An introduction to the European Consumer

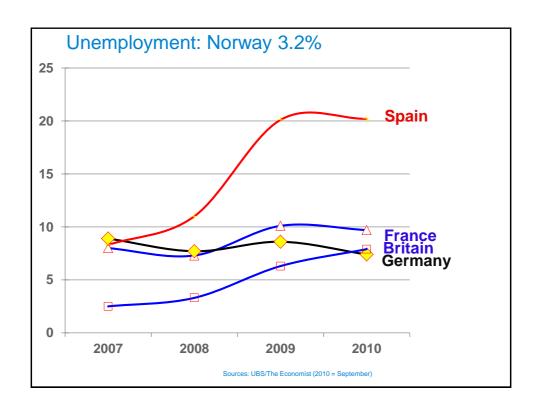
Jonathan Banks
Tuesday 29 March 2011

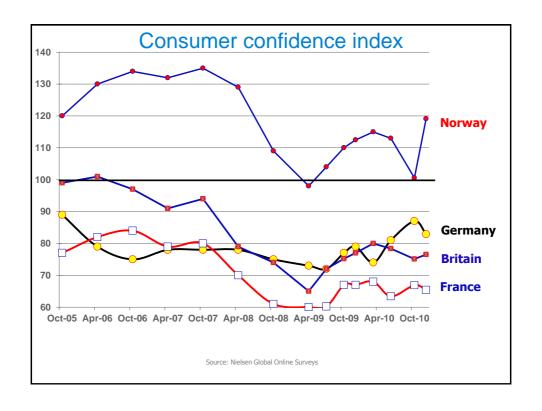
Special thanks to nielsen

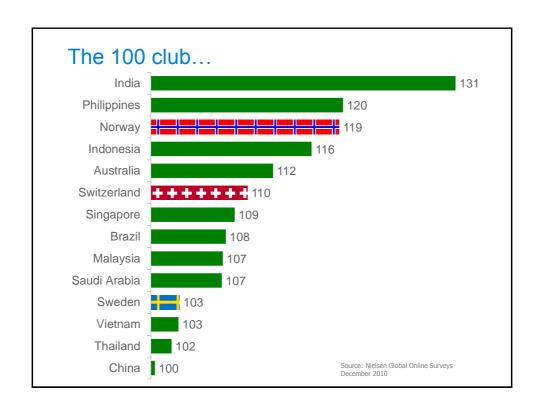
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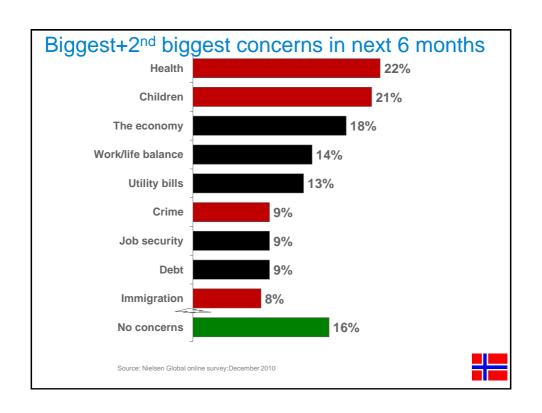
Consumer trends

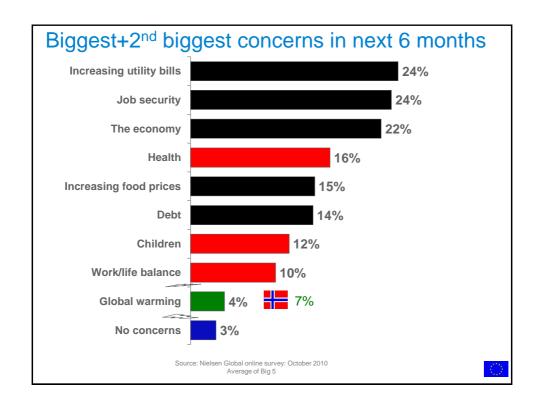
- •The economic downturn
- •Sustainability a consumer issue?
- Issues for the fishing industry

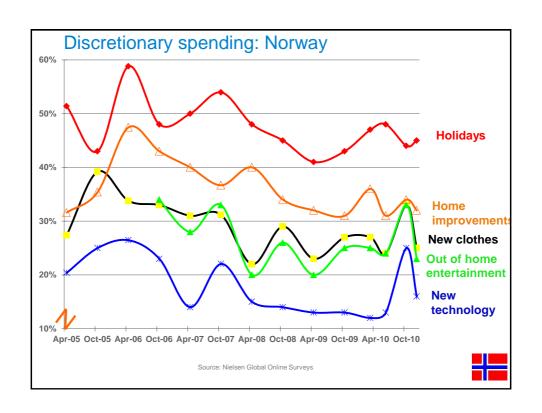


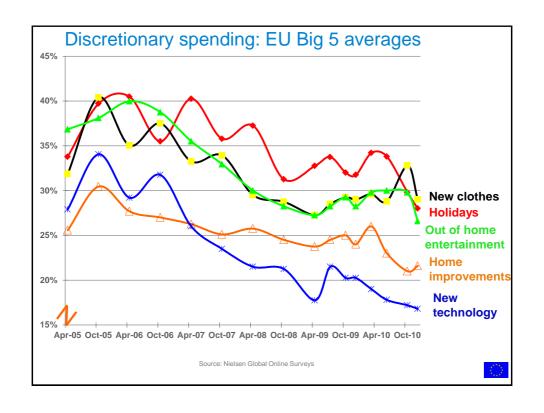


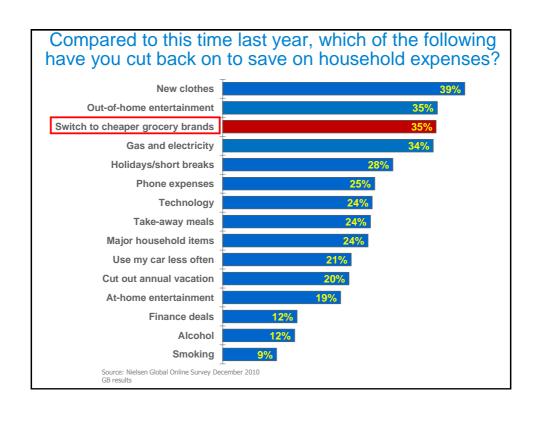


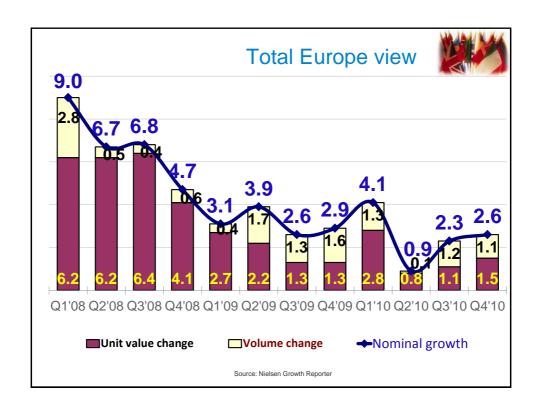


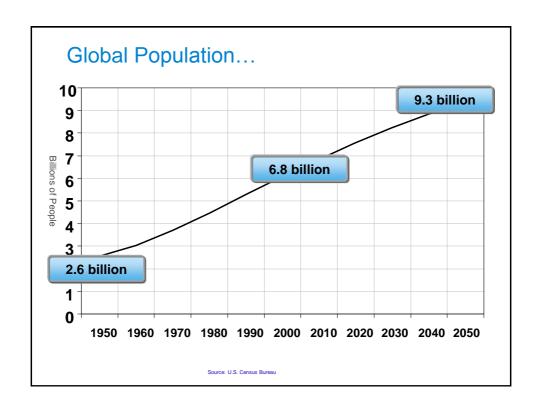


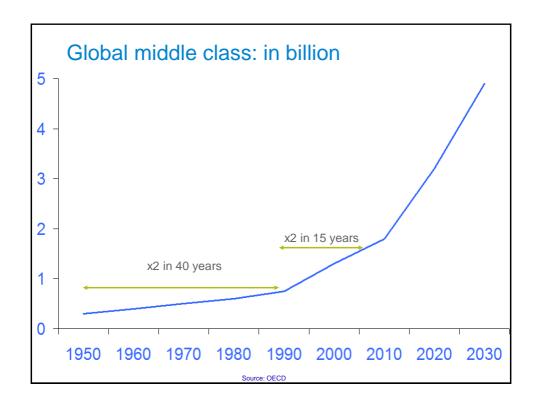


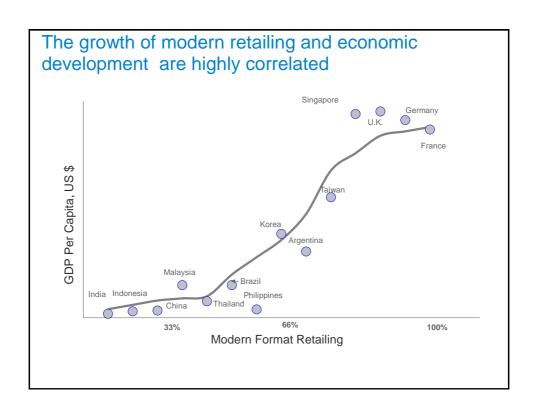


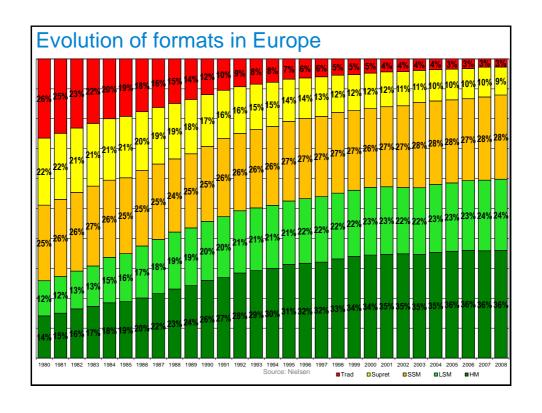


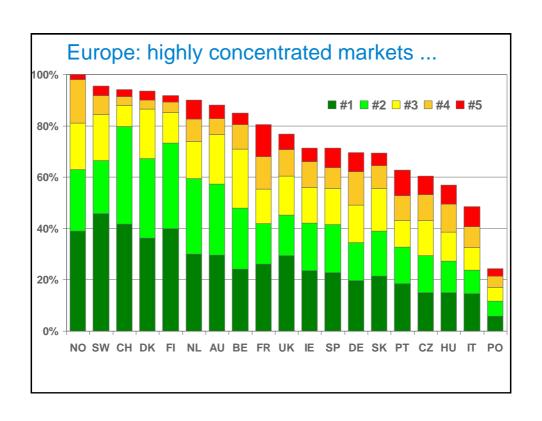


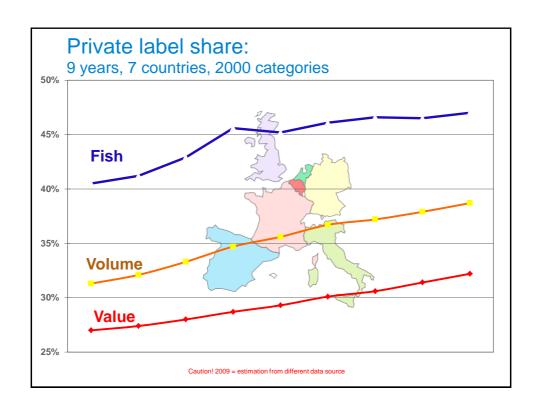


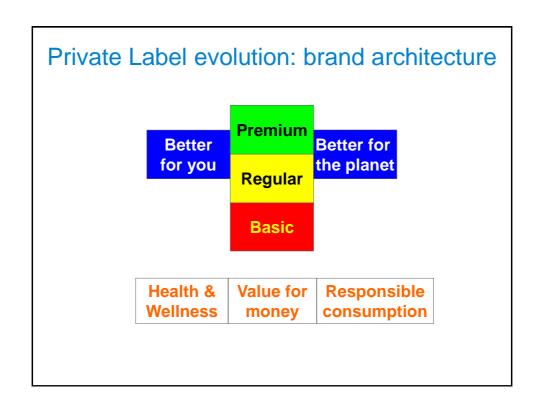


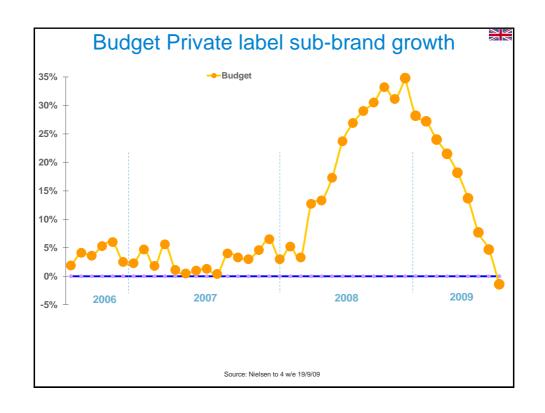


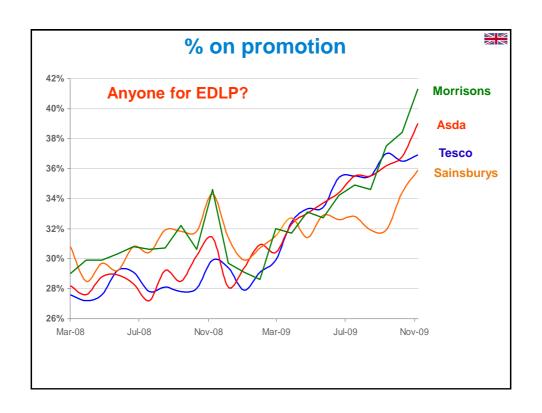


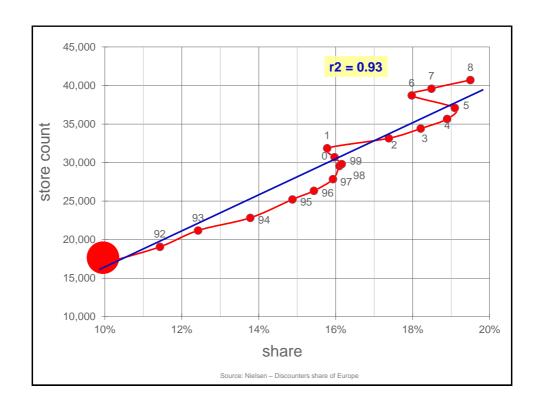


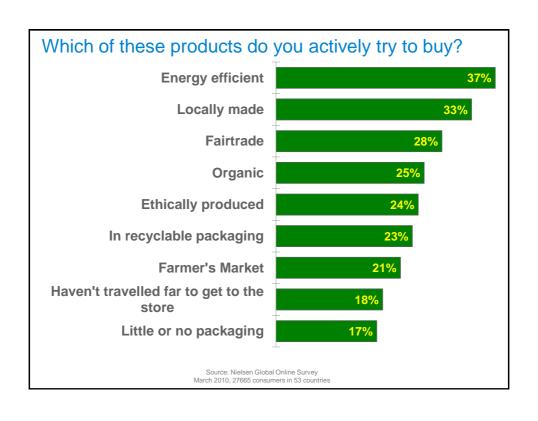


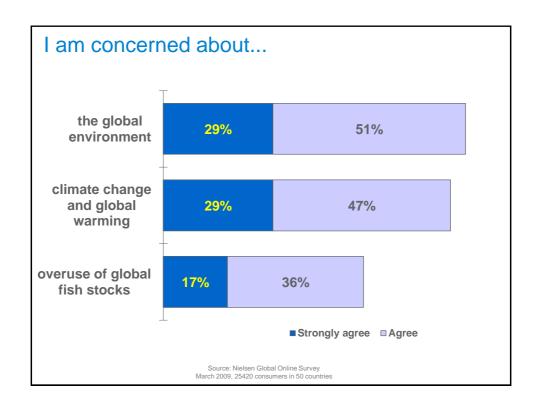


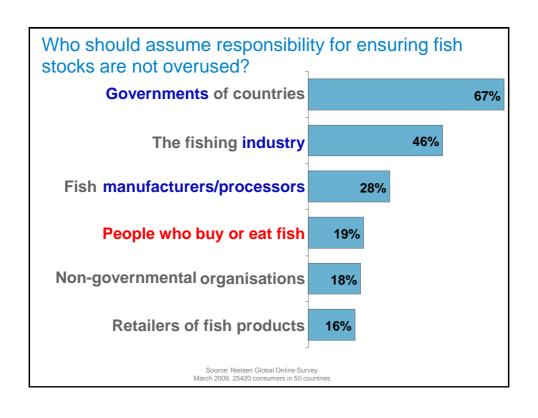






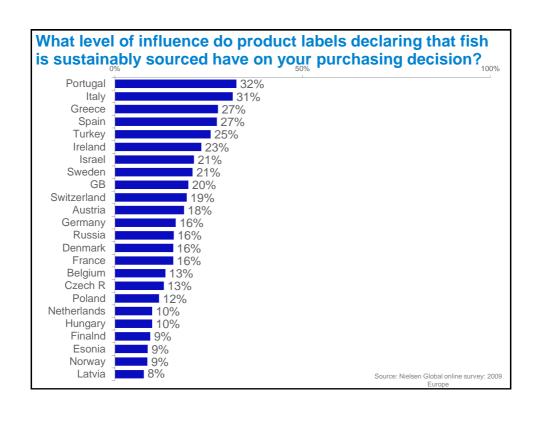






Consumer concerns re fish?

- 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

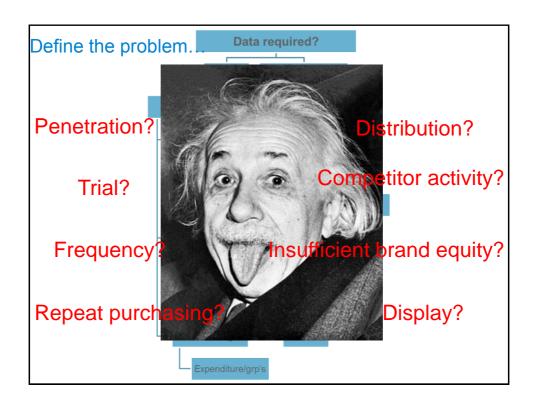


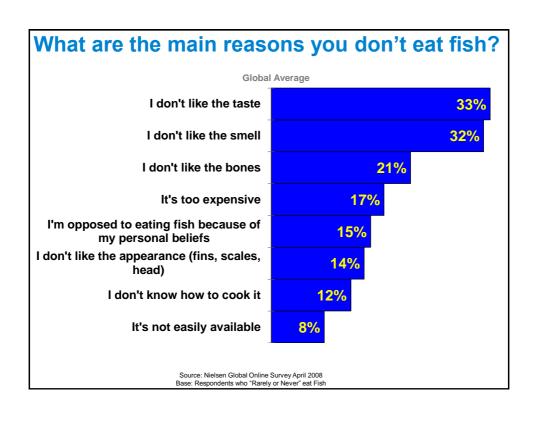


Top 20 innovations of the 20th Century

- 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



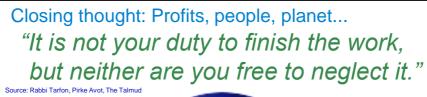


Why can Iceland get more than Norway?

- Cost, quality, spec
 - -Longline v trawl
 - -Frozen at sea > land frozen
 - Twice forzen?
 - 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





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