The consumer’s perspective

Jonathan Banks
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10.05 – 10.30

The consumer’s perspective

• The recession
• Consumer concerns
• Consumer attitudes to fish
• What’s next?
Consumer confidence index

Biggest 2nd biggest concerns in next 6 months

- The economy: 39%
- Job security: 33%
- Work/life balance: 17%
- Health: 15%
- Debt: 13%
- Increasing food prices: 13%
- Increasing utility bills: 13%
- Children's education/welfare: 11%
- Parents welfare + happiness: 8%
- Crime: 7%
- Political stability: 5%
- Increasing fuel prices: 5%
- Global warming: 3%
- No concerns: 2%

Source: Nielsen Global Online Surveys

Global results: 50 countries – April 2009

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Fast Moving Consumer Goods market dynamics: Total Europe

Source: Nielsen 2008

GDP per capita vs. Household spend on food

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

Household Spend on Food (%)

GDP Per Capita, US$
European retail trends

- The recession
- **Retail developments**
- Consumer attitudes to fish
- What’s next?

Europe: Where is fish mainly purchased?

Source: Nielsen ShopperTrends 2008
Great Britain: Importance of Attributes

- High quality fresh food
- Wide range of fresh meat & fish
- Everything I need in the one shop
- Good value for money
- Low Price
- Loyalty Programmes
- Subliminal
- Say it, mean it
- High discriminators
- Low Price
- Say it, don’t mean it
- Low discriminators
- Stated Importance
- Derived Importance
- Source: Nielsen ShopperTrends 2009

Wide range of fresh meat and fish

- High discriminators
- Low Price
- Say it, mean it
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- Stated Importance
- Derived Importance
- Source: Nielsen ShopperTrends 2009
European retail trends

• The recession
• Retail developments
• Consumer attitudes to fish
• What’s next?

Which of these products do you actively try to buy?

- Energy efficient products or appliances: 59% Mar-07, 53% Mar-09
- Locally made products: 48% Mar-07, 51% Mar-09
- Products in recyclable packaging: 44% Mar-07, 45% Mar-09
- Products bought from a Farmer’s Market: 36% Mar-07, 42% Mar-09
- Organic products: 34% Mar-07, 35% Mar-09
- Ethically produced or grown products: 32% Mar-07, 25% Mar-09
- Products with little or no packaging: 28% Mar-07, 31% Mar-09
- Fairtrade products: 26% Mar-07, 27% Mar-09
- Products that have not been tested on animals: 24% Mar-07, 27% Mar-09
- Products that haven't travelled long distances to get to the store: 21% Mar-07, 27% Mar-09
- None of these: 6% Mar-07, 8% Mar-09

Source: Nielsen Global Online Survey
March 2009, 25,420 consumers in 50 countries
Animal products per capita consumption

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

Source: Nielsen Global Online Survey
>28k consumers in 51 countries
**On average, how often do you eat fish (including seafood)?**

Source: Nielsen Global Online Survey April 2008

**Global average 1.6 occasions per week**

**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

- **It’s not easily available**: 33%
- **I don’t like the smell**: 32%
- **I don’t like the taste**: 21%
- **I don’t like the bones**: 17%
- **It’s too expensive**: 15%
- **I don’t like the appearance (fins, scales, head)**: 14%
- **I’m opposed to eating fish because of my personal beliefs**: 12%
- **I don’t know how to cook it**: 8%
Frozen fish is just as healthy as fresh fish

Fish has become more expensive over the last year

Good value for money compared with meat + chicken

Fish is a cheap way for me to eat healthily

Fish is healthier than meat or chicken

Fish is good for me

Frozen fish suits our busy lifestyle

I prefer fish products that are sustainably sourced

I prefer to eat fish products that are ethically sourced and kinder to the environment

Statements about fish: Global Averages (%)

Blogosphere buzz...

Source: Nielsen Global Online Survey April 2008

agree + strongly agree

Source: Nielsen BuzzMetrics

The End of the Line

Japan whaling
French blockade
Somalia

Percent of All Blog Posts

"fish stocks" "sustainable fishing"
I am concerned about...

- the global environment: 29% strongly agree, 51% agree
- climate change and global warming: 29% strongly agree, 47% agree
- overuse of global fish stocks: 17% strongly agree, 36% agree

Source: Nielsen Global Online Survey
March 2009, 25,420 consumers in 50 countries
I am concerned about overuse of global fish stocks...

<table>
<thead>
<tr>
<th>Country</th>
<th>Strongly Agree (5)</th>
<th>Agree (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greece</td>
<td>45%</td>
<td>39%</td>
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<tr>
<td>Thailand</td>
<td>34%</td>
<td>45%</td>
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<tr>
<td>South Africa</td>
<td>34%</td>
<td>37%</td>
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<tr>
<td>Indonesia</td>
<td>30%</td>
<td>50%</td>
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<tr>
<td>France</td>
<td>29%</td>
<td>42%</td>
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<tr>
<td>Sweden</td>
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<td>Switzerland</td>
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<td>44%</td>
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<td>Philippines</td>
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<td>41%</td>
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<tr>
<td>Mexico</td>
<td>28%</td>
<td>35%</td>
</tr>
<tr>
<td>Spain</td>
<td>27%</td>
<td>45%</td>
</tr>
</tbody>
</table>

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

- Governments of countries: 67%
- The fishing industry: 46%
- Fish manufacturers and processors: 28%
- People who buy or eat fish: 19%
- Non-governmental organisations: 18%
- Retailers of fish products: 16%
Do you prefer wild captured or farmed fish on...?

- **Taste**
  - Strongly prefer wild: 17%
  - Prefer wild captured: 21%
  - No preference: 41%
  - Prefer farmed: 23%
  - Strongly prefer farmed: 28%

- **Nutritional content**
  - Strongly prefer wild: 21%
  - Prefer wild captured: 23%
  - No preference: 42%
  - Prefer farmed: 26%
  - Strongly prefer farmed: 44%

- **Freshness**
  - Strongly prefer wild: 23%
  - Prefer wild captured: 21%
  - No preference: 42%
  - Prefer farmed: 26%
  - Strongly prefer farmed: 41%

- **The environment**
  - Strongly prefer wild: 21%
  - Prefer wild captured: 26%
  - No preference: 42%
  - Prefer farmed: 21%
  - Strongly prefer farmed: 28%

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

- **Total**
  - Very important: 27%
  - Important: 43%
  - No influence on purchase decision: 30%

- **Vietnam**
  - Very important: 57%
  - Important: 35%
  - No influence on purchase decision: 4%

- **Philippines**
  - Very important: 50%
  - Important: 40%
  - No influence on purchase decision: 10%

- **Brazil**
  - Very important: 45%
  - Important: 40%
  - No influence on purchase decision: 17%

- **Colombia**
  - Very important: 45%
  - Important: 37%
  - No influence on purchase decision: 18%

- **Saudi Arabia**
  - Very important: 44%
  - Important: 36%
  - No influence on purchase decision: 21%

- **Mexico**
  - Very important: 41%
  - Important: 31%
  - No influence on purchase decision: 21%

- **India**
  - Very important: 38%
  - Important: 31%
  - No influence on purchase decision: 22%

- **Chile**
  - Very important: 37%
  - Important: 30%
  - No influence on purchase decision: 24%

- **Indonesia**
  - Very important: 35%
  - Important: 17%
  - No influence on purchase decision: 18%

- **UAE**
  - Very important: 35%
  - Important: 45%
  - No influence on purchase decision: 25%
What level of influence do product labels declaring that fish is sustainably sourced have on your purchasing decision?

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<td>Norway</td>
<td>9%</td>
<td>41%</td>
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<tr>
<td>Estonia</td>
<td>9%</td>
<td>5%</td>
<td>55%</td>
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<tr>
<td>Latvia</td>
<td>8%</td>
<td>55%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Source: Nielsen Global Online Survey
March 2009, Bottom 10 countries

Are you eating more or less than 2 years ago? Fish is the winner!

- Fish: 24% Much more, 5% More, 5% Less, 13% Much less, 5% Don't eat
- Dairy: 22% Much more, 4% More, -13% Less, -11% Much less, -5% Don't eat
- Poultry: 21% Much more, 4% More, -11% Less, -4% Much less, -5% Don't eat
- Meat: 13% Much more, 3% More, -21% Less, -5% Much less, -4% Don't eat

Source: Nielsen Global Online Survey April 2008
European retail trends

- The recession
- Retail developments
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- What’s next?

4 megatrends

- Health/Well-Being
- Indulgence/Pleasure
- Ethical
- Convenience/Practicality

[Image of various products]
Summary

• Recession: gloomy headlines not reflected in our data
• Retailers: modern trade winning
  – Price not a differentiator, just table stakes
• Fish consumption increasing
  – Poultry growth despite Avian Influenza
  – Consumption levels vary, as does frequency: average 1.6
• Many reasons to avoid...
  – Taste, smell, bones, cost
• Fresh > frozen; Wild > farmed
• Consumers not taking responsibility for sustainability
  – Though labelling claimed to influence purchase decision

Full country level details available: jonathan.banks@nielsen.com