

An introduction to the European Consumer

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Tuesday 29 March 2011

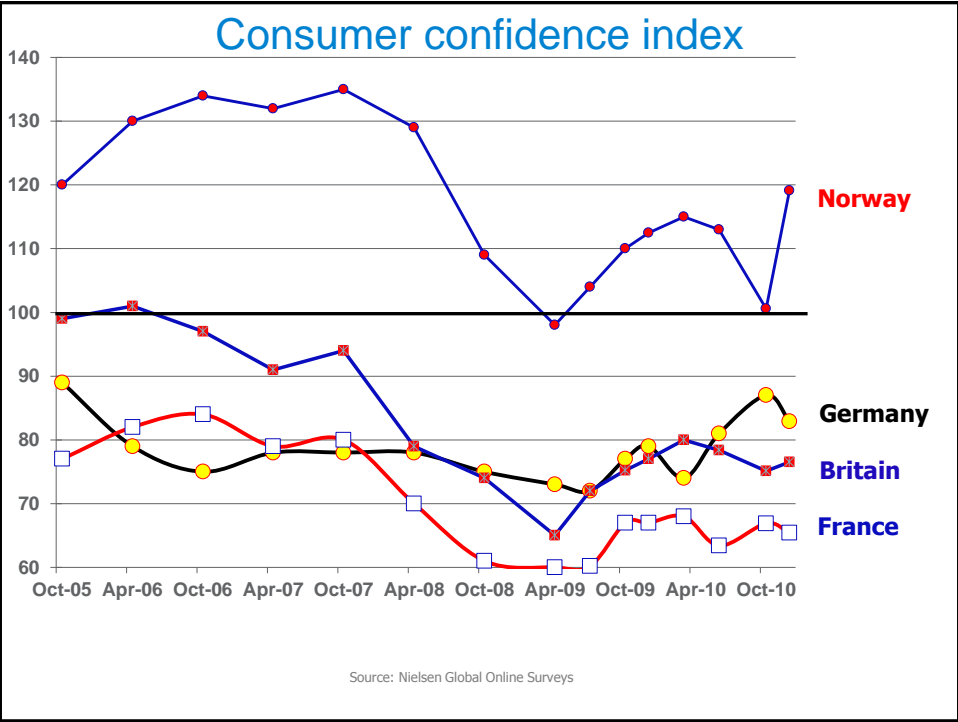
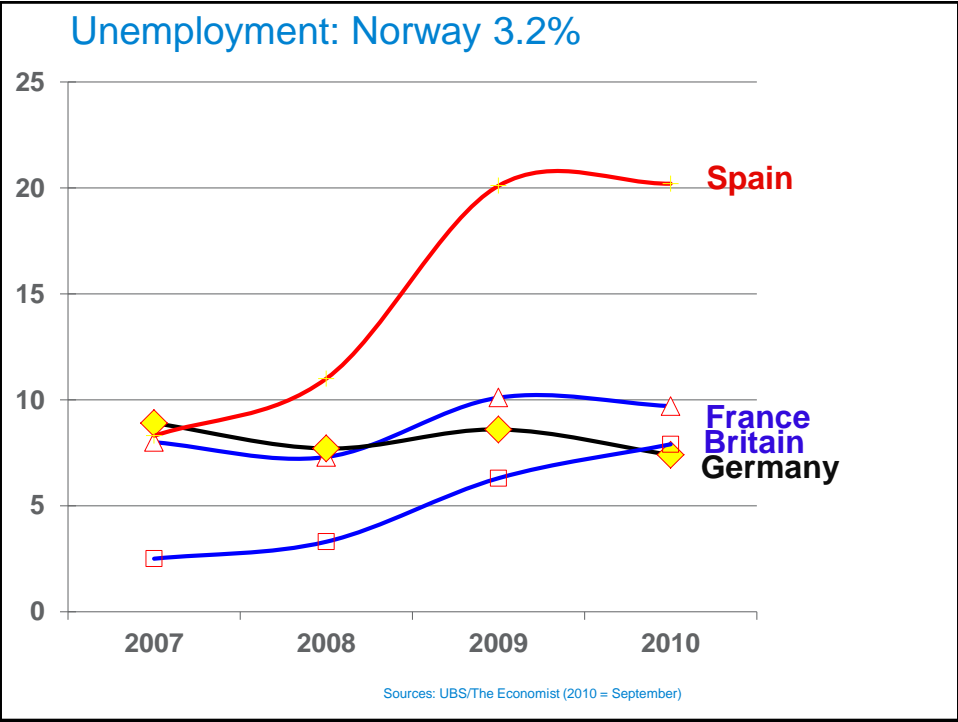
Special thanks to 

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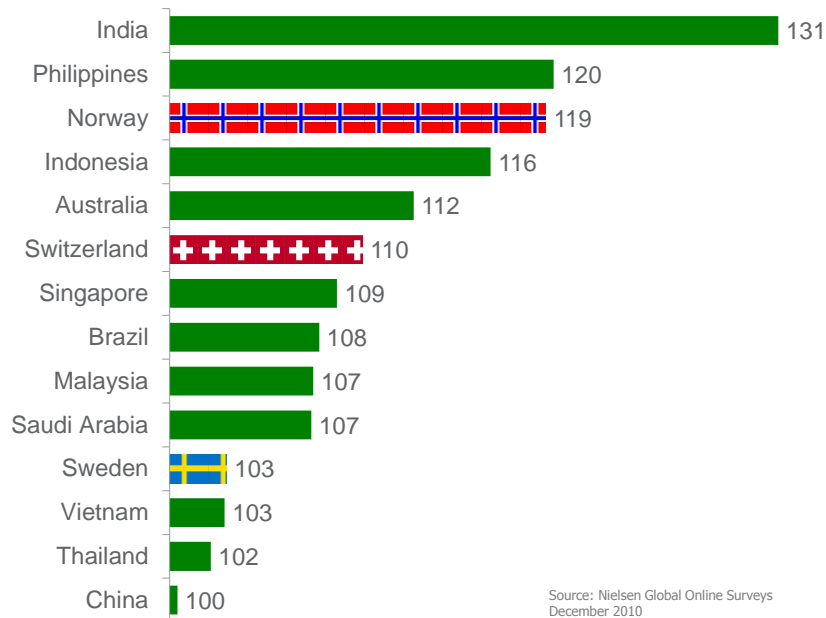
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Consumer trends

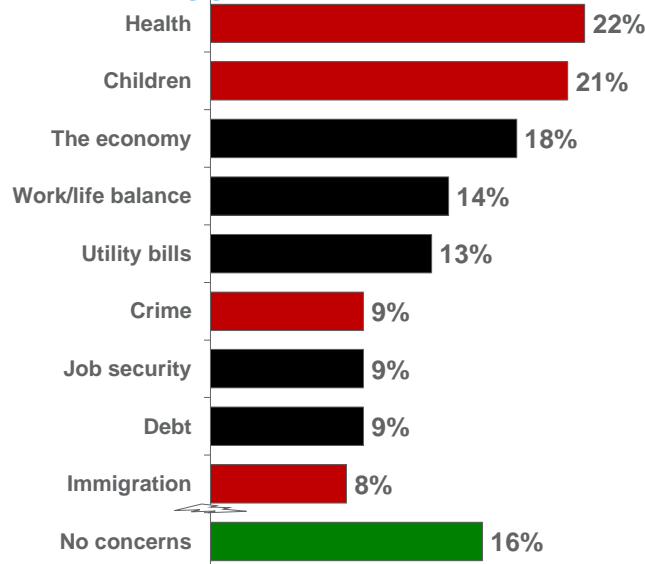
- The economic downturn
- Sustainability – a consumer issue?
- Issues for the fishing industry



The 100 club...



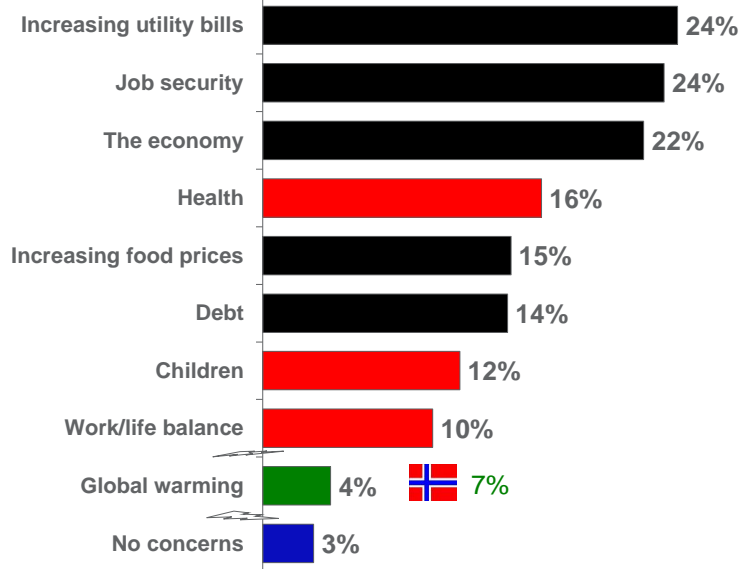
Biggest+2nd biggest concerns in next 6 months



Source: Nielsen Global online survey: December 2010



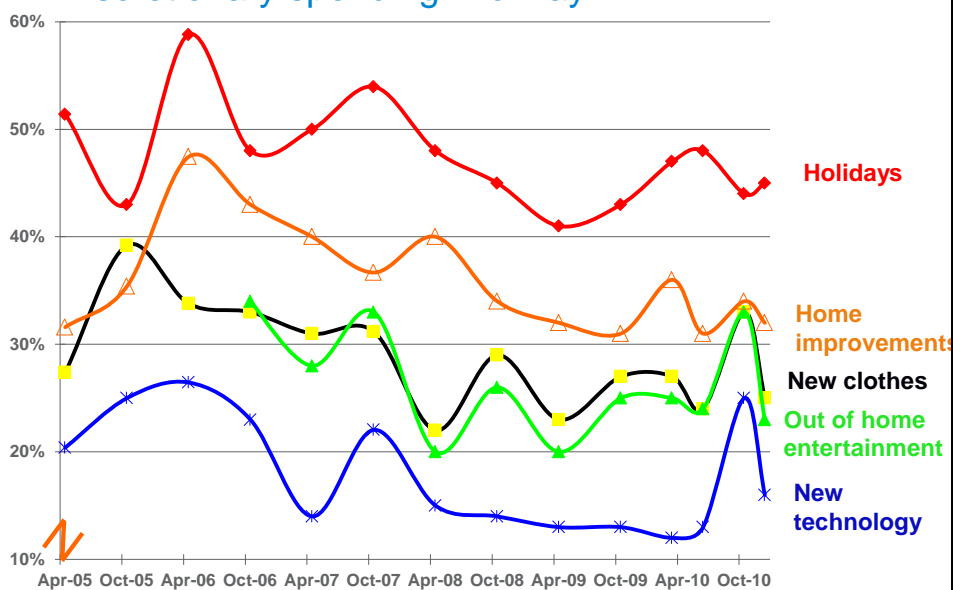
Biggest+2nd biggest concerns in next 6 months



Source: Nielsen Global online survey: October 2010
Average of Big 5

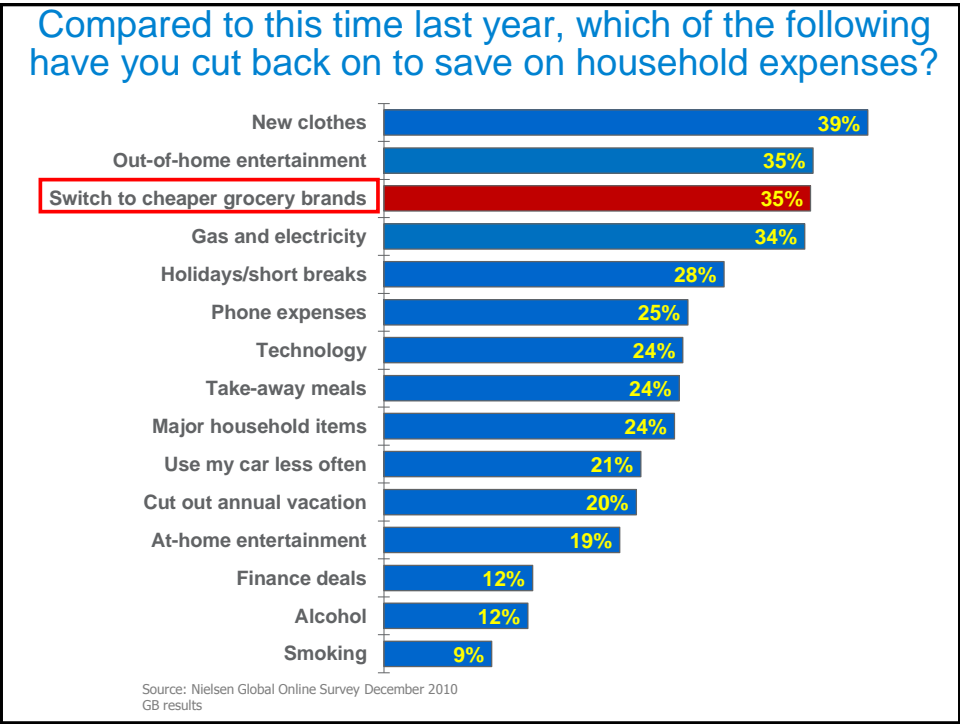
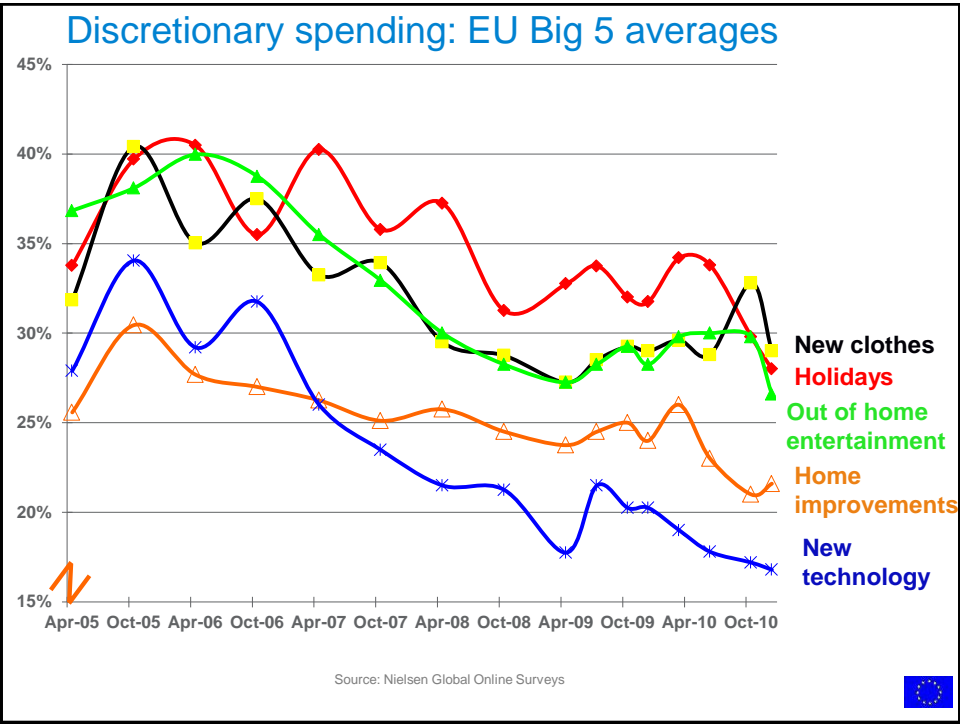


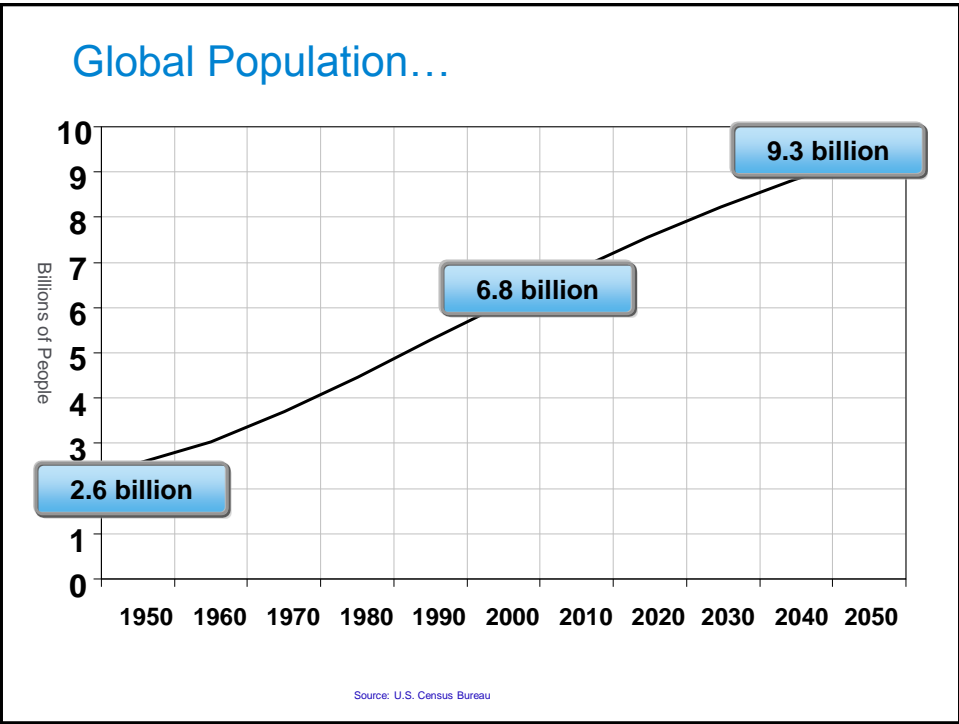
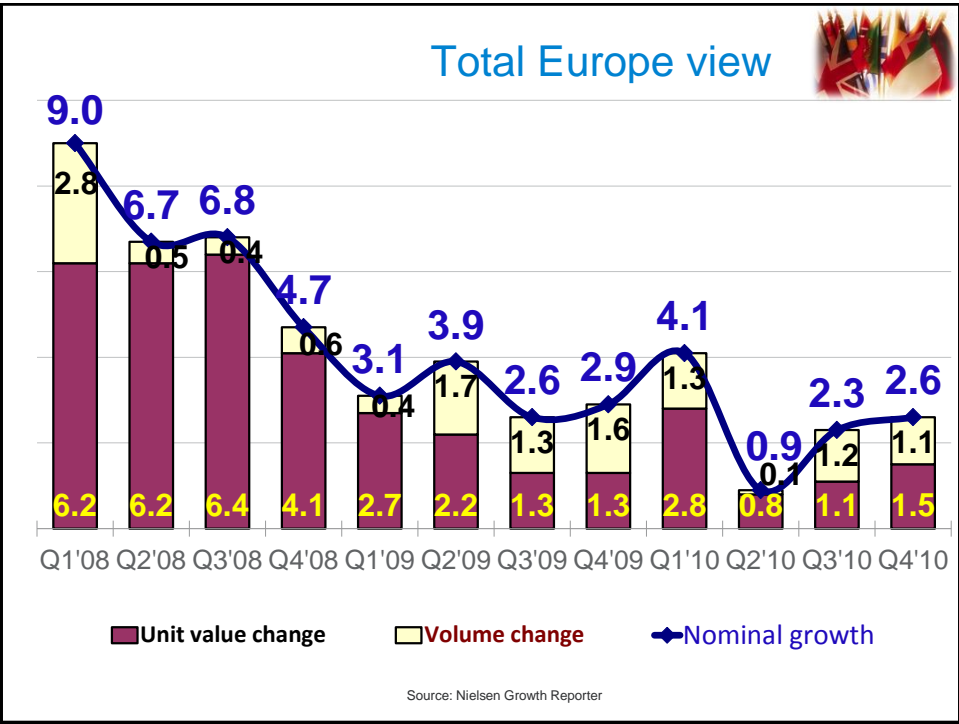
Discretionary spending: Norway

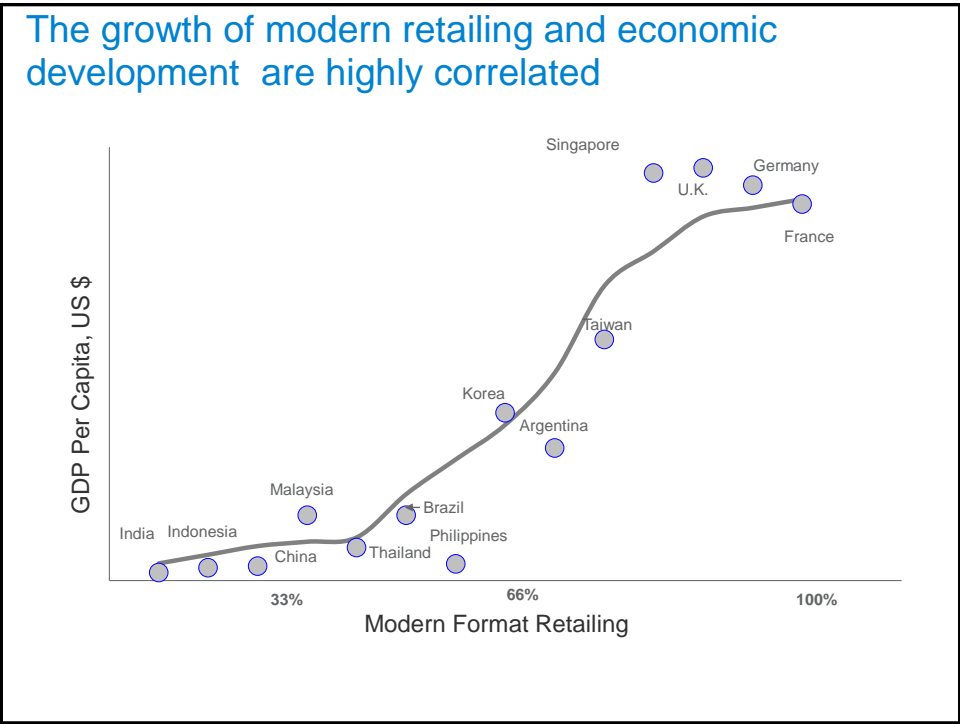
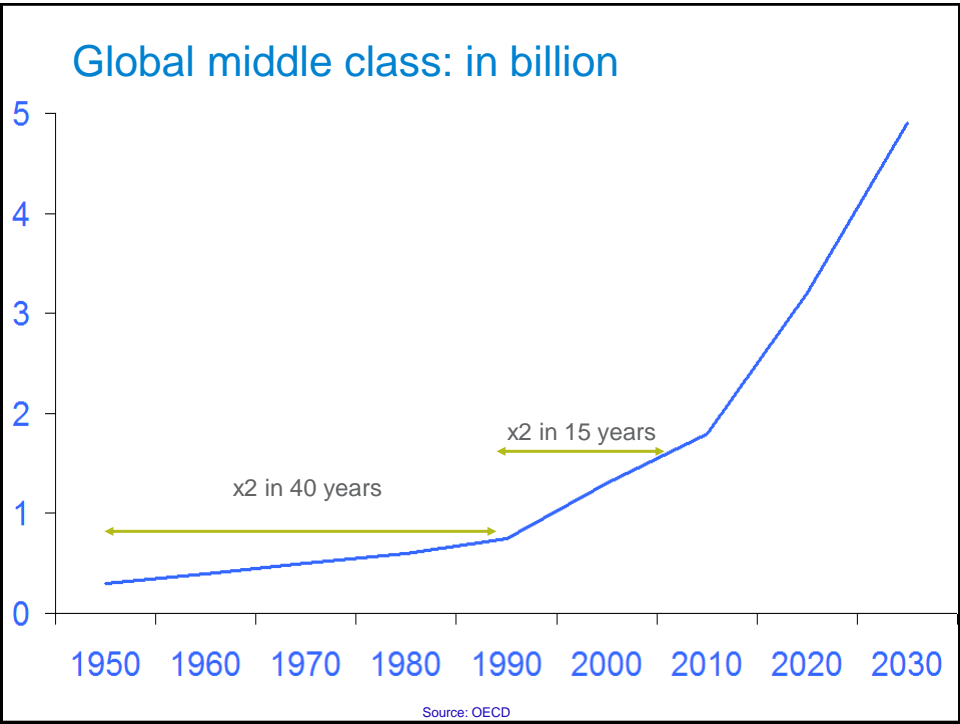


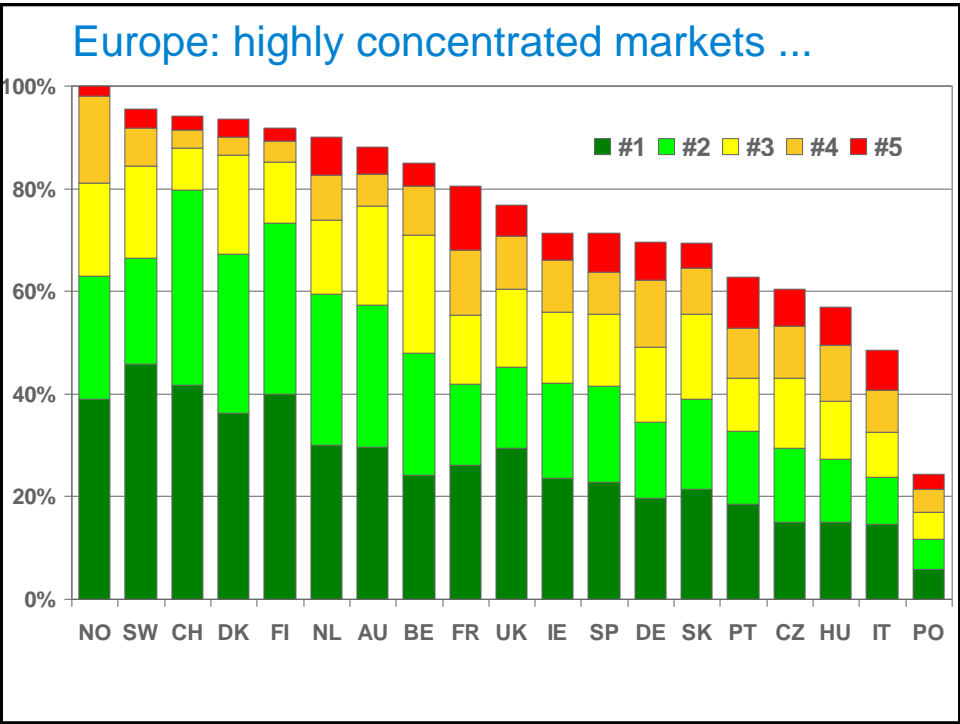
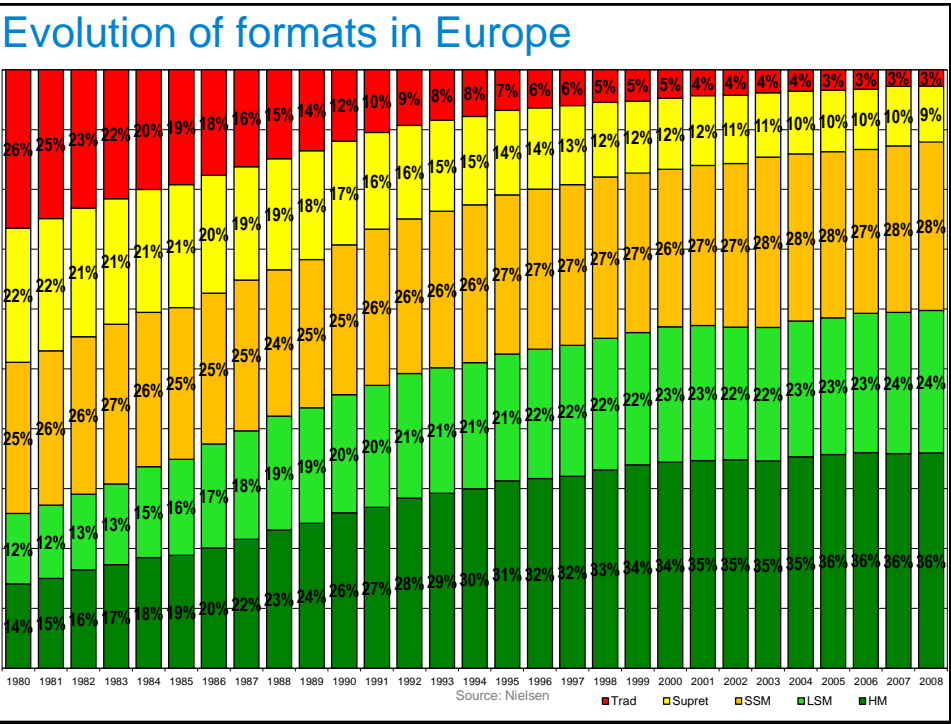
Source: Nielsen Global Online Surveys



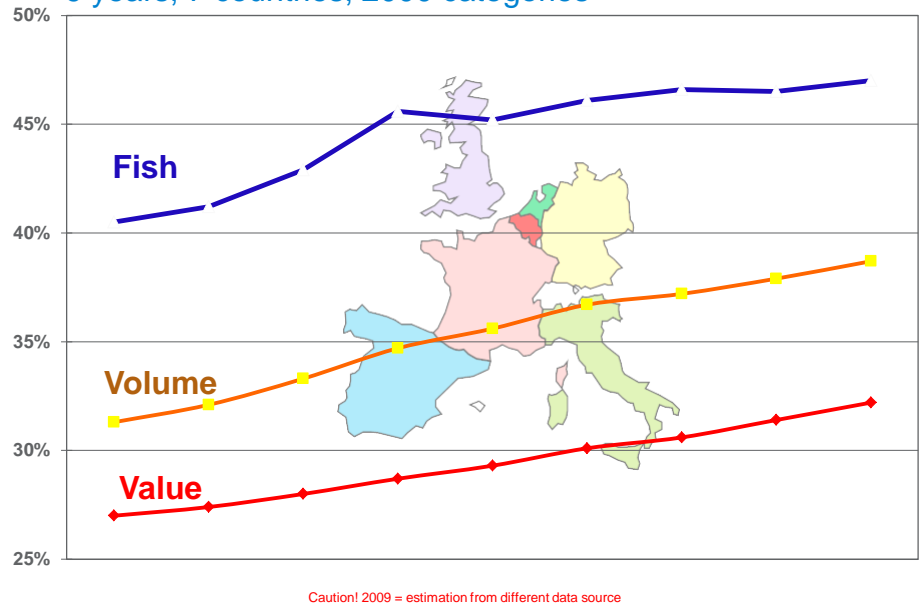




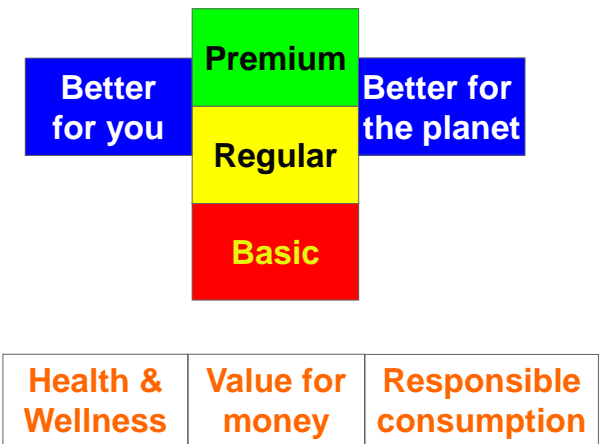


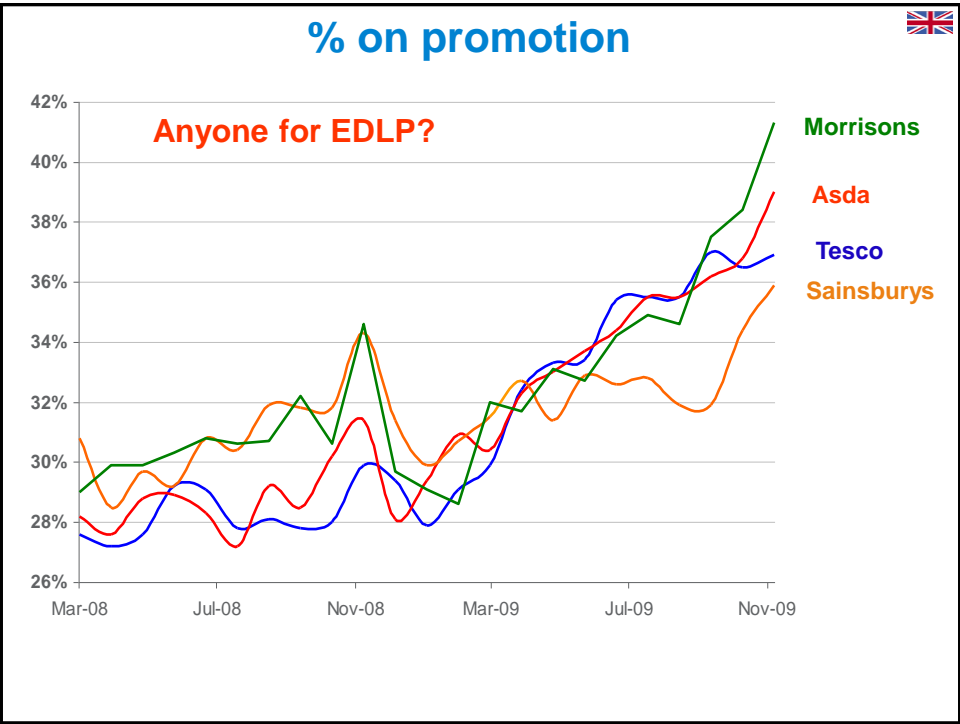
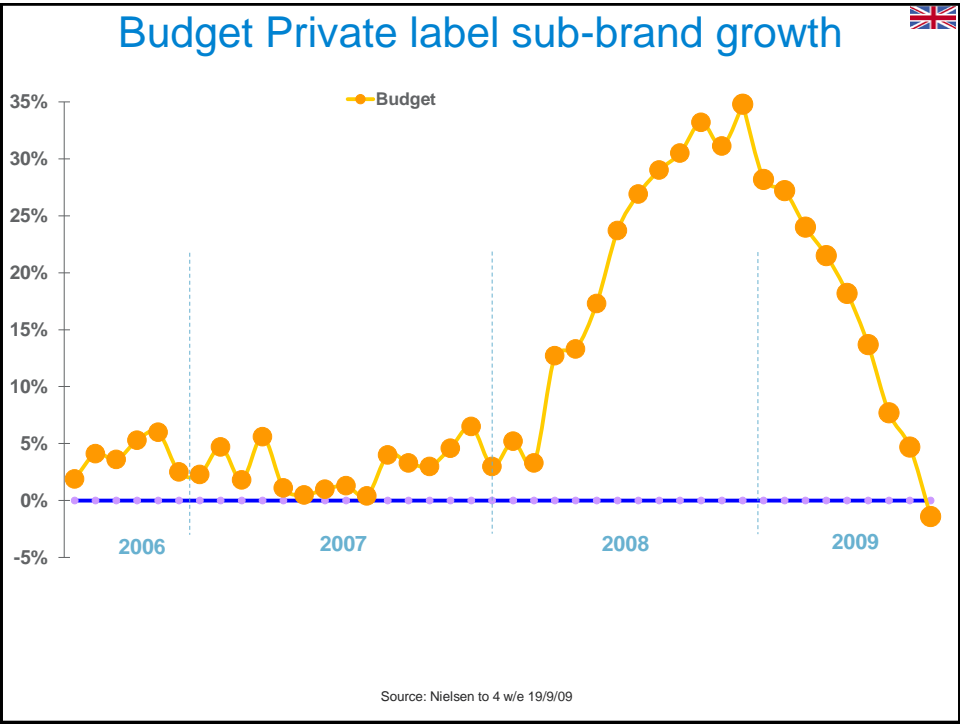


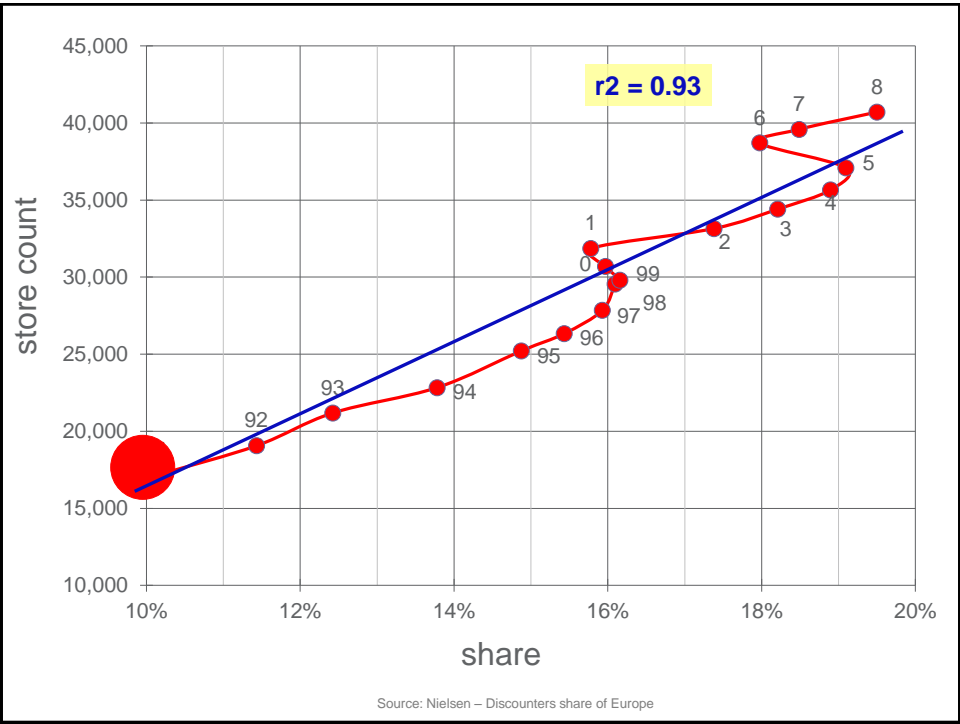
Private label share:
9 years, 7 countries, 2000 categories



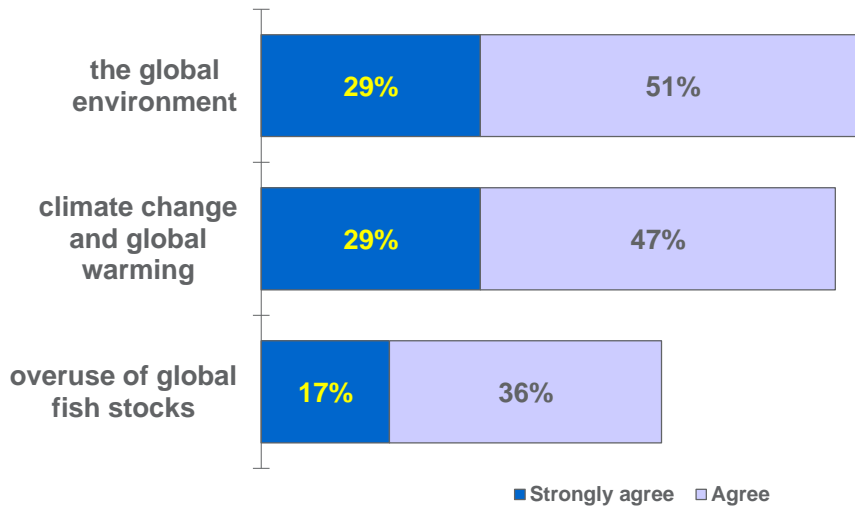
Private Label evolution: brand architecture





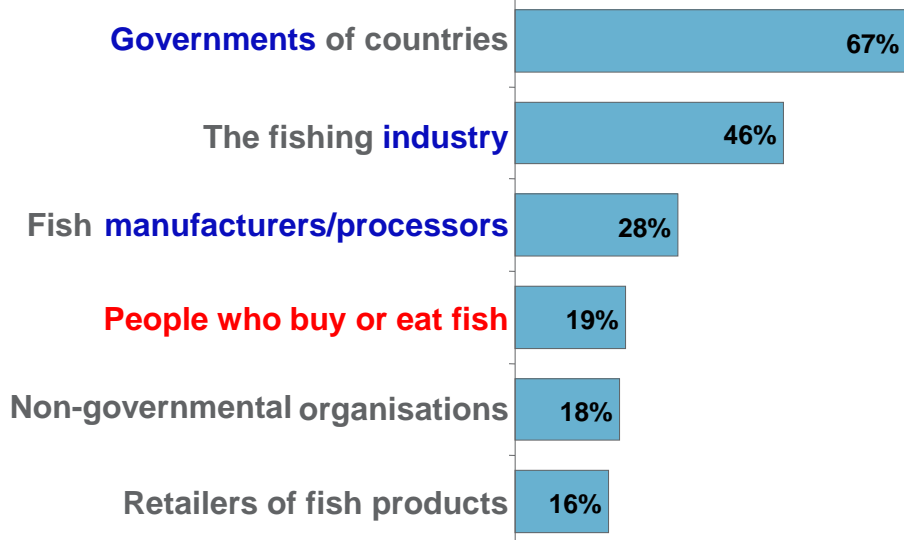


I am concerned about...



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

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

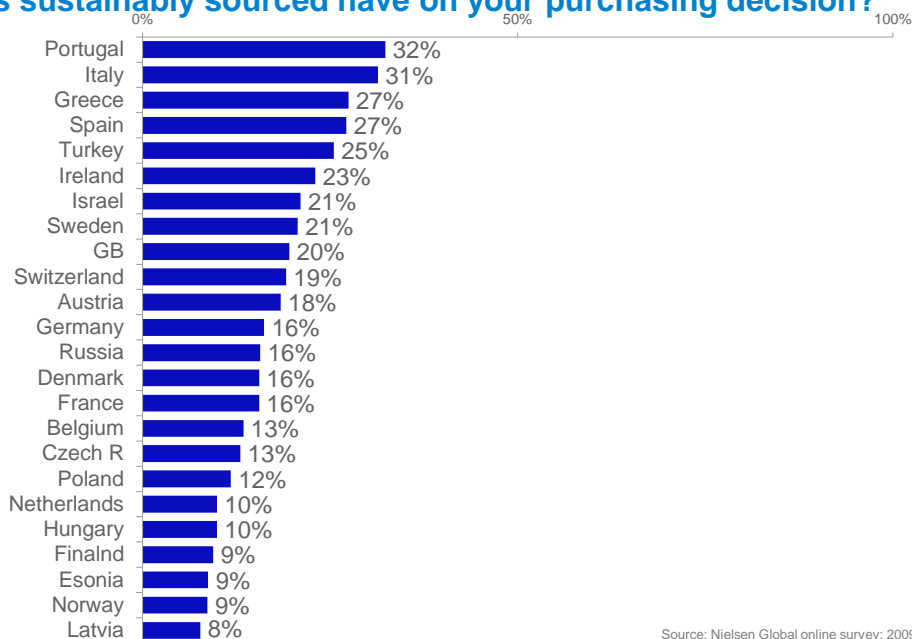


Source: Nielsen Global Online Survey
March 2009, 25420 consumers in 50 countries

Consumer concerns re fish?

- Say they'll pay a (10%) premium for sustainability
 - but don't in practice
 - Value for money, taste and convenience override altruism
- Consumers don't have a deep understanding
 - Aquaculture v fishery caught not perceived
 - Aquaculture issues v wild caught not understood
 - Accreditation schemes not widely understood
 - For some 'organic' = wild
- For some: a general mistrust of big business
- For the majority trust in retailers
 - Choice editing

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

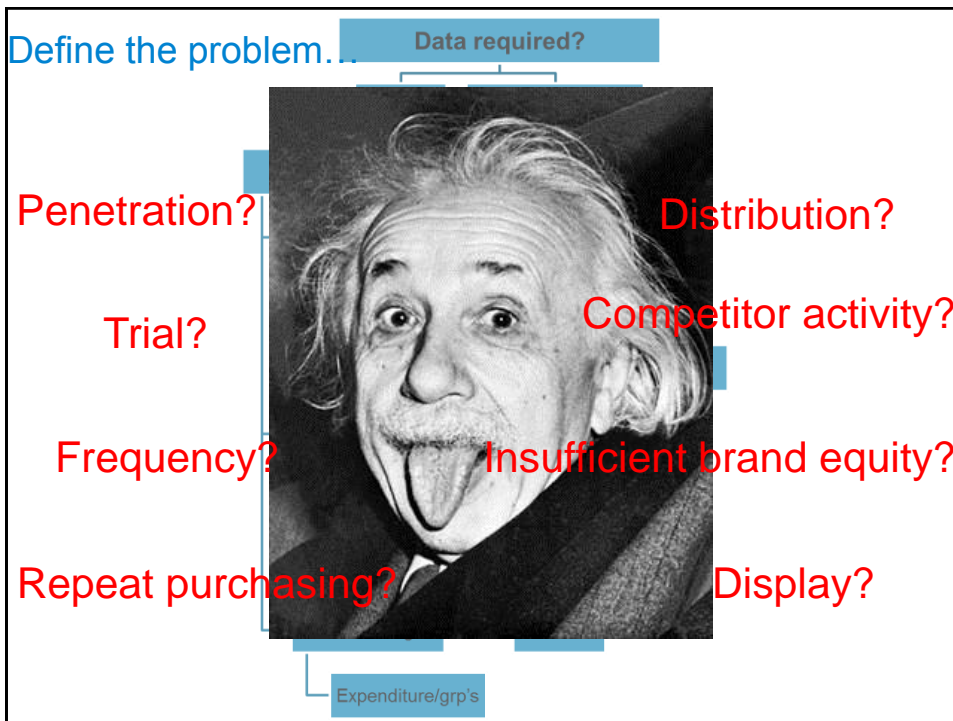


4 megatrends

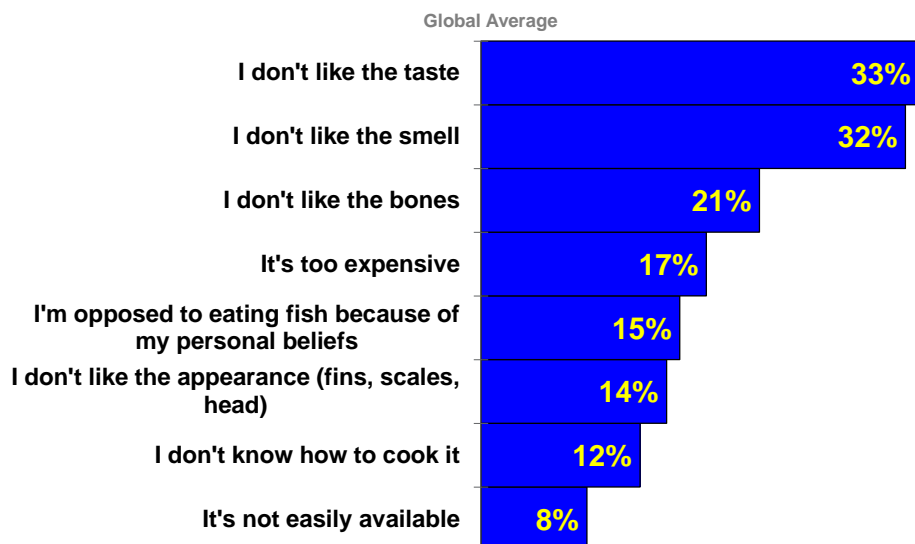


Top 20 innovations of the 20th Century

- | | |
|------------------------|------------------------------|
| 1. Frozen food | 11. Powdered baby milk |
| 2. Pasteurised milk | 12. Chilled food |
| 3. Sanitary products | 13. Ready meals |
| 4. Microwaveable food | 14. Vacuum-packed food |
| 5. Tea bags | 15. Disposable razors |
| 6. Instant coffee | 16. Gravy granules |
| 7. Ring pull cans | 17. Artificial sweeteners |
| 8. Sliced bread | 18. Tetra Pak cartons |
| 9. Plastic bottles | 19. Pre-packed meat and fish |
| 10. Disposable nappies | 20. Screw-top wine bottles |



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

Why can Iceland get more than Norway?

- Cost, quality, spec
 - Longline v trawl
 - Frozen at sea > land frozen
 - Twice frozen?
 - Super frozen (-60°)
 - Phosphate free > with
- Live fresh
 - Quota / seasonality management
- Brand equity
 - perception: quality, freshness
- Investment
 - Technology, resources

Closing thoughts

- Focus on the consumer
- Compete on quality more than price!
- Premium opportunities exist:
 - Sustainability: choice editing – trust in retailers
- Understand and develop the drivers of your Brand Equity
- Think long-term
- More people require more food

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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