

The Irish Consumer

Small Business Open Day

29 January 2014

Paula Donoghue, Insight & Brand Manager

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Introduction

The Irish Consumer

Tomorrow's shopper

*PERIscope 2013**

*Retaining loyalty to Irish brands**

The lunchtime occasion

Snacking

Takeaways

Research planned for 2014



Tomorrow's Shopper

*A report on the evolution of shoppers in
Ireland and the UK*

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PERIscope2013



Consumers & Their Food An Insight into 10 Markets



Retaining Loyalty to Irish Brands: 3





The Lunchtime Occasion

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SNACK

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Food matters

Health & Wellness

Convenience

Trust & transparency

Shopping Around & Control

Brand loyal?

Technology a key driver

1. Food Matters



Food playing a larger role in our lives

Entertaining at home

Increase in cooking and competence

2. Health & Wellness

85% believe we have
a healthy diet

Need help from
manufacturers

Healthy mind =
healthy body



3. Convenience



Smaller format
supermarkets

Online shopping

Food choices*

4. Trust & transparency

Country of origin
labelling

Quality marks

Peer referrals

= Local foods trusted



5. Shopping Around & Control



Preplanning

Value

Choice of retailer

Multibuys

'Little & often'

6. (Irish) Brand loyal?

Interest in buying Irish

Blurring of lines
between PL and
brands

Depends on category
& age

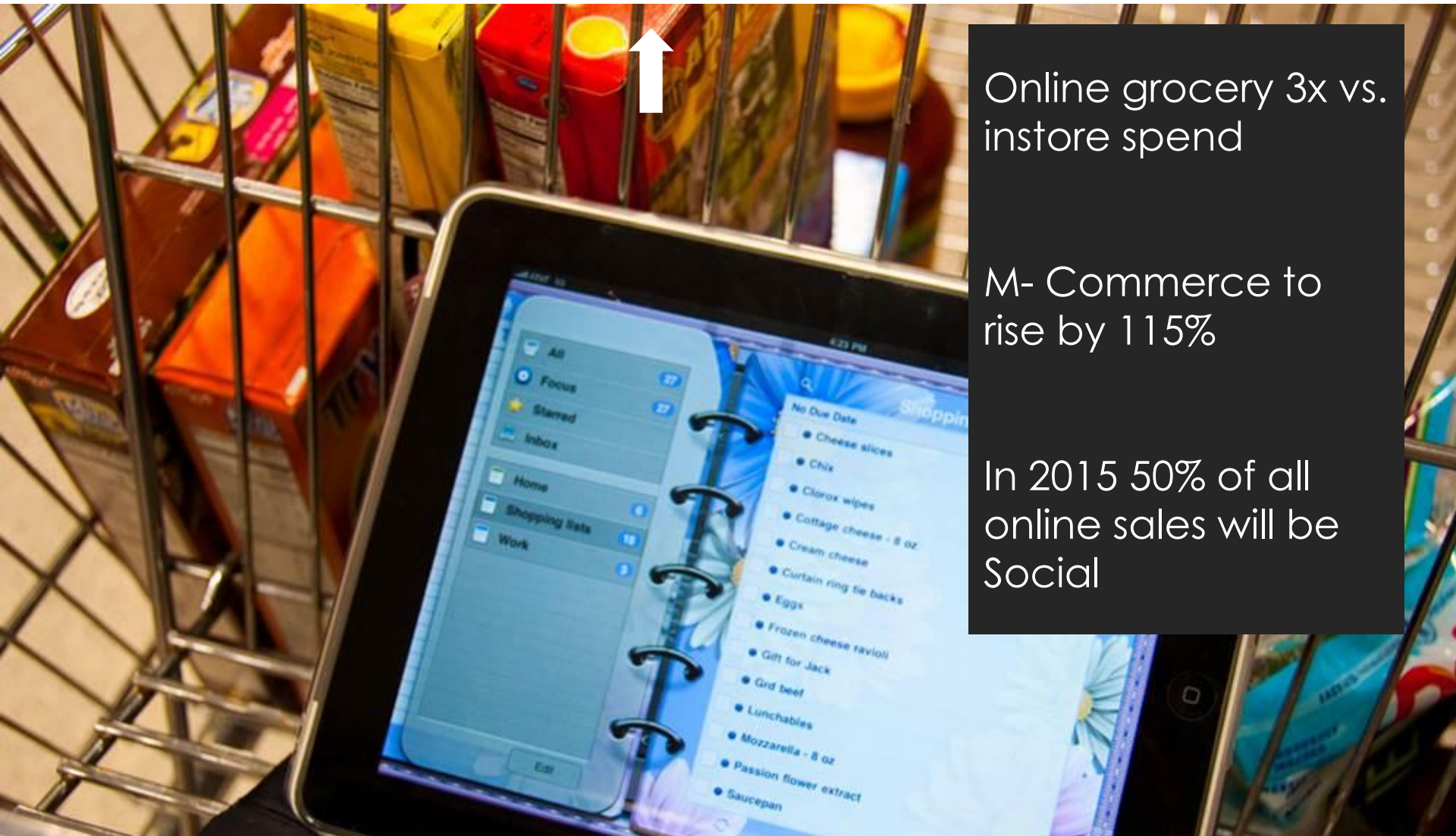


Technology

↑ in Smartphone & tablet ownership + 4G networks



Multichannel approach needed



Online grocery 3x vs.
instore spend

M- Commerce to
rise by 115%

In 2015 50% of all
online sales will be
Social

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1 Food underpins positive shifts in lifestyle

Confidence & enjoyment are
high

More people embracing
scratch cooking

Entertaining more



#2 Back to basics

People want to know the source of their food

Want greater transparency

Local has become a byword for quality and trustworthiness



#3 People are still busy

Convenience still highly valued

Look to resolve need for speed / ease of preparation with making good choices

But want to be involved



#4 Health remains top priority

- Strong desire /aspiration to eat healthy
- Seek out healthy options
- Seek help from manufacturers
- Physical & mental wellbeing



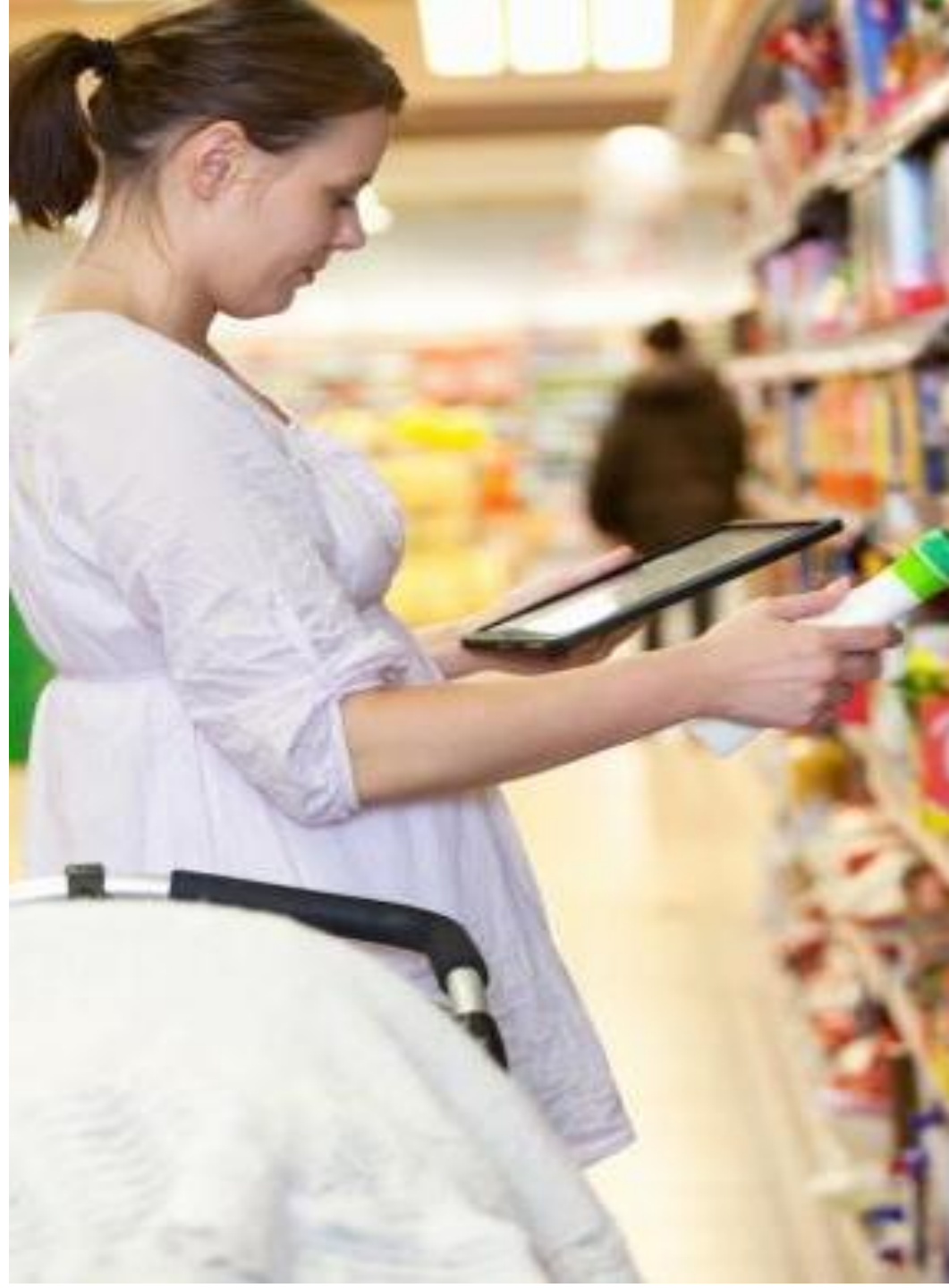
#5 Shopping has changed

Price remains priority

But a more discerning approach and understanding of what constitutes good value

Discounters rising and impacting brands

On line shopping remains low but growing



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Upcoming Insight sessions & events


Brand Forum Event – 13 February

Insights Session: Snacking – end February

Shopper Missions

Young Professionals

LinkedIn

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join the Bord Bia group

Mairead.cassidy@bordbia.ie

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