

# An introduction to the European Consumer

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Special thanks to nielsen

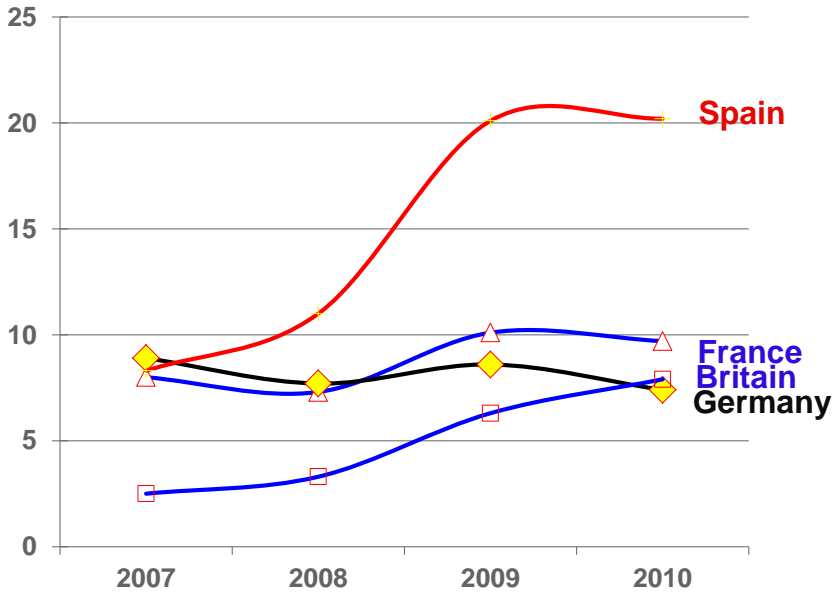
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## Consumer trends

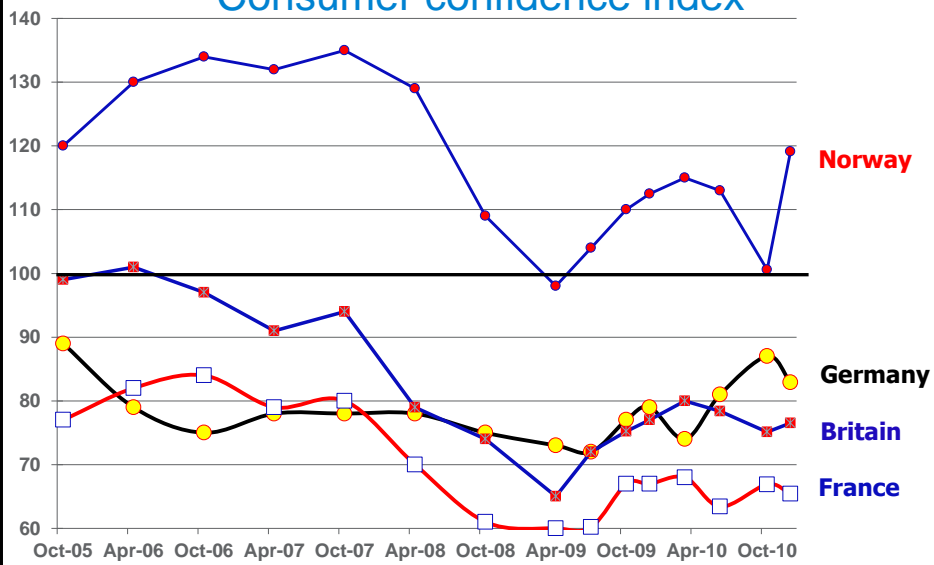
- The economic downturn
- Sustainability – a consumer issue?
- Issues for the fishing industry

### Unemployment: Norway 3.2%



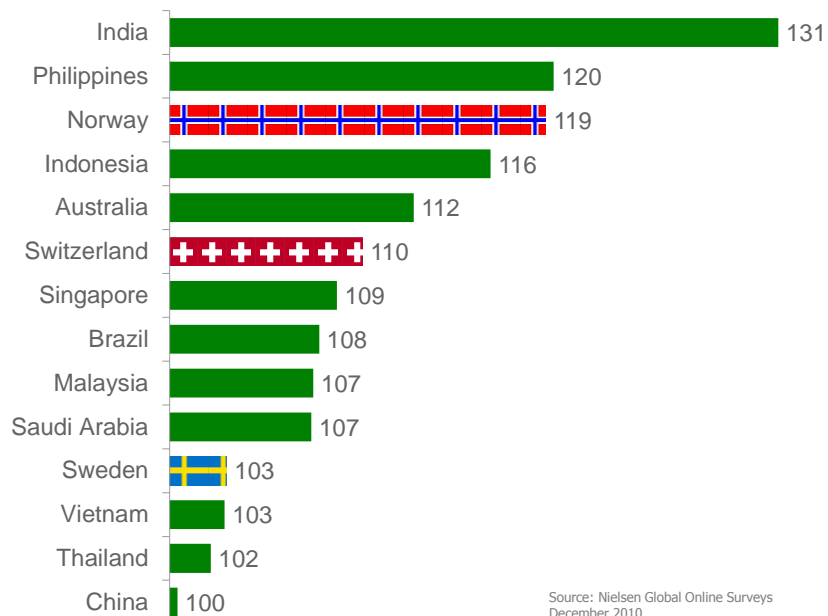
Sources: UBS/The Economist (2010 = September)

### Consumer confidence index

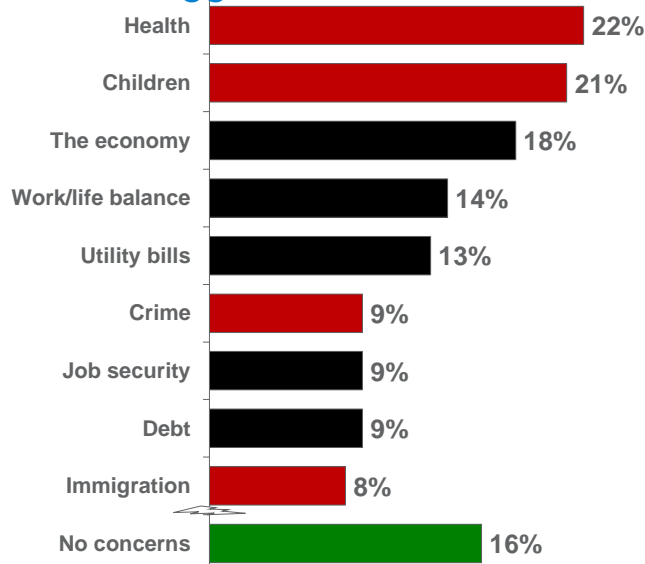


Source: Nielsen Global Online Surveys

## The 100 club...



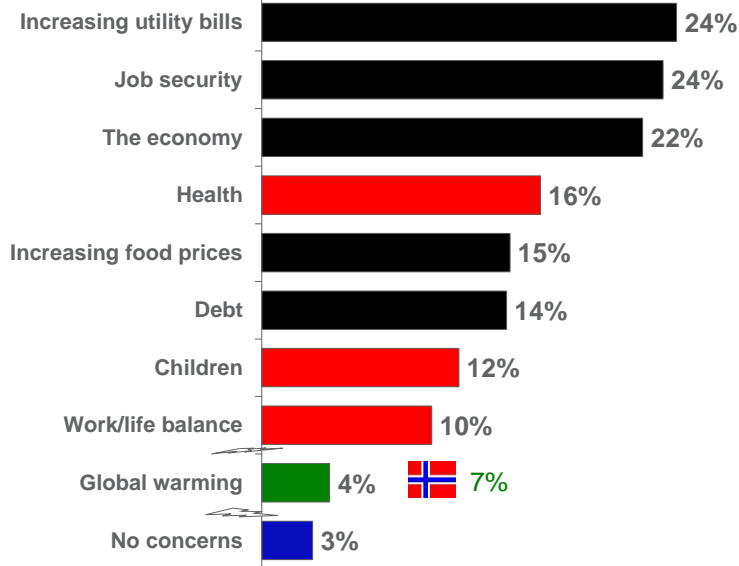
## Biggest+2<sup>nd</sup> biggest concerns in next 6 months



Source: Nielsen Global online survey: December 2010



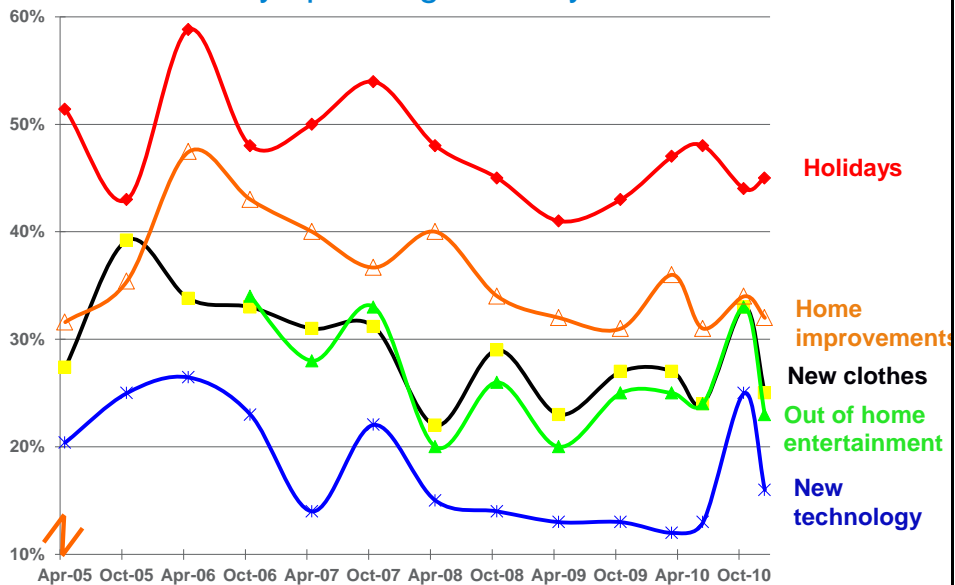
## Biggest+2<sup>nd</sup> biggest concerns in next 6 months



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

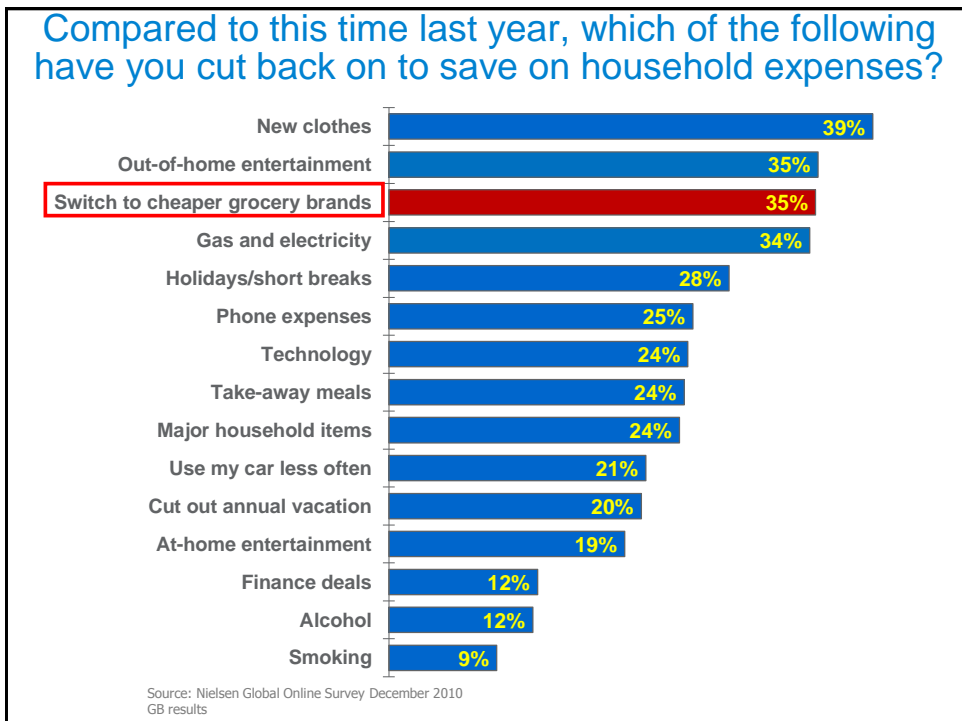
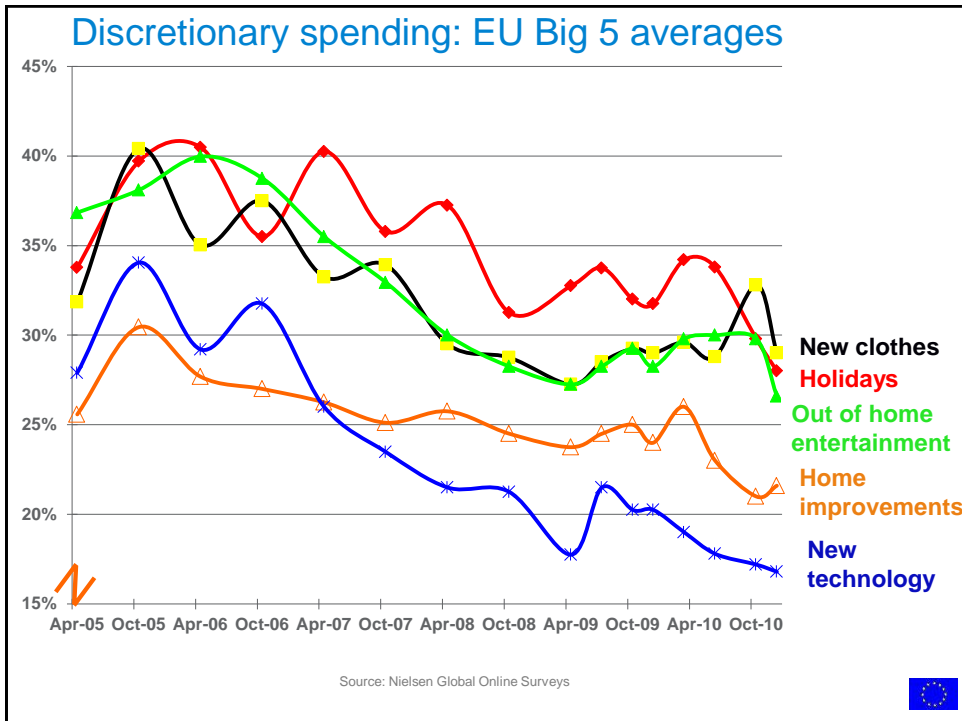


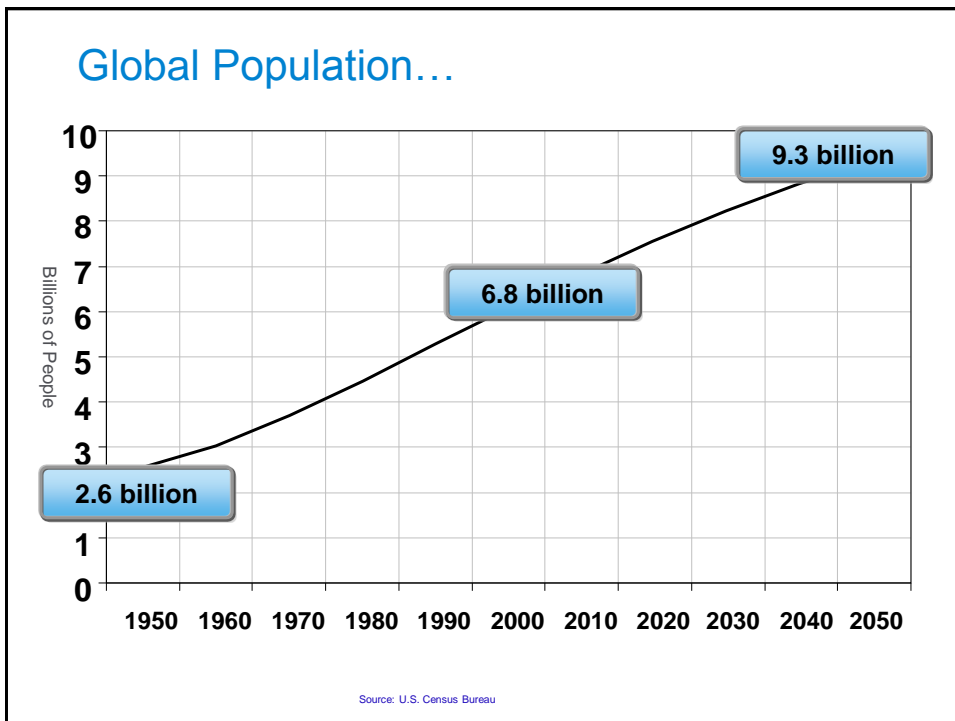
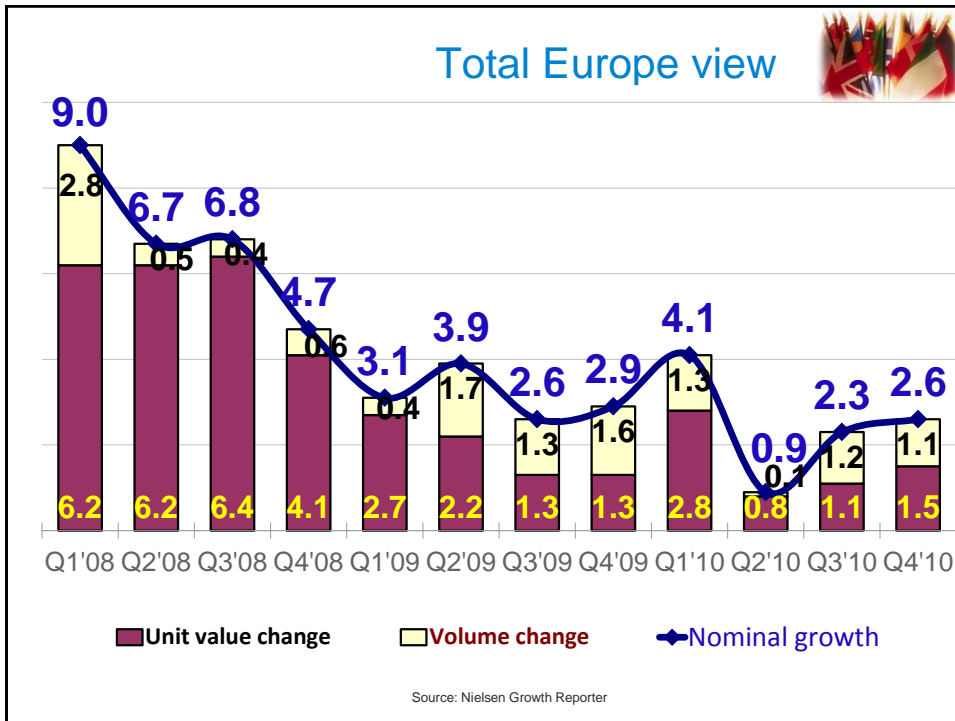
## Discretionary spending: Norway

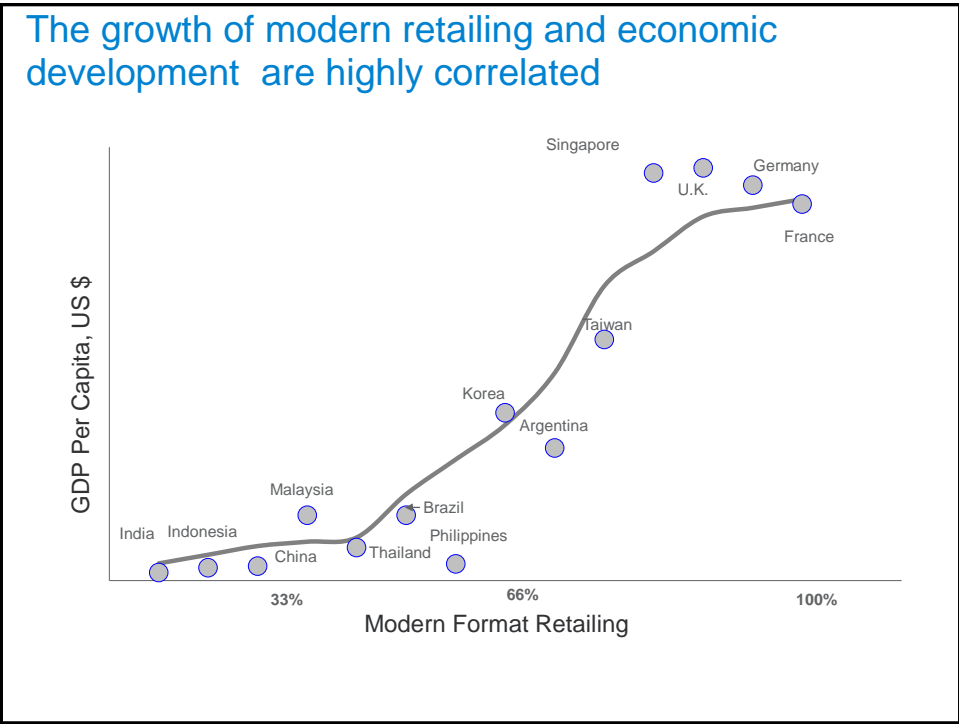
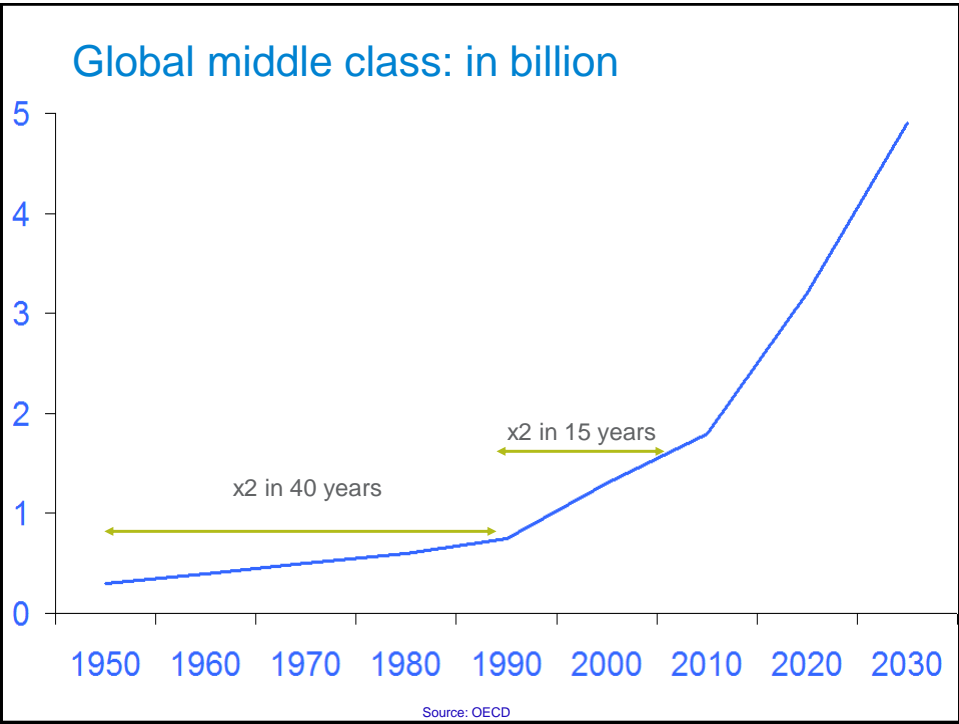


Source: Nielsen Global Online Surveys

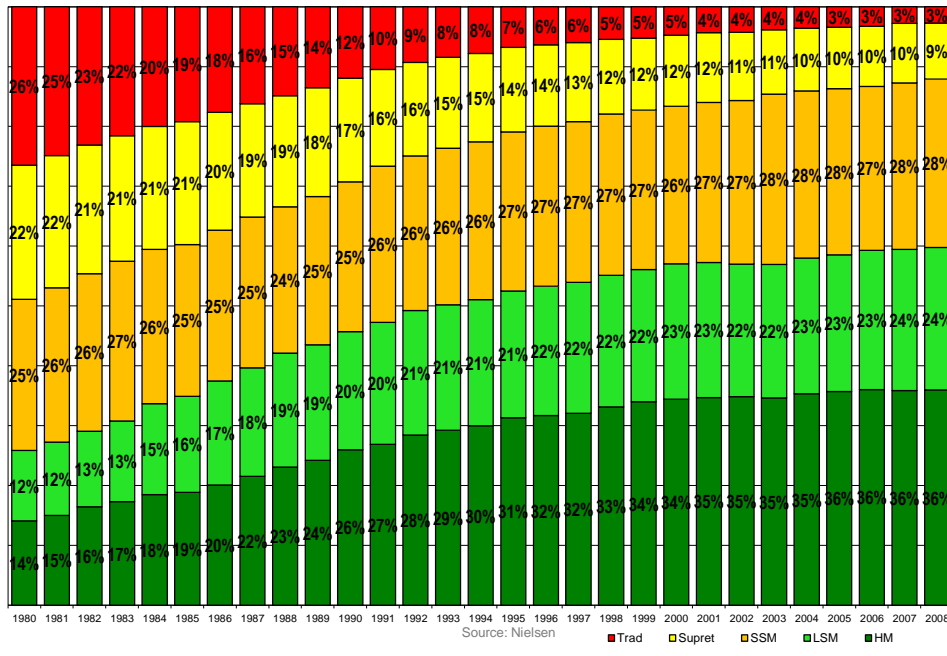




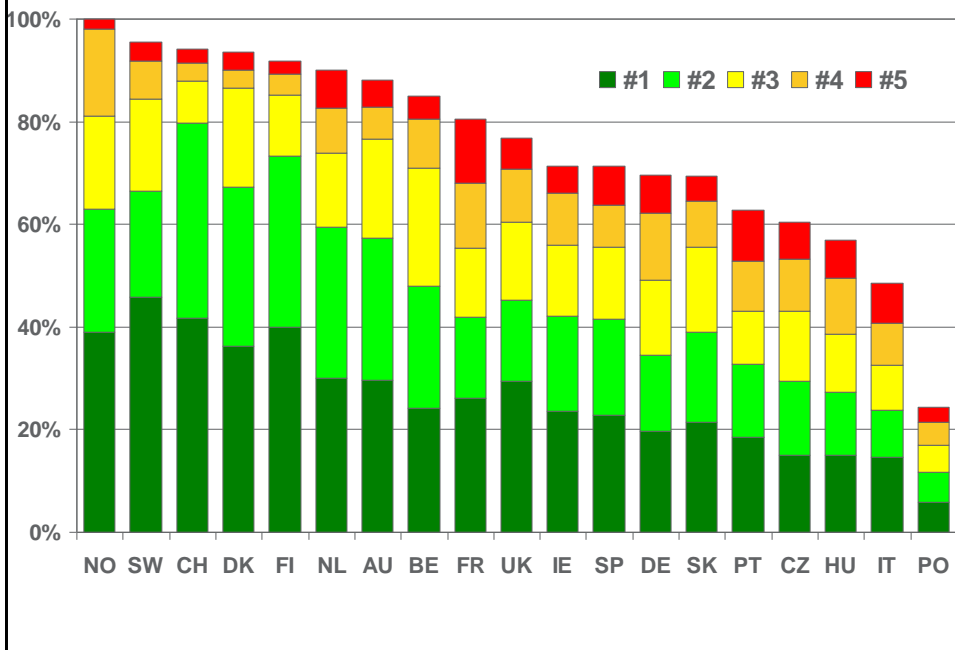




## Evolution of formats in Europe

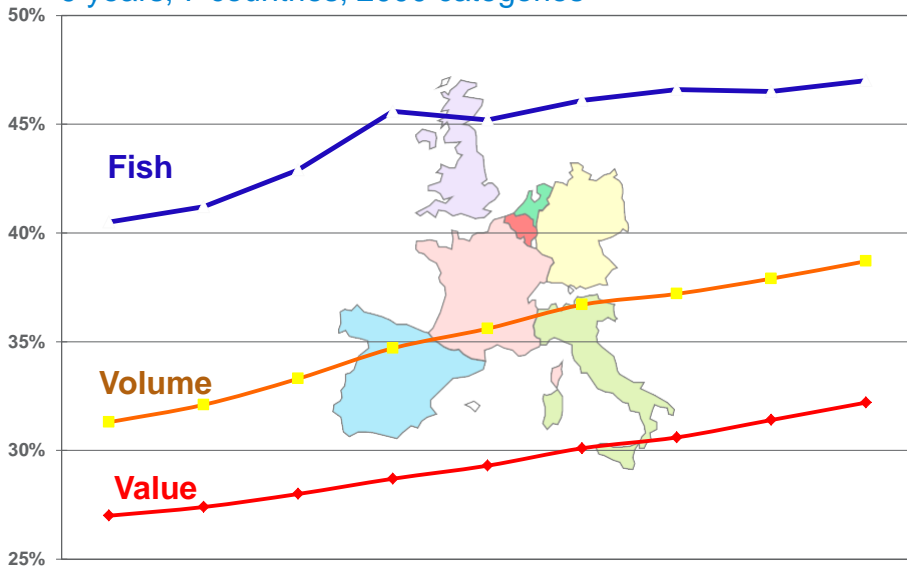


## Europe: highly concentrated markets ...



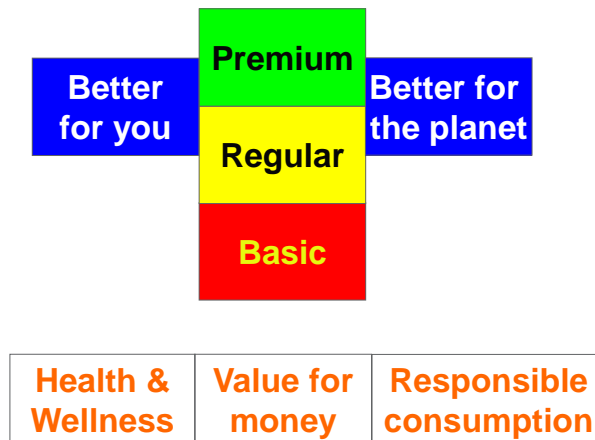


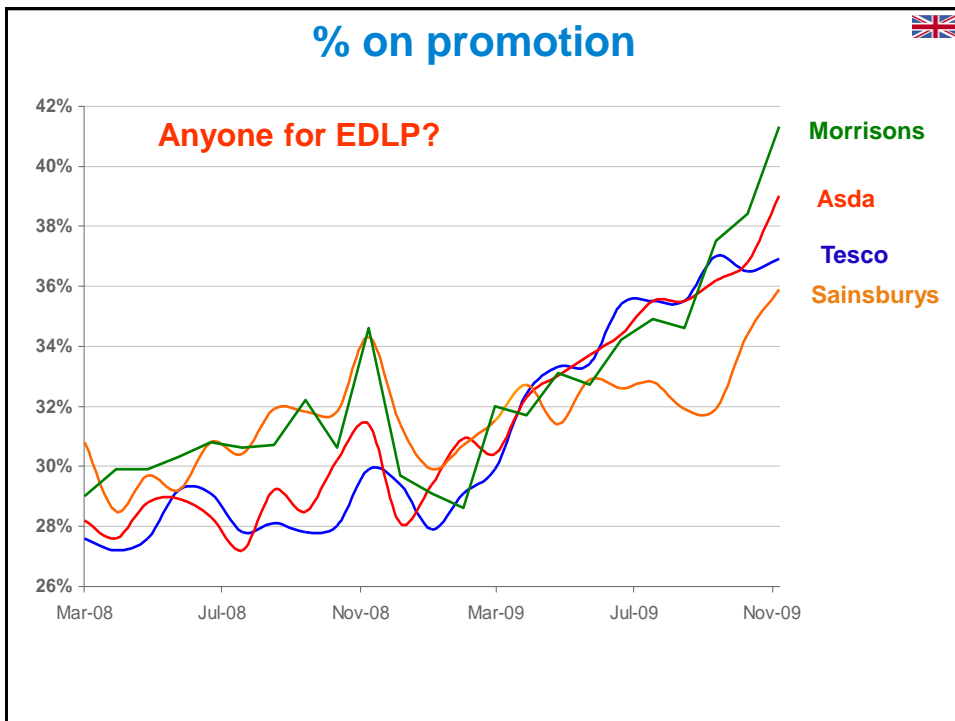
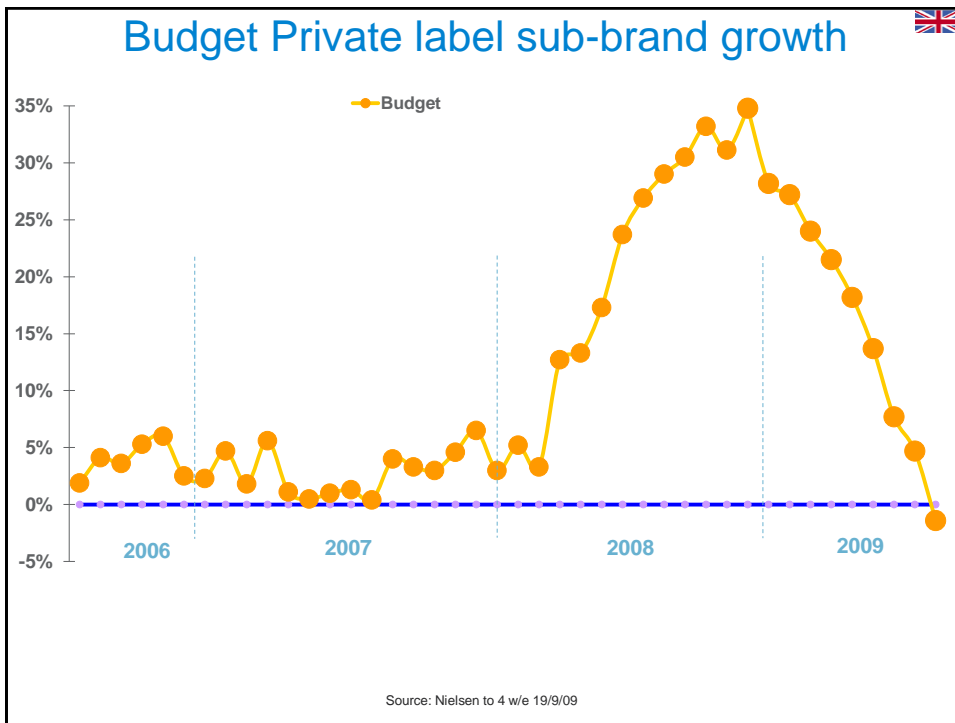
## Private label share: 9 years, 7 countries, 2000 categories

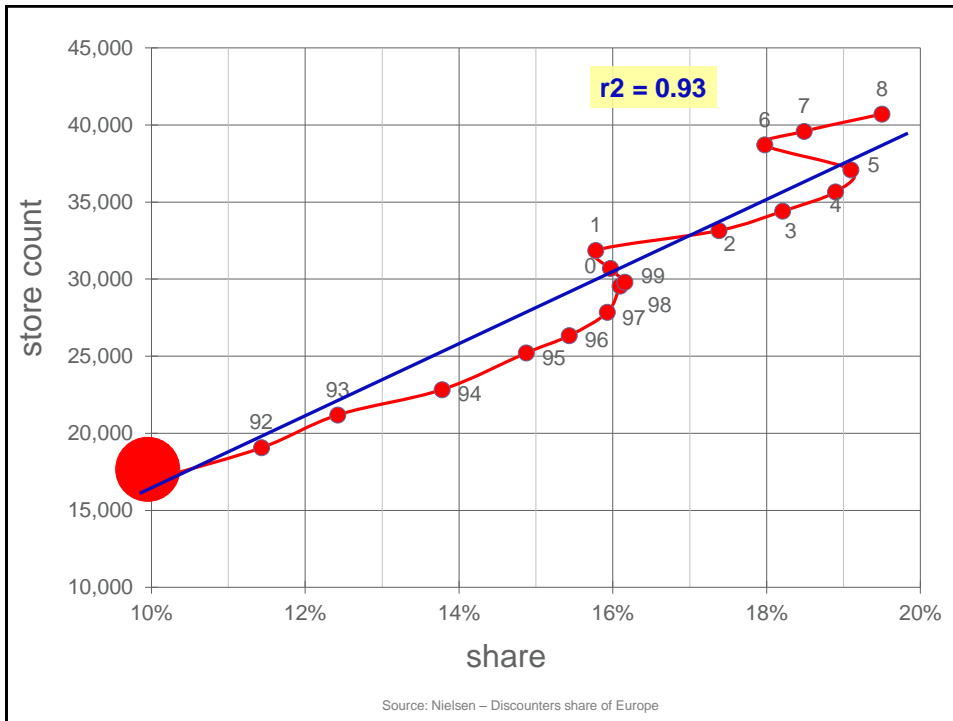


Caution! 2009 = estimation from different data source

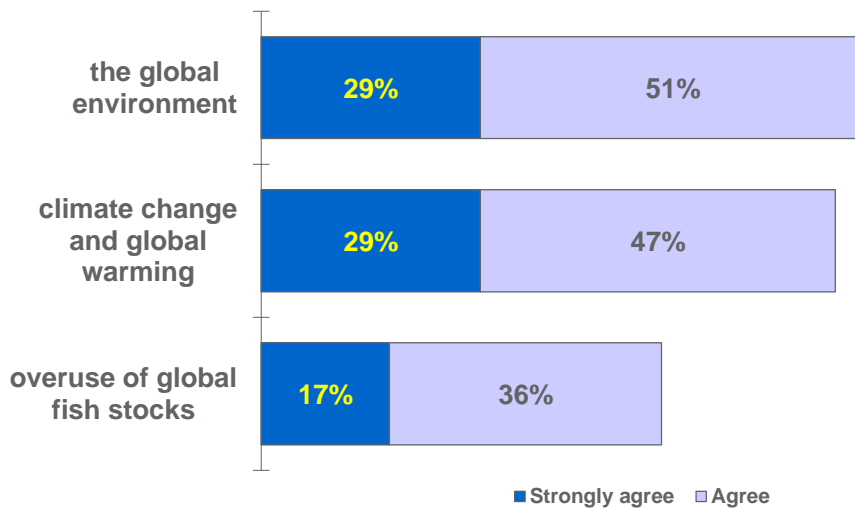
## Private Label evolution: brand architecture





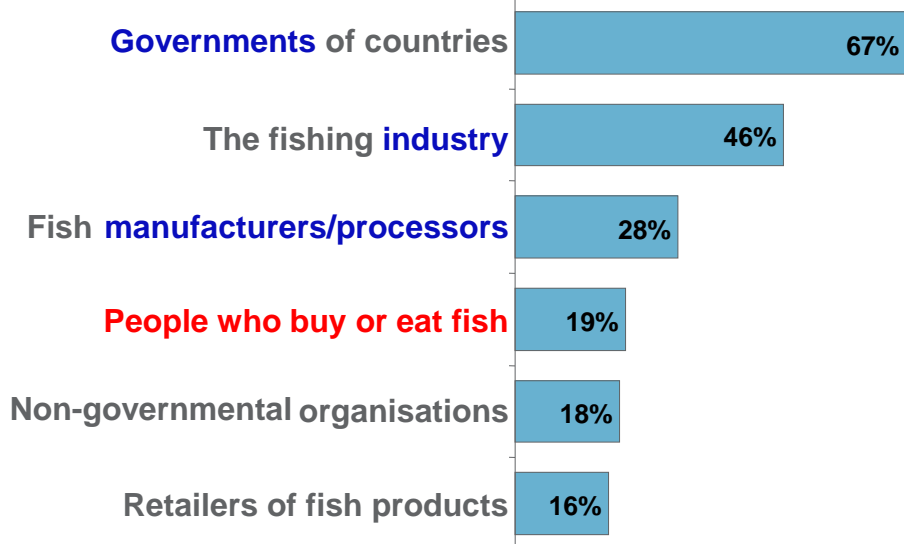


## I am concerned about...



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

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

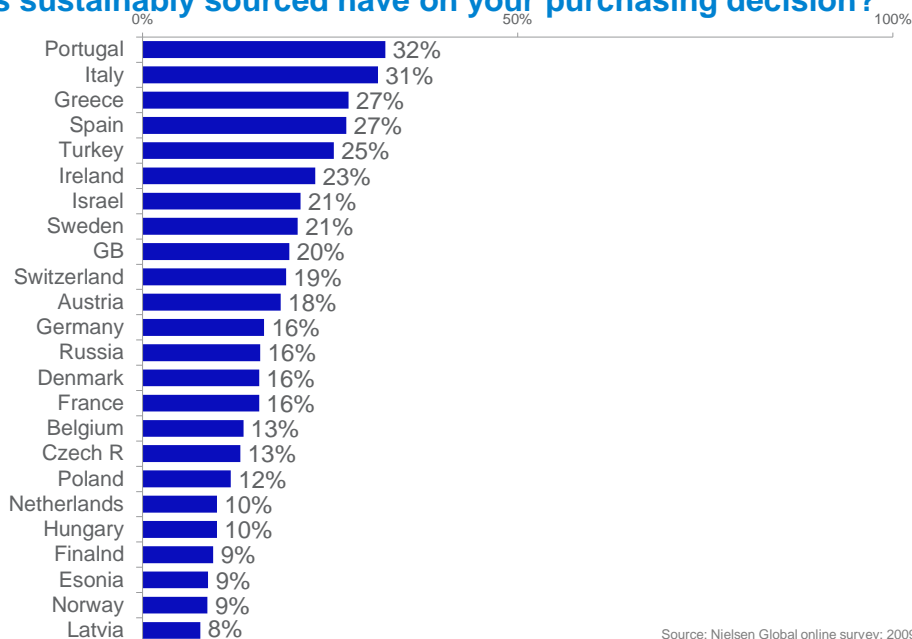


Source: Nielsen Global Online Survey  
March 2009, 25420 consumers in 50 countries

## 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?

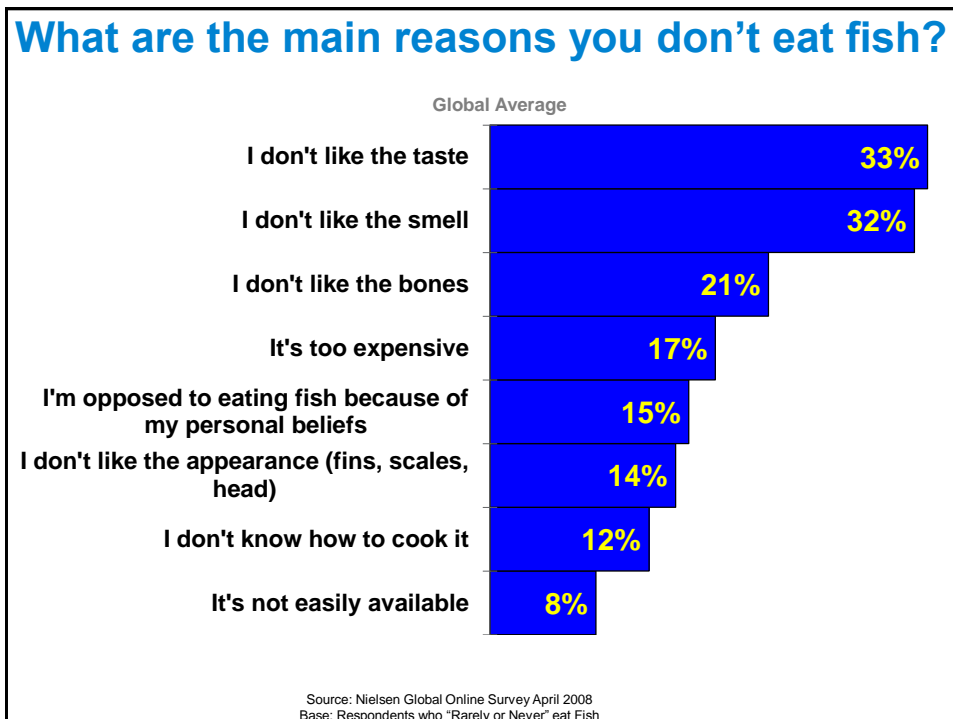
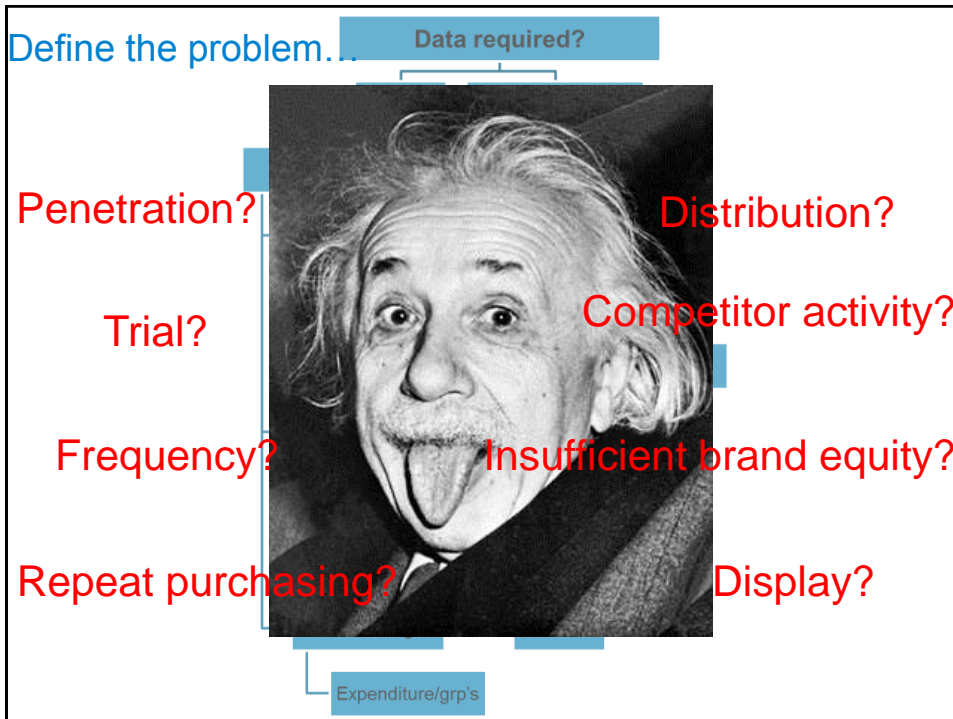


Source: Nielsen Global online survey: 2009  
Europe



## Top 20 innovations of the 20<sup>th</sup> Century

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



## 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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