Consumer insights

Jonathan Banks

Tuesday 20 October 8:00 – 8:30

Special thanks to nielsen

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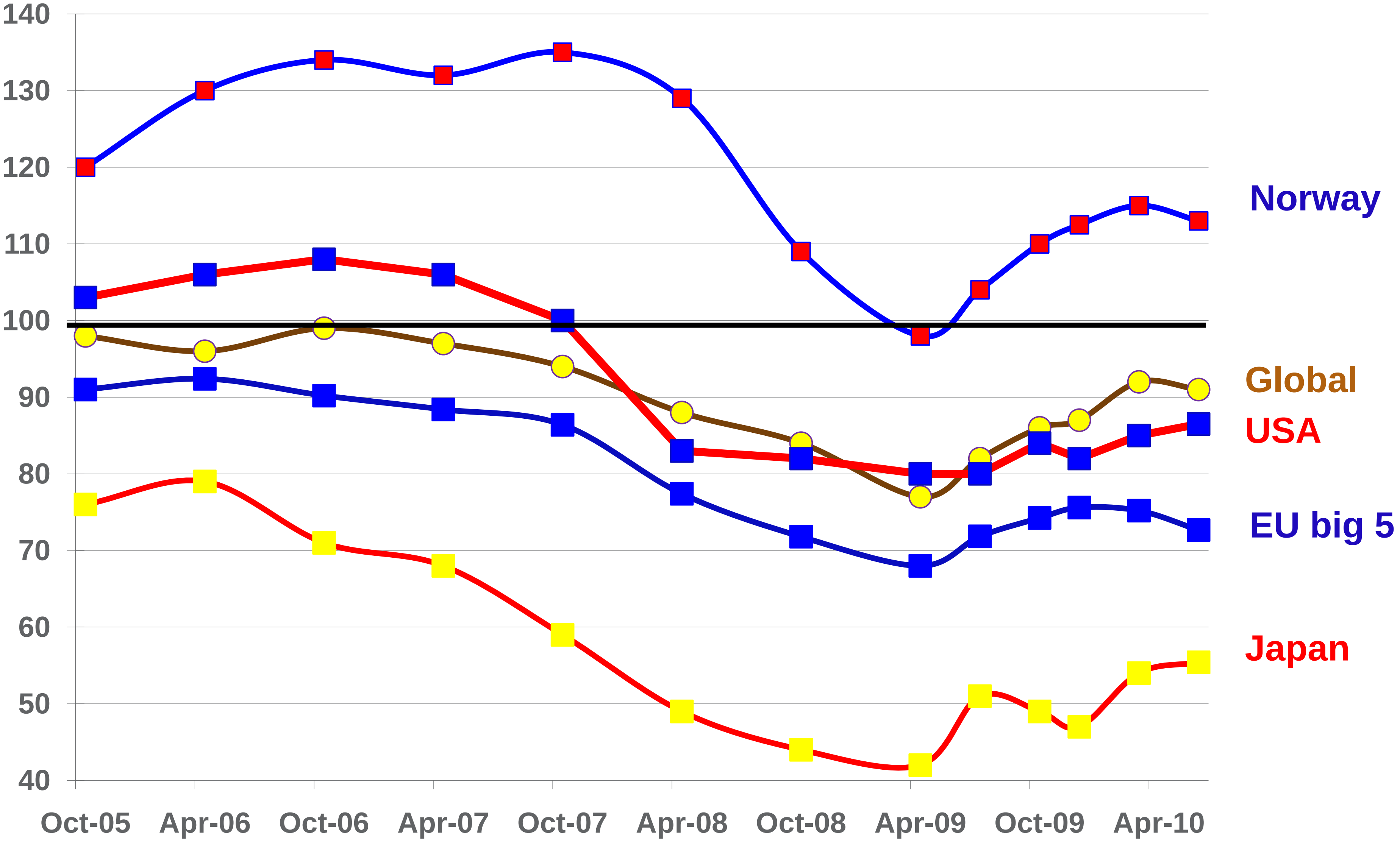
Consumer insights

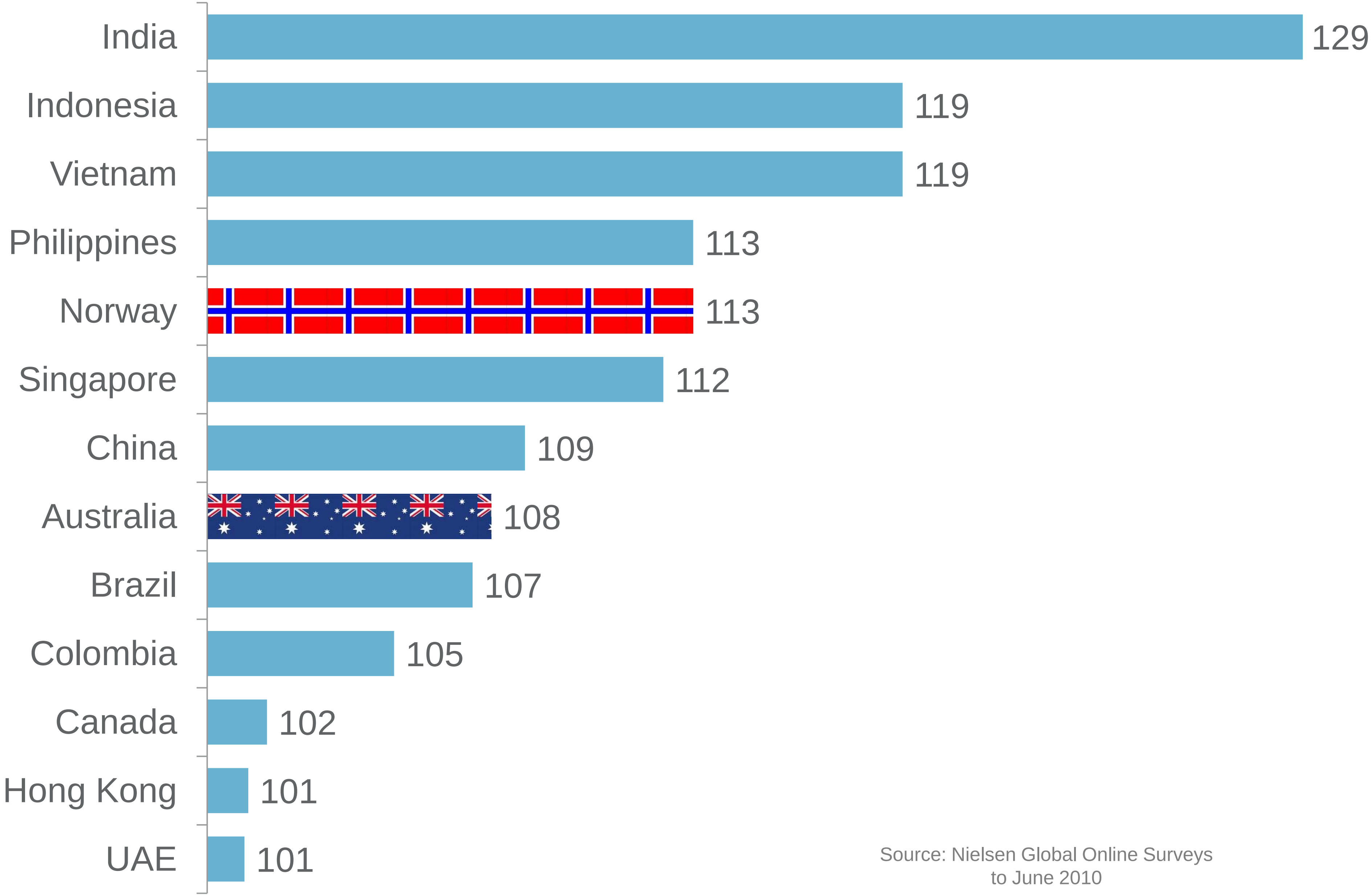
- The economic downturn
- Grocery issues
- Consumer issues?

Consumer confidence index



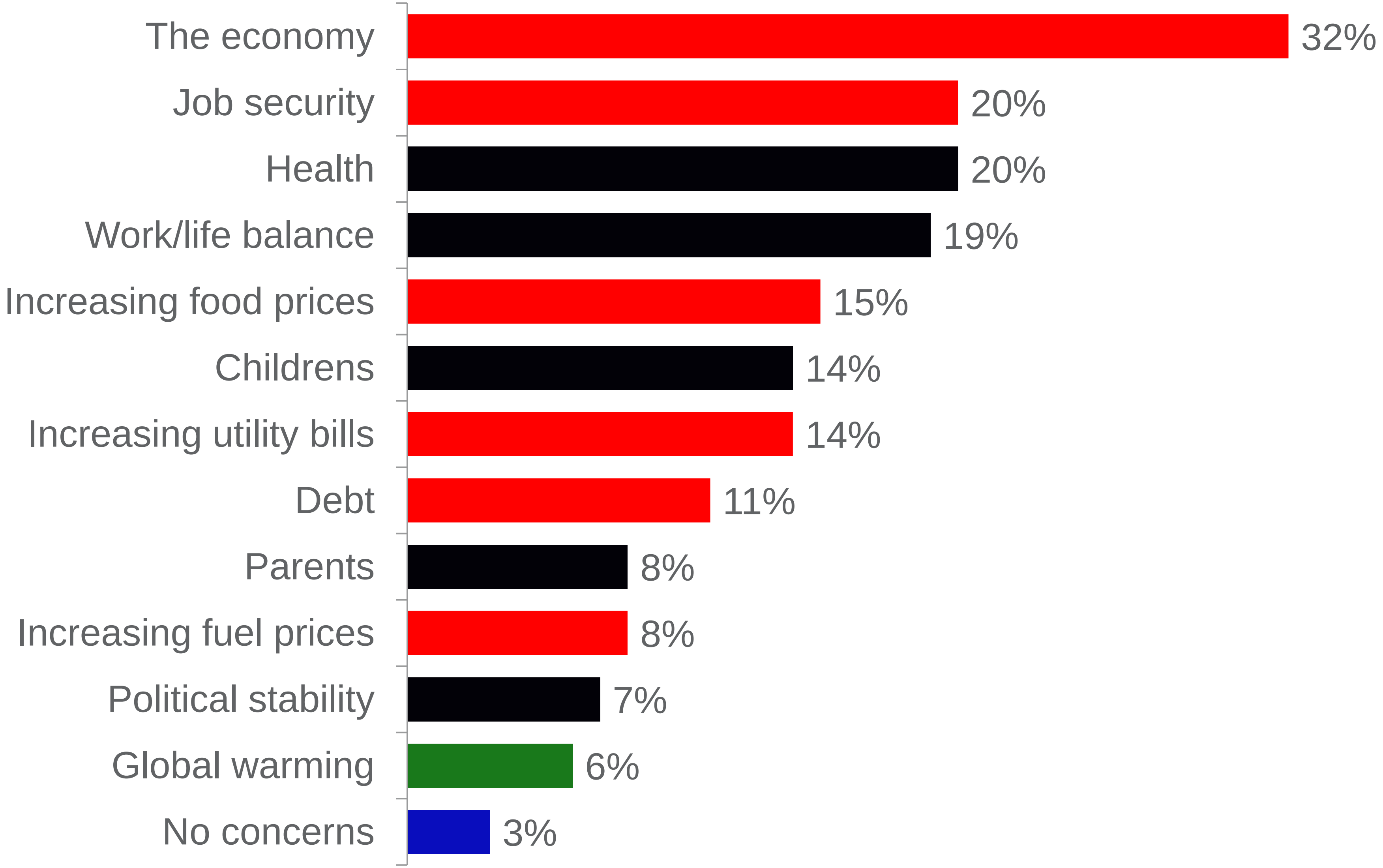
Source: Nielsen Global Online Surveys
to June 2010

The 100 club…



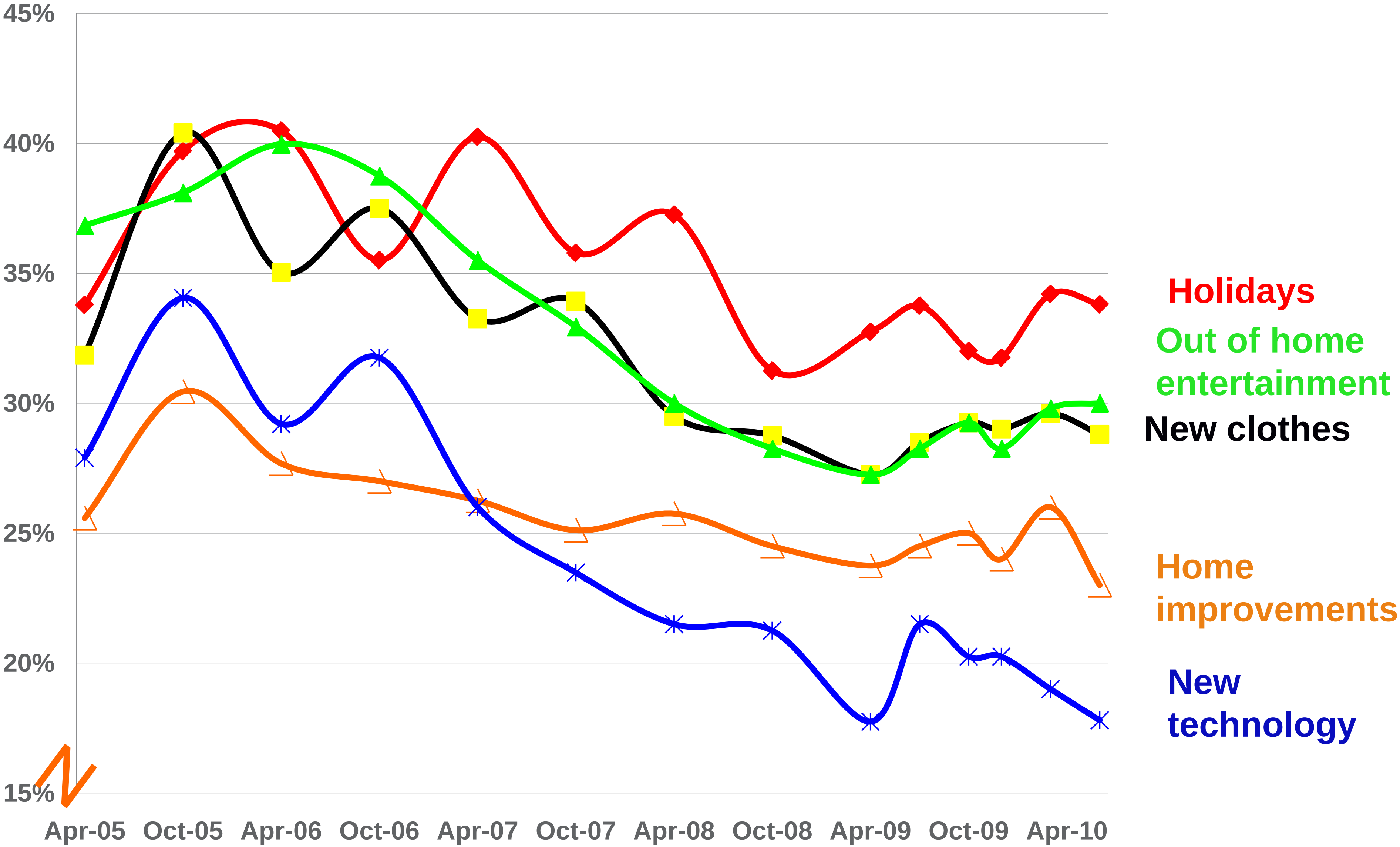
Source: Nielsen Global Online Surveys to June 2010

Biggest+2nd biggest concerns in next 6 months



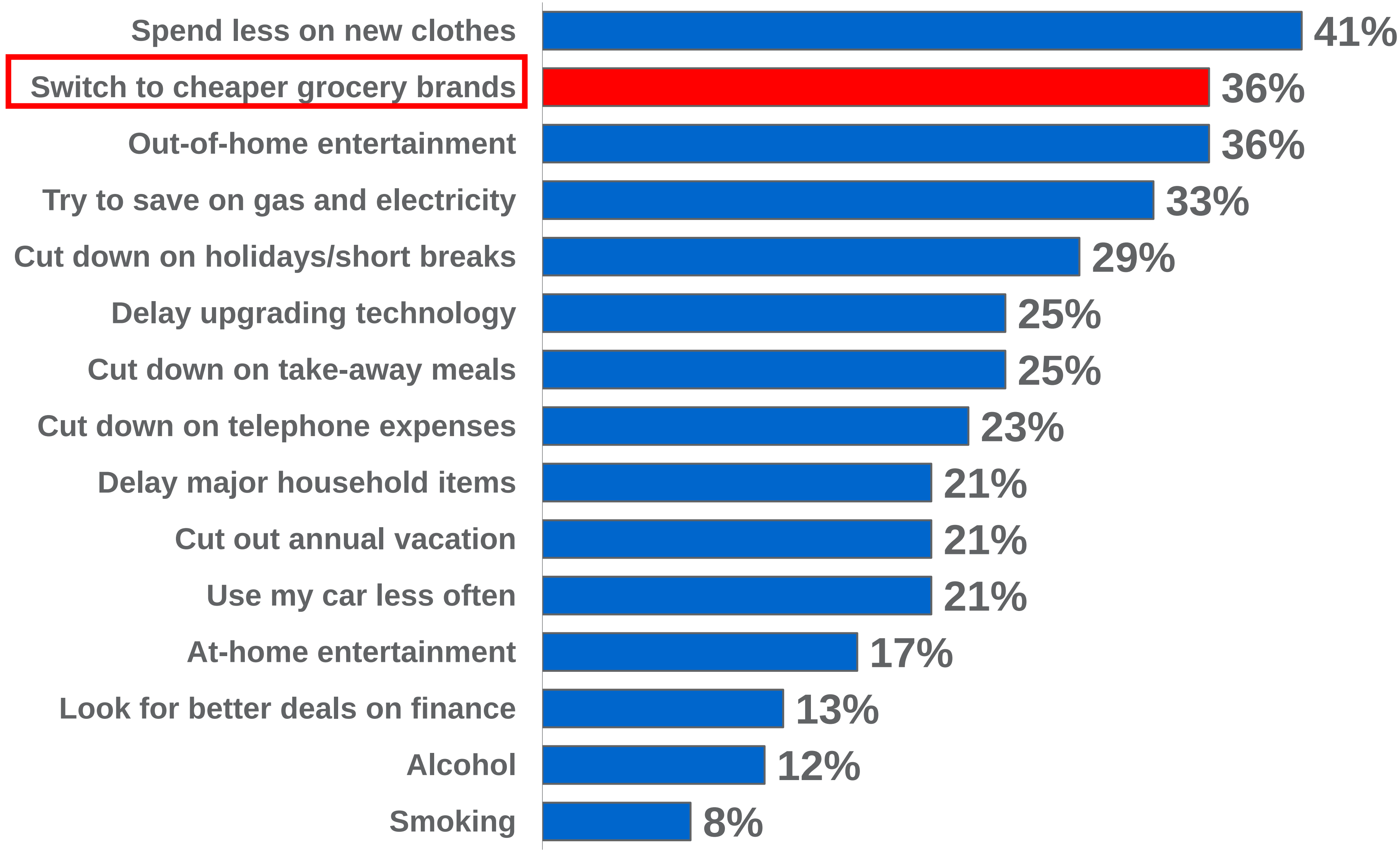
Source: Nielsen Global online survey: June 2010
Global average

Discretionary spending: EU Big 5 averages



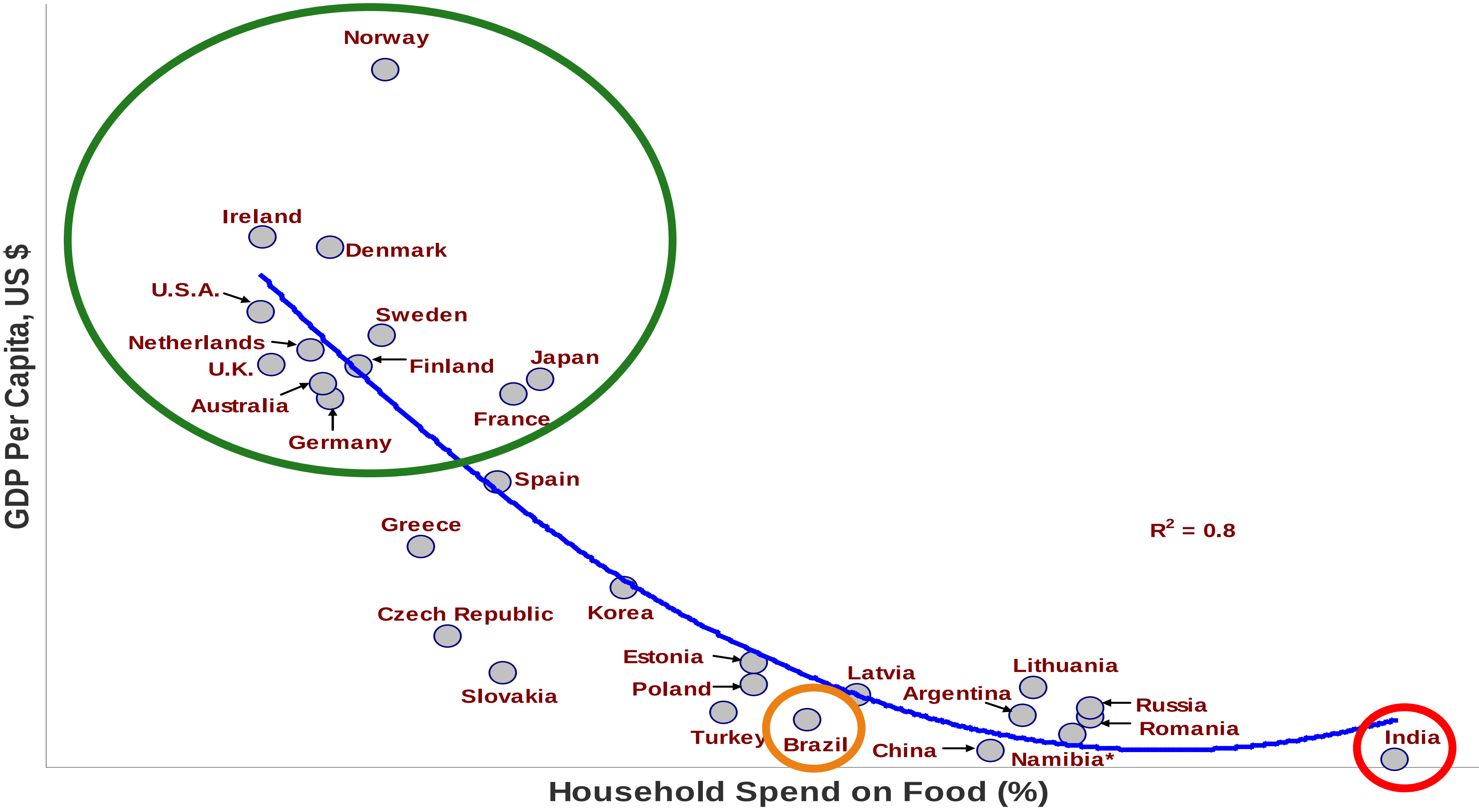
Once you have covered your essential living expenses, which of the following statements best describes what you do with your spare cash: I spend on:

Compared to this time last year, which of the following actions have you taken to save on household expenses?



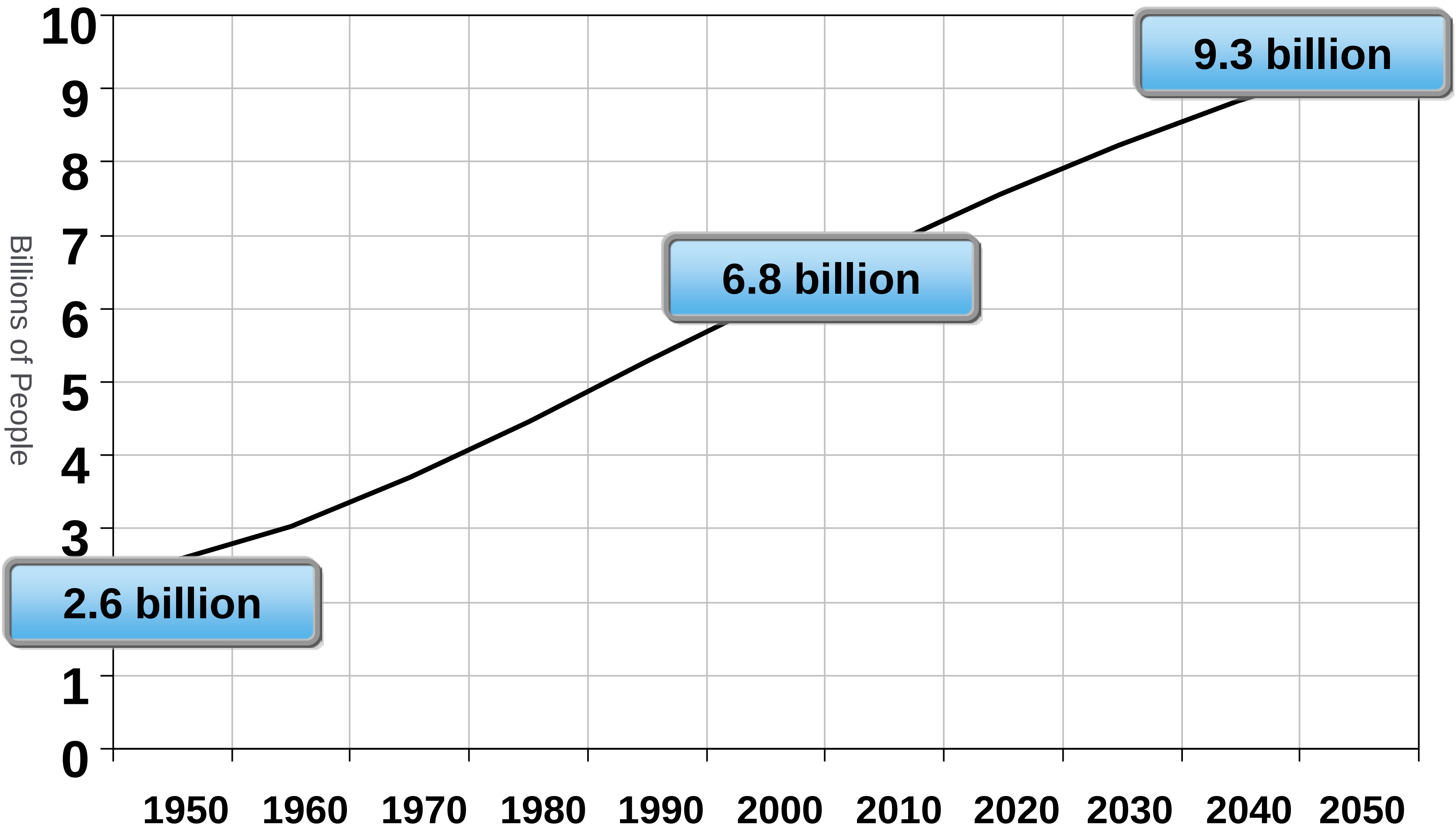
Source: Nielsen Global Online Survey June 2010
Average of EU Big 5: ES, DE, GB, FR, IT

GDP per capita vs. Household spend on food



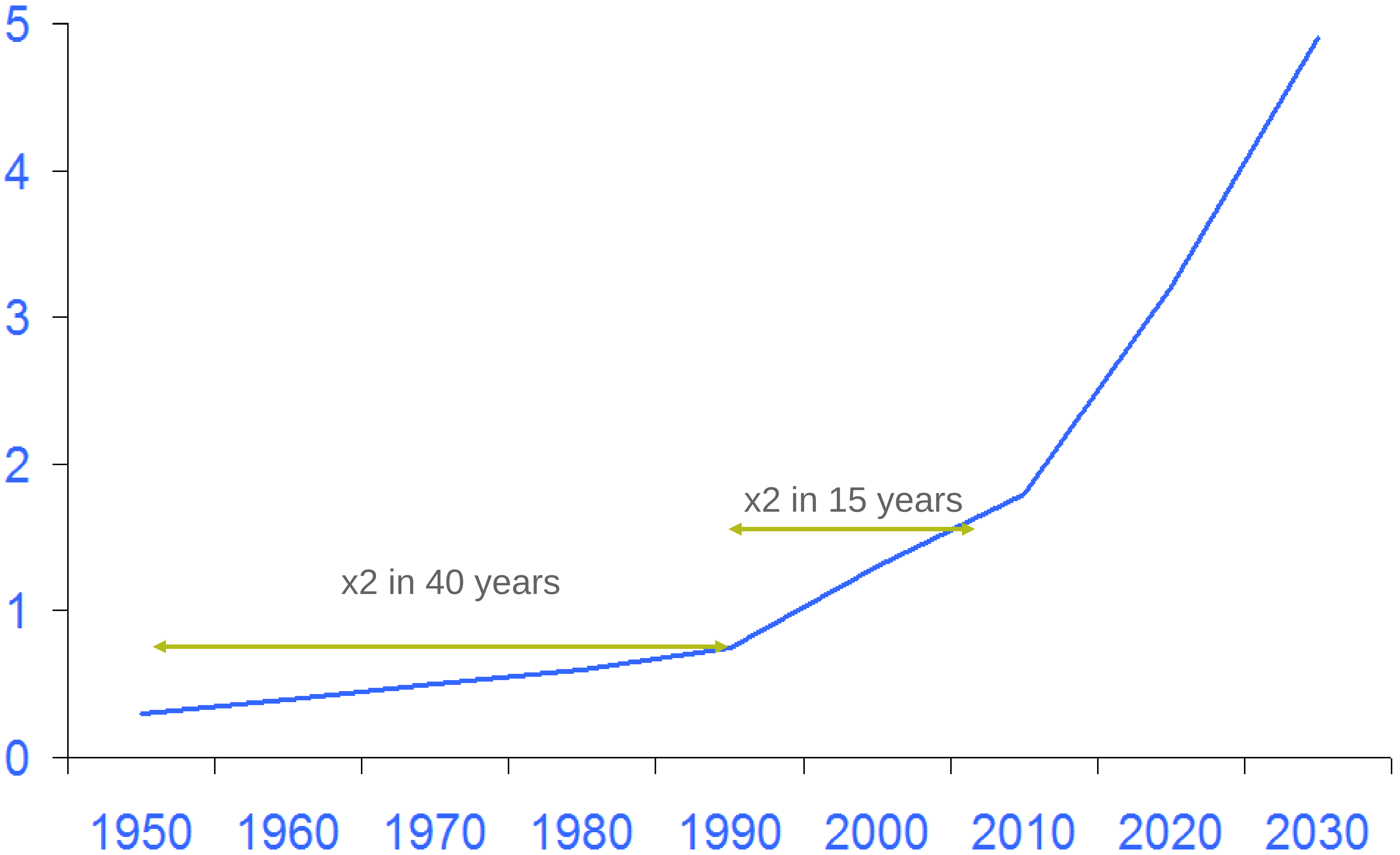
Sources: UN; International Labour Organization; allcountries.org; National Bureau Of Statistics of the The Peoples Republic Of China; swivel.com; World Resources Institute; International Finance Corporation

Global Population…



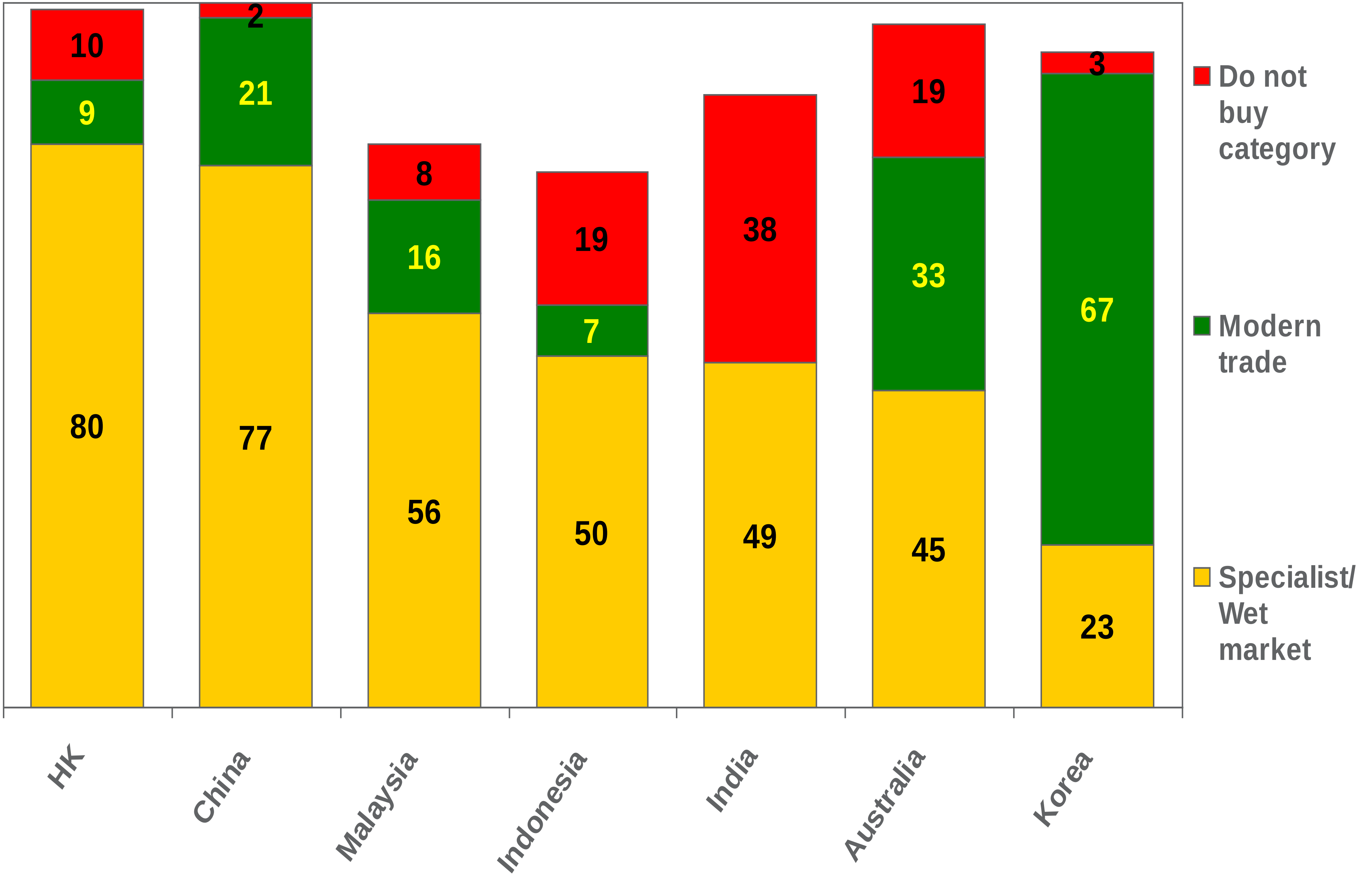
Source: U.S. Census Bureau

Global middle class: in billion



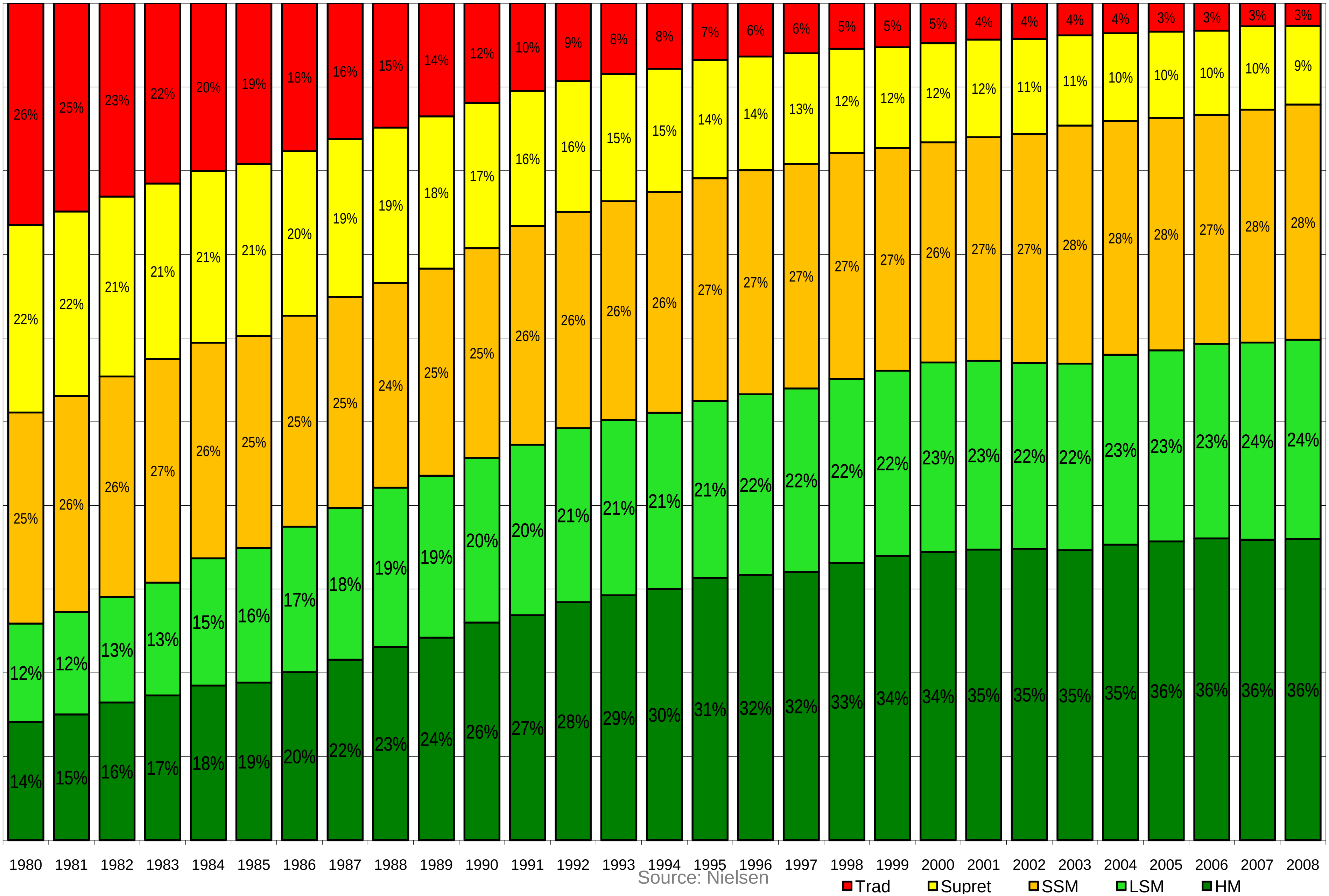
Source: OECD

Asia-Pac: Where is fish mainly purchased?



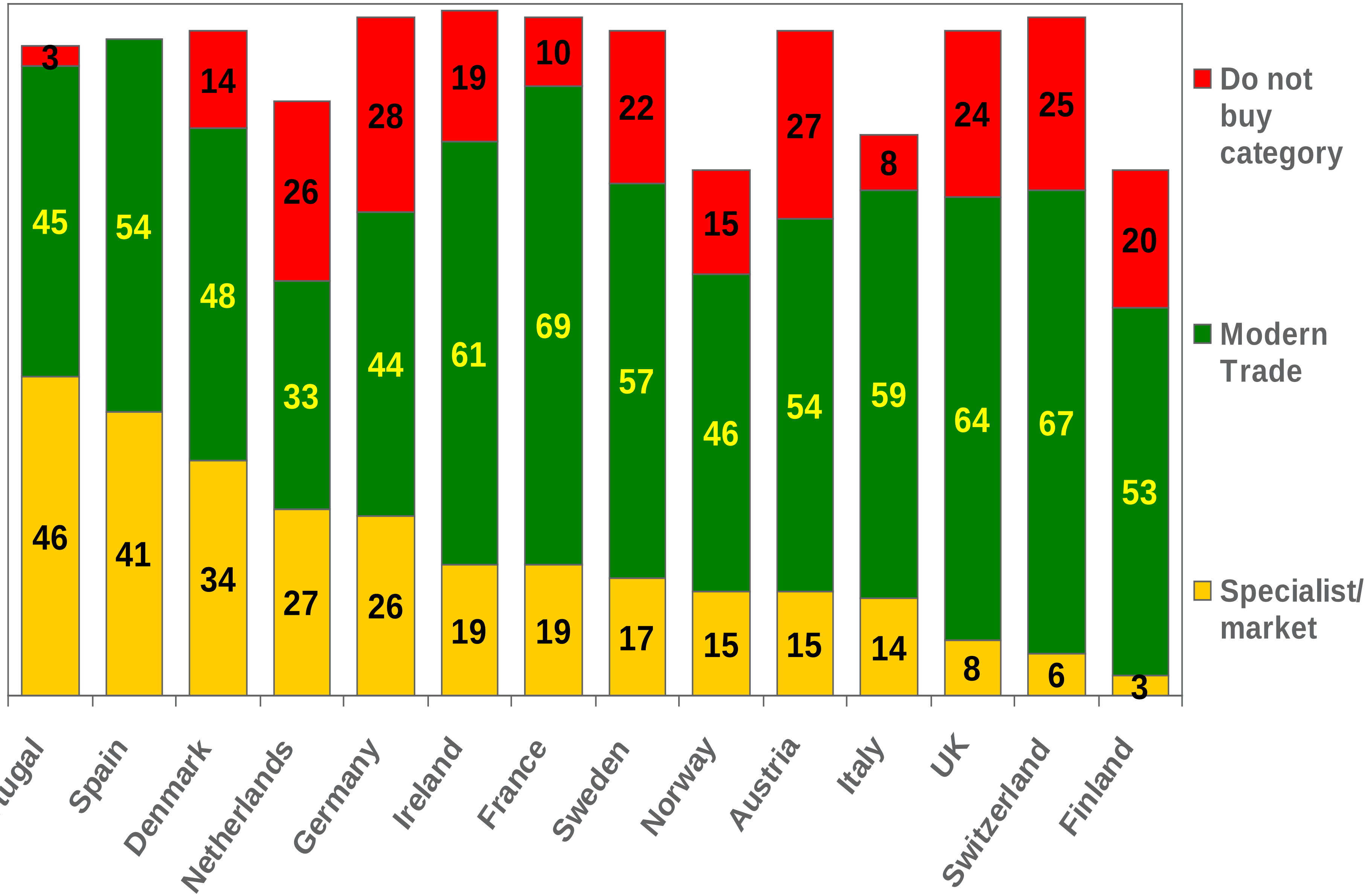
Source: Nielsen ShopperTrends 2008

Evolution of formats in Europe



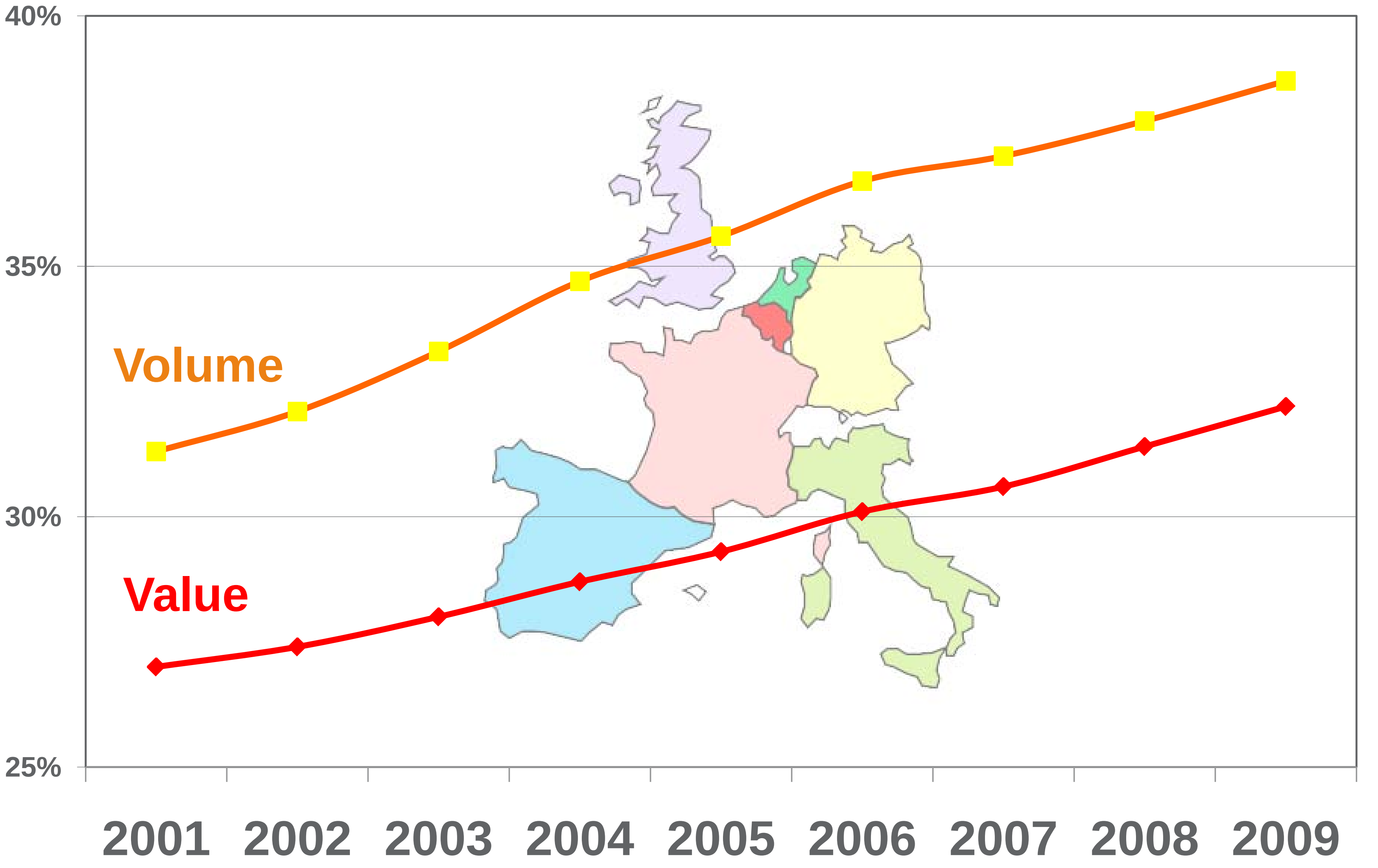
Source: Nielsen

Europe: Where is fish mainly purchased?



Source: Nielsen ShopperTrends 2008

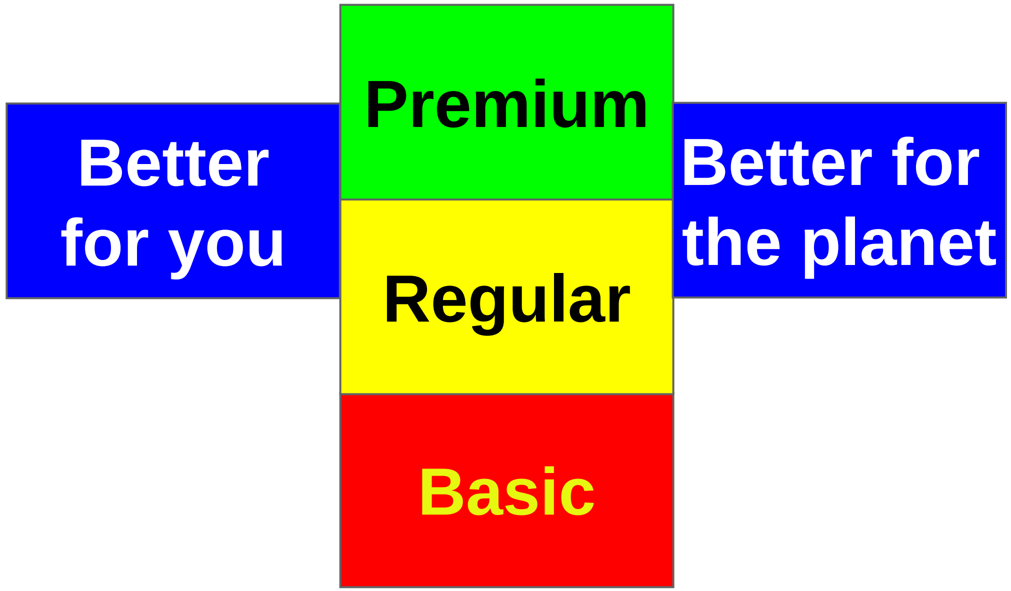
Private label share:
8 years, 7 countries, 2000 categories



Source: Nielsen

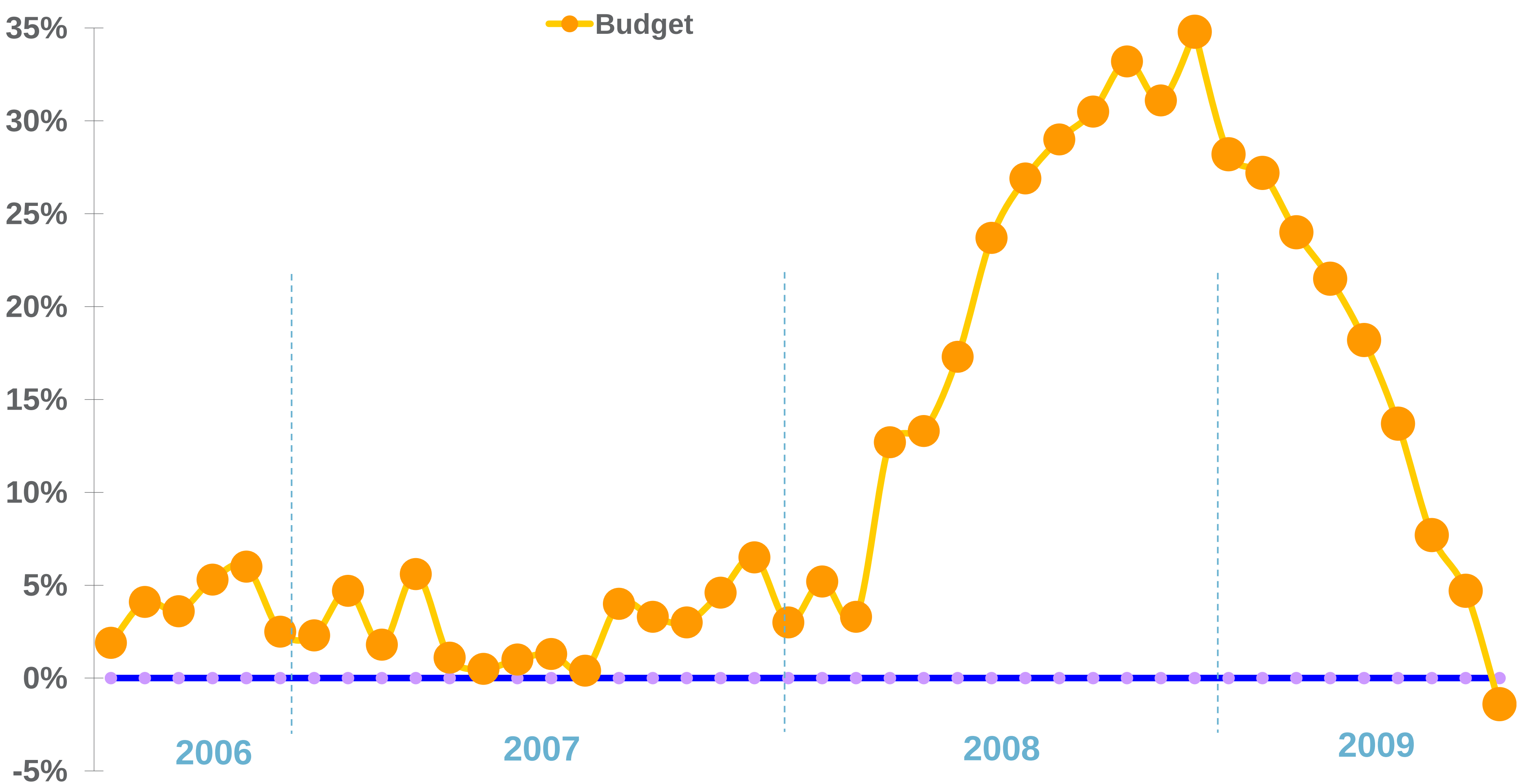
Caution! 2009 = estimation from different data source

Private Label evolution: brand architecture



Health & Wellness	Value for money	Responsible consumption

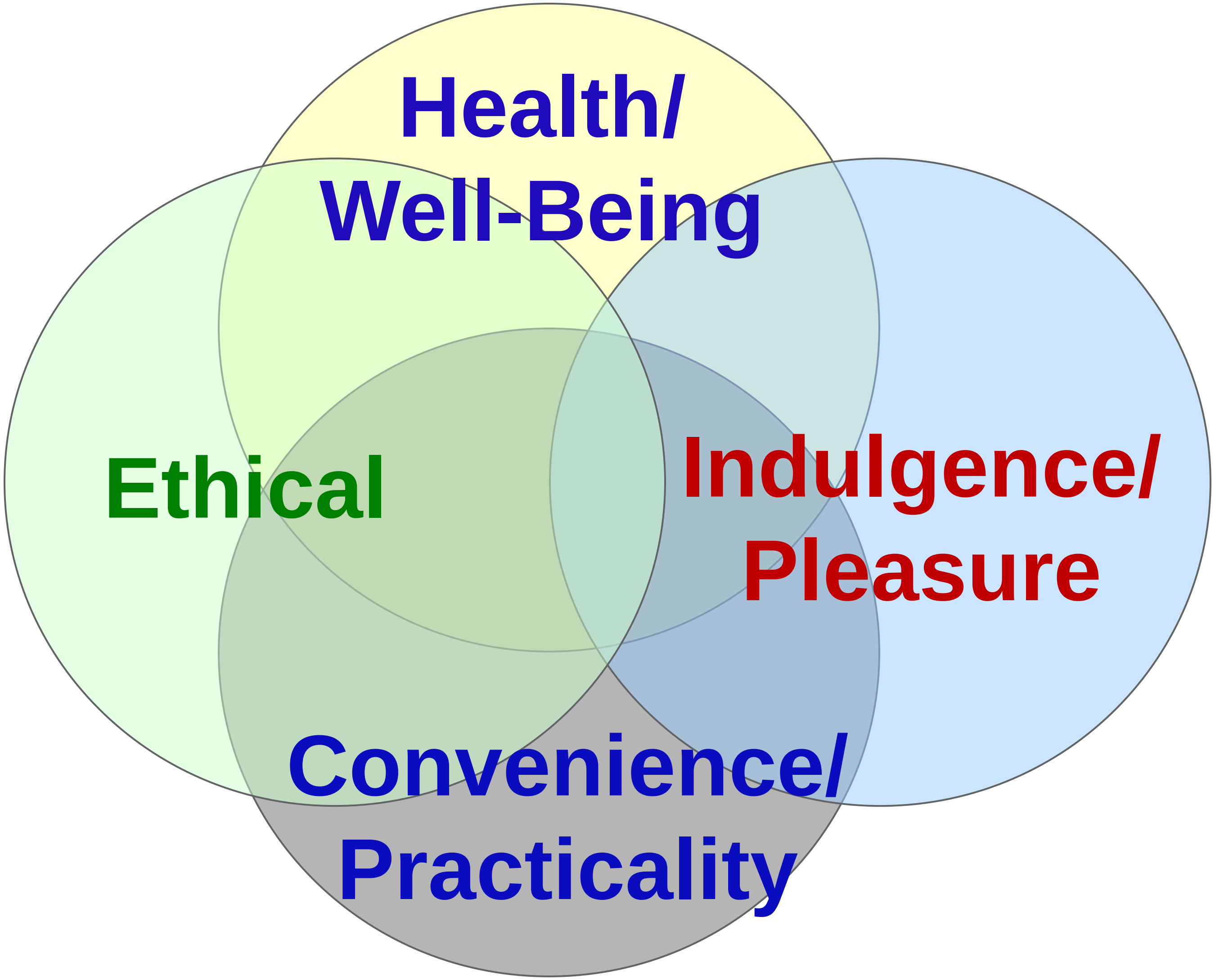
Budget Private label sub-brand growth



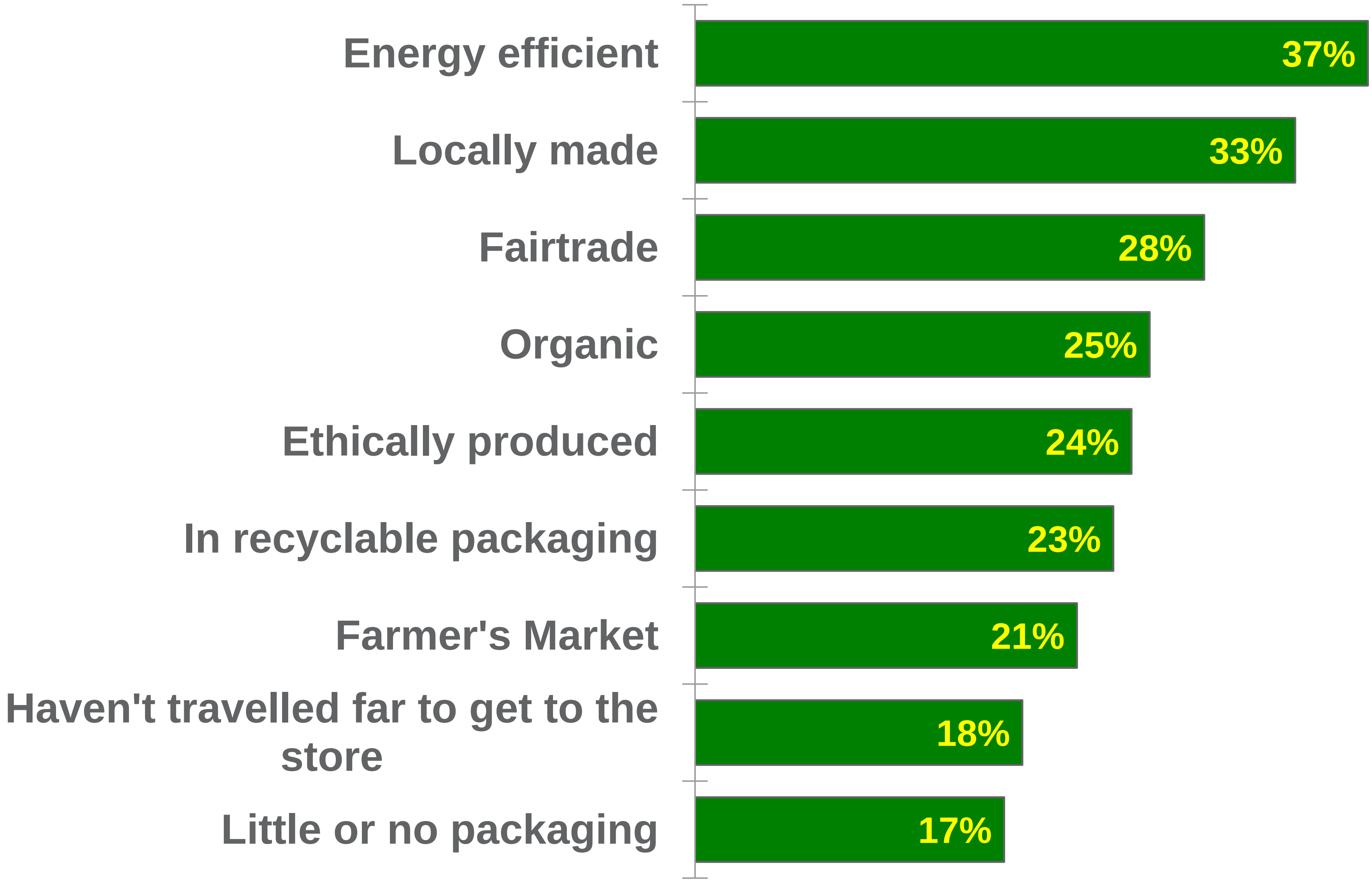
Consumer insights

- The economic downturn
- Grocery issues
- **Consumer issues?**

4 megatrends

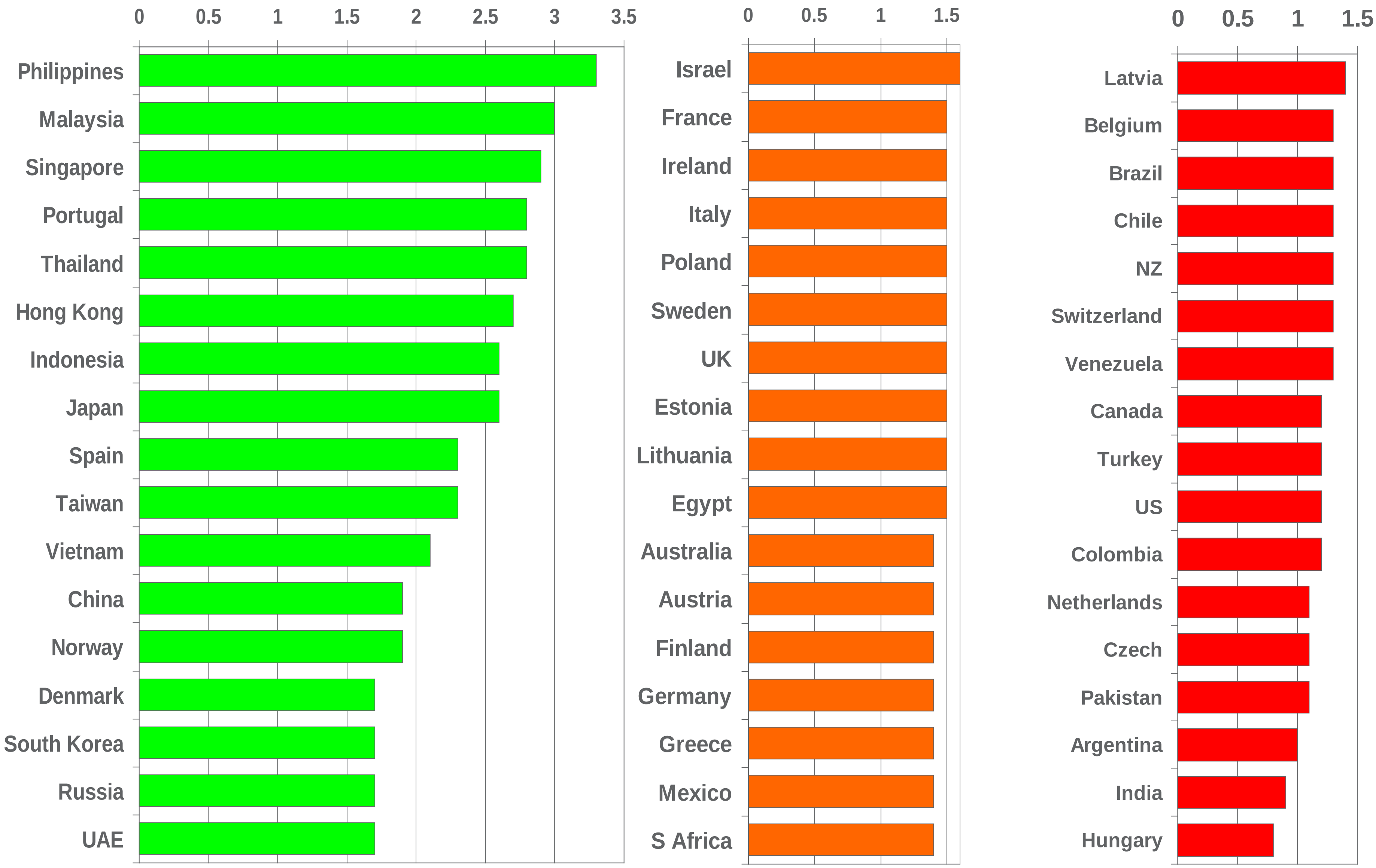


Which of these products do you actively try to buy?



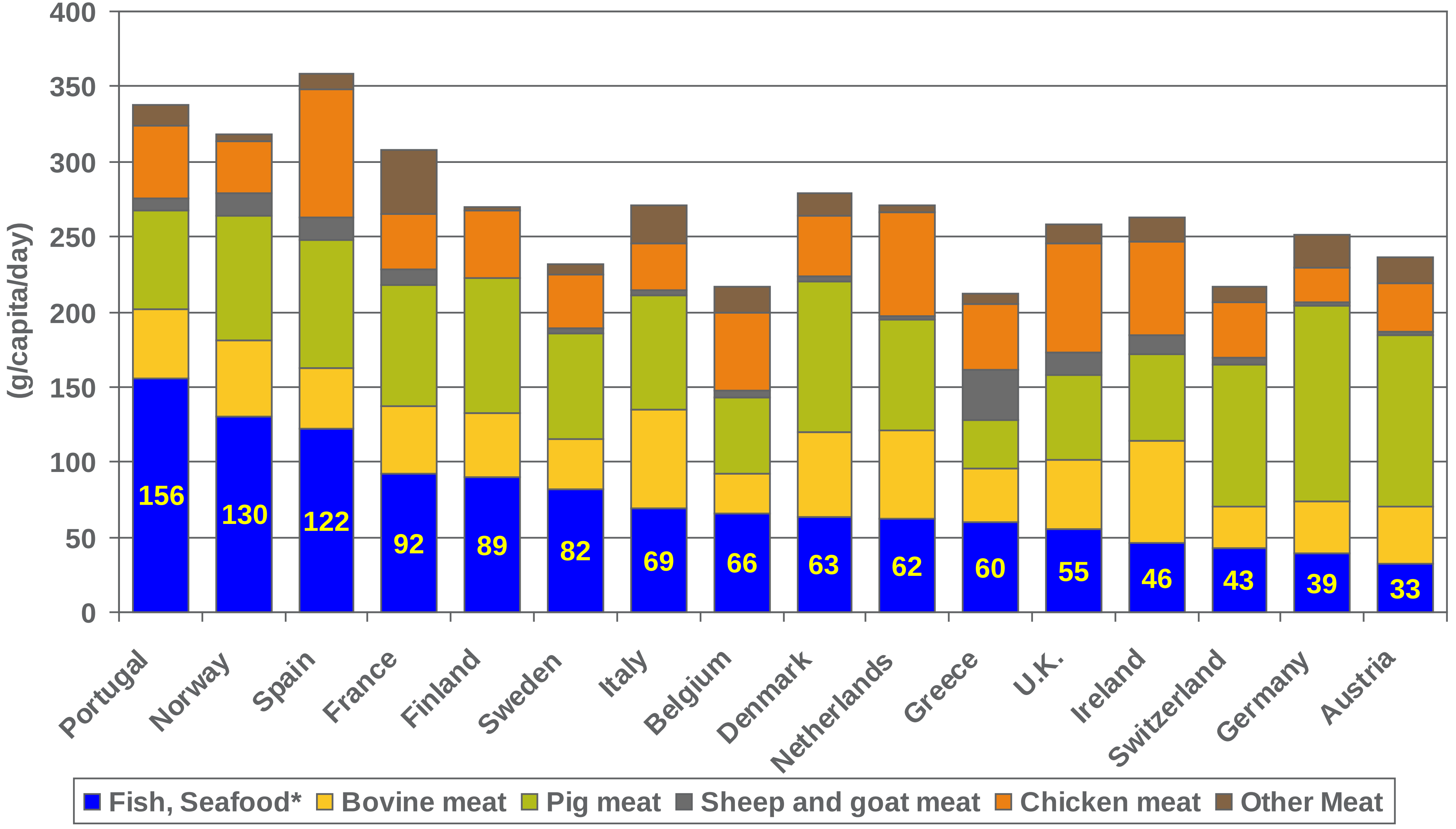
Source: Nielsen Global Online Survey
March 2010, 27665 consumers in 53 countries

On *average*, how often do you eat fish (including seafood)?



Source: Nielsen Global Online Survey April 2008
Occasions per week
Global average 1.6

Animal products per capita consumption

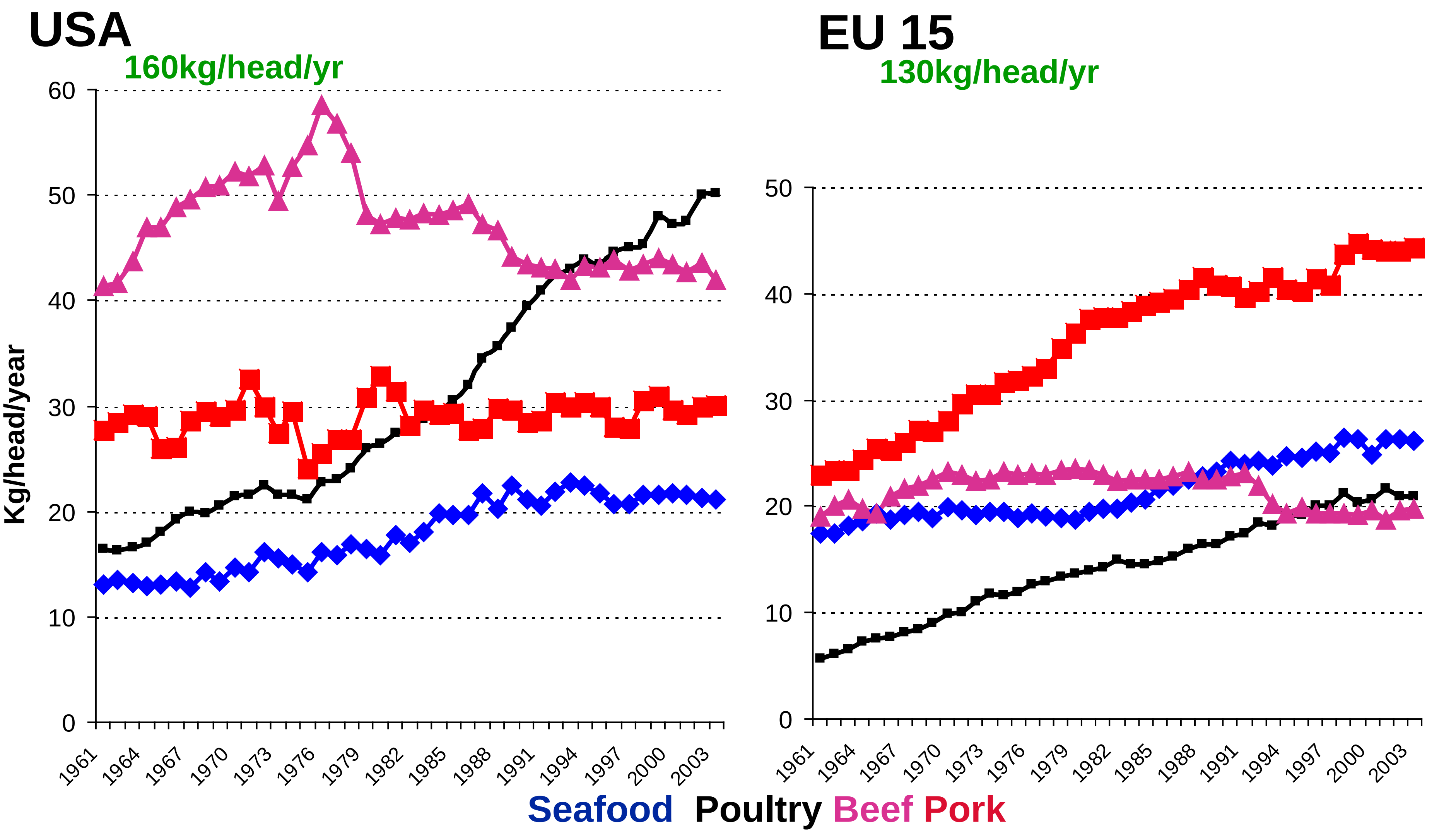


*Includes Cephalopods; Crustaceans; Demersal fish; Freshwater fish; Large Pelagic fish; Marine fish, other; and Molluscs

FAOSTAT; FAO Statistics Division

US: Beef problems, poultry +200%; seafood gains

EU: More Beef problems (BSE, FMD); Seafood, Pig meat and Poultry gain



Source: FAO, Office de l'Elevage

UN says eat less meat to curb global warming

- Climate expert urges radical shift in diet
- Industry unfairly targeted - farmers

Juliette Jowit, environment editor
The Observer, Sunday September 7 2008
Article history

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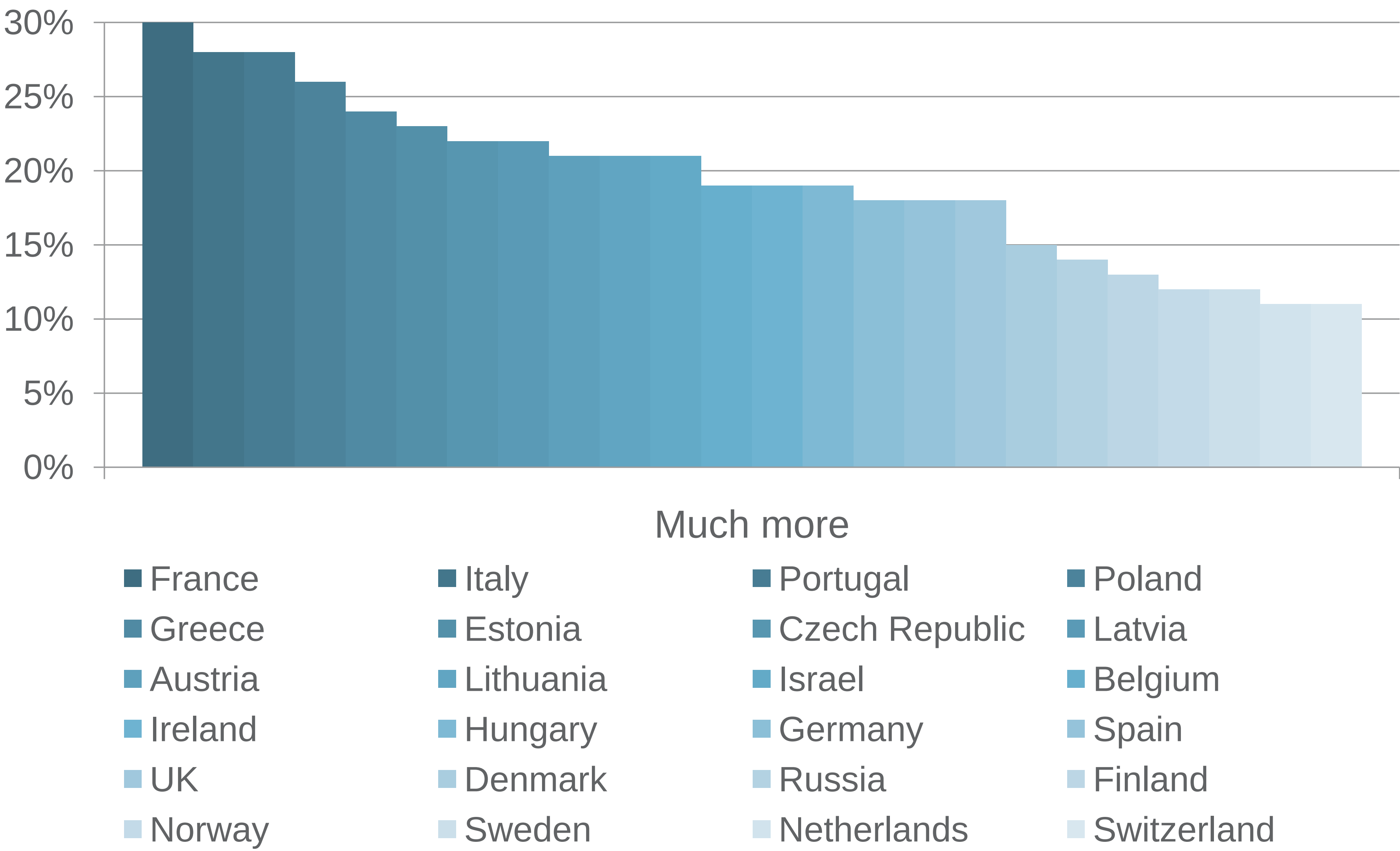
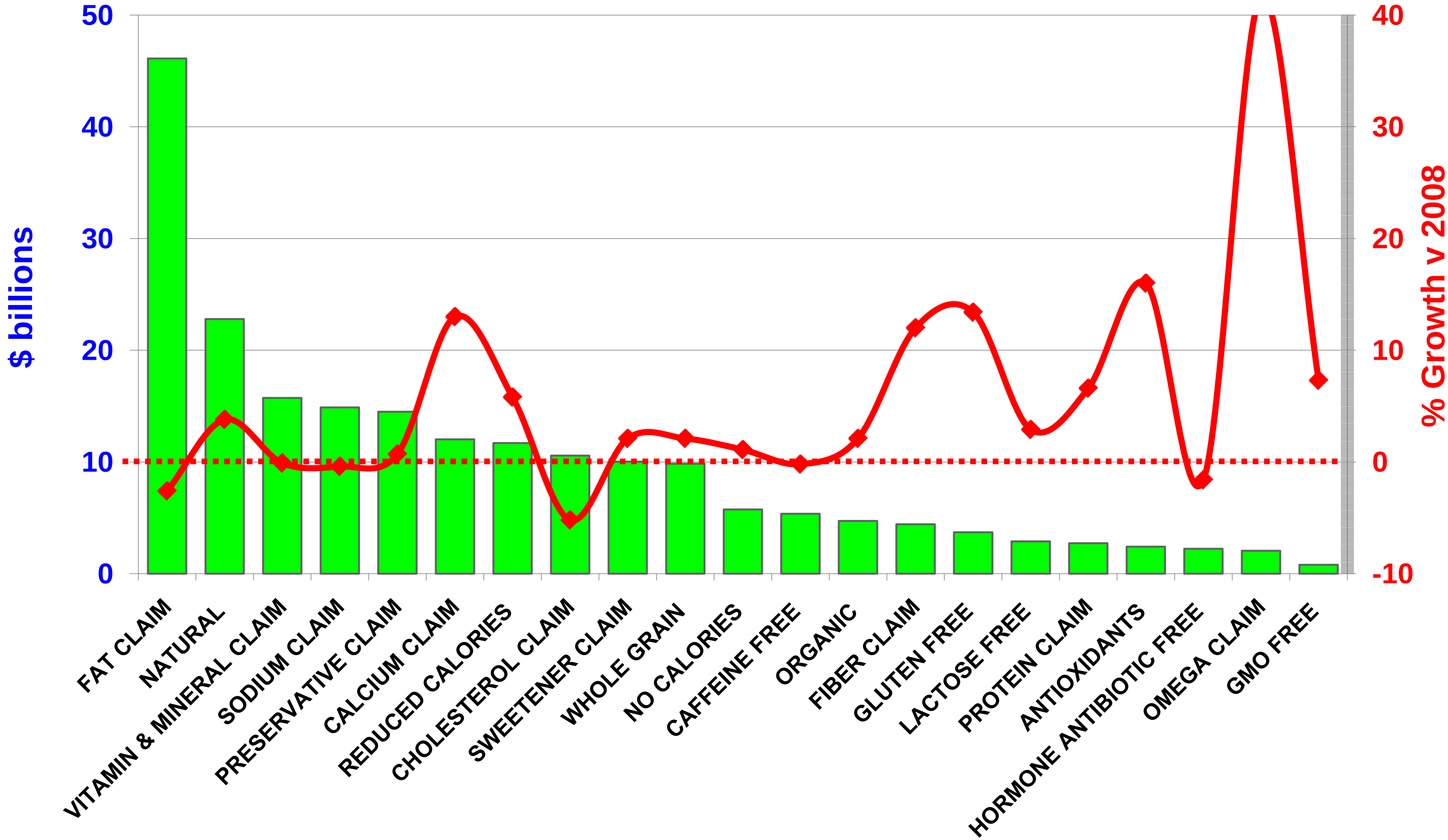
A joint of beef. Photograph/Alamy

People should have one meat-free day a week if they want to make a personal and effective sacrifice that would help tackle climate change, the world's leading authority on global warming has told The Observer

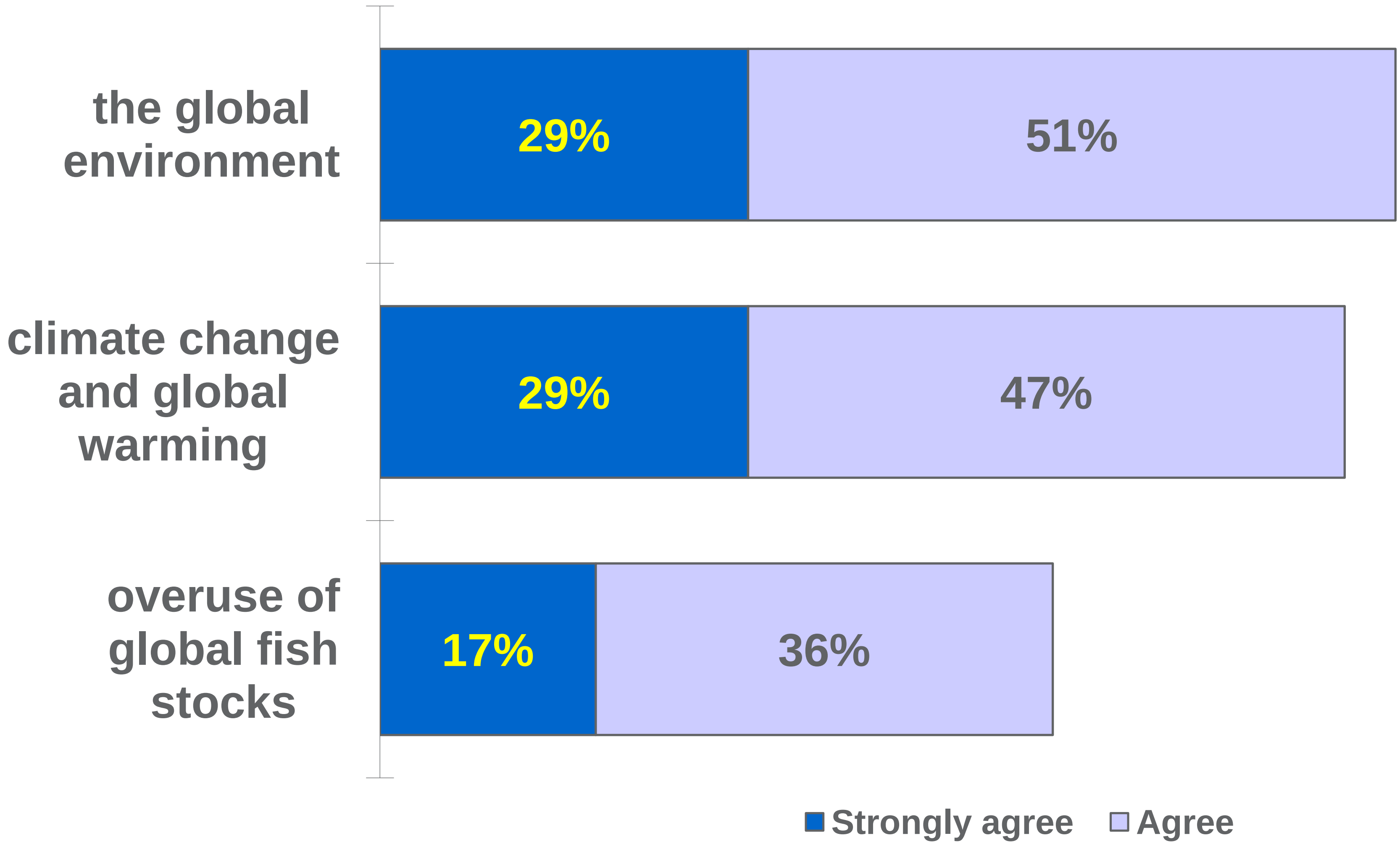
If cost wasn't an issue would you eat much more fish?



US LabelTrends 2009

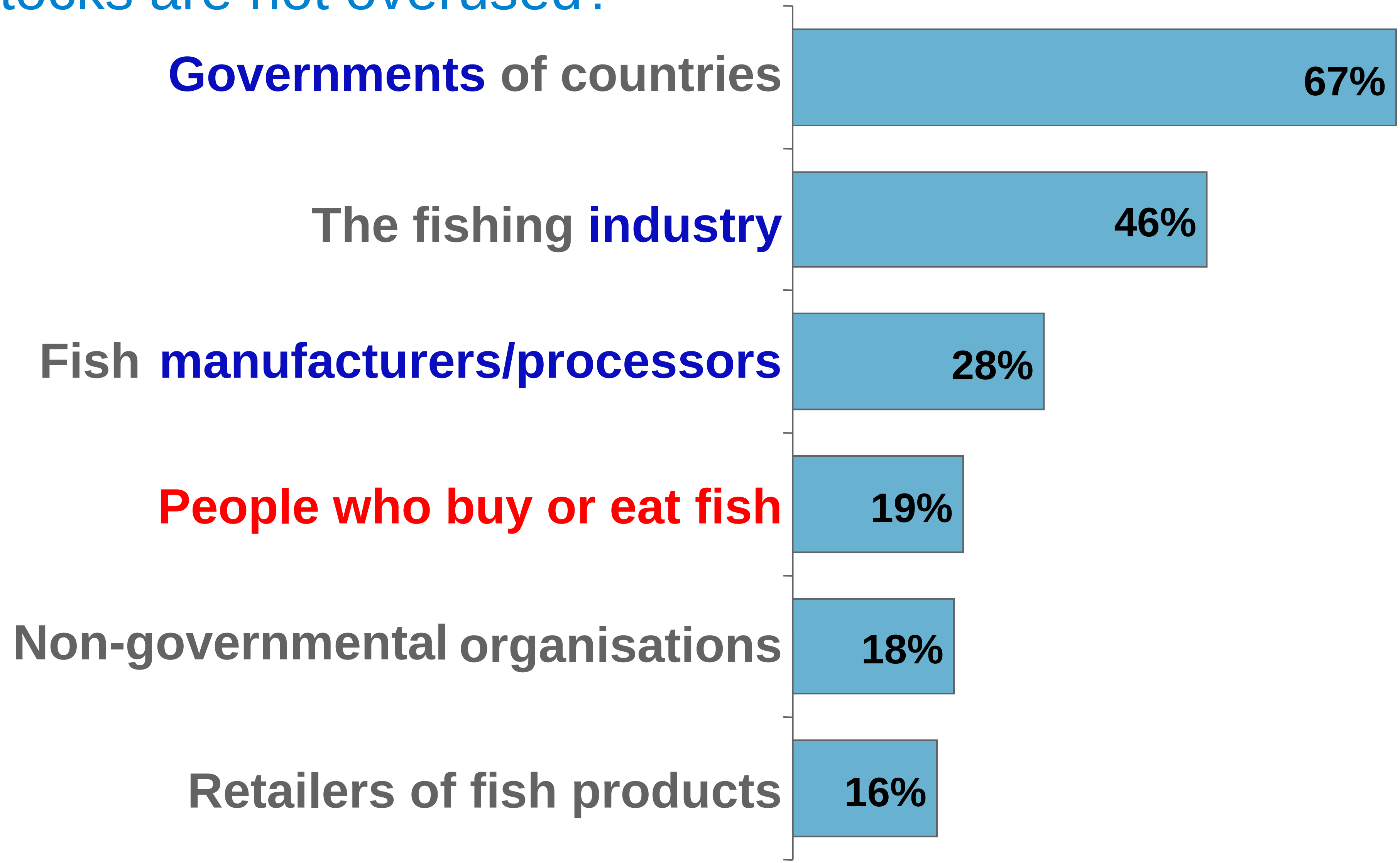


I am concerned about...



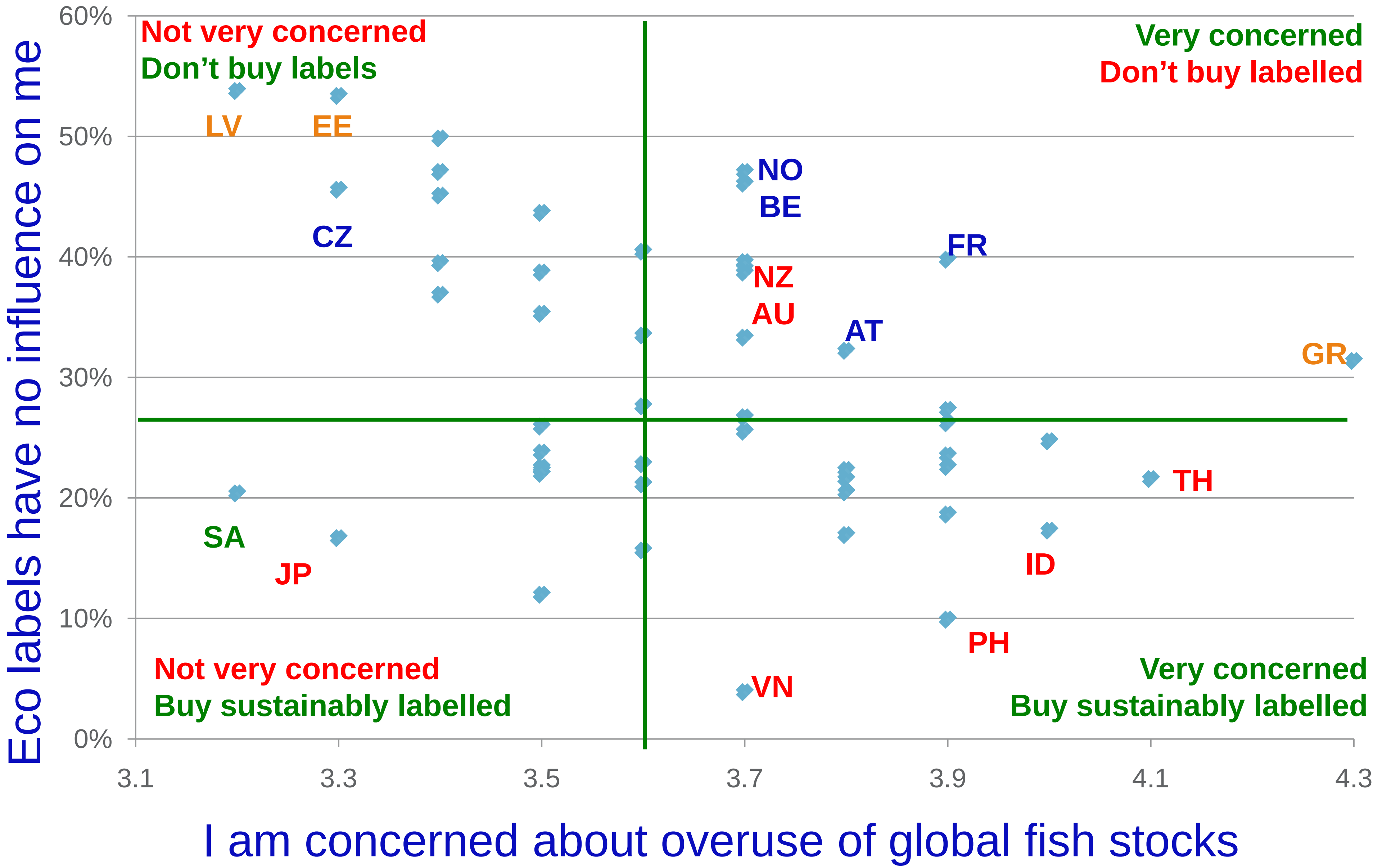
Source: Nielsen Global Online Survey
March 2009, 25420 consumers in 50 countries

Who should assume responsibility for ensuring fish stocks are not overused?



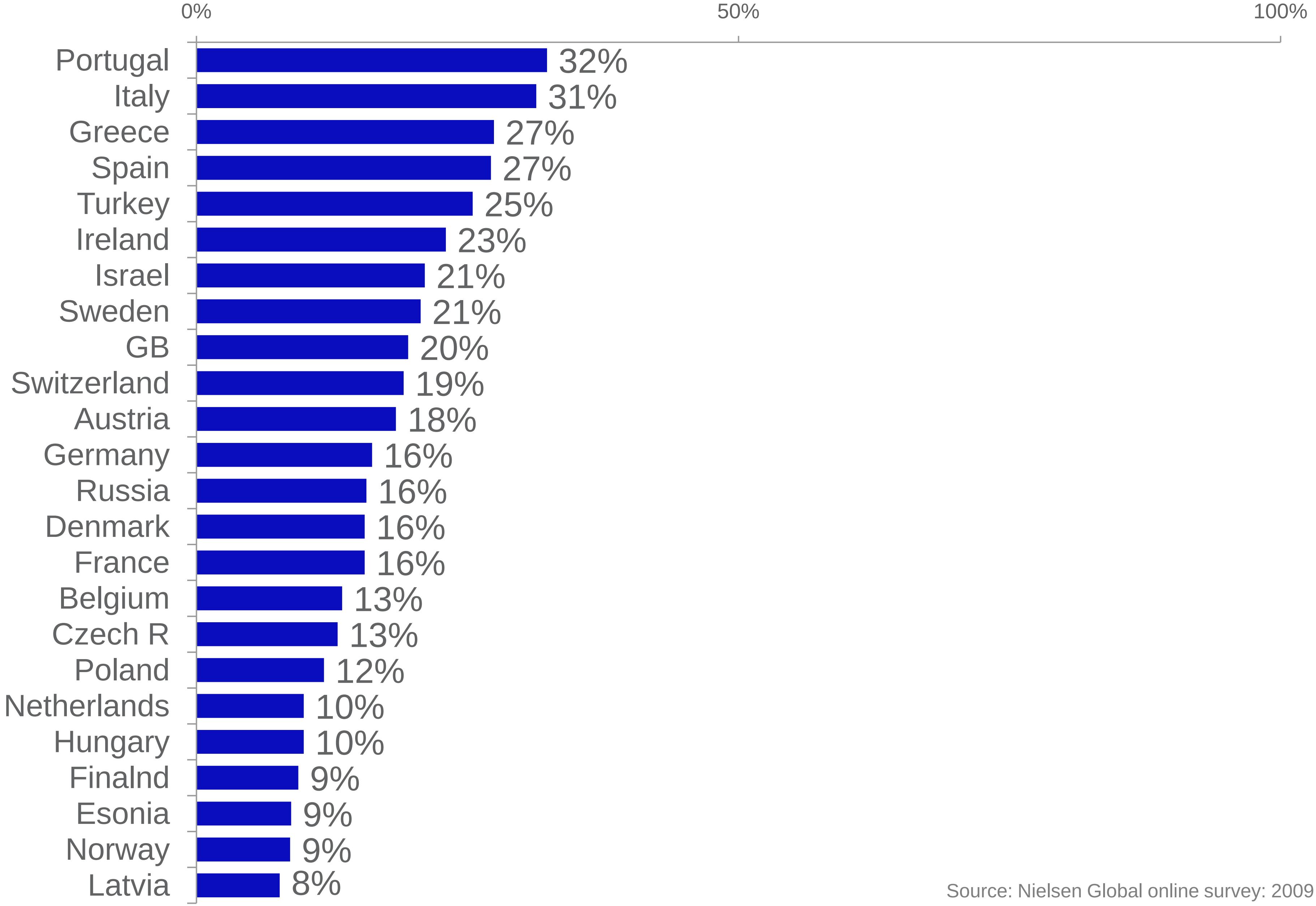
Source: Nielsen Global Online Survey
March 2009, 25420 consumers in 50 countries

Stated concern vs purchasing…



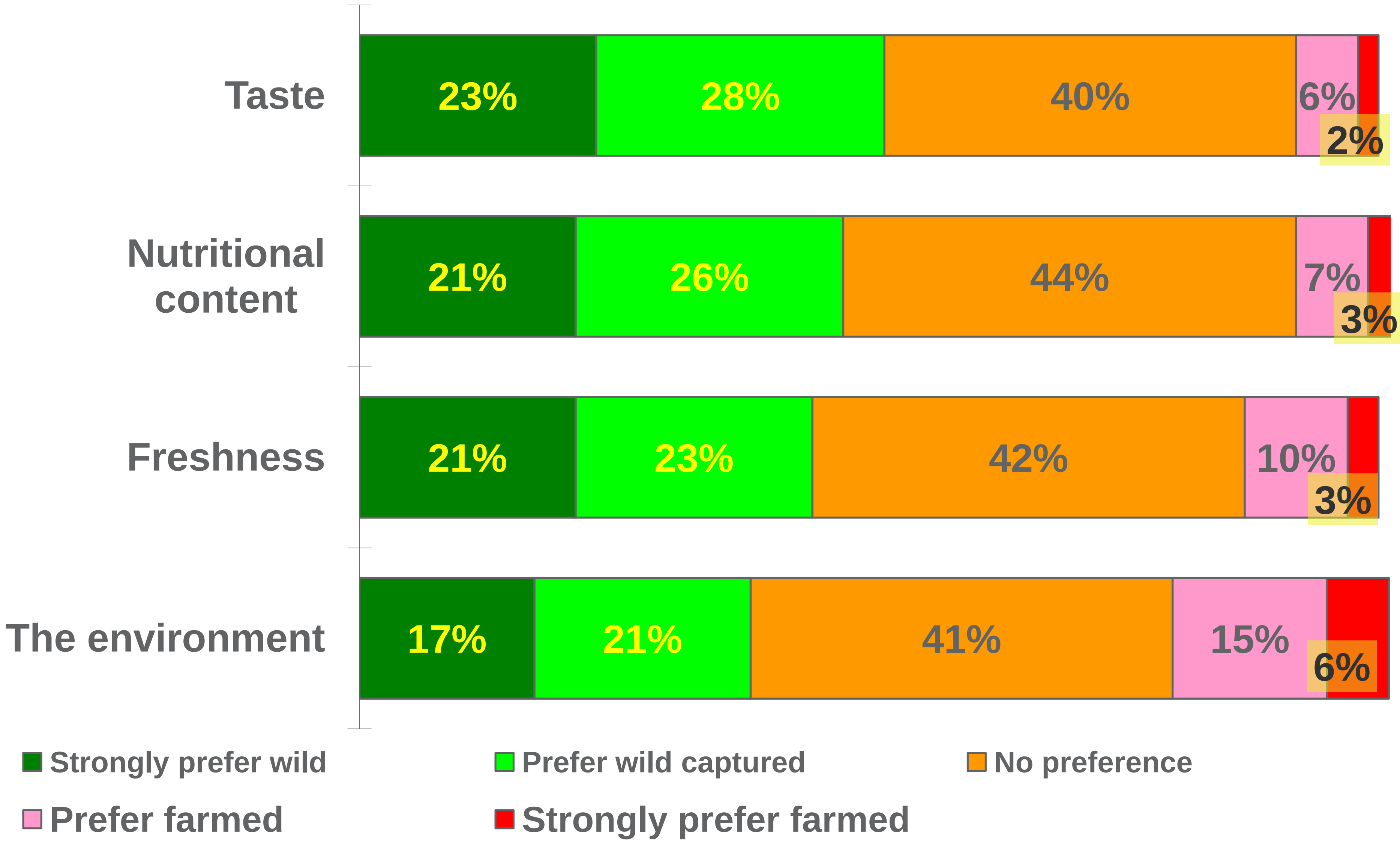
Source: Nielsen Global Online Survey 2009

What level of influence do product labels declaring that fish is sustainably sourced have on your purchasing decision?



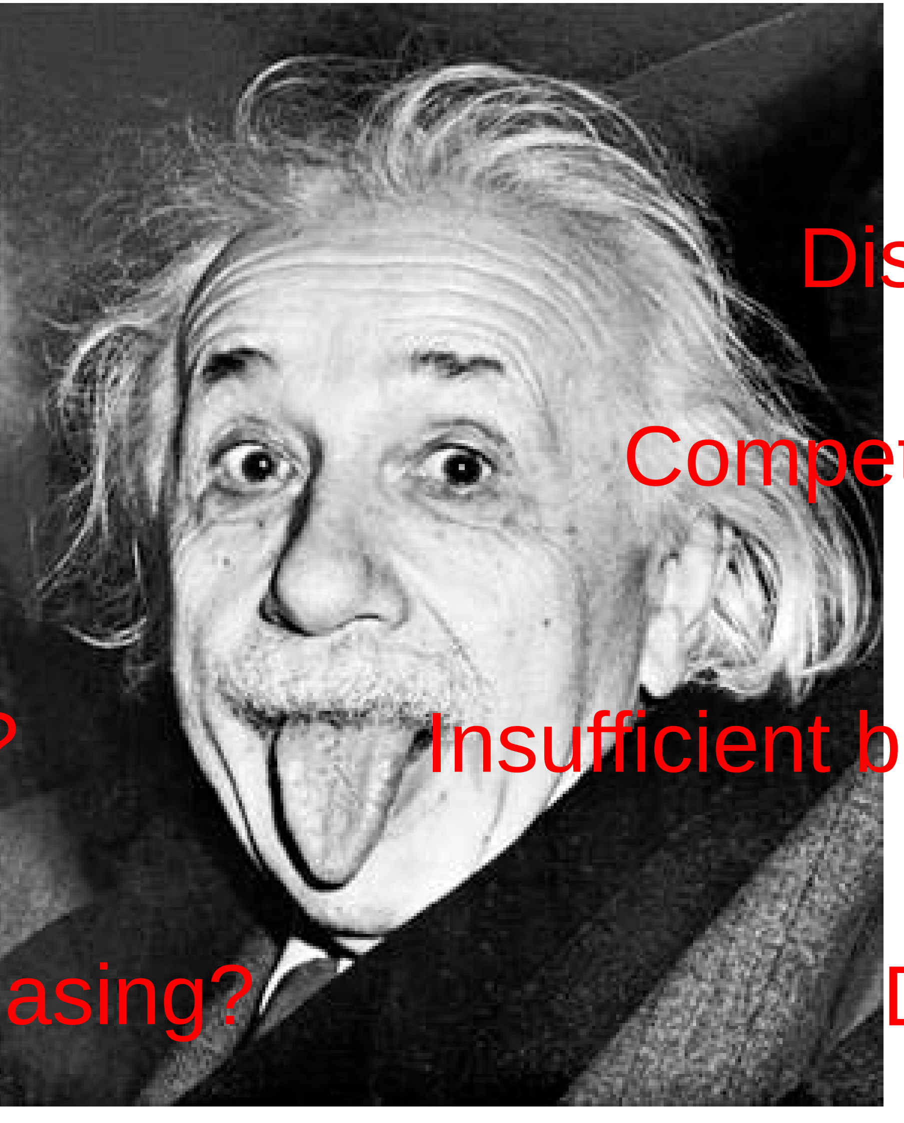
Source: Nielsen Global online survey: 2009 Europe

Do you prefer wild captured or farmed fish on...?



Source: Nielsen Global Online Survey
March 2009, 25420 consumers in 50 countries

Define the problem…



Penetration?

Distribution?

Trial?

Competitor activity?

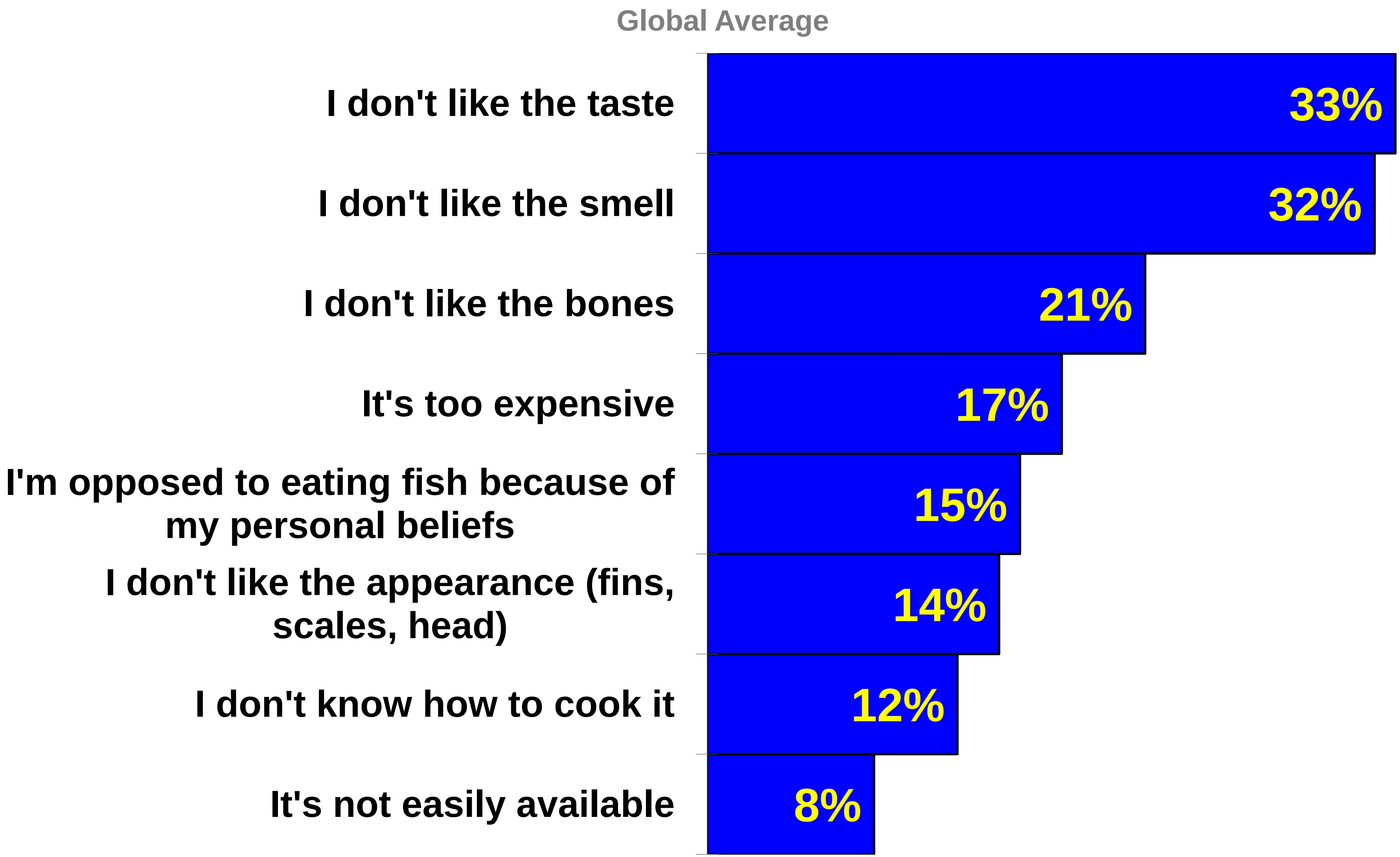
Frequency?

Insufficient brand equity?

Repeat purchasing?

Display?

What are the main reasons you don’t eat fish?



Source: Nielsen Global Online Survey April 2008
Base: Respondents who “Rarely or Never” eat Fish

Closing thoughts

- Media doom and gloom not in the grocery data
- Downward price pressures: private label, promotions, discounters
- Focus on the consumer
- Compete on quality more than price!
- Premium opportunities exist:
  - NPD: organic?, GM?, cloning?
  - Sustainability: choice editing – trust in retailers
- Stay ahead of consumer sentiment and legislation

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Closing thought: Profits, people, planet...

"It is not your duty to finish the work, but neither are you free to neglect it."

Source: Rabbi Tarfon, Pirke Avot, The Talmud

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