

# Italian OOH

## Mid year highlights and Seafood focus

Data YE June 2013

September 2013

AUTOMOTIVE  
BEAUTY  
ENTERTAINMENT  
FASHION  
FOOD / FOODSERVICE  
HOME  
OFFICE SUPPLIES  
SPORTS  
TECHNOLOGY  
TOYS  
VIDEO GAMES  
WIRELESS



## The Market

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Size and trend

## The Consumer

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OOH consumer trend

## The Product

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Fish and Seafood trend

## A few words about The NPD Group ...

**NPD is the global provider of industry-leading sales and marketing information in FoodService**

- 30 years of **experience** in FoodService
- Recognized as the **specialist in FoodService** market measurement
- Proven **international comparable** methodology
- Market **information provider** for all leading FoodService companies, both **operators and manufacturers**

# “Did you purchase a meal and/or snack away from home yesterday?”



## CREST

### “Consumer Reports on Eating Share Trends”

- An established and widely used service in multiple countries and is now considered the “currency” for Foodservice discussions and decisions in most of the big 5 Countries in Europe.
- Measures purchasing & consumption of pre-prepared meals, snacks & drinks
- Consumers complete online questionnaire as of April 2007 asking about yesterday’s behaviour



USA



Canada



Great Britain



Germany



France



Japan



China



Australia



Spain



Italy



# The Market

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**The overall foodservice marketplace in Italy**

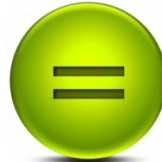
# Even if decrease of GDP has slightly slowed down, the forecast for 2013 has been negatively revised

**GDP**



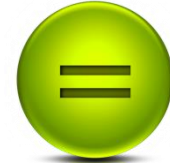
**Q213\* : - 2,1%**

**Salary increase**



**Aug. 13: + 1,5%\***

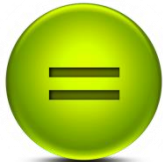
**Inflation Rate**



**Jul 13: + 1,2%\***

**Jul 12: + 3,2% \***

**Retail sales**



**July 13: -0,9%\***

**July 12: -3,0%\***

**Unemployment**



**Aug. 13: 12,2%\***

**Aug. 12: 10,7%\***

**Consumes  
(ICC Confcommercio)**



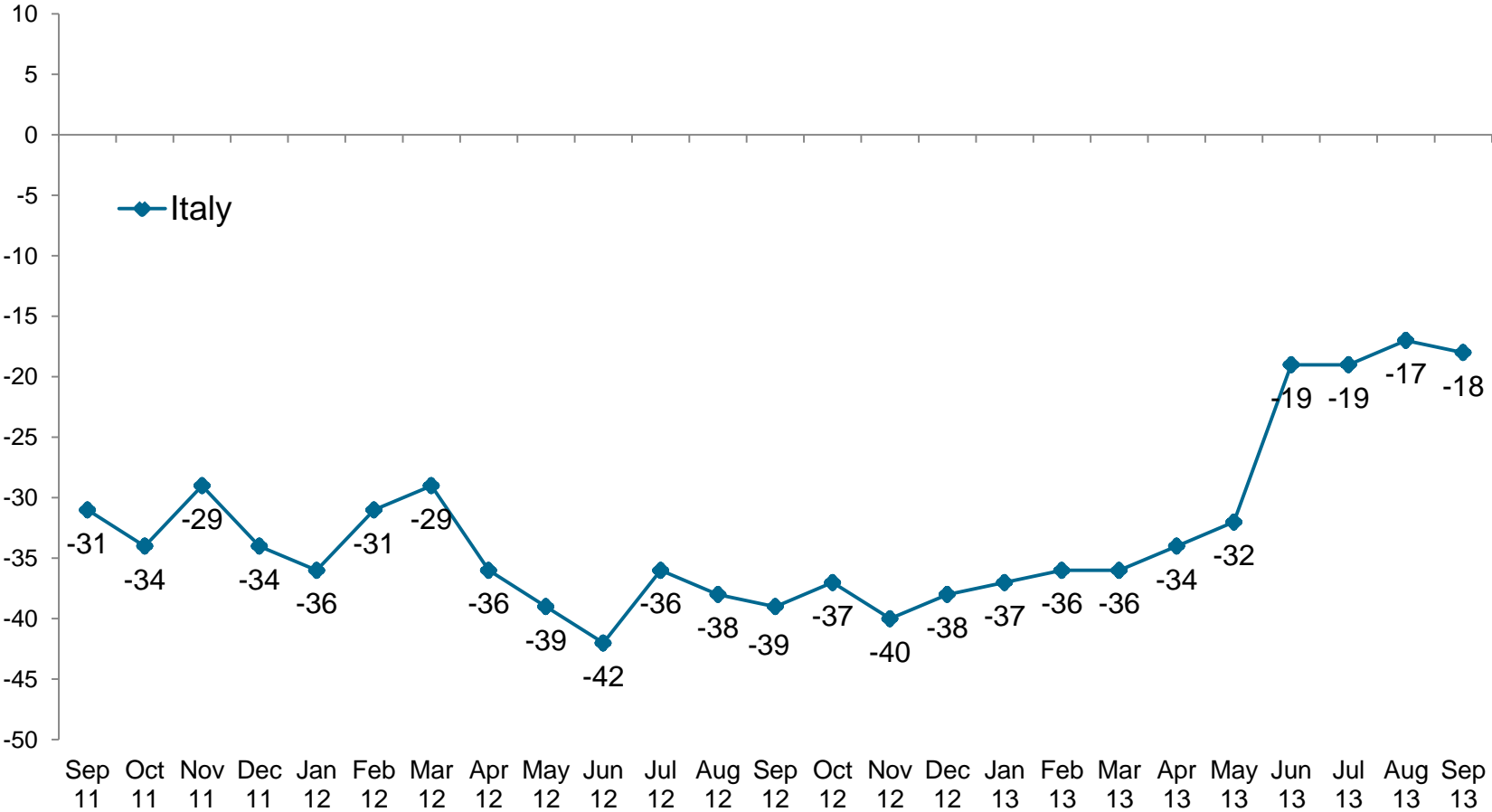
**July: -1,3%\***

**Hotel and OOH.: -0,3%\***

\* Trend to same period past year \*\* trend to previous month

# Consumer Confidence Italy

\* with effect from June 2013 the partner institute in Italy ISTAT is working with a new company to conduct the surveys and has introduced some methodology improvements



## Things we should worry about thinking on the next future

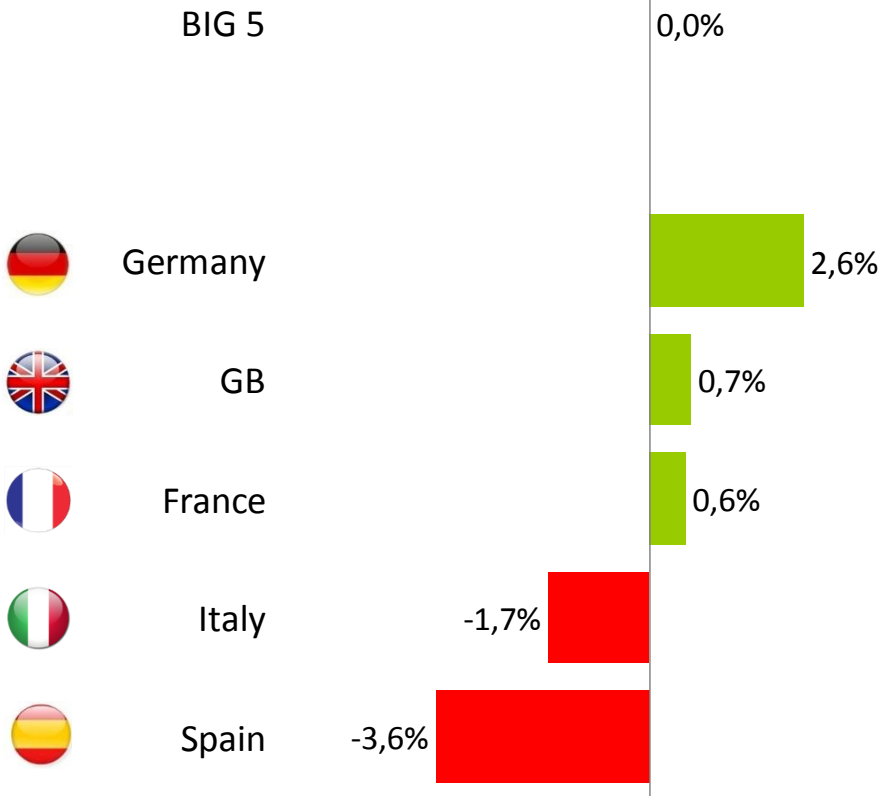
- Politic Uncertainty
- VAT Increase
- Possible New Taxes
- No strategies to improve consumes





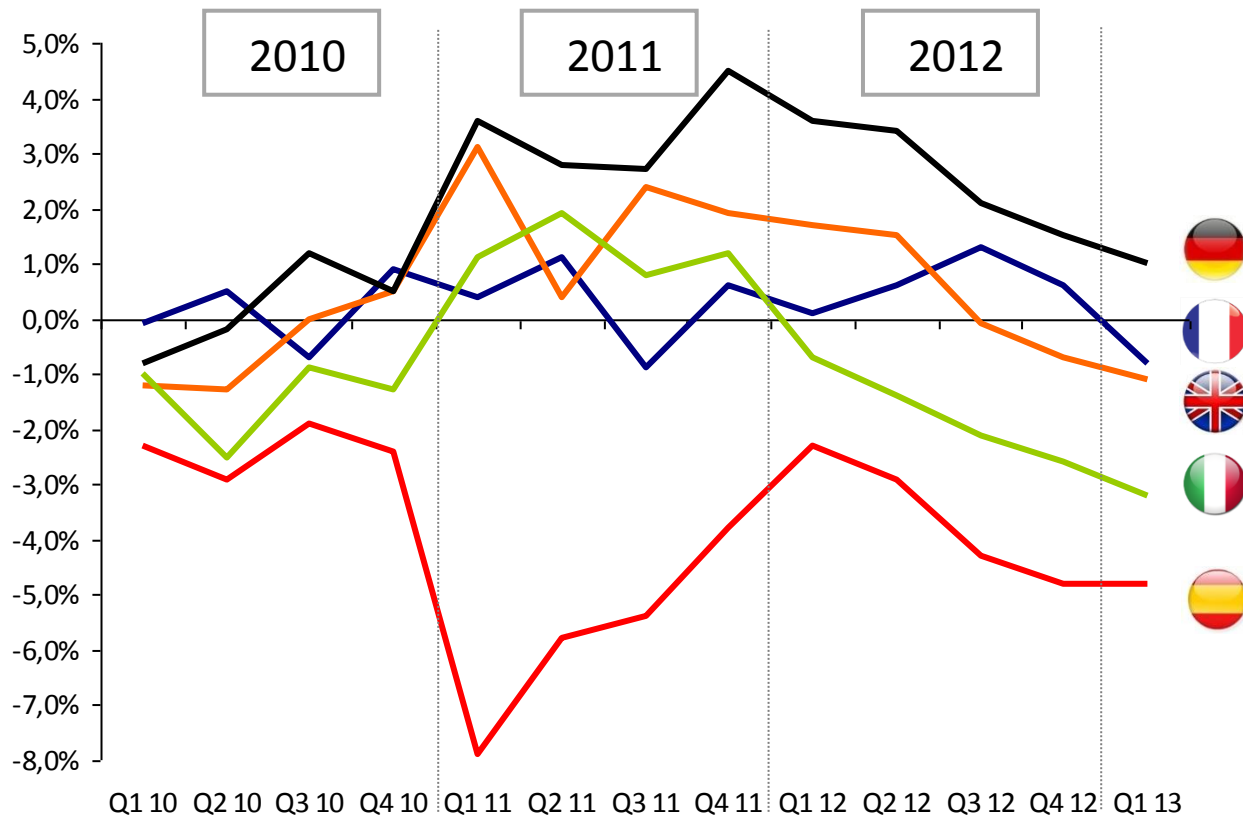
# Across the BIG 5, OOH Spend remains flat, Germany saw an increase whilst Italy and Spain were declining

Total Out of Home (OOH)  
SPEND CHANGE IN PERCENTAGE  
YE Dec '12 vs. '11



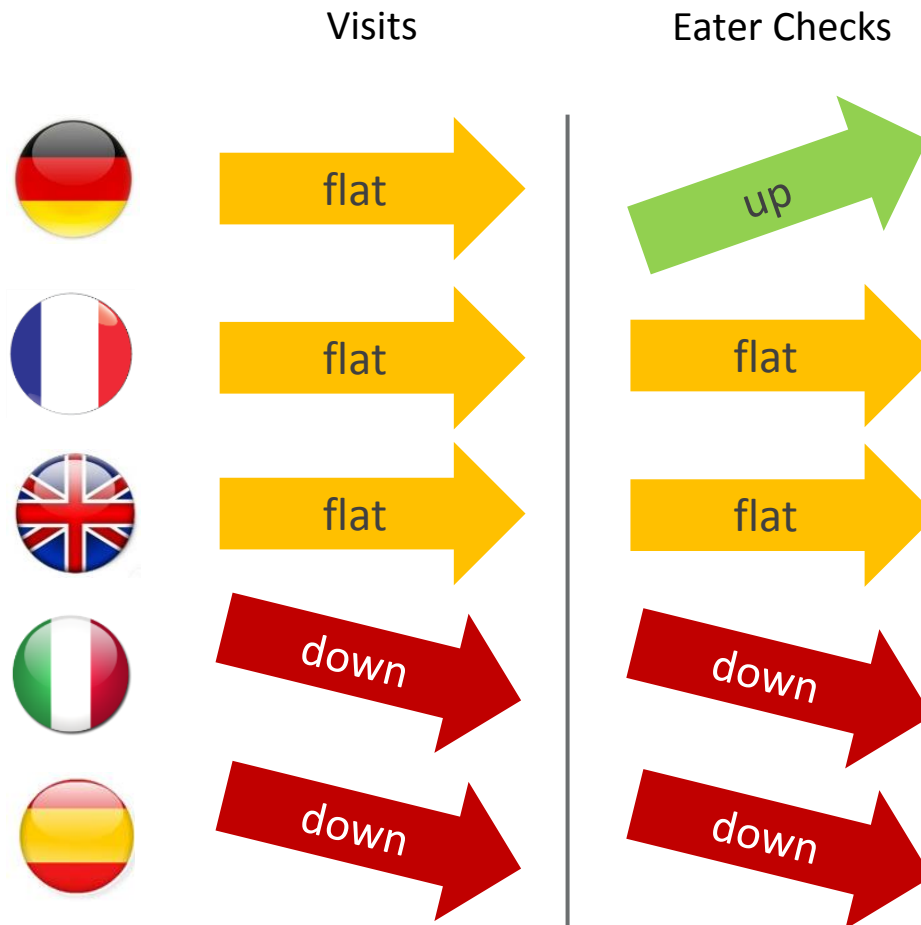
# Since 2010, countries developed in different directions but now all lost momentum

Total Out of Home (OOH)  
SPEND CHANGE IN PERCENTAGE  
Quarter by Quarter

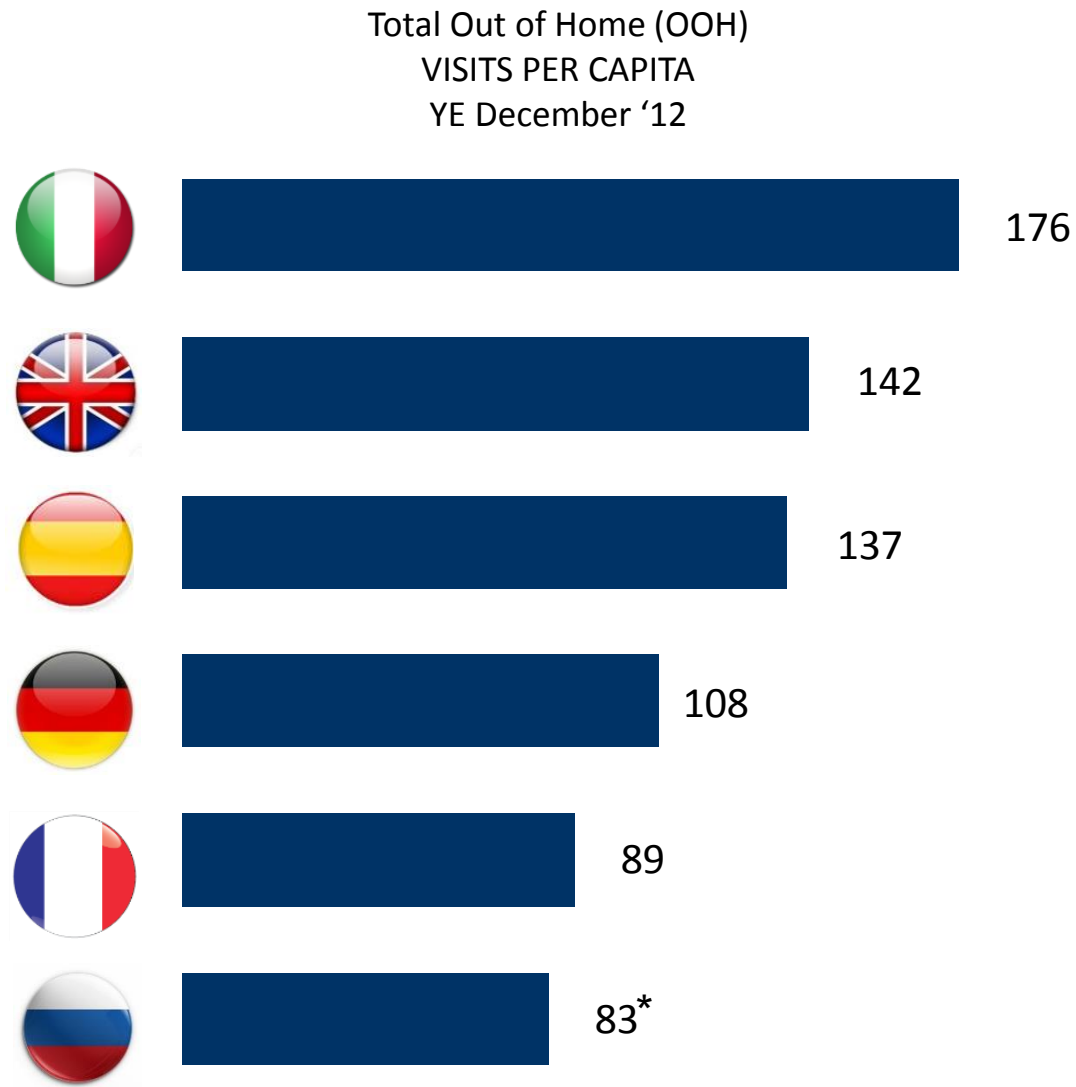


# Economic conditions drove eater checks more than visit trends

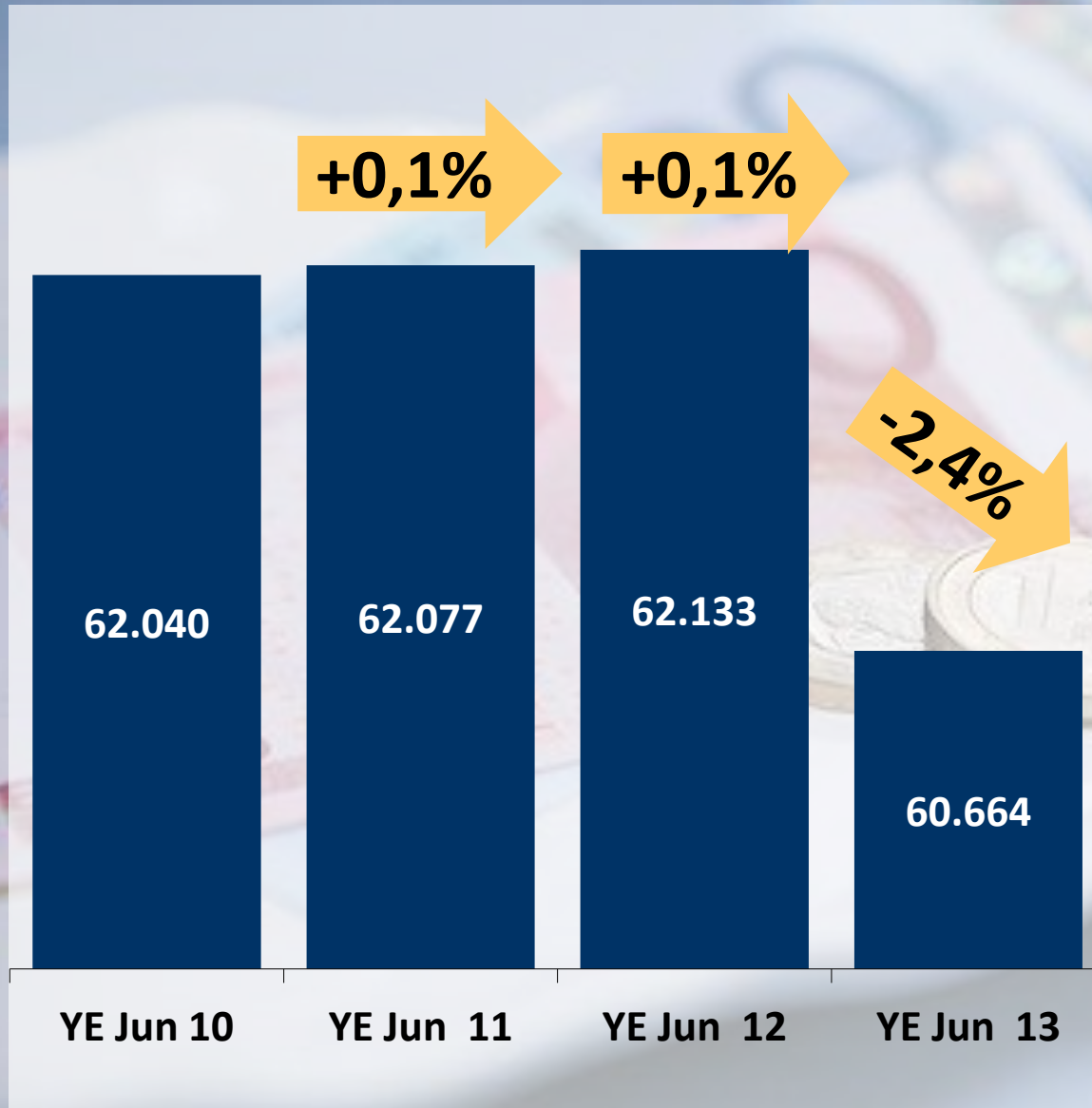
Total Out of Home (OOH)  
VISTIS VS EATER CHECK TRENDS  
YE December '12 vs. '11



# Italian citizens eat out more frequently than all other Europeans



# During the last year Italian Market has lost 1bn Euro



Tot OOH - Spend in Mld - trend %

# CREST OOH (Out of Home)

Tot OOH – Traffic YE Jun 2013

## Total Out of Home (OOH)

Commercial (68,1%)

Non Commercial (31,9%)

Quick Service (50,9%)

Full Service (10,3%)

Travel & Leisure (6,9%)

Collective

Vending

Burger

Italiano/Varied

Leisure

Sandwich / Bak

Pizza

On Board catering

Pizza/Italian

International

Hotel

Self service

Gas Stations

Ice Cream

Bar

Ethnic

Supermercati

Growing

Flat

Decreasing

(% on OOH)



# The Consumer

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**How is the crisis impacting OOH consumers?**

**Trading  
Down**



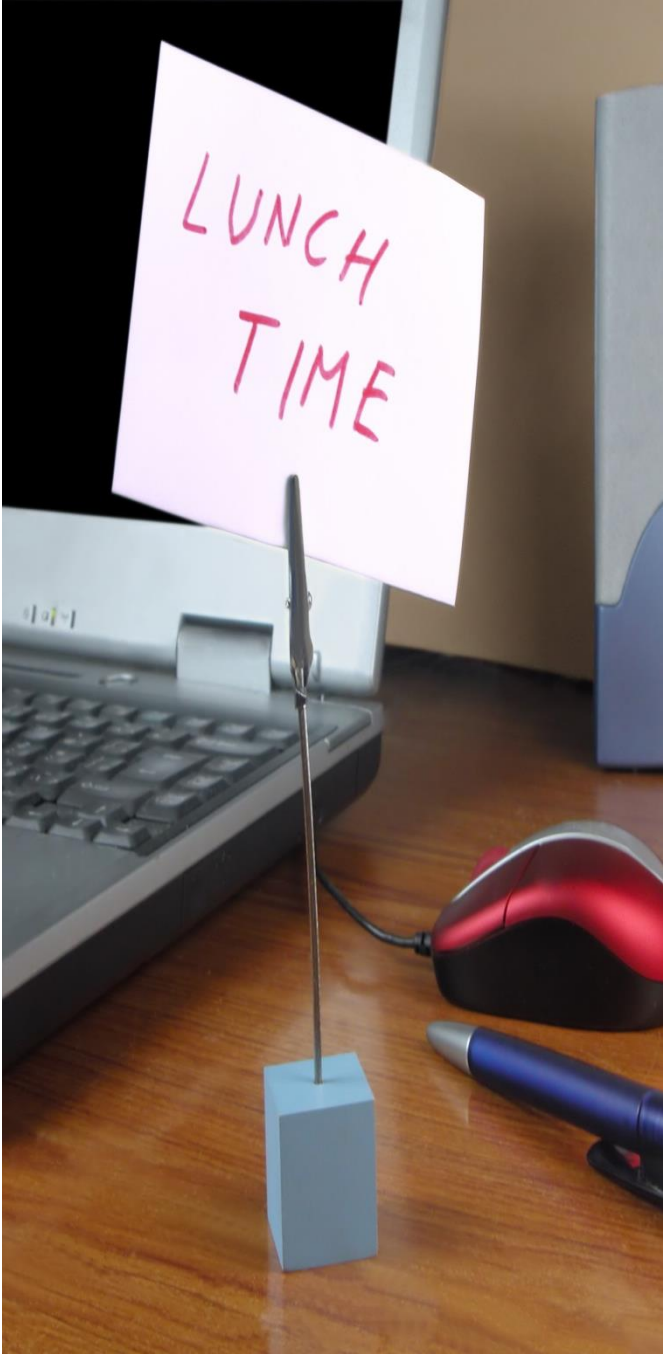
**Trading  
Out**




# Meal composition is dramatically changing



# Functional visits like lunch are decreasing

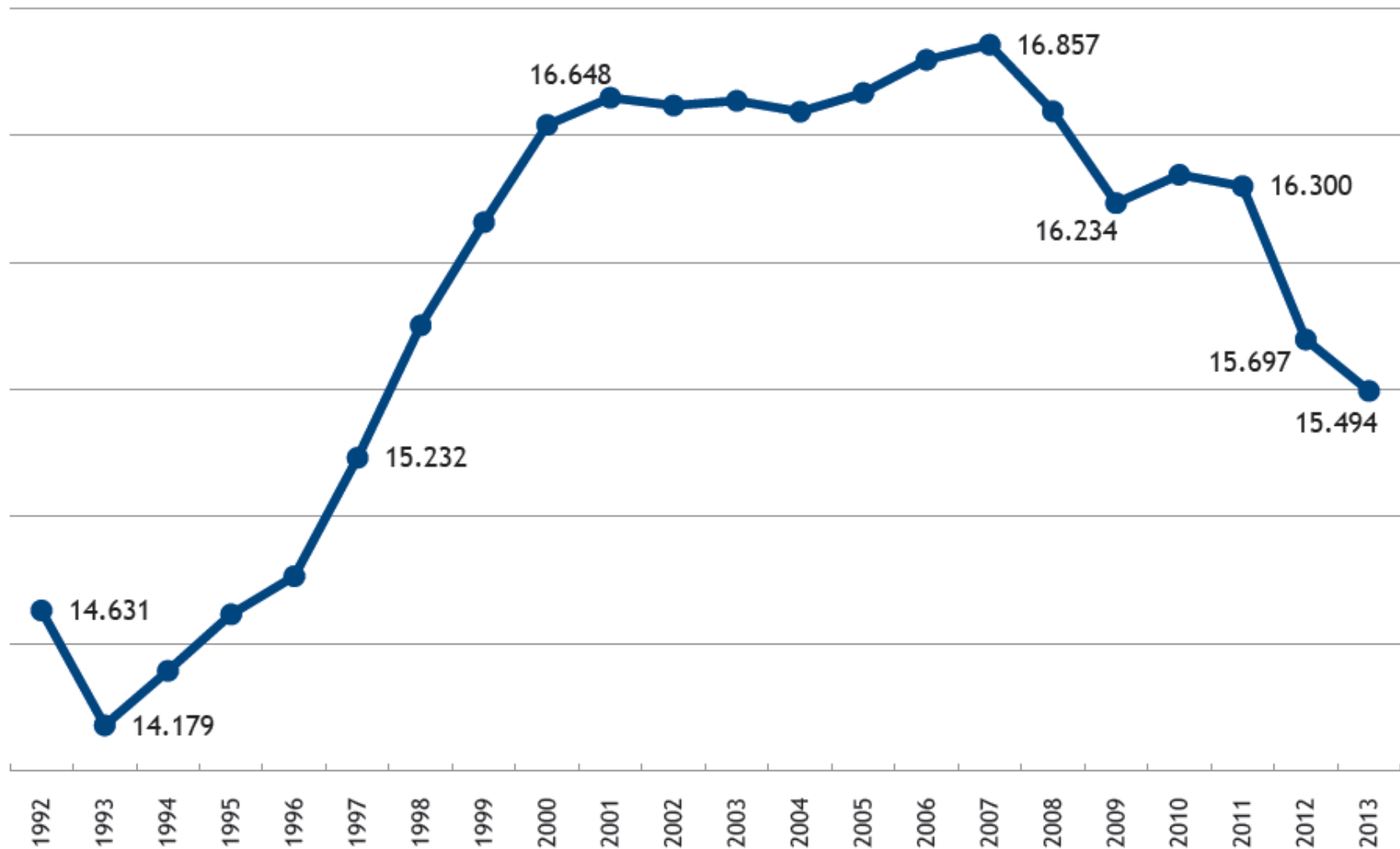


A white, torn paper strip is positioned horizontally across the center of a solid red background. The paper has a jagged, torn edge on the left side and a folded, curled edge on the right side. The text is printed in a black, sans-serif font on the white surface of the paper.

the economic downturn magnified existing cracks,  
but also accelerated a change process that for  
some has been a boost...

In 2009, the CEO of PIMCO  
– the world's biggest bond  
fund manager – coined the  
term **“The New Normal”**  
to describe the period of  
economic malaise  
experienced in the wake of  
the biggest recession of a  
generation

## Pro capita consume spend in Euro - Italy

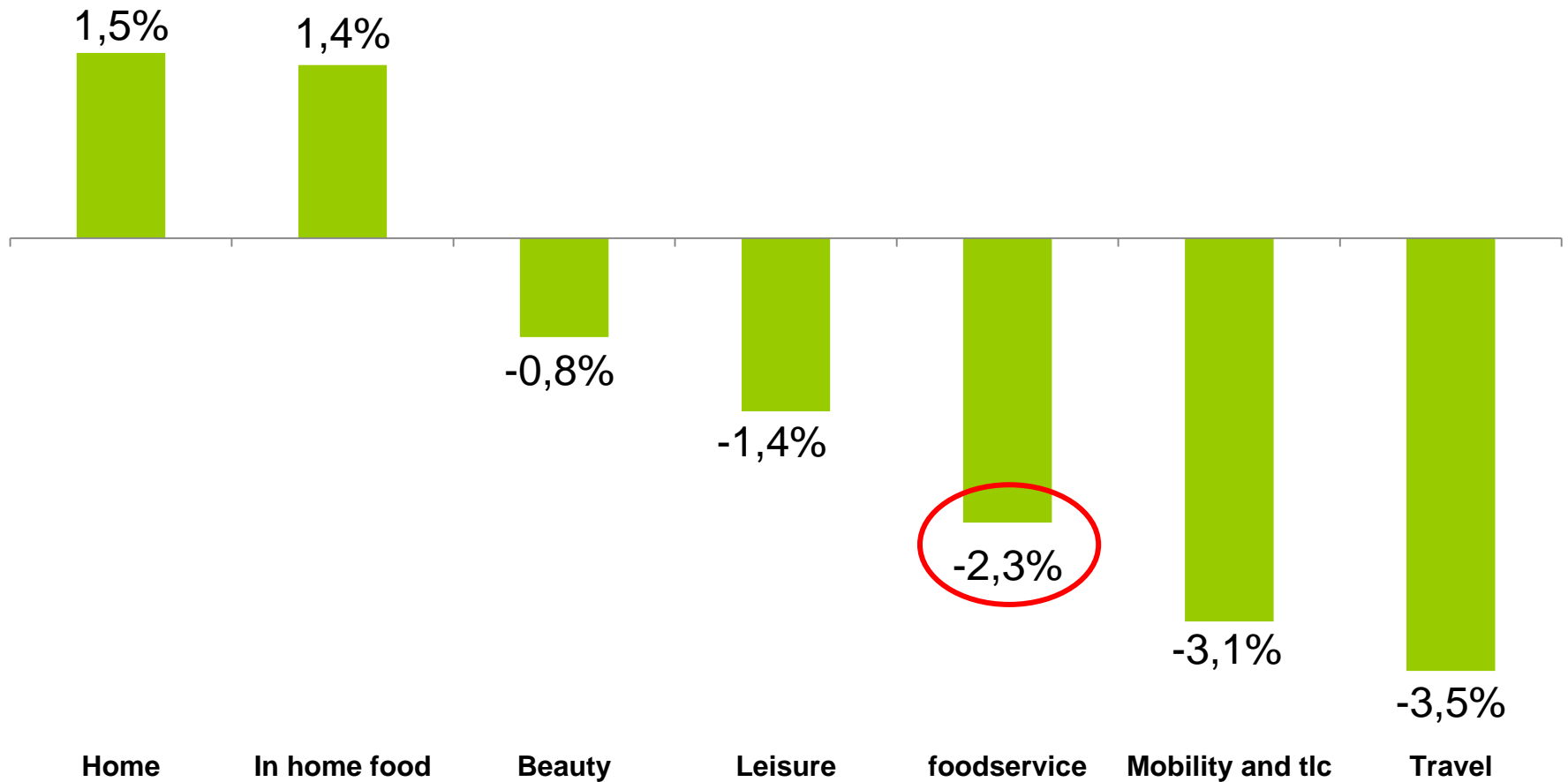


The new Normal in Italy....  
“Francescanesimo”



# Foodservice in comparison to other markets...

Trend in spend 2012 vs 2011 – source Conforcommercio



bread

milk

eggs

tomatoes

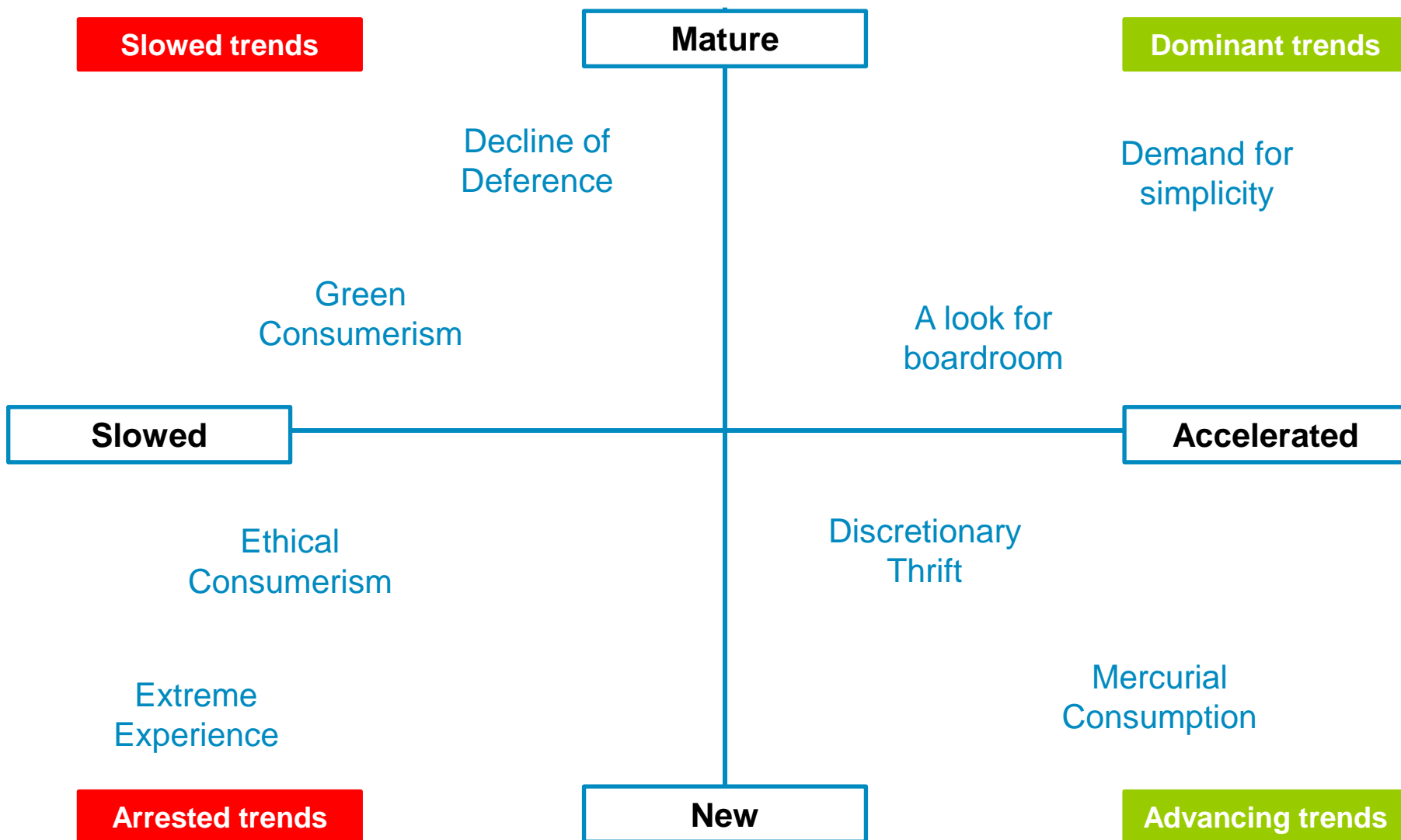
out of home meal



A close-up photograph of a large pile of golden-brown, triangular fried snacks, possibly samosas or empanadas, scattered on a white surface. The snacks are piled together, with some showing signs of being broken or crushed. A white, rectangular banner is placed diagonally across the center of the pile, featuring the text "Change is coming." in a black, sans-serif font.

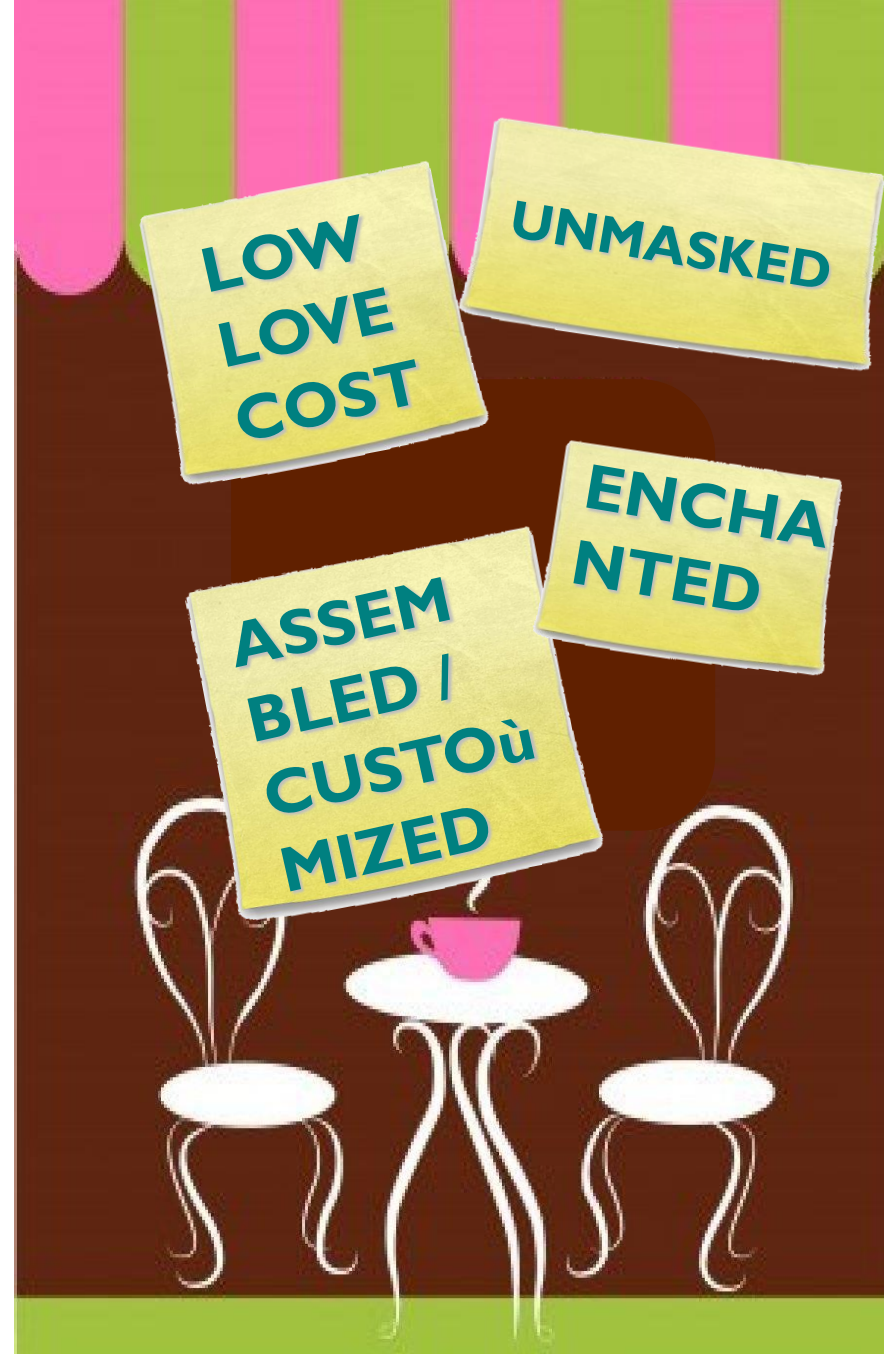
Change is coming.

# Post-recession consumer trends



## Out of Home Macro Trends

## Socio-Semiotic Approach



# Out of Home Micro Trends

Same as home or at home



Food on the go



Awarded chefs



Coffee Shop



Same-concept



Discretional Helthiness



I-dine 3.0



Temporary restaurant



Not only food



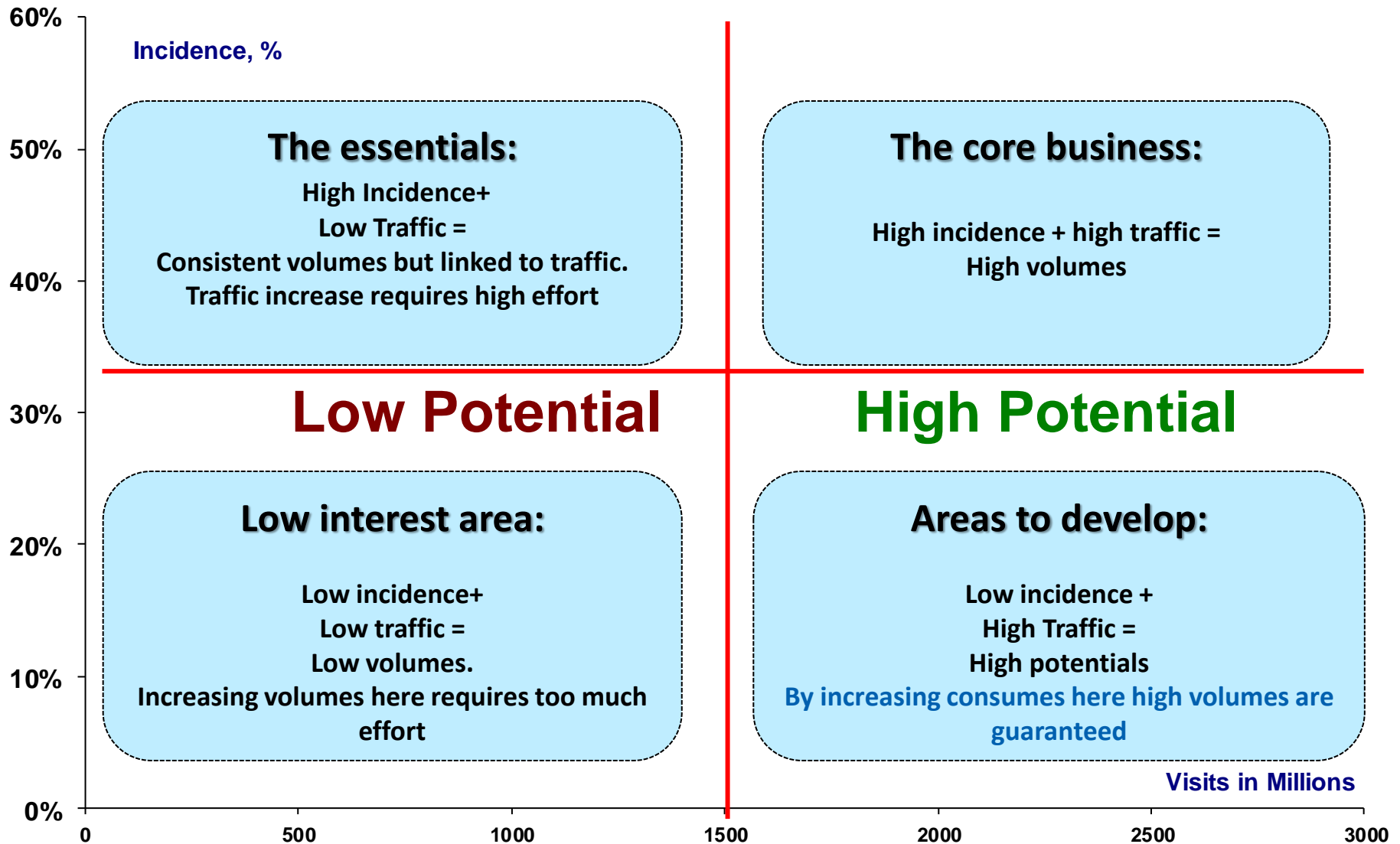


# The Product

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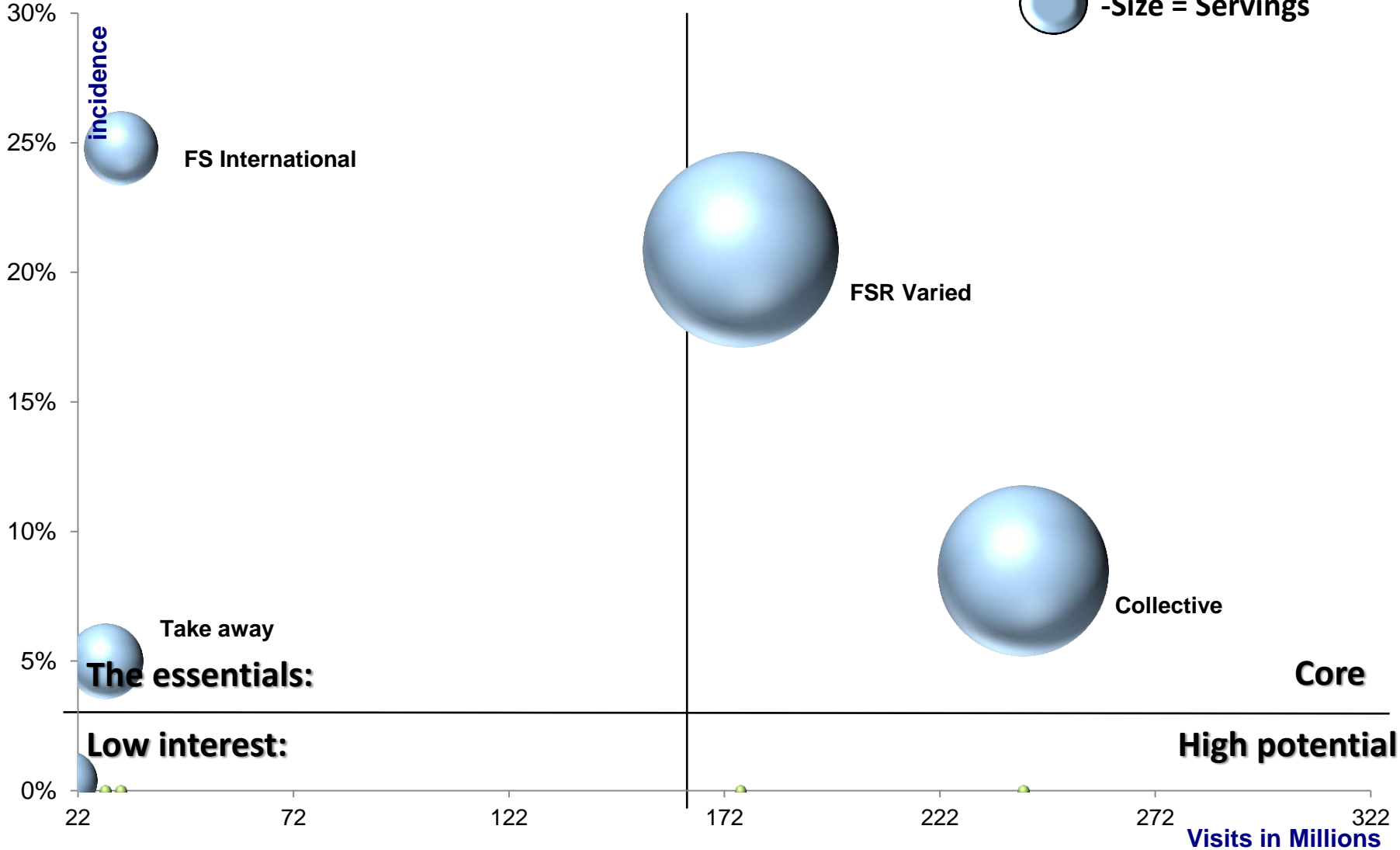
**Fish and Seafood trend**

# How to define our most important segments?



# SEGMENTS FOR FISH: Full Service and Collective

Tot AFH - Coffee – Servings in Mio. YE Jun 13





## Final Thoughts...

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- ▶ Macro-economic scenario will improve in the next future
- ▶ Crisis is opening new opportunity thinking about post-recession consumer
- ▶ New trends in OOH consumer habits are visible already
- ▶ Fish consumes are going back to Italian traditional channels (international is suffering the most)
- ▶ Sicily Fish consumes are driven by Sicilian way to live OOH



Thank you!

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