



Passport

JDE PEET'S BV IN HOT DRINKS (WORLD)

March 2021

This sample report is for illustration
purposes only.

Some content and data have been
changed.

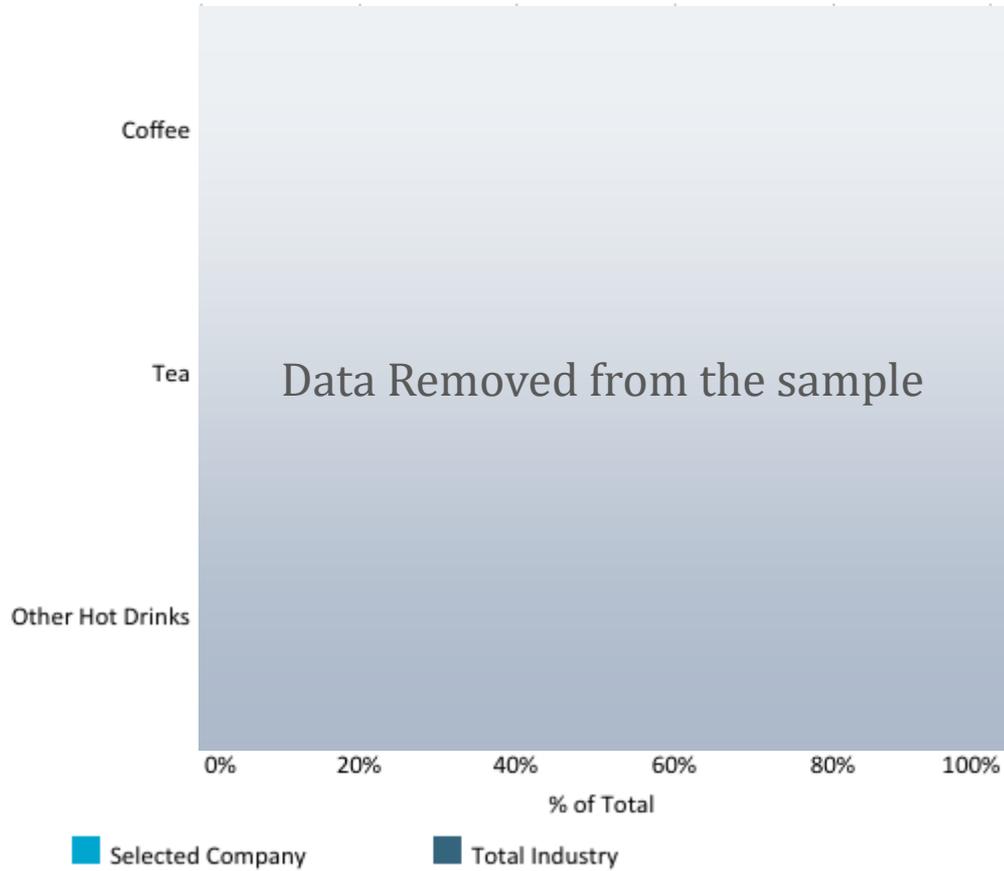
To purchase a full version, please visit

www.euromonitor.com

Scope

JDE Peet's BV vs. Hot Drinks: Distribution of Sales by Category, 2020

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates



Executive Summary

Content Removed from the sample

STATE OF PLAY

EXPOSURE TO FUTURE GROWTH

COMPETITIVE POSITIONING

COFFEE

TEA

KEY FINDINGS

APPENDIX



Top companies at a glance

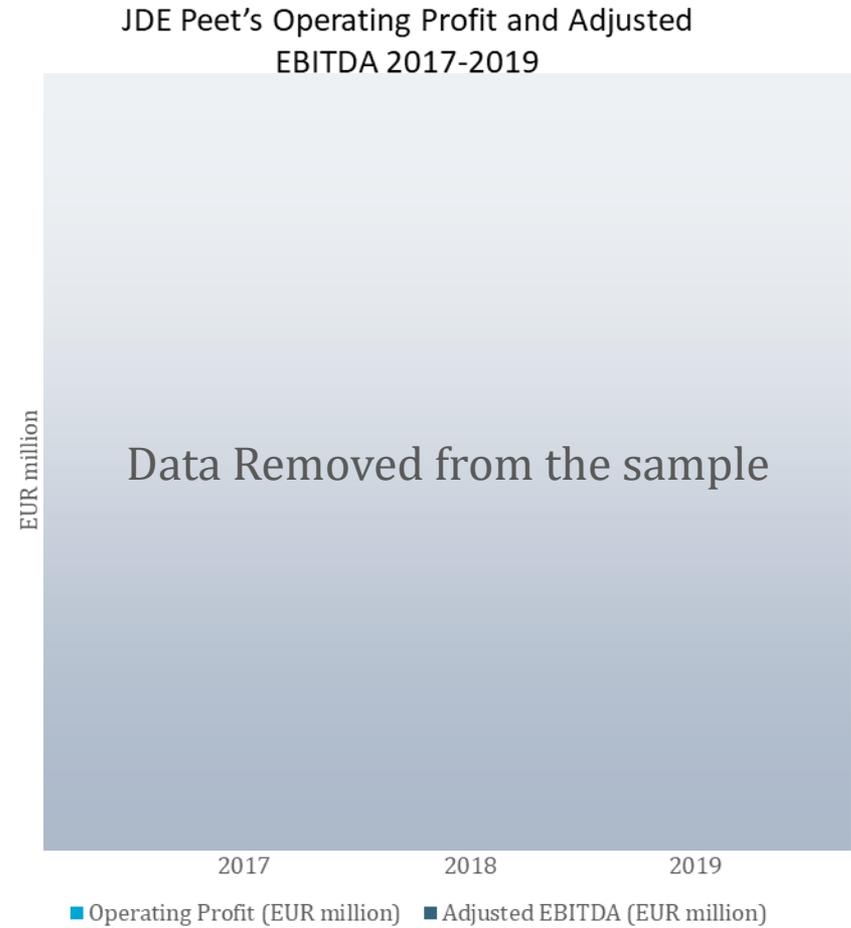
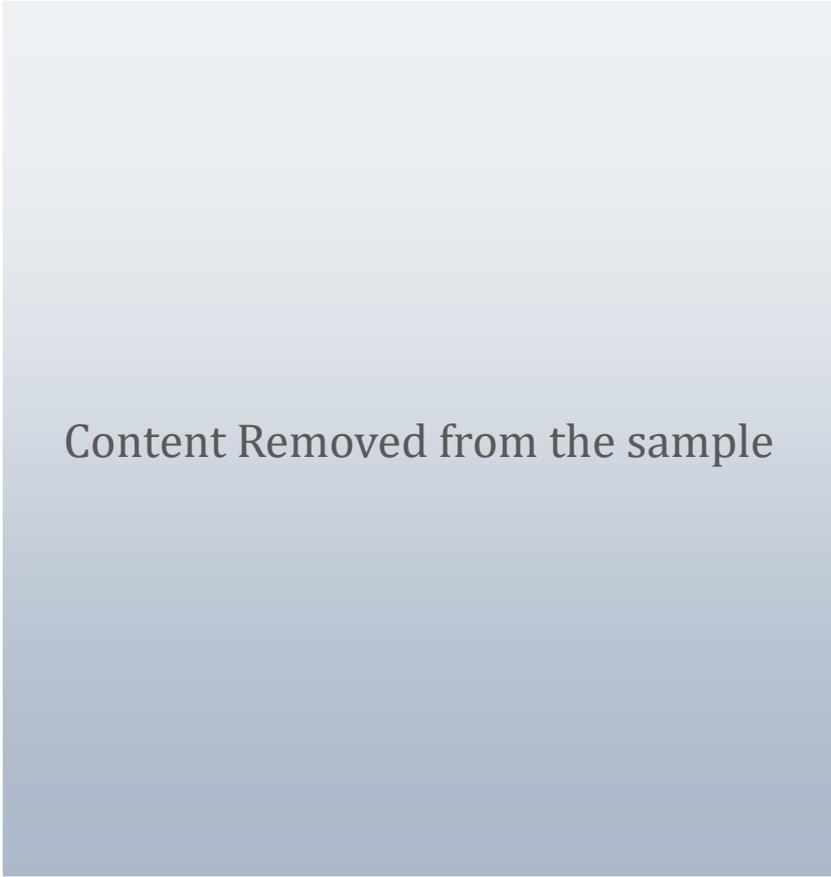
Top 10 Companies in Hot Drinks: Key Facts and Figures, 2020

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates (Historic Period: 2017-2020 and Projected Period: 2020-2023)

| Max. Company Rank in Current Year | Global Brand Owner | Company Sales | Company Shares | Historic CAGR | Projected CAGR | Absolute Projected Growth |
|-----------------------------------|--------------------|---------------|----------------|---------------|----------------|---------------------------|
| Data Removed from the sample | | | | | | |

Note: Company projections are based on researched markets only and not directly comparable with historic data which includes modelled markets and top down adjustments

JAB merged JDE and Peet's Coffee ahead of listing



Source: JDE Peet's Investor Relationships Website

Putting JDE Peet's into context

Content Removed from the sample

Timeline: major milestones on the road to consolidation

Content Removed from the sample

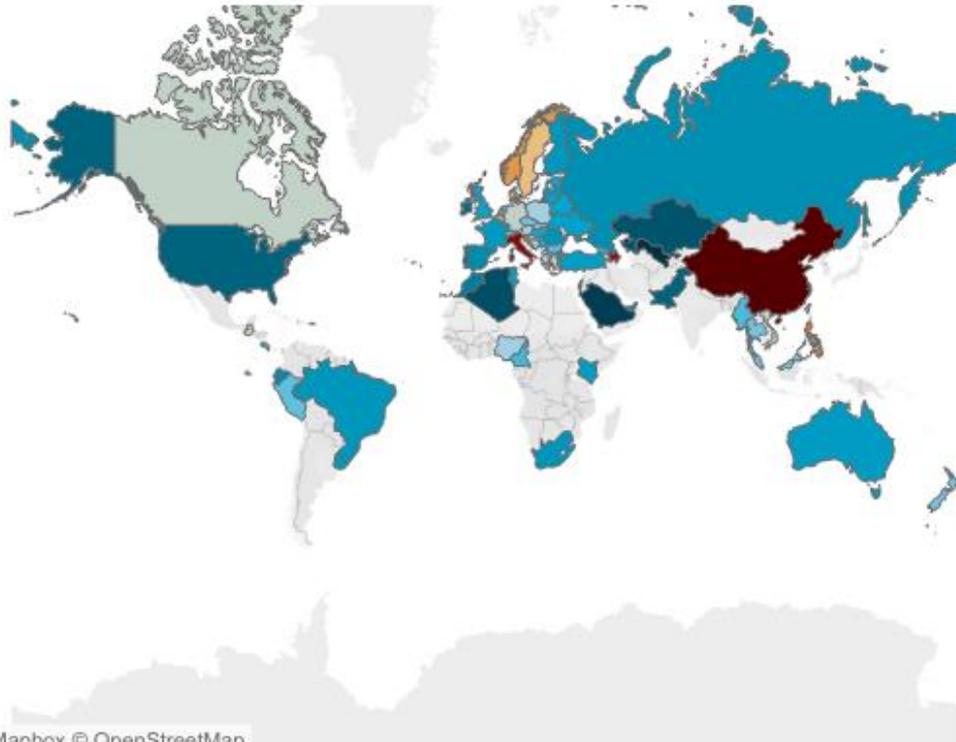
Content Removed from the sample

JDE Peet's global footprint

Hot Drinks, 2020

JDE Peet's BV

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates



© 2021 Mapbox © OpenStreetMap

Historic CAGR

Data Removed from the sample

Global Company Sales, 2020

USD million

Data Removed from the sample

Regional Breakdown, 2020

USD million

Data Removed from the sample

Company overview

Top Categories, 2020

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates
(Historic Period: 2017-2020)

Coffee

Tea

Other Hot Drinks



Company Sales

Top Countries, 2020

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates
(Historic Period: 2017-2020)

France
Germany
Brazil
Russia
Netherlands
UK
Spain
US
Poland
Australia



Company Sales

Absolute Historic Period Growth

Decli..



Growth



Growth decomposition

JDE Peet's BV: Decomposition of Sales Growth by Contributing Factors, 2017-2020

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates



Data Removed from the sample

| Growth From Market Momentum | Growth From Market Share | Growth From MnA | Grand Total |
|-----------------------------|--------------------------|-----------------|-------------|
|-----------------------------|--------------------------|-----------------|-------------|

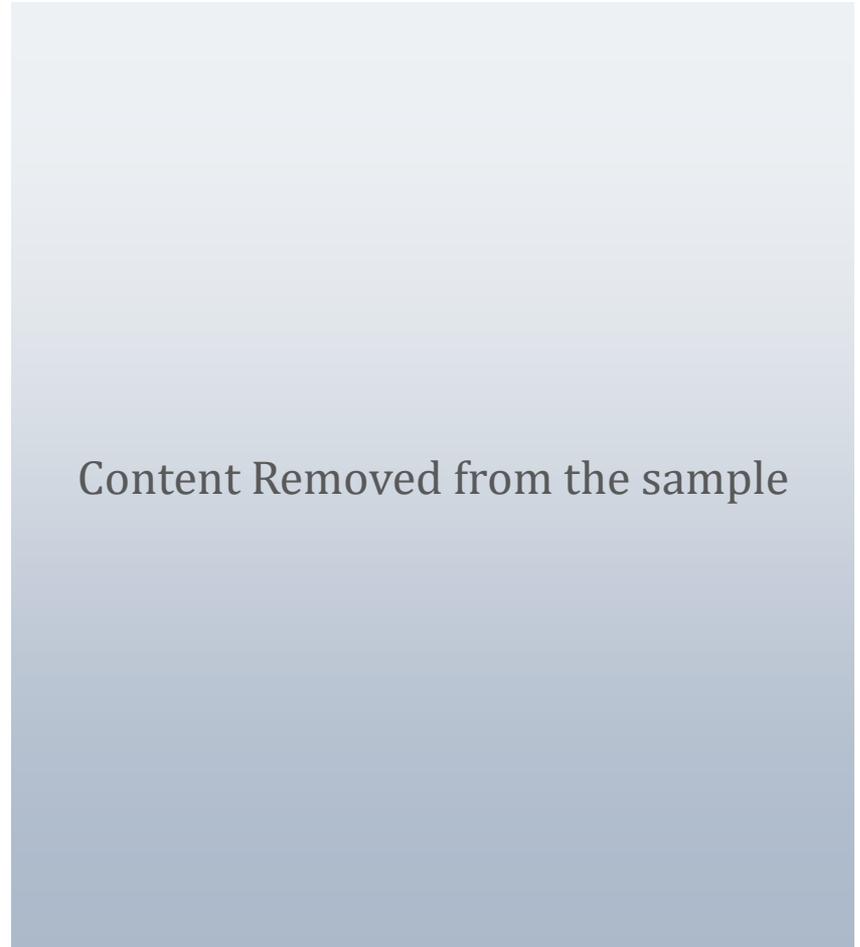
Absolute Historic Period Growth

Decl..

Data Removed from the sample

Growth

Data Removed from the sample



Content Removed from the sample

Impact of COVID-19 on JDE Peet's (1)

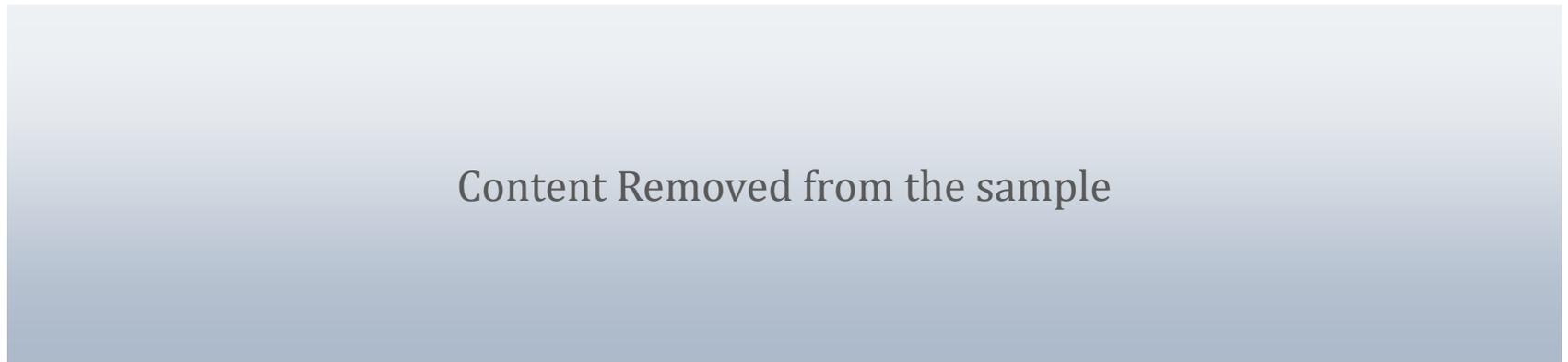
Content Removed from the sample

Impact of COVID-19 on JDE Peet's (2)

Content Removed from the sample

Expansion of Peet's at-home in the US

Peet's Coffee and Tea Inc Retail Value Sales in the US 2016-2020



Driving growth in developing countries

Content Removed from the sample

Retail Volume Sales '000 Tonnes, 2020 - 2025 CAGR %

Geography, Category

Drivers Effects Retail Volume Sales, CAGR %

| | |
|-------------|------------|
| Philippines | Hot Drinks |
| Mexico | Hot Drinks |
| Vietnam | Hot Drinks |
| Thailand | Hot Drinks |
| Turkey | Hot Drinks |
| Brazil | Hot Drinks |
| Malaysia | Hot Drinks |
| Russia | Hot Drinks |
| Ukraine | Hot Drinks |
| Indonesia | Hot Drinks |

Data Removed from the sample

- GDP Per Capita
- Market Environment
- Product Price
- Habit Persistence
- Population
- Substitutes Price
- Demographics
- Soft Drivers

Focus on single-serve and coffee beans

Content Removed from the sample

Fresh Coffee Pods and Coffee Beans Retail Value Forecast CAGR % per Region 2020-2025



Pursuing new growth opportunities in China

Content Removed from the sample

Number of Specialist Coffee and Tea Shops
in China: Outlets 2015-2020

Units/outlets

Data Removed from the sample

2015 2016 2017 2018 2019 2020

Data Removed from the sample

STATE OF PLAY

EXPOSURE TO FUTURE GROWTH

COMPETITIVE POSITIONING

COFFEE

TEA

KEY FINDINGS

APPENDIX



Developing countries to drive growth

JDE Peet's BV: Top 10 Growth Areas, 2020-2023

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates

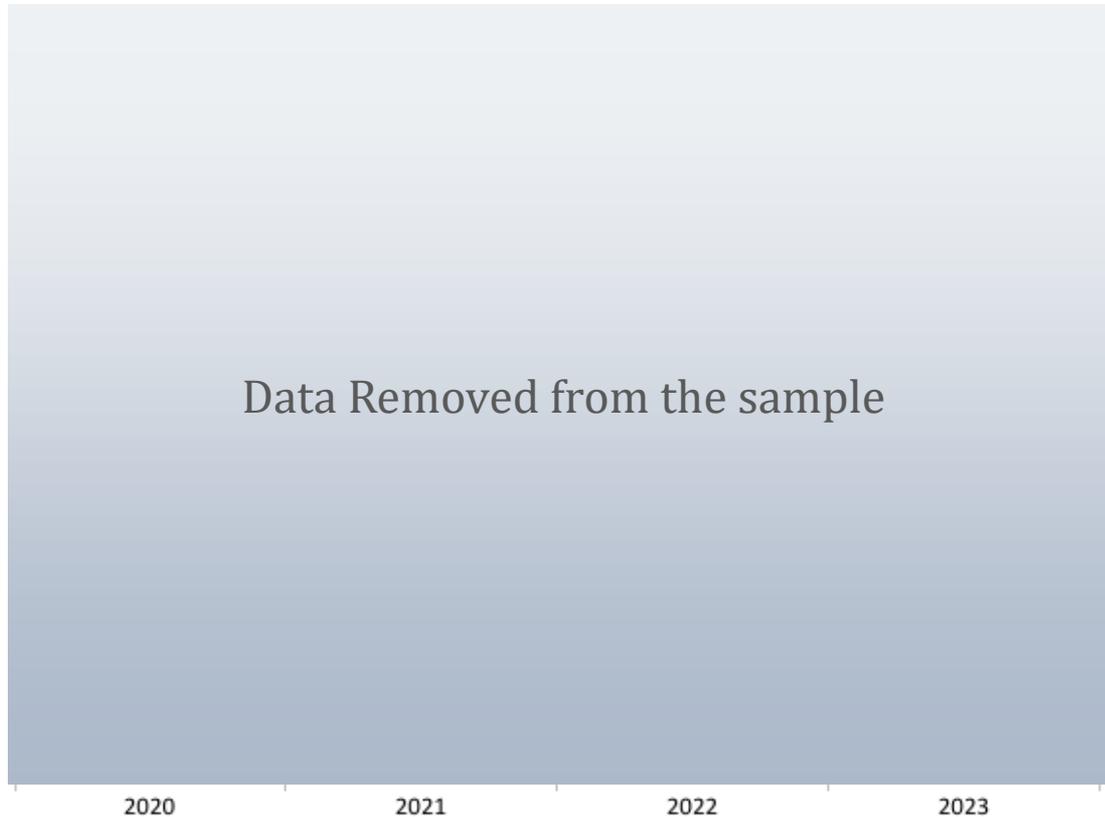
Data Removed from the sample

Content Removed from
the sample

Note: Absolute projected sales represent the net increase/decrease in annual sales between 2020 and 2023. See appendix for methodology on projected company sales.

Projected rankings

JDE Peet's BV vs the Competition, 2020-2023



Note: Sales projections based on 78 researched countries, see appendix for methodology on projected growth



JDE Peet's drives growth through its wide portfolio

Content Removed from the sample

Content Removed from the sample

Source: JDE Peet's website

STATE OF PLAY

EXPOSURE TO FUTURE GROWTH

COMPETITIVE POSITIONING

COFFEE

TEA

KEY FINDINGS

APPENDIX



The group maintains its strong position in the global hot drinks market

Top 10 Companies in Hot Drinks: Sales and Shares, 2017-2020
Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates

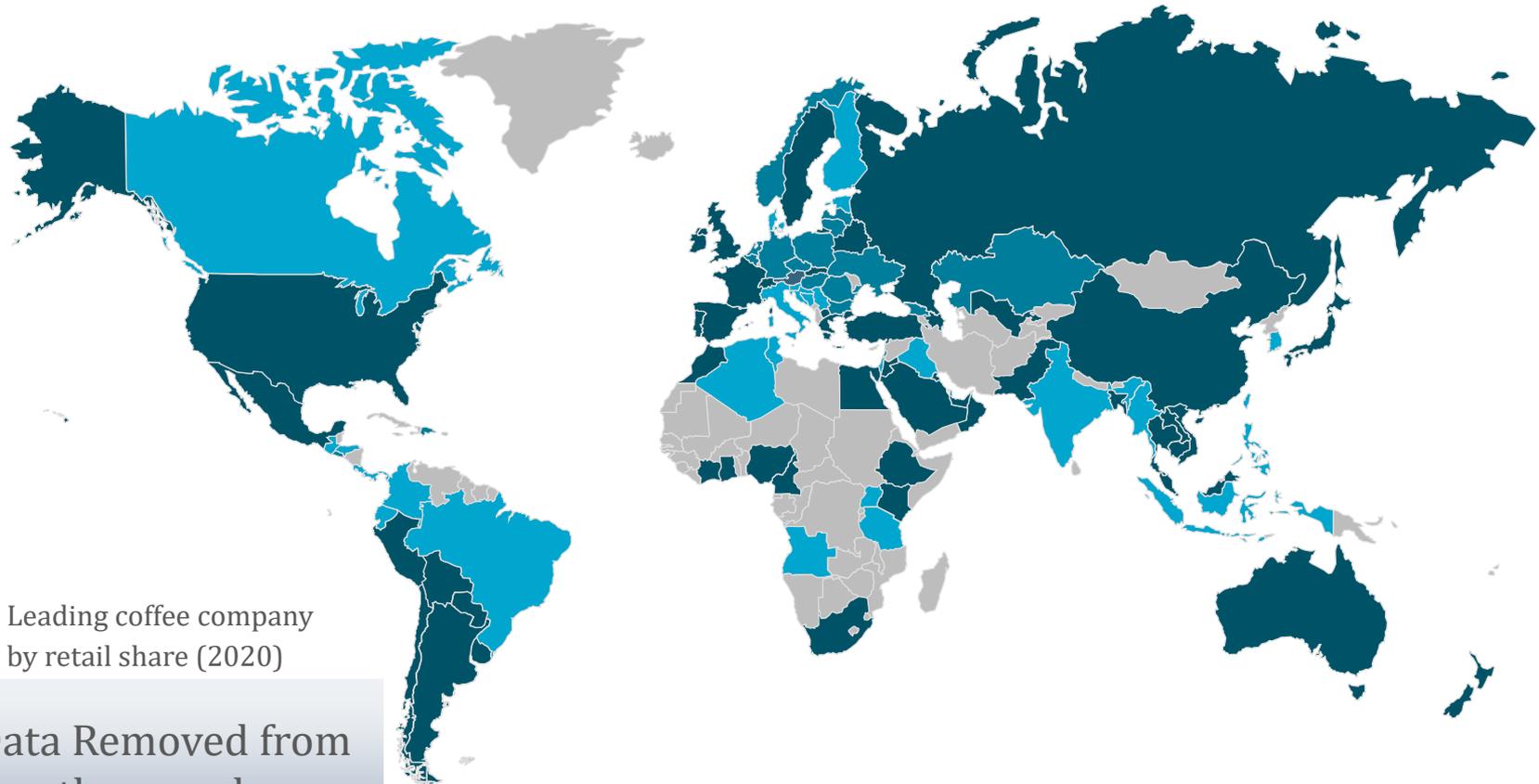
Nestlé SA
JDE Peet's BV
Unilever Group
Lavazza SpA, Luigi
JM Smucker Co, The
Associated British
Foods Plc
Kraft Heinz Co
Tchibo GmbH
Kapal Api Group
Tata Consumer
Products Ltd

Content Removed from
the sample



Nestlé or JDE Peet's are at the top in much of the world

Content Removed from the sample

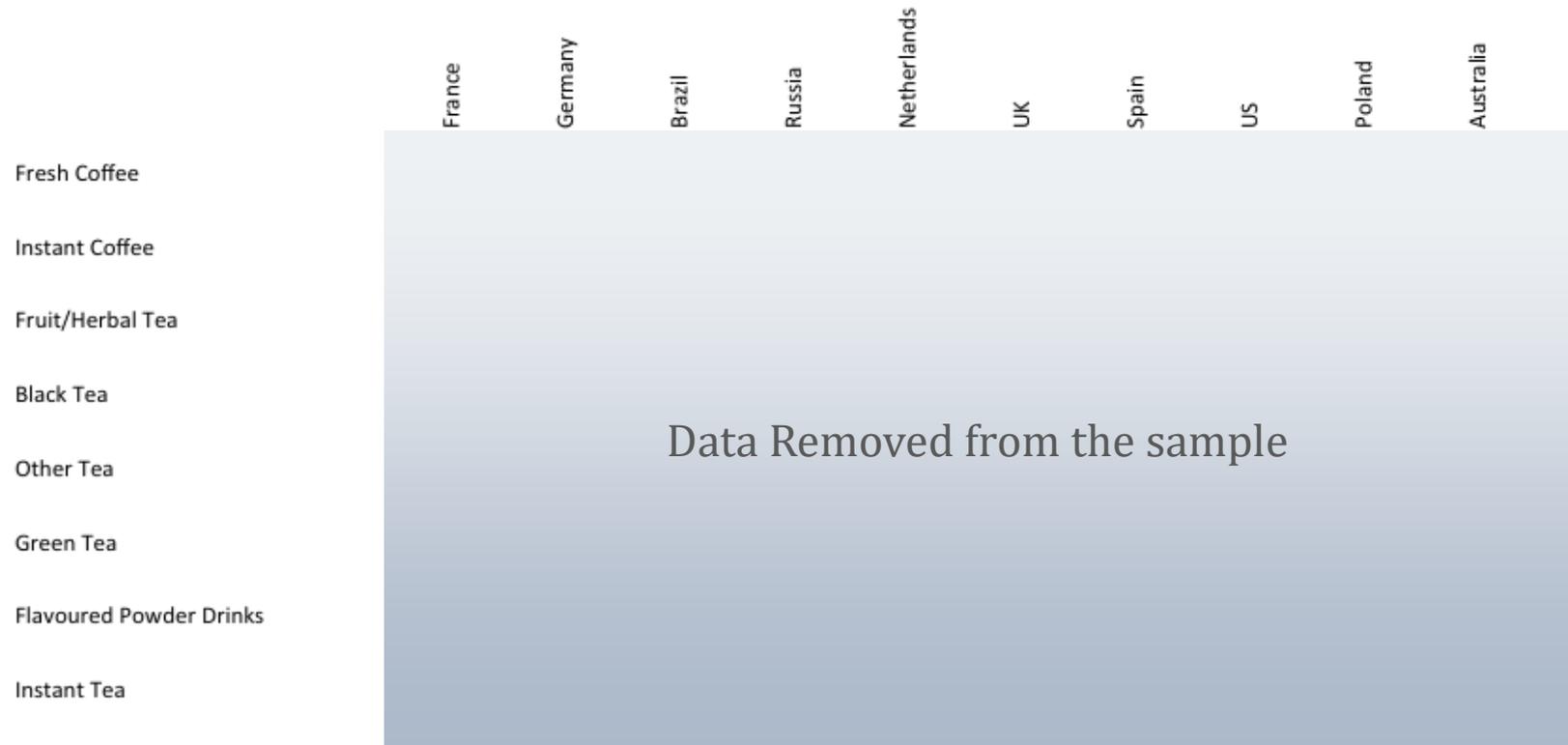


Leading coffee company
by retail share (2020)

Data Removed from
the sample

Strong positioning in the Netherlands and Spain within its tea portfolio

JDE Peet's BV: Company Leadership Across Top Countries and Categories, 2020

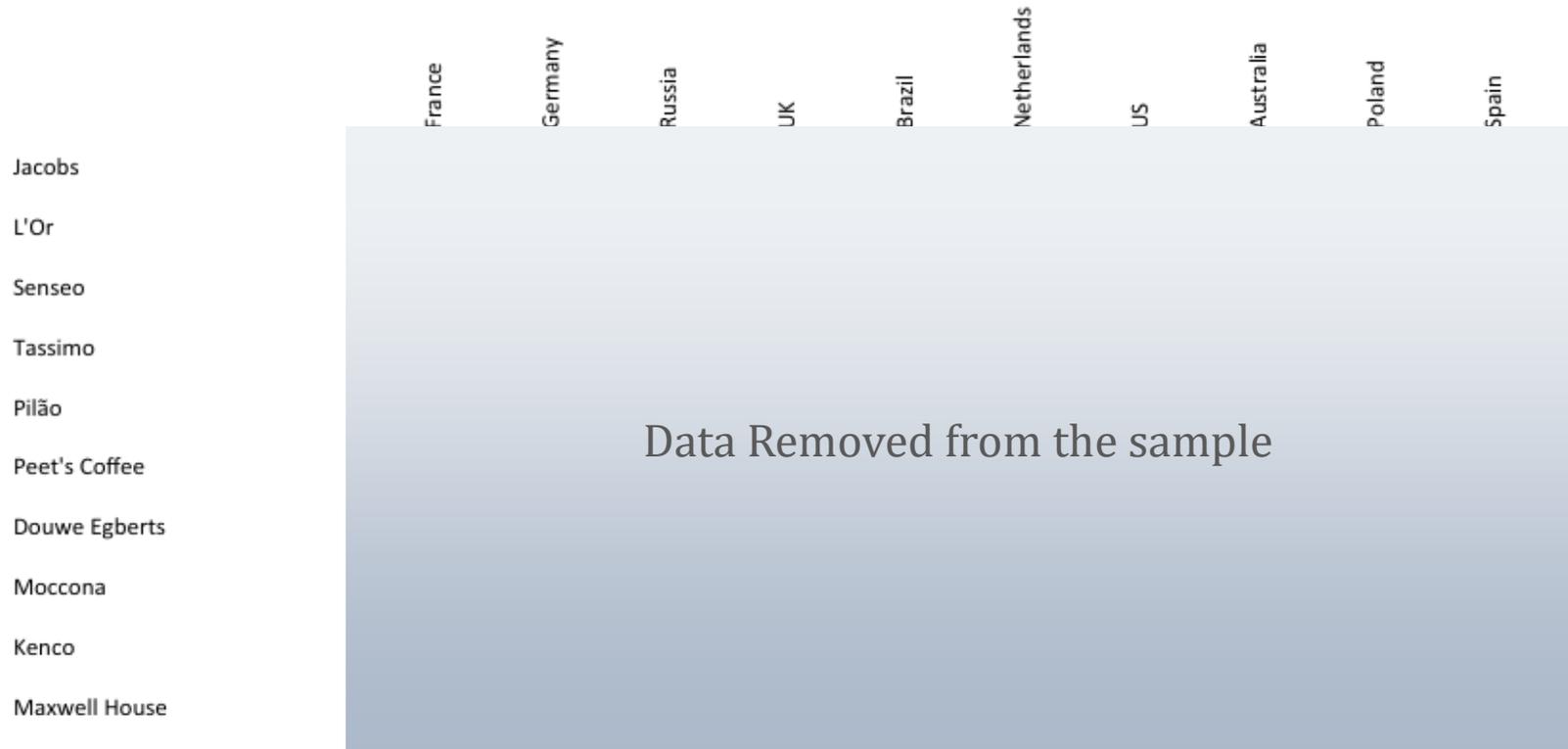


Note: Colour indicates company share in 2020. Range displayed: 1% to 50% in Retail Value RSP terms. Number indicates company rank in 2020. Range displayed: 1 to 6.

Company Share ■ ≤15% ■ 15-30% ■ 30-50% ■ >50%

Jacobs confirms its leadership in Germany and Poland

JDE Peet's BV: Company Leadership Across Top Countries and Brands, 2020



Note: Colour indicates brand share in 2020. Range displayed: 0% to 15% in Retail Value RSP terms. Number indicates brand rank in 2020. Range displayed: 1 to 62.

Brand Shares ■ ≤1.5% ■ 1.5-3.0% ■ 3.0-5.0% ■ >5.0%

STATE OF PLAY

EXPOSURE TO FUTURE GROWTH

COMPETITIVE POSITIONING

COFFEE

TEA

KEY FINDINGS

APPENDIX



Positive performance among all regions

Content Removed from the sample

JDE Peet's BV: Coffee, 2020 and CAGR, 2015-2020 by Region
Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates

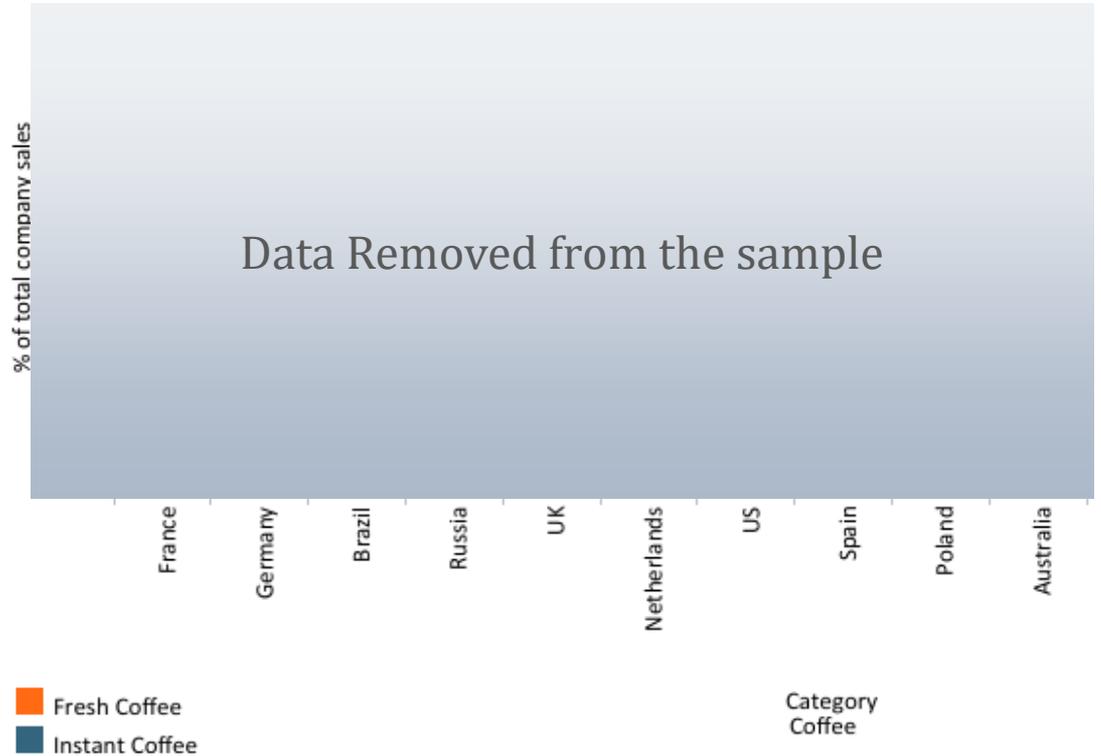


In the key markets fresh coffee is the big seller

Content Removed from the sample

JDE Peet's BV: Top Markets in All by Category, 2020

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates



Significant growth opportunities in Brazil, France and Russia

JDE Peet's BV: Top 10 Growth Areas in Coffee, 2020-2023
Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates



JDE Peet's to increase its online presence

Average Online SKUs Availability of JDE Peet's per Month - Top Selected Markets:
January 2020 – January 2021

11 March 2020 the Novel Coronavirus Disease, COVID-19, was declared a pandemic by the World Health Organization



Content Removed from the sample

Top Three Brands per No. of SKUs in Selected Markets:
January 2020 vs January 2021

| Country | Brands | Jan-20 | Jan-21 | Δ% |
|---------|--------|--------|--------|----|
|---------|--------|--------|--------|----|

Data Removed from the sample

Future growth trends in instant coffee stand to benefit Jacobs

Retail Value Sales, Real US\$ mn, 2020 - 2025 CAGR %

Driver Effect:

- GDP Per Capita
- Product Price
- Habit Persistence
- Population
- Demographics
- Market Environment
- Soft Drivers

2020 Constant Prices, 2020 Fixed Year Exchange Rate

Geography, Category

Drivers Effects Retail Value Sales, Real, CAGR %

Developed countries Instant Coffee

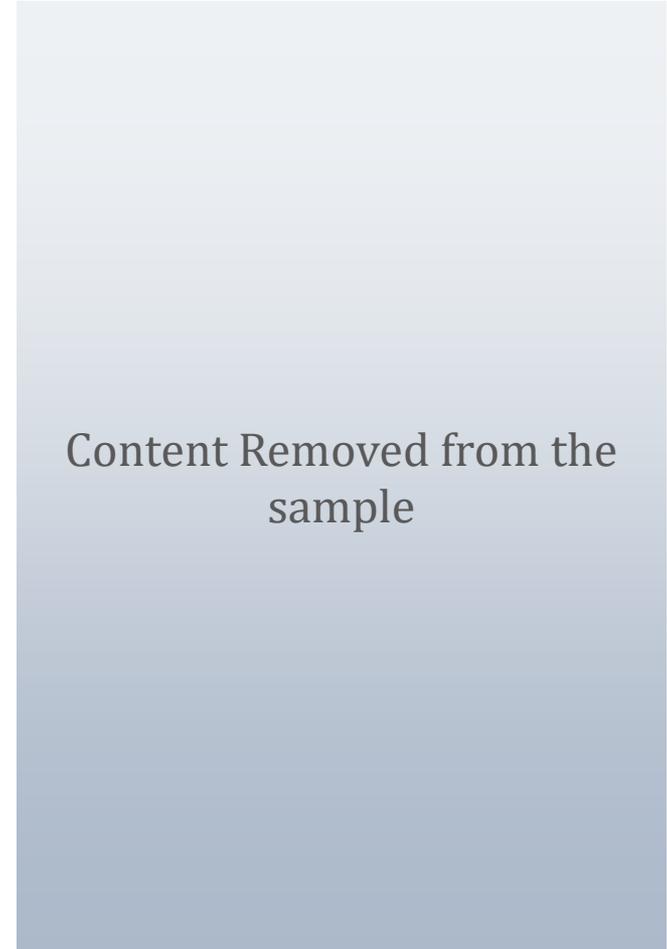
Emerging and Developing countries Instant Coffee

Data Removed from the sample

Source: Euromonitor International Hot Drinks Industry Forecast Model

Content Removed from the sample

Top brands in fresh coffee pods



STATE OF PLAY

EXPOSURE TO FUTURE GROWTH

COMPETITIVE POSITIONING

COFFEE

TEA

KEY FINDINGS

APPENDIX



Pursuing new growth opportunities in tea

Content Removed from the sample

JDE Peet's BV: Tea, 2020 and CAGR, 2015-2020 by Region
Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates



Data Removed from the sample

- Western Europe
- Eastern Europe
- Latin America
- Australasia

Tea

Fruit/herbal tea to lead growth in top markets

Content Removed from the sample

JDE Peet's BV: Top Markets in All by Category, 2020

Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates



- Fruit/Herbal Tea
- Black Tea
- Other Tea
- Green Tea
- Instant Tea

Category
Tea

Tea sales to increase in Turkey

JDE Peet's BV: Top 10 Growth Areas in Tea, 2020-2023
Company Retail Sales RSP - USD million - Current - Fixed 2020 Exchange Rates



STATE OF PLAY

EXPOSURE TO FUTURE GROWTH

COMPETITIVE POSITIONING

COFFEE

TEA

KEY FINDINGS

APPENDIX



Key Findings

Content Removed from the sample

STATE OF PLAY

EXPOSURE TO FUTURE GROWTH

COMPETITIVE POSITIONING

COFFEE

TEA

KEY FINDINGS

APPENDIX



Projected Company Sales: FAQs

Data Removed from the
sample

Content Removed from the sample

Projected Company Sales: FAQs

Content Removed from the sample

Data Removed from the sample

Via details

- Via Pricing is a new price and assortment intelligence solution built from web data extraction. Every day we capture data for more than 17 million SKUs from 1,500 e-commerce websites across 40 countries, providing daily updates to online retail pricing, assortment size and key product attributes.
- Via Pricing is built using a combination of our long-standing research expertise and web data extraction technology. Using Artificial Intelligence (AI), text and image recognition technology we match the same product (SKU) across multiple websites and also map each SKU to our existing product taxonomy.
- Our global team of fmcg industry analysts help train the AI to accurately match SKUs to the correct product category, brand owner and brand family, and then spot check product matching and taxonomy mapping to guarantee Via Pricing's continued accuracy. Their industry expertise and fluency in local languages ensures the right products are being correctly matched across markets and retailer websites.
- Our ability to match millions of SKUs to their corresponding category, brand owner and brand allows us to impose structure on a vast data set. In addition to viewing SKUs one by one, Via Pricing provides comprehensive price data by category, brand owner, brand, or retailer directly built from individual SKUs.



Experience more...

This research from Euromonitor International is part of a global strategic intelligence system that offers a complete picture of the commercial environment. Also available from Euromonitor International:

Global Briefings

Timely, relevant insight on the state of the market, emerging trends and pressing industry issues.

Interactive Statistical Database

Complete market analysis at a level of detail beyond any other source. Market sizes, market shares, distribution channels and forecasts.

Strategy Briefings

Executive debate on the global trends changing the consumer markets of the future.

Global Company Profiles

The competitive positioning and strategic direction of leading companies including uniquely sector-specific sales and share data.

Country Market Insight Reports

The key drivers influencing the industry in each country; comprehensive coverage of supply-side and demand trends and how they shape future outlook.

Learn More

To find out more about Euromonitor International's complete range of business intelligence on industries, countries and consumers please visit www.euromonitor.com or contact your local Euromonitor International office:

Bangalore +91 80 67740500

Cape Town +27 21 524 3000

Chicago +1 (312) 922 1115

Dubai +971 4 372 4363

Dusseldorf +49 211 8909 44 0

Hong Kong +852 3461 3137

London +44 (0) 207 251 8024

Santiago +56 2 2 9157200

São Paulo +55 11 2970 2150

Seoul +82 2 6123 0200 0215

Shanghai +86 21 603 21088

Singapore +65 6429 0590

Sydney +61 2 9581 9200

Tokyo +81 3 3436 2100

Vilnius +370 5 243 1577