparison with the value weighted results is required to explore the importance of composition effects in consumption patterns in the reported results.

61. Furthermore, independent of whether the described value or volume weights are used, the data exhibits three dimensions of variation: across time, across countries and within the industry, both across different industry-types and within specific industry-types across product categories. So far, the reported results allow for all these dimensions of variation at the same time. While allowing simultaneously for all the resulting composition effects provides a complete picture of all the dynamics observed in the data, it also paves the way for additional analysis to better understand and gain insight into their magnitude and implications.

62. Further analysis with different weighting schemes could provide a more granular understanding of the reported price ratios and trends therein. We plan to further analyze weights constant across countries and over time, which essentially is equivalent to considering an average basket composed by Belgian, Dutch, French and German consumers altogether. Subsequently, the role of cross-country and time variation can also be explored separately (holding the other fixed).

63. In addition, for two industries (soft drinks and hot drinks) the dataset contains more detailed information within product categories on yearly retail sales values and volumes at “brand-level”, including A-brands and retailer private label brands (e.g. Nespresso (Nestlé SA) and Graindor (private label Colruyt Group) within the product category fresh ground coffee pods). This data allows to calculate separate yearly retail price ratios for A-brand and private label products over time. In subsequent steps, our intention is to investigate further the differences in trends in A-brand and private label products to further understand the extent of the composition effect inherent to the nature of the data, and to study changes or inconsistencies in consumption pattern across time and countries.

VI. Conclusion

64. In summary, this study presents preliminary descriptive statistics based on Euromonitor Passport data on retailer and manufacturer sales values and volumes for Belgium, the Netherlands, France and Germany, for the period 2013-2022 for 8 industries: alcoholic drinks, soft drinks, hot drinks, staple food, dairy products & alternatives, snacks, cooking ingredients & meals and beauty & personal care products.

65. The results show that the average retailer selling price of consumed goods is higher in Belgium compared to Germany for all eight industries over the full sample period. The same holds for the Netherlands, except for the soft drinks industry, for which the average price of consumed good is higher compared to Belgium for the full period, which was also the case recently (only in 2022 and not before) for the staple food and dairy products industries. In France the average price is persistently higher for five industries (alcoholic and hot drinks, staple food, snacks and beauty & personal care), while for the other three (soft drinks, dairy products & alternatives and cooking ingredients & meals) the reverse is true. It is important to note, as discussed in the previous section, that these price comparisons do not control for composition effects, so the observed difference are explained, at least in part, by cross-country differences in consumption patterns and not only by different pricing behavior of retailers.

66. The results further show that overall recently (for the period 2018-2022) the average retail selling price at industry-level has been increasing less rapidly (or decreasing more rapidly) in Belgium compared to the three neighboring countries (with only a few exceptions, most notably being the hot drinks industry, which is the smallest in term of value in the sample). In other words, the average cross-country retailer price differences have generally been evolving to benefit of Belgian consumers of FMCG in recent years.

67. In addition, for the alcoholic drinks and soft drinks industries, the differences in average manufacturer selling prices (MSP) are more pronounced than differences in retailer selling prices (RSP) to the disadvantage of Belgium compared to all three neighboring countries. The same pattern also emerges for most of the other industries in comparison to the Netherlands. The differences are less pronounced and mixed in terms of direction for the processed food industries and beauty & personal care industry.

68. Comparing patterns of RSP ratios, MSP ratios and GRM (Gross Retail Margin, defined as RSP minus MSP) ratios over time of the three neighboring countries compared to Belgium, the results show that, again in particular for the alcoholic drinks and soft drinks industries, the relative reduction of gross retail margins in Belgium has contributed more to the recent favorable changes in RSP ratios for Belgium than relative changes in MSP ratios. In other words, the recent trends in cross-country retailer price differences to the benefit of Belgian consumers for the alcoholic and soft drinks industries are mainly driven by a relative reduction in the gross margin of retailers and not, or to a lesser extent, by relative changes in average manufacturer selling prices. Furthermore, the same pattern also emerges for most of the other industries in comparison to the Netherlands, while the relationship between Belgian retailer and manufacturer price levels and trends in comparison to France and Germany is less clearcut.

69. The reported findings are in line with the findings of the report published recently by the Price Observatory (PO). They also find, for example, that in recent years there has been a lesser increase in

consumer food and non-alcoholic drinks prices in Belgium than in neighboring countries. Based on NielsenIQ data for identical products, they do find that prices for A-brands still remain higher in Belgium in 2022, although the differences have become smaller when comparing the results with their 2017 sample used for their 2018 publication. In addition, they report that for similar private label products and for non-processed foods (such as fruit and vegetables, meat and fish) Belgian consumers pay less than in neighboring countries.

70. In terms of explanations for the observed recent favorable price patterns for Belgian consumers, the PO suggests that, for instance, the evolution of competition on the Belgian retail market plays in Belgium's favor. In recent years, a number of international players have entered the Belgian market and the market share of hard discounters has also increased. The fact that the profitability of the sector has decreased significantly seems to be another indication of increased competition between retailers in Belgium.

71. This suggestion is in line with our finding that, in particular for the alcoholic and soft drinks industries, the less rapid increase (or more rapid decrease) of gross retail margin ratios in the neighboring countries compared to Belgium has contributed more to the recent relative changes in retailer selling price ratios than relative changes in the manufacturer selling price ratios. Still, differences in manufacturer selling prices to the disadvantage of Belgium seem to be persistent. Although further investigation is required, “territorial supply constraints” (i.e. multinational firms supplying identical or very similar products at different prices to retailers across countries, typically in the disadvantage of relatively small countries like Belgium) remain therefore an important topic to keep on the (European) policy agenda, apparently especially for the drinks industries when it comes to Belgium.

72. Overall, it can be concluded that recent patterns in average retail prices are favorable for Belgian consumers in comparison to neighboring countries (the Netherlands, France and Germany). It is important, however, to keep track of recent trends given the current times of high and often unpredictable inflation shocks, which might affect supply chains for FMCG differently across countries. It is therefore critical to keep protecting and improving effective competition in all levels of the supply chains in Belgium, but also in the EU internal market as a whole.

Credentials and acknowledgements

Contributors: Claire Bour, Baptiste Souillard and Bert Willekens, members of the Chief Economist Team at the Belgian Competition Authority. For questions or comments, please contact Bert Willekens (bert.willekens@bma-abc.be) or Chief Economist Griet Jans (griet.jans@bma-abc.be). We want to express our gratitude to our colleagues of the Price Observatory for the valuable discussions and suggestions, in particular to Mathias Ingelbrecht and Jean-Yves Jaucot.

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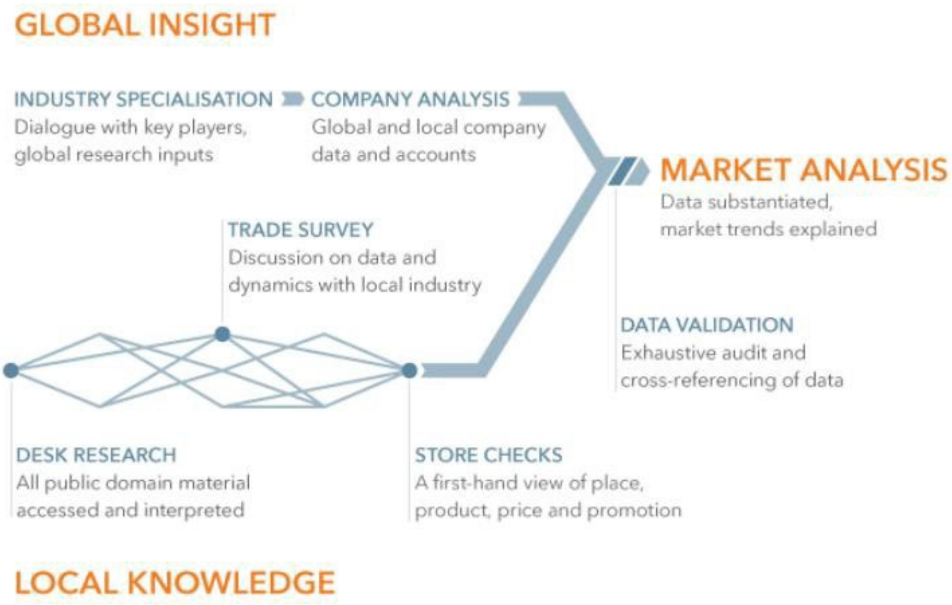
Appendix A - Euromonitor methodology



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Desk research: With industry events, corporate activity, trends and new product introductions tracked year round by our industry team, desk research provides a starting point for the in-country research program.

Store checks: Carried out on the ground across a relevant mix of channels, store checks are an integral part of our methods for product industries. The information gained provides first-hand insights into the products we are researching, specifically: place, product, price, and promotion.

Findings are cross-referenced with brand share data analysis. The results, combined with the findings of desk research, provide a strong basis for identifying key areas of questioning to take forward into our trade survey.

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Company analysis: At a global level, our company research combines our mix of industry interaction and use of secondary sources such as annual accounts, broker reports, financial press and databases. From a data perspective, the aim is to build “top-down” estimates of major players’ total global and regional sales.

At a country level, in line with local reporting requirements, we access annual accounts, national-specific company databases and local company websites. These are all invaluable sources as we build a view of each domestic player's size and position within very specific categories of the industry.

The Importance of Data Validation

All data is subjected to an exhaustive review process, at country, regional and global levels.

The interpretation and review of sources and data inputs forms a central part of the collaboration between industry teams and country researchers. Numbers are delivered to regional and global offices with an audit trail of sources and calculations to allow for a thorough evaluation of data sense and integrity.

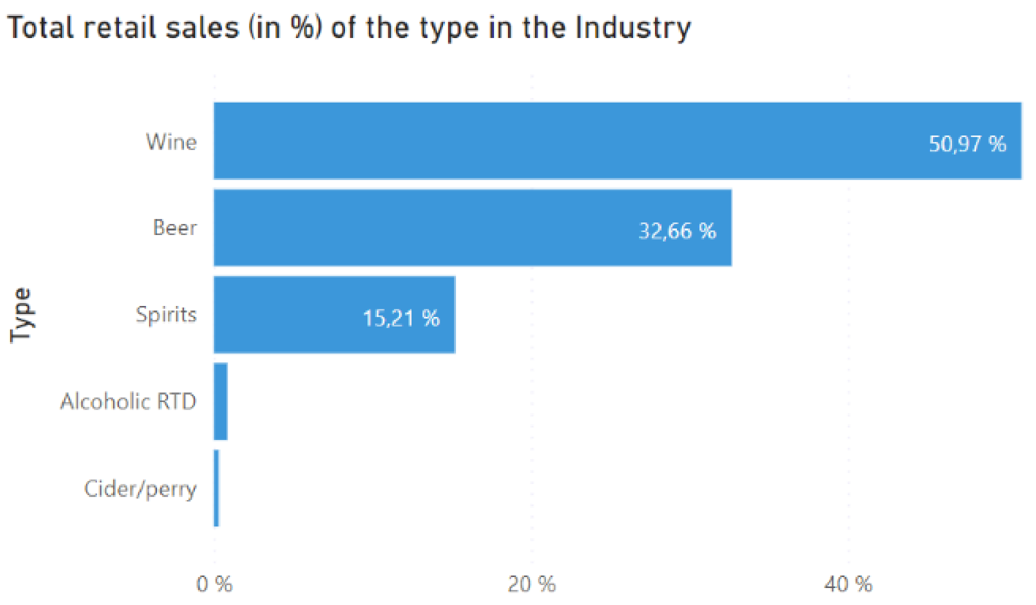
Upon completion of the country review phase, data is then reviewed on a comparative basis at regional and then at a global level. Comparative checks are carried out on per capita consumption and spending levels, growth rates, patterns of category and subcategory breakdowns and distribution of sales by channel. Top-down estimates are reviewed against bottom-up regional and global market and company sales totals.

Where marked differences are seen between proximate country markets or ones at similar developmental levels, supplementary research is conducted in the relevant countries to confirm and/or amend those findings. This process ensures international comparability across the database, that consistent category and subcategory definitions have been used and that all data has been correctly tested. We make sure that possible discrepancies between different published sources have been reconciled and that our interpretation of opinion and expectation from each country's trade sources has been applied to form a coherent international pattern.

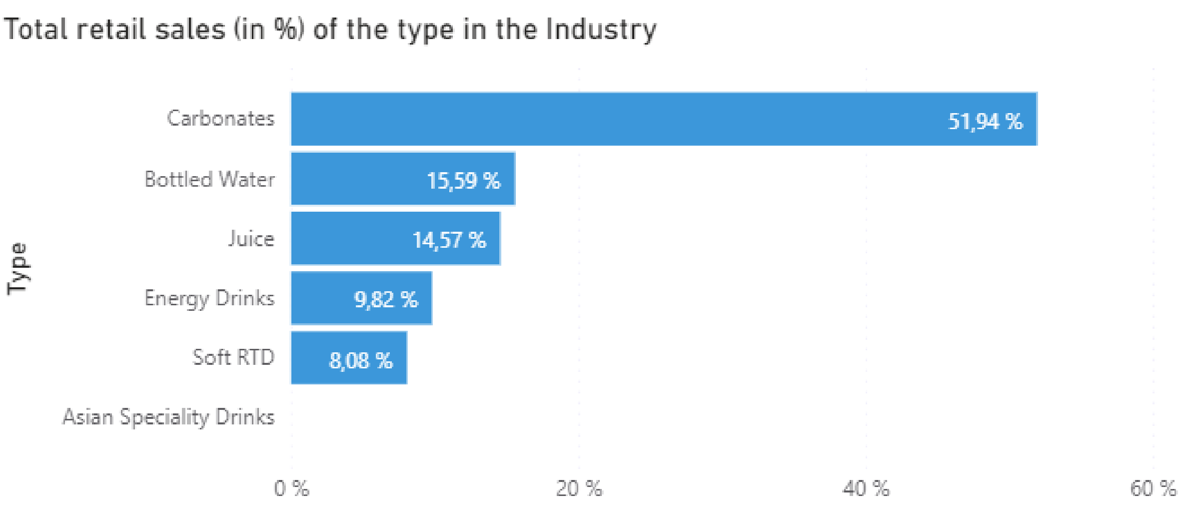
Appendix B – Value shares of industry-types by industry

Figure 1 bis: Industry-type share (in%) in total industry retail sales value in Belgium in 2022

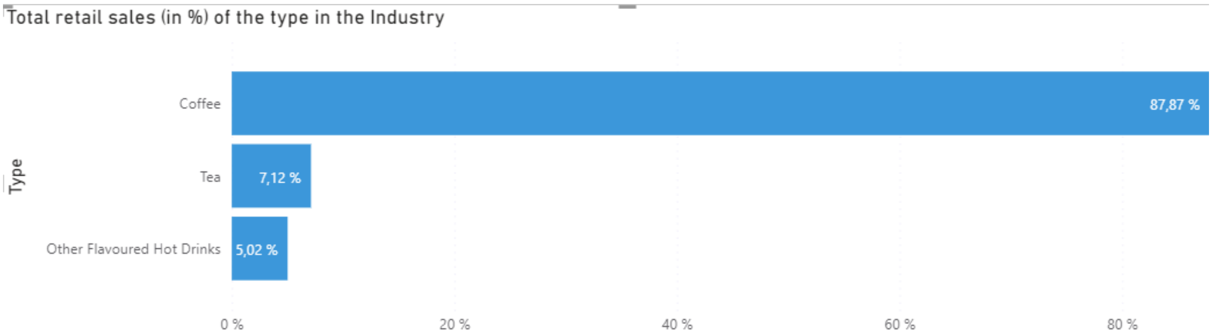
Alcoholic Drinks



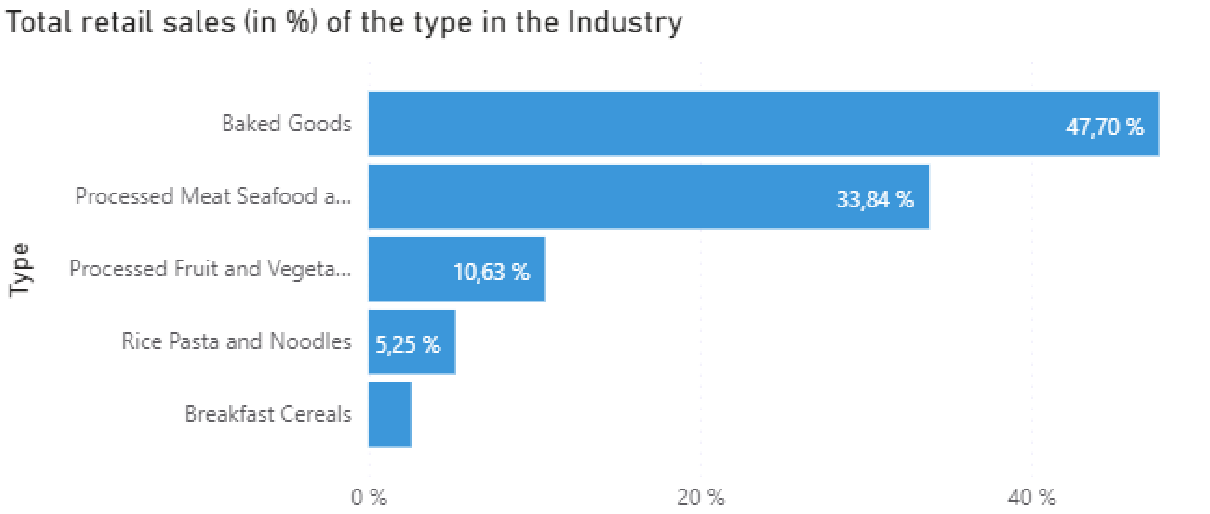
Soft Drinks



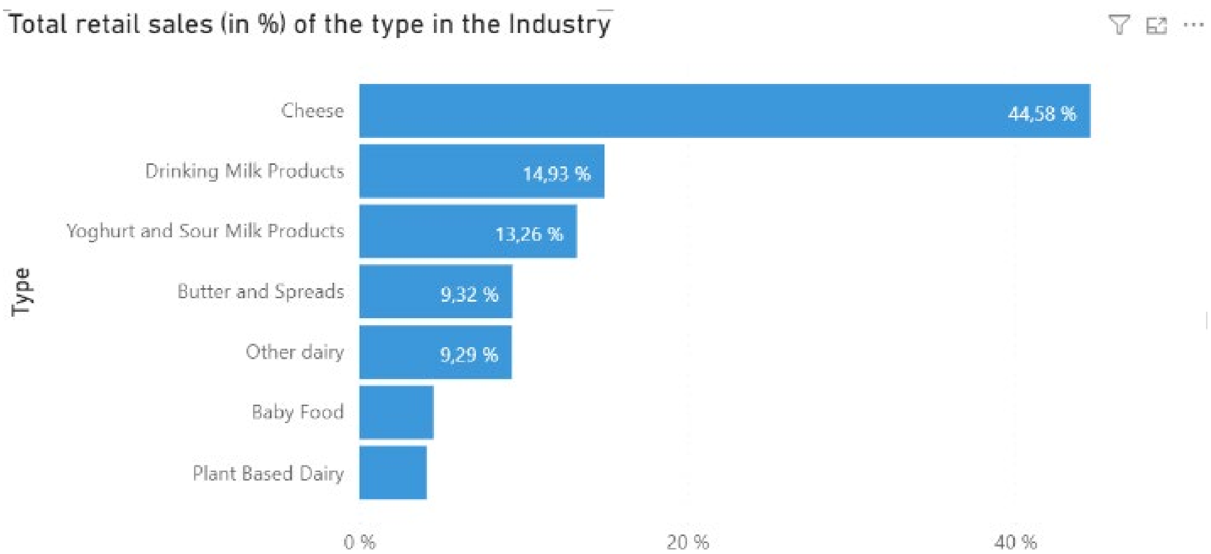
Hot Drinks



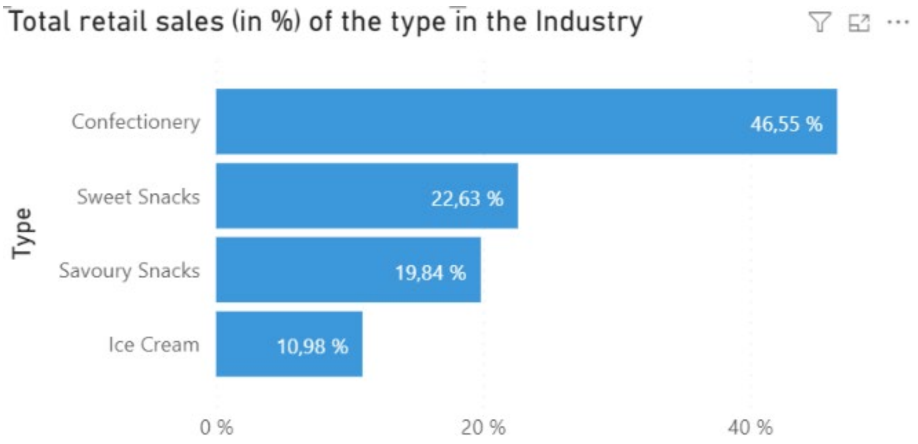
Staple Food



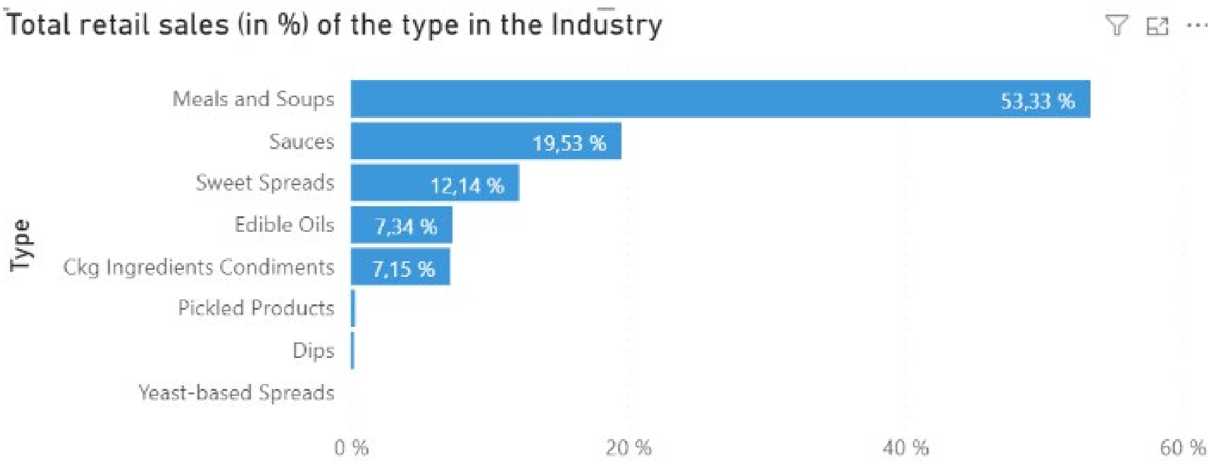
Dairy Products & Alternatives



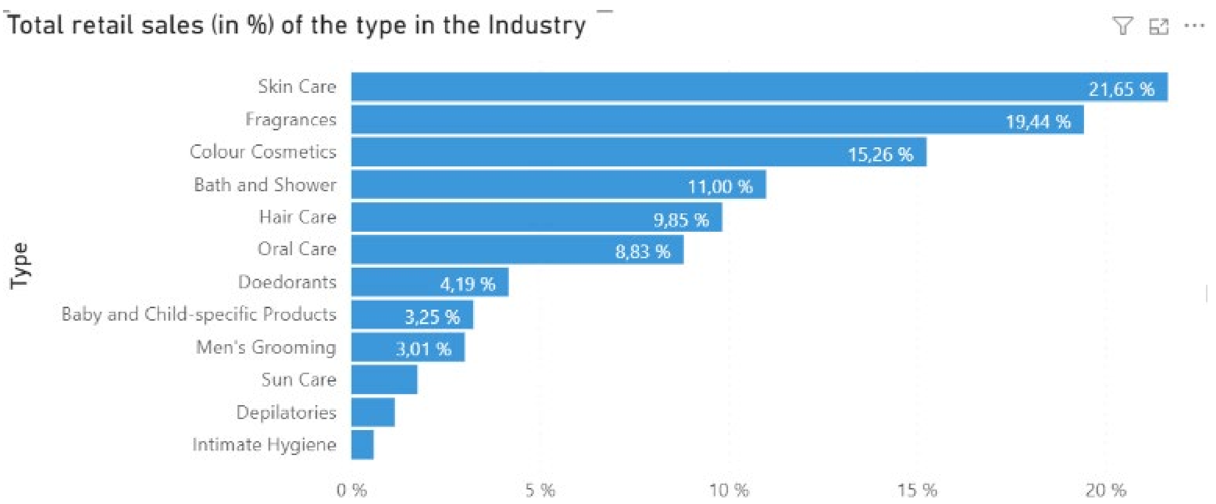
Snacks



Cooking Ingredients & Meals



Beauty & Personal Care



Appendix C – Volume weighted results

RSP ratios for 2022 and average yearly change for 2013-2022 by industry-type

Table 1 bis

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Beer	0,94	0,91%	1,04%	1,14	0,11%	0,21%	0,52	-0,33%	-0,42%
Wine	0,70	-0,38%	0,64%	0,92	0,02%	1,39%	0,57	-0,41%	0,59%
Spirits	0,90	-1,47%	0,17%	0,69	-1,49%	0,07%	0,54	-0,87%	0,21%
Alcoholic RTD	1,33	-4,59%	-0,25%	0,75	-2,97%	-3,96%	0,91	0,01%	0,96%
Cider/perry	0,88	-1,80%	-2,12%	0,70	0,04%	-0,29%	0,95	0,12%	0,24%
Total - Alcoholic Drinks - Liters	**0,79**	**0,09%**	**0,87%**	**1,17**	**-0,91%**	**0,13%**	**0,53**	**-0,08%**	**0,45%**
Carbonates	0,78	0,15%	0,34%	0,73	-0,82%	-0,50%	0,50	0,49%	0,73%
Bottled Water	2,12	-1,65%	-0,75%	0,52	-1,41%	-1,24%	1,22	-0,95%	-0,41%
Juice	0,83	0,44%	0,53%	1,01	-1,17%	-0,61%	0,99	0,66%	2,07%
Soft RTD	0,91	2,04%	1,96%	0,67	-0,67%	-1,33%	0,68	0,89%	1,01%
Energy Drinks	1,45	3,75%	3,59%	1,31	-3,09%	-0,98%	1,05	0,02%	1,34%
Total - Soft Drinks - Liters	**1,16**	**0,89%**	**1,02%**	**0,61**	**-1,30%**	**-1,11%**	**0,78**	**1,01%**	**1,57%**
Coffee	0,75	-0,62%	-0,18%	1,16	-1,23%	-0,49%	0,65	-2,05%	-2,15%
Other Flavoured Hot Drinks	0,72	0,16%	0,23%	0,87	1,27%	1,41%	0,54	0,60%	0,71%
Tea	0,62	0,88%	0,96%	0,98	0,45%	0,52%	0,80	0,88%	1,53%
Total - Hot Drinks - Kilograms	**0,80**	**-0,39%**	**-0,02%**	**1,09**	**-0,41%**	**0,17%**	**0,74**	**-1,60%**	**-1,43%**

Table 2 bis A

Industry-Type	Netherlands RSP Ratio 2022	Netherlands Avg. Yearly Delta RSP Ratio 2014-2022	Netherlands Avg. Yearly Delta RSP Ratio 2018-2022	France RSP Ratio 2022	France Avg. Yearly Delta RSP Ratio 2014-2022	France Avg. Yearly Delta RSP Ratio 2018-2022	Germany RSP Ratio 2022	Germany Avg. Yearly Delta RSP Ratio 2014-2022	Germany Avg. Yearly Delta RSP Ratio 2018-2022
Baked Goods	0,68	0,03%	0,07%	0,92	-0,03%	-0,17%	0,65	-0,07%	-0,12%
Processed Fruit and Vegetables	0,94	0,59%	0,57%	1,20	0,09%	0,52%	0,92	0,27%	0,69%
Processed Meat Seafood and Alternatives to Meats	1,15	1,01%	2,46%	1,14	0,91%	1,55%	0,73	0,59%	0,88%
Rice Pasta and Noodles	1,09	-0,27%	-0,14%	0,83	-0,28%	-0,26%	0,80	-0,22%	-0,16%
Breakfast Cereals	0,83	0,72%	0,70%	0,97	-0,15%	0,06%	0,62	0,19%	0,10%
Total - Staple Food - Kilograms	**0,81**	**0,32%**	**0,72%**	**1,04**	**0,12%**	**0,25%**	**0,76**	**0,14%**	**0,25%**
Drinking Milk Products	1,20	2,86%	3,24%	0,84	1,03%	0,64%	0,89	2,52%	4,27%
Cheese	1,11	1,08%	1,73%	0,82	0,07%	0,32%	0,80	1,00%	1,68%
Yoghurt and Sour Milk Products	0,47	0,45%	0,78%	0,69	-0,44%	-0,50%	0,69	0,13%	0,34%
Butter and Spreads	0,98	3,54%	4,79%	1,34	2,35%	3,30%	1,09	1,61%	4,06%
Other dairy	0,47	0,53%	0,88%	0,71	-0,02%	0,10%	0,47	0,43%	0,78%
Baby Food	1,68	1,71%	2,46%	1,93	1,74%	2,12%	1,59	0,94%	0,53%
Plant Based Dairy	0,85	2,41%	2,99%	0,54	0,65%	1,51%	0,79	1,55%	2,26%
Total - Dairy Products - Kilograms	**0,86**	**1,69%**	**2,22%**	**0,93**	**0,59%**	**0,64%**	**0,77**	**1,05%**	**1,88%**
Confectionery	0,74	0,24%	0,61%	1,17	0,20%	0,55%	0,75	0,51%	0,22%
Sweet Snacks	0,80	1,12%	0,87%	1,12	1,17%	0,80%	0,98	1,19%	1,33%
Savoury Snacks	0,88	0,34%	0,76%	0,95	0,73%	1,02%	0,99	0,55%	0,63%
Total - Snacks - Kilograms	**0,79**	**0,70%**	**0,84%**	**1,07**	**0,45%**	**0,61%**	**0,91**	**0,58%**	**0,38%**
Meals and Soups	0,91	0,06%	-0,02%	0,93	-0,18%	0,09%	0,62	0,08%	0,46%

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Sauces	0,77	-0,20%	-0,26%	0,95	0,23%	0,73%	0,79	0,53%	0,81%
Sweet Spreads	0,80	-0,27%	0,09%	1,25	0,79%	0,54%	1,27	1,92%	2,95%
Ckg Ingredients Condiments	0,64	-0,28%	-0,26%	0,33	-0,58%	-0,38%	0,43	-0,06%	-0,11%
Pickled Products	0,42	-0,16%	-0,15%	1,44	-1,16%	-0,45%	0,34	0,17%	0,22%
Dips	0,93	0,52%	0,21%	1,54	0,17%	0,31%	1,39	0,82%	1,23%
Total - Cooking Ingredients & Meals - Kilograms	**0,84**	**0,16%**	**0,15%**	**0,95**	**-0,15%**	**0,00%**	**0,67**	**0,38%**	**0,67%**
Total - Processed Food - Kilograms	**0,83**	**0,74%**	**1,06%**	**0,98**	**0,38%**	**0,46%**	**0,78**	**0,54%**	**0,85%**

Table 2 bis B

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Drinking Milk Products	0,88	1,02%	0,84%	0,97	0,59%	0,66%	1,19	2,13%	2,66%
Plant Based Dairy	0,88	1,00%	0,98%	1,10	-0,26%	-0,48%	0,69	0,38%	0,01%
Yoghurt and Sour Milk Products	0,44	0,04%	0,37%	0,60	0,17%	-0,30%	0,39	-0,09%	0,18%
Other dairy	0,67	0,37%	0,89%	1,66	-0,96%	-1,32%	0,50	-0,13%	-0,28%
Total - Dairy Products - Liters	**0,78**	**0,49%**	**0,73%**	**0,98**	**0,21%**	**-0,38%**	**0,70**	**0,06%**	**-0,14%**
Ice Cream	1,11	0,32%	1,11%	1,33	0,65%	0,93%	0,77	-0,33%	-0,28%
Edible Oils	1,35	3,59%	4,05%	1,28	2,80%	2,81%	1,13	3,31%	4,83%
Total - Processed Food - Liters	**0,86**	**0,98%**	**1,39%**	**1,35**	**1,33%**	**1,26%**	**0,87**	**0,07%**	**-0,07%**

Table 3 bis A

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Bath and Shower	1,45	0,53%	1,07%	0,49	-0,22%	-0,07%	0,76	0,94%	0,95%
Baby and Child-specific Products	0,52	-0,03%	0,13%	1,38	-0,82%	-0,58%	0,88	-0,44%	-0,50%
Deodorants	0,65	0,09%	0,45%	0,62	-0,66%	-0,40%	0,60	-0,46%	-0,33%
Colour Cosmetics	1,58	0,66%	1,46%	1,37	-0,59%	-0,90%	0,61	-0,14%	-0,29%
Skin Care	1,24	-0,74%	-0,19%	0,60	0,58%	0,69%	1,25	-0,22%	-0,25%
Total - Beauty & Personal Care - Kilograms	**1,62**	**2,66%**	**3,77%**	**0,49**	**0,14%**	**0,47%**	**0,75**	**0,07%**	**0,12%**

Table 3 bis B

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Bath and Shower	0,78	-0,41%	0,09%	0,76	-0,77%	-0,40%	0,64	0,02%	0,08%
Hair Care	1,41	1,49%	2,70%	1,09	-0,46%	0,22%	0,78	0,06%	0,78%
Skin Care	0,67	-0,01%	0,35%	1,34	-0,57%	0,04%	0,46	0,11%	0,05%
Oral Care	0,64	-0,56%	-0,43%	0,70	-0,80%	-0,68%	0,87	0,00%	0,44%
Deodorants	0,85	0,38%	0,66%	0,90	-0,87%	-1,08%	0,93	0,86%	0,85%
Baby and Child-specific Products	0,76	0,07%	0,16%	1,32	0,58%	0,76%	0,58	0,09%	-0,01%
Sun Care	1,27	2,78%	4,06%	2,64	3,11%	3,74%	1,00	1,41%	2,01%
Fragrances	2,12	0,78%	2,15%	1,31	1,83%	3,40%	1,22	0,25%	1,39%
Men's Grooming	1,51	1,26%	0,74%	0,88	-0,48%	-0,27%	0,66	-0,45%	-0,20%
Intimate Hygiene	0,96	-0,28%	-0,38%	0,50	-0,86%	-0,83%	0,39	-0,11%	-0,12%
Colour Cosmetics	0,54	0,02%	0,22%	0,73	-1,60%	-1,66%	0,57	-0,85%	-1,56%
Depilatories	0,71	0,09%	0,57%	0,83	0,06%	0,41%	0,60	-0,52%	-0,03%
Total - Beauty & Personal Care - Liters	**0,80**	**0,01%**	**0,67%**	**0,87**	**-0,97%**	**-0,43%**	**0,60**	**-0,10%**	**0,08%**

Table 3 bis C

	Netherlands			France			Germany		
Industry-Type	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**	**RSP Ratio 2022**	**Avg. Yearly Delta RSP Ratio 2014-2022**	**Avg. Yearly Delta RSP Ratio 2018-2022**
Skin Care	2,06	13,53%	11,78%	2,35	14,59%	11,12%	0,97	5,08%	3,79%
Oral Care	1,20	0,49%	2,03%	0,98	0,60%	0,48%	0,95	2,33%	1,92%
Colour Cosmetics	0,77	0,19%	0,31%	0,70	-0,51%	-0,37%	0,58	-0,23%	0,18%
Men's Grooming	1,16	-0,37%	0,48%	0,42	0,37%	0,58%	0,77	-0,23%	-0,14%
Depilatories	1,33	1,11%	2,33%	0,73	0,34%	0,47%	1,34	-0,66%	-0,76%
Hair Care	1,13	-0,14%	0,37%	0,53	-0,79%	-0,65%	0,76	-0,02%	0,10%
Fragrances	0,94	1,54%	2,66%	2,41	0,23%	3,25%	1,43	3,51%	4,87%
Total - Beauty & Personal Care - Units	**1,29**	**3,38%**	**4,26%**	**0,90**	**2,34%**	**2,55%**	**0,89**	**2,62%**	**3,04%**

Table 3 bis D

Industry-Type	Netherlands RSP Ratio 2022	Netherlands Avg. Yearly Delta RSP Ratio 2014-2022	Netherlands Avg. Yearly Delta RSP Ratio 2018-2022	France RSP Ratio 2022	France Avg. Yearly Delta RSP Ratio 2014-2022	France Avg. Yearly Delta RSP Ratio 2018-2022	Germany RSP Ratio 2022	Germany Avg. Yearly Delta RSP Ratio 2014-2022	Germany Avg. Yearly Delta RSP Ratio 2018-2022
Baby and Child-specific Products	1,09	-0,38%	0,36%	1,22	0,66%	1,03%	0,94	0,49%	0,93%
Skin Care	1,49	0,28%	1,34%	0,92	-1,38%	-1,39%	0,65	-0,13%	-0,16%
Intimate Hygiene	1,04	0,47%	1,18%	0,78	-1,02%	-0,72%	0,72	0,08%	0,78%
Total - Beauty & Personal Care - Sheets	**1,11**	**0,14%**	**0,68%**	**1,11**	**0,49%**	**0,72%**	**0,93**	**0,35%**	**0,61%**

MSP shares by Industry for 2022

Table 4 bis

Industry	Units	Belgium	Netherlands	France	Germany
Alcoholic Drinks	Liters	0,66	0,63	0,65	0,55
Soft Drinks	Liters	0,83	0,79	0,79	0,68
Hot Drinks	Kilograms	0,77	0,73	0,78	0,83
Staple Food	Kilograms	0,78	0,78	0,80	0,81
Dairy Products	Liters	0,82	0,79	0,84	0,79
Dairy Products	Kilograms	0,80	0,77	0,81	0,75
Snacks	Liters	0,73	0,75	0,74	0,79
Snacks	Kilograms	0,76	0,76	0,79	0,76
Cooking Ingredients & Meals	Liters	0,79	0,79	0,78	0,76
Cooking Ingredients & Meals	Kilograms	0,79	0,76	0,79	0,60
Beauty & Personal Care	Liters	0,51	0,54	0,60	0,60
Beauty & Personal Care	Kilograms	0,55	0,55	0,61	0,71
Beauty & Personal Care	Sheets	0,69	0,66	0,72	0,60
Beauty & Personal Care	Units	0,52	0,54	0,61	0,60

Comparison of RSP, MSP and GRM ratios for 2022

Table 5 bis

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Beer	0,94	0,86	1,21	1,14	0,97	1,72	0,52	0,38	0,98
Wine	0,70	0,68	0,73	0,92	1,03	0,76	0,57	0,54	0,60
Spirits	0,90	0,76	1,20	0,69	0,65	0,77	0,54	0,41	0,82
Alcoholic RTD	1,33	1,16	1,77	0,75	0,36	1,72	0,91	0,66	1,52
Cider/perry	0,88	0,94	0,77	0,70	0,70	0,68	0,95	0,75	1,34
Total - Alcoholic Drinks - Liters	**0,79**	**0,75**	**0,86**	**1,17**	**1,15**	**1,21**	**0,53**	**0,44**	**0,71**
Carbonates	0,78	0,76	0,88	0,73	0,68	0,96	0,50	0,41	0,91
Bottled Water	2,12	1,92	3,38	0,52	0,47	0,79	1,22	0,96	2,80
Juice	0,83	0,82	0,90	1,01	1,00	1,05	0,99	0,85	1,54
Soft RTD	0,91	0,87	1,11	0,67	0,65	0,76	0,68	0,56	1,23
Energy Drinks	1,45	1,40	1,67	1,31	1,28	1,46	1,05	0,86	1,88
Total - Soft Drinks - Liters	**1,16**	**1,11**	**1,39**	**0,61**	**0,58**	**0,75**	**0,78**	**0,64**	**1,43**
Coffee	0,75	0,71	0,88	1,16	1,19	1,06	0,65	0,70	0,48
Other Flavoured Hot Drinks	0,72	0,69	0,80	0,87	0,90	0,78	0,54	0,58	0,43
Tea	0,62	0,59	0,69	0,98	0,94	1,10	0,80	0,86	0,61
Total - Hot Drinks - Kilograms	**0,80**	**0,76**	**0,94**	**1,09**	**1,11**	**1,03**	**0,74**	**0,80**	**0,56**

Table 6 bis A

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Baked Goods	0,68	0,66	0,77	0,92	0,93	0,89	0,65	0,66	0,62
Processed Fruit and Vegetables	0,94	0,94	0,96	1,20	1,20	1,21	0,92	0,90	0,99
Processed Meat Seafood and Alternatives to Meats	1,15	1,19	1,01	1,14	1,24	0,89	0,73	0,77	0,63
Rice Pasta and Noodles	1,09	1,08	1,12	0,83	0,81	0,90	0,80	0,78	0,90
Breakfast Cereals	0,83	0,84	0,76	0,97	0,98	0,91	0,62	0,62	0,60
Total - Staple Food - Kilograms	**0,81**	**0,81**	**0,82**	**1,04**	**1,07**	**0,94**	**0,76**	**0,77**	**0,72**
Drinking Milk Products	1,20	1,18	1,28	0,84	0,90	0,59	0,89	0,91	0,79
Cheese	1,11	1,06	1,30	0,82	0,83	0,80	0,80	0,79	0,84
Yoghurt and Sour Milk Products	0,47	0,45	0,52	0,69	0,69	0,68	0,69	0,64	0,88
Butter and Spreads	0,98	0,94	1,17	1,34	1,36	1,27	1,09	1,05	1,26
Other dairy	0,47	0,45	0,56	0,71	0,72	0,66	0,47	0,46	0,50
Baby Food	1,68	1,68	1,66	1,93	1,99	1,72	1,59	1,37	2,31
Plant Based Dairy	0,85	0,82	0,97	0,54	0,55	0,54	0,79	0,75	0,95
Total - Dairy Products - Kilograms	**0,86**	**0,83**	**0,98**	**0,93**	**0,94**	**0,88**	**0,77**	**0,75**	**0,82**
Confectionery	0,74	0,74	0,75	1,17	1,20	1,07	0,75	0,79	0,62
Sweet Snacks	0,80	0,75	1,04	1,12	1,11	1,16	0,98	0,96	1,06
Savoury Snacks	0,88	0,94	0,71	0,95	1,03	0,75	0,99	1,05	0,85
Total - Snacks - Kilograms	**0,79**	**0,79**	**0,79**	**1,07**	**1,11**	**0,97**	**0,91**	**0,94**	**0,81**
Meals and Soups	0,91	0,86	1,08	0,93	0,93	0,92	0,62	0,58	0,76
Sauces	0,77	0,77	0,77	0,95	0,94	0,98	0,79	0,76	0,92
Sweet Spreads	0,80	0,77	0,89	1,25	1,29	1,13	1,27	1,30	1,15
Ckg Ingredients Condiments	0,64	0,64	0,64	0,33	0,33	0,34	0,43	0,41	0,50
Pickled Products	0,42	0,42	0,42	1,44	1,43	1,49	0,34	0,32	0,39
Dips	0,93	0,93	0,93	1,54	1,52	1,59	1,39	1,33	1,61
Total - Cooking Ingredients & Meals - Kilograms	**0,84**	**0,81**	**0,95**	**0,95**	**0,95**	**0,94**	**0,67**	**0,65**	**0,78**
Total - Processed Food - Kilograms	**0,83**	**0,81**	**0,87**	**0,98**	**1,00**	**0,90**	**0,78**	**0,78**	**0,77**

Table 6 bis B

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Drinking Milk Products	0,88	0,87	0,94	0,97	1,03	0,67	1,19	1,21	1,06
Plant Based Dairy	0,88	0,87	0,94	1,10	1,17	0,77	0,69	0,70	0,61
Yoghurt and Sour Milk Products	0,44	0,42	0,49	0,60	0,60	0,59	0,39	0,36	0,50
Other dairy	0,67	0,66	0,72	1,66	1,76	1,15	0,50	0,51	0,44
Total - Dairy Products - Liters	**0,78**	**0,76**	**0,90**	**0,98**	**1,00**	**0,86**	**0,70**	**0,70**	**0,69**
Ice Cream	1,11	1,14	1,04	1,33	1,34	1,28	0,77	0,79	0,72
Edible Oils	1,35	1,35	1,34	1,28	1,27	1,33	1,13	1,08	1,31
Total - Processed Food - Liters	**0,86**	**0,86**	**0,88**	**1,35**	**1,34**	**1,40**	**0,87**	**0,86**	**0,91**

Table 7 bis A

Industry-Type	Netherlands			France			Germany		
	RSP ratio	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Bath and Shower	1,45	1,66	1,21	0,49	0,56	0,41	0,76	0,85	0,65
Baby and Child-specific Products	0,52	0,47	0,61	1,38	1,35	1,43	0,88	0,70	1,25
Deodorants	0,65	0,74	0,53	0,62	0,72	0,50	0,60	0,69	0,50
Colour Cosmetics	1,58	1,47	1,69	1,37	1,63	1,10	0,61	0,72	0,50
Skin Care	1,24	1,16	1,32	0,60	0,69	0,52	1,25	1,48	1,01
Total - Beauty & Personal Care - Kilograms	**1,62**	**1,63**	**1,61**	**0,49**	**0,54**	**0,42**	**0,75**	**0,83**	**0,67**

Table 7 bis B

Industry-Type	Netherlands			France			Germany		
	RSP ratio	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Bath and Shower	0,78	0,88	0,67	0,76	0,88	0,63	0,64	0,73	0,54
Hair Care	1,41	1,55	1,24	1,09	1,24	0,92	0,78	0,86	0,67
Skin Care	0,67	0,64	0,70	1,34	1,60	1,08	0,46	0,55	0,38
Oral Care	0,64	0,73	0,52	0,70	0,82	0,56	0,87	1,01	0,71
Deodorants	0,85	0,97	0,70	0,90	1,04	0,73	0,93	1,06	0,77
Baby and Child-specific Products	0,76	0,87	0,64	1,32	1,50	1,11	0,58	0,67	0,48
Sun Care	1,27	1,17	1,38	2,64	3,05	2,20	1,00	1,16	0,84
Fragrances	2,12	1,93	2,27	1,31	1,63	1,05	1,22	1,53	0,95
Men's Grooming	1,51	1,73	1,24	0,88	1,03	0,70	0,66	0,76	0,54
Intimate Hygiene	0,96	1,09	0,80	0,50	0,57	0,42	0,39	0,44	0,34
Colour Cosmetics	0,54	0,50	0,58	0,73	0,87	0,58	0,57	0,68	0,47
Depilatories	0,71	0,81	0,58	0,83	0,97	0,66	0,60	0,69	0,49
Total - Beauty & Personal Care - Liters	**0,80**	**0,85**	**0,75**	**0,87**	**1,03**	**0,70**	**0,60**	**0,71**	**0,49**

Table 7 bis C

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Baby and Child-specific Products	1,09	1,04	1,20	1,22	1,27	1,11	0,94	0,97	0,88
Skin Care	1,49	1,42	1,64	0,92	0,96	0,84	0,65	0,67	0,61
Intimate Hygiene	1,04	0,99	1,14	0,78	0,81	0,71	0,72	0,74	0,67
Total - Beauty & Personal Care - Sheets	**1,11**	**1,06**	**1,22**	**1,11**	**1,15**	**1,01**	**0,93**	**0,96**	**0,87**

Table 7 bis D

	Netherlands			France			Germany		
Industry-Type	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**	**RSP ratio**	**MSP ratio**	**GRM ratio**
Skin Care	2,06	1,92	2,21	2,35	2,70	1,99	0,97	1,05	0,90
Oral Care	1,20	1,38	0,99	0,98	1,15	0,78	0,95	1,10	0,77
Colour Cosmetics	0,77	0,76	0,78	0,70	0,83	0,56	0,58	0,67	0,48
Men's Grooming	1,16	1,33	0,95	0,42	0,50	0,34	0,77	0,88	0,62
Depilatories	1,33	1,52	1,09	0,73	0,86	0,58	1,34	1,55	1,09
Hair Care	1,13	1,29	0,93	0,53	0,62	0,42	0,76	0,87	0,62
Fragrances	0,94	0,86	1,01	2,41	2,87	2,00	1,43	1,74	1,16
Total - Beauty & Personal Care - Units	**1,29**	**1,34**	**1,24**	**0,90**	**1,06**	**0,72**	**0,89**	**1,04**	**0,73**

Comparison of average yearly change of RSP, MSP and GRM ratios for 2018-2022

Table 8 bis

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Beer	1,04%	0,94%	1,38%	0,21%	0,17%	0,33%	-0,42%	-0,29%	-0,89%
Wine	0,64%	0,68%	0,60%	1,39%	1,45%	1,25%	0,59%	0,52%	0,70%
Spirits	0,17%	0,27%	-0,13%	0,07%	-0,06%	0,31%	0,21%	0,27%	-0,01%
Alcoholic RTD	-0,25%	-0,23%	-0,26%	-3,96%	-1,28%	-10,59%	0,96%	0,69%	1,69%
Cider/perry	-2,12%	-2,36%	-1,70%	-0,29%	-0,36%	-0,17%	0,24%	0,17%	0,45%
Total - Alcoholic Drinks - Liters	**0,87%**	**0,93%**	**0,77%**	**0,13%**	**-0,04%**	**0,47%**	**0,45%**	**0,35%**	**0,69%**
Carbonates	0,34%	0,34%	0,36%	-0,50%	-0,46%	-0,69%	0,73%	0,60%	1,30%
Bottled Water	-0,75%	-0,68%	-1,20%	-1,24%	-1,14%	-1,92%	-0,41%	-0,32%	-0,94%
Juice	0,53%	0,52%	0,57%	-0,61%	-0,61%	-0,60%	2,07%	1,78%	3,29%
Soft RTD	1,96%	1,72%	3,18%	-1,33%	-1,45%	-0,72%	1,01%	0,75%	2,59%
Energy Drinks	3,59%	3,47%	4,15%	-0,98%	-0,94%	-1,18%	1,34%	1,10%	2,40%
Total - Soft Drinks - Liters	**1,02%**	**0,94%**	**1,39%**	**-1,11%**	**-1,06%**	**-1,32%**	**1,57%**	**1,28%**	**2,97%**
Coffee	-0,18%	-0,17%	-0,21%	-0,49%	-0,50%	-0,44%	-2,15%	-2,32%	-1,58%
Other Flavoured Hot Drinks	0,23%	0,23%	0,26%	1,41%	1,45%	1,26%	0,71%	0,76%	0,56%
Tea	0,96%	0,92%	1,07%	0,52%	0,50%	0,58%	1,53%	1,64%	1,17%
Total - Hot Drinks - Liters	**-0,02%**	**-0,02%**	**-0,01%**	**0,17%**	**0,19%**	**0,10%**	**-1,43%**	**-1,55%**	**-1,06%**

Table 9 bis A

Industry-Type	Netherlands Avg. Yearly delta RSP 2018-2022	Netherlands Avg. Yearly delta MSP 2018-2022	Netherlands Avg. Yearly delta GRM 2018-2022	France Avg. Yearly delta RSP 2018-2022	France Avg. Yearly delta MSP 2018-2022	France Avg. Yearly delta GRM 2018-2022	Germany Avg. Yearly delta RSP 2018-2022	Germany Avg. Yearly delta MSP 2018-2022	Germany Avg. Yearly delta GRM 2018-2022
Baked Goods	0,07%	0,06%	0,12%	-0,17%	-0,17%	-0,17%	-0,12%	-0,13%	-0,06%
Processed Fruit and Vegetables	0,57%	0,57%	0,57%	0,52%	0,52%	0,51%	0,69%	0,65%	0,80%
Processed Meat Seafood and Alternatives to Meats	2,46%	2,58%	2,14%	1,55%	1,68%	1,19%	0,88%	0,91%	0,83%
Rice Pasta and Noodles	-0,14%	-0,11%	-0,26%	-0,26%	-0,25%	-0,30%	-0,16%	-0,15%	-0,17%
Breakfast Cereals	0,70%	0,71%	0,64%	0,06%	0,06%	0,06%	0,10%	0,10%	0,10%
Total - Staple Food - Kilograms	**0,72%**	**0,69%**	**0,81%**	**0,25%**	**0,23%**	**0,29%**	**0,25%**	**0,21%**	**0,38%**
Drinking Milk Products	3,24%	3,19%	3,46%	0,64%	0,67%	0,44%	4,27%	4,36%	3,81%
Cheese	1,73%	1,66%	2,00%	0,32%	0,33%	0,31%	1,68%	1,66%	1,76%
Yoghurt and Sour Milk Products	0,78%		0,88%	-0,50%	-0,50%	-0,49%	0,34%	0,32%	0,44%
Butter and Spreads	4,79%	4,58%	5,71%	3,30%	3,34%	3,13%	4,06%	3,91%	4,71%
Other dairy	0,88%	0,85%	0,98%	0,10%	0,12%	0,04%	0,78%	0,75%	0,91%
Baby Food	2,46%	2,49%	2,38%	2,12%	2,22%	1,80%	0,53%	0,44%	0,75%
Plant Based Dairy	2,99%	2,80%	3,73%	1,51%	1,52%	1,51%	2,26%	2,23%	2,40%
Total - Dairy Products - Kilograms	**2,22%**	**2,13%**	**2,58%**	**0,64%**	**0,65%**	**0,61%**	**1,88%**	**1,88%**	**1,88%**
Confectioner y	0,61%	0,62%	0,59%	0,55%	0,61%	0,35%	0,22%	0,24%	0,15%
Sweet Snacks	0,87%	0,83%	1,07%	0,80%	0,81%	0,75%	1,33%	1,29%	1,51%
Savoury Snacks	0,76%	0,85%	0,53%	1,02%	1,13%	0,75%	0,63%	0,70%	0,46%
Total - Snacks - Kilograms	**0,84%**	**0,89%**	**0,69%**	**0,61%**	**0,69%**	**0,34%**	**0,38%**	**0,41%**	**0,30%**
Meals and Soups	-0,02%	-0,02%	-0,03%	0,09%	0,09%	0,09%	0,46%	0,44%	0,57%
Sauces	-0,26%	-0,26%	-0,26%	0,73%	0,72%	0,75%	0,81%	0,78%	0,94%
Sweet Spreads	0,09%	0,09%	0,10%	0,54%	0,55%	0,48%	2,95%	3,03%	2,67%
Ckg Ingredients Condiments	-0,26%	-0,26%	-0,26%	-0,38%	-0,37%	-0,39%	-0,11%	-0,10%	-0,13%

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Pickled Products	-0,15%	-0,15%	-0,15%	-0,45%	-0,45%	-0,47%	0,22%	0,21%	0,25%
Dips	0,21%	0,21%	0,21%	0,31%	0,31%	0,32%	1,23%	1,18%	1,42%
Total - Cooking Ingredients & Meals - Kilograms	**0,15%**	**0,11%**	**0,30%**	**0,00%**	**0,00%**	**0,00%**	**0,67%**	**0,64%**	**0,76%**
Total - Processed Food - Kilograms	**1,06%**	**1,03%**	**1,15%**	**0,46%**	**0,47%**	**0,45%**	**0,85%**	**0,83%**	**0,91%**

Table 9 bis B

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Drinking Milk Products	0,84%	0,83%	0,90%	0,66%	0,70%	0,46%	2,66%	2,72%	2,38%
Plant Based Dairy	0,98%	0,97%	1,05%	-0,48%	-0,51%	-0,33%	0,01%	0,01%	0,01%
Yoghurt and Sour Milk Products	0,37%	0,36%	0,42%	-0,30%	-0,30%	-0,30%	0,18%	0,17%	0,23%
Other dairy	0,89%	0,87%	0,95%	-1,32%	-1,40%	-0,92%	-0,28%	-0,28%	-0,25%
Total - Dairy Products - Liters	**0,73%**	**0,72%**	**0,83%**	**-0,38%**	**-0,35%**	**-0,52%**	**-0,14%**	**0,03%**	**-0,93%**
Ice Cream	1,11%	1,14%	1,03%	0,93%	0,94%	0,90%	-0,28%	-0,31%	-0,21%
Edible Oils	4,05%	4,05%	4,04%	2,81%	2,78%	2,91%	4,83%	4,63%	5,59%
Total - Processed Food - Liters	**1,39%**	**1,37%**	**1,46%**	**1,26%**	**1,26%**	**1,25%**	**-0,07%**	**0,05%**	**-0,50%**

Table 10 bis A

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Bath and Shower	1,07%	1,22%	0,89%	-0,07%	-0,08%	-0,06%	0,95%	1,07%	0,81%
Baby and Child-specific Products	0,13%	0,12%	0,16%	-0,58%	-0,57%	-0,61%	-0,50%	-0,40%	-0,72%
Deodorants	0,45%	0,51%	0,37%	-0,40%	-0,46%	-0,32%	-0,33%	-0,38%	-0,27%
Colour Cosmetics	1,46%	1,37%	1,55%	-0,90%	-1,12%	-0,66%	-0,29%	-0,32%	-0,26%
Skin Care	-0,19%	-0,13%	-0,24%	0,69%	0,72%	0,66%	-0,25%	-0,28%	-0,20%
Total - Beauty & Personal Care - Kilograms	**3,77%**	**3,79%**	**3,75%**	**0,47%**	**0,45%**	**0,51%**	**0,12%**	**0,12%**	**0,11%**

Table 10 bis B

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Bath and Shower	0,09%	0,12%	0,05%	-0,40%	-0,42%	-0,37%	0,08%	0,09%	0,08%
Hair Care	2,70%	2,92%	2,43%	0,22%	0,23%	0,22%	0,78%	0,87%	0,67%
Skin Care	0,35%	0,35%	0,34%	0,04%	0,11%	-0,01%	0,05%	0,08%	0,02%
Oral Care	-0,43%	-0,50%	-0,36%	-0,68%	-0,80%	-0,54%	0,44%	0,50%	0,35%
Deodorants	0,66%	0,76%	0,55%	-1,08%	-1,26%	-0,87%	0,85%	0,97%	0,70%
Baby and Child-specific Products	0,16%	0,18%	0,13%	0,76%	0,86%	0,64%	-0,01%	-0,02%	-0,01%
Sun Care	4,06%	3,77%	4,36%	3,74%	4,19%	3,30%	2,01%	2,23%	1,80%
Fragrances	2,15%	1,88%	2,37%	3,40%	4,13%	2,81%	1,39%	1,67%	1,16%
Men's Grooming	0,74%	0,85%	0,61%	-0,27%	-0,31%	-0,21%	-0,20%	-0,23%	-0,16%
Intimate Hygiene	-0,38%	-0,43%	-0,32%	-0,83%	-0,95%	-0,69%	-0,12%	-0,13%	-0,10%
Colour Cosmetics	0,22%	0,19%	0,25%	-1,66%	-1,92%	-1,39%	-1,56%	-1,80%	-1,30%
Depilatories	0,57%	0,65%	0,46%	0,41%	0,48%	0,32%	-0,03%	-0,04%	-0,03%
Total - Beauty & Personal Care - Liters	**0,67%**	**0,66%**	**0,69%**	**-0,43%**	**-0,53%**	**-0,33%**	**0,08%**	**0,09%**	**0,07%**

Table 10 bis C

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Baby and Child-specific Products	0,36%	0,35%	0,40%	1,03%	1,07%	0,94%	0,93%	0,96%	0,87%
Skin Care	1,34%	1,28%	1,48%	-1,39%	-1,45%	-1,27%	-0,16%	-0,16%	-0,15%
Intimate Hygiene	1,18%	1,13%	1,30%	-0,72%	-0,75%	-0,66%	0,78%	0,80%	0,73%
Total - Beauty & Personal Care - Sheets	**0,68%**	**0,65%**	**0,75%**	**0,72%**	**0,75%**	**0,66%**	**0,61%**	**0,63%**	**0,57%**

Table 10 bis D

	Netherlands			France			Germany		
Industry-Type	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**	**Avg. Yearly delta RSP 2018-2022**	**Avg. Yearly delta MSP 2018-2022**	**Avg. Yearly delta GRM 2018-2022**
Skin Care	11,78%	10,86%	12,75%	11,12%	12,61%	9,54%	3,79%	4,22%	3,32%
Oral Care	2,03%	2,32%	1,67%	0,48%	0,57%	0,38%	1,92%	2,22%	1,56%
Colour Cosmetics	0,31%	0,30%	0,33%	-0,37%	-0,43%	-0,32%	0,18%	0,28%	0,08%
Men's Grooming	0,48%	0,55%	0,39%	0,58%	0,68%	0,46%	-0,14%	-0,16%	-0,12%
Depilatories	2,33%	2,67%	1,92%	0,47%	0,55%	0,37%	-0,76%	-0,88%	-0,62%
Hair Care	0,37%	0,42%	0,31%	-0,65%	-0,75%	-0,52%	0,10%	0,09%	0,10%
Fragrances	2,66%	2,33%	2,95%	3,25%	3,75%	2,82%	4,87%	5,85%	4,01%
Total - Beauty & Personal Care - Units	**4,26%**	**4,48%**	**4,02%**	**2,55%**	**3,03%**	**2,03%**	**3,04%**	**3,58%**	**2,46%**