

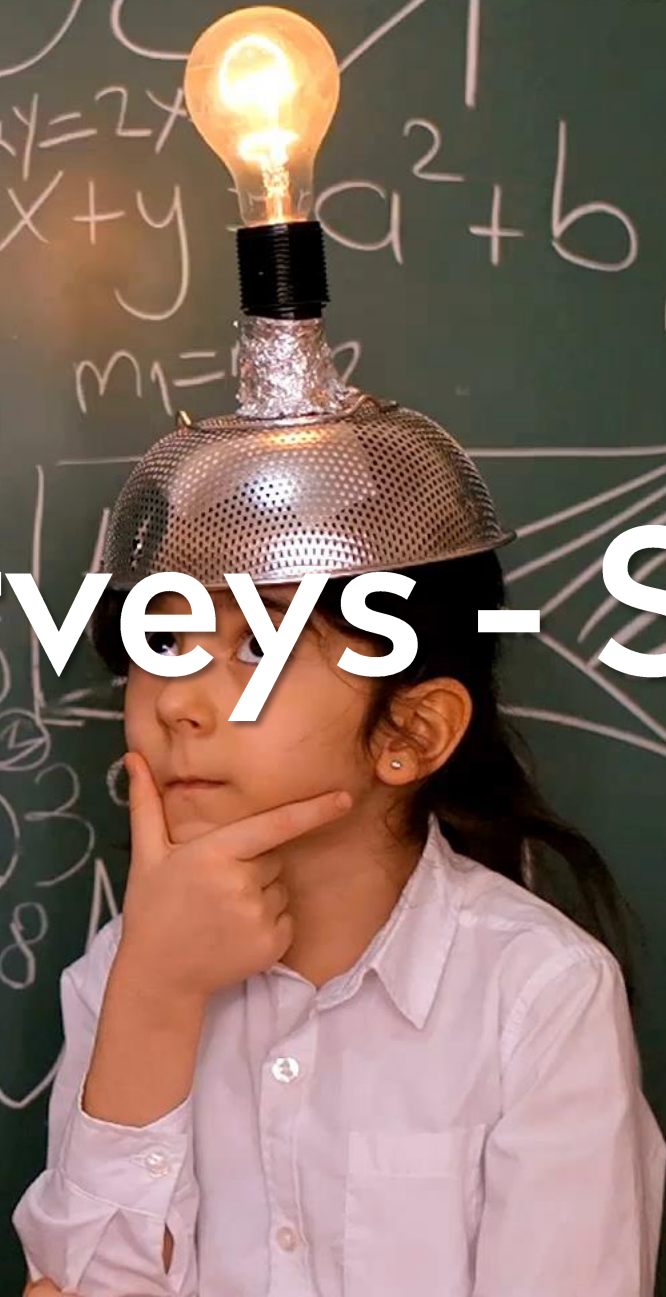


The Portuguese Bacalhau Consumer

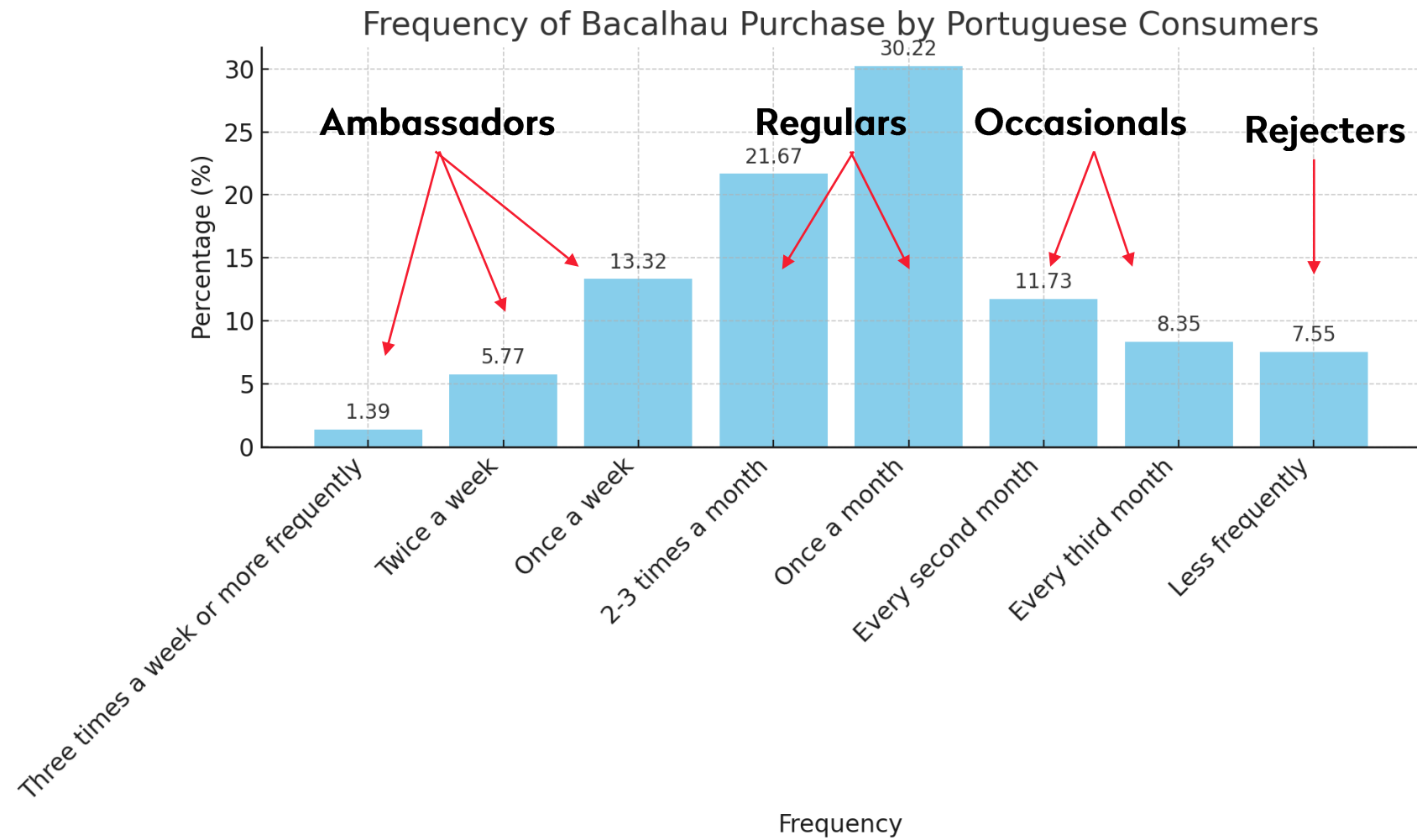
08.02.24/Lisbon/Lars Moksness, Ph.D



Consumer surveys - SCI



'Consumer types'



“Ambassadors”



“Regulars”



“Occasionals”



“Rejecters”



AI representation of the groups

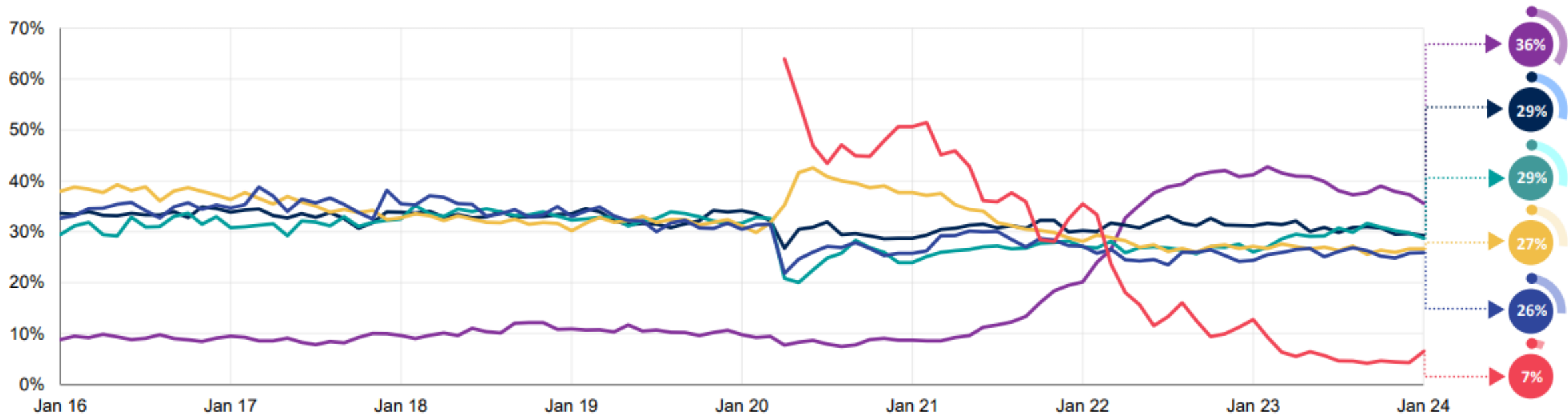
4.1.

Frequency and shares



WORLD WORRIES: LONG-TERM TREND

Q Which three of the following topics do you find the most worrying in your country?
Global country average



Inflation



Poverty & social inequality



Crime & violence



Unemployment



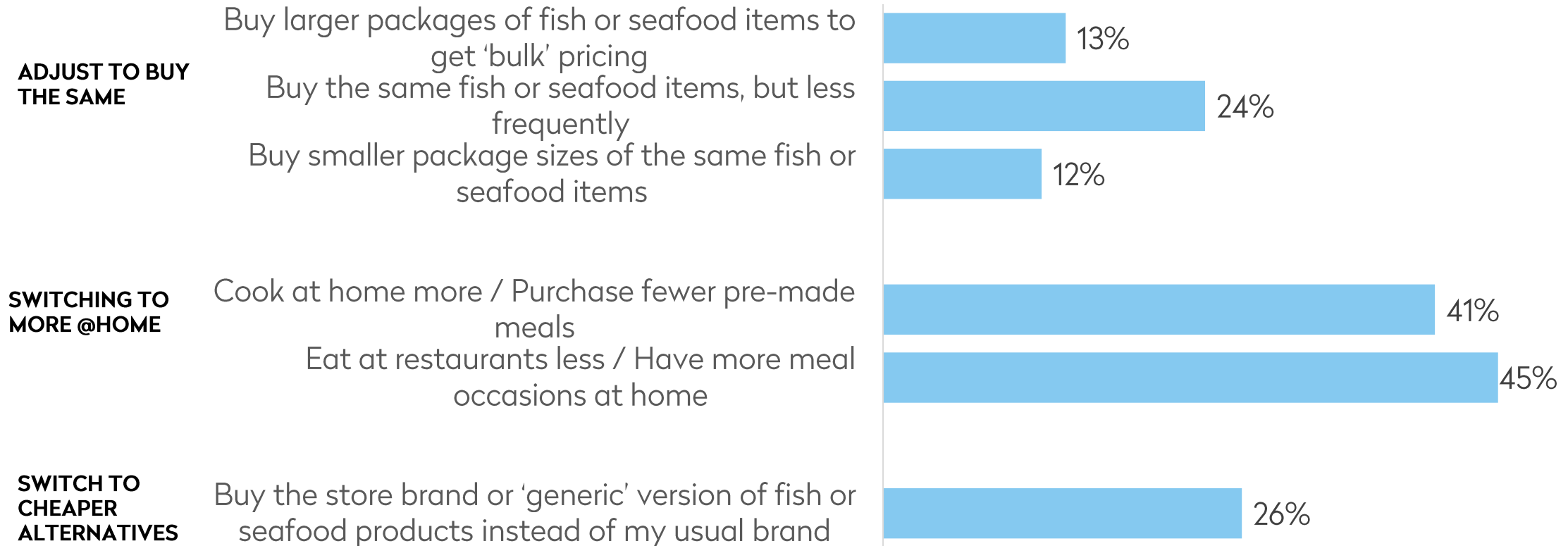
Financial/political corruption



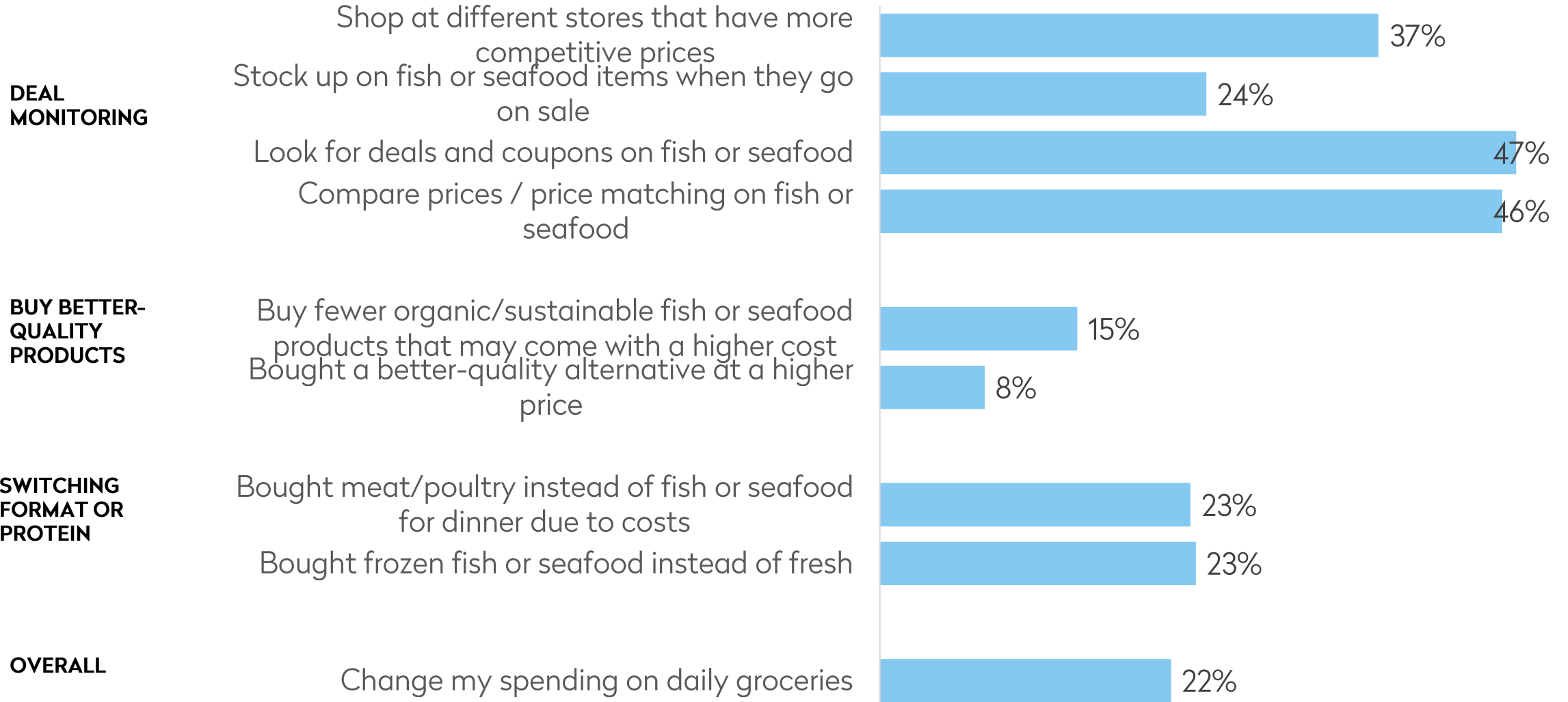
Coronavirus

Base: Representative sample of 22,270 adults aged 16-74 in 29 participating countries, 2016 - 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

High prices: actions taken



High prices: actions taken



“Strategic savers”



“Savvy shoppers”



“Occasional indulgers”



“Selective participants”



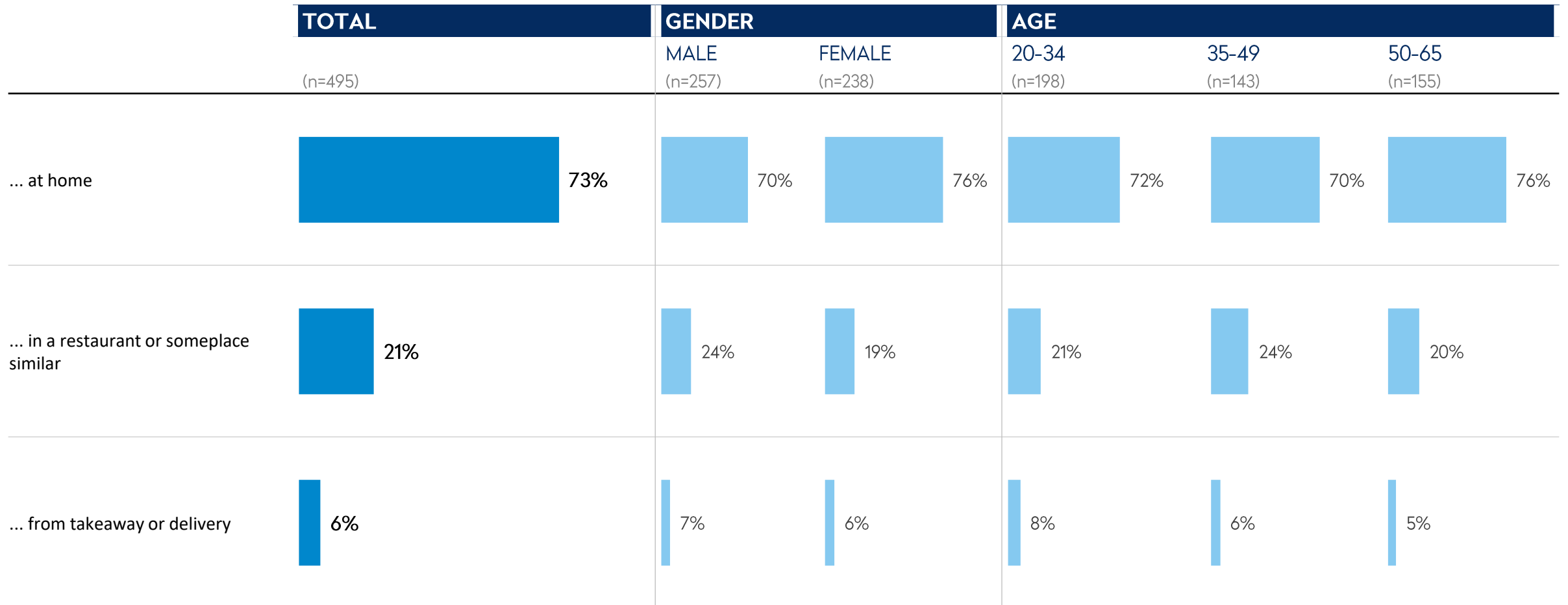
The updated groups

4.2.

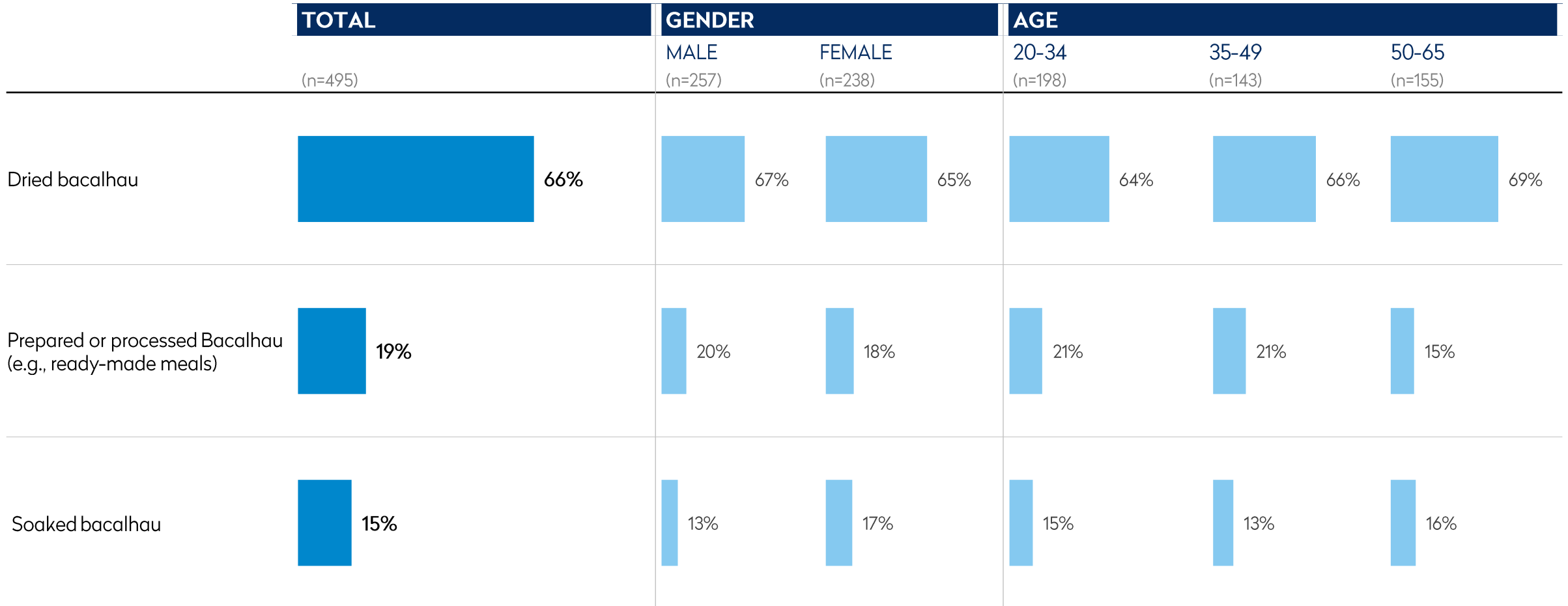
Out of home consumption



Meal situations with Bacalhau– at home, in restaurant or from takeaway/delivery



Type of Bacalhau you bought



“Strategic saver”



“Savvy shopper”



“Occasional indulger”



“Selective participants”



The bacalhau consumers

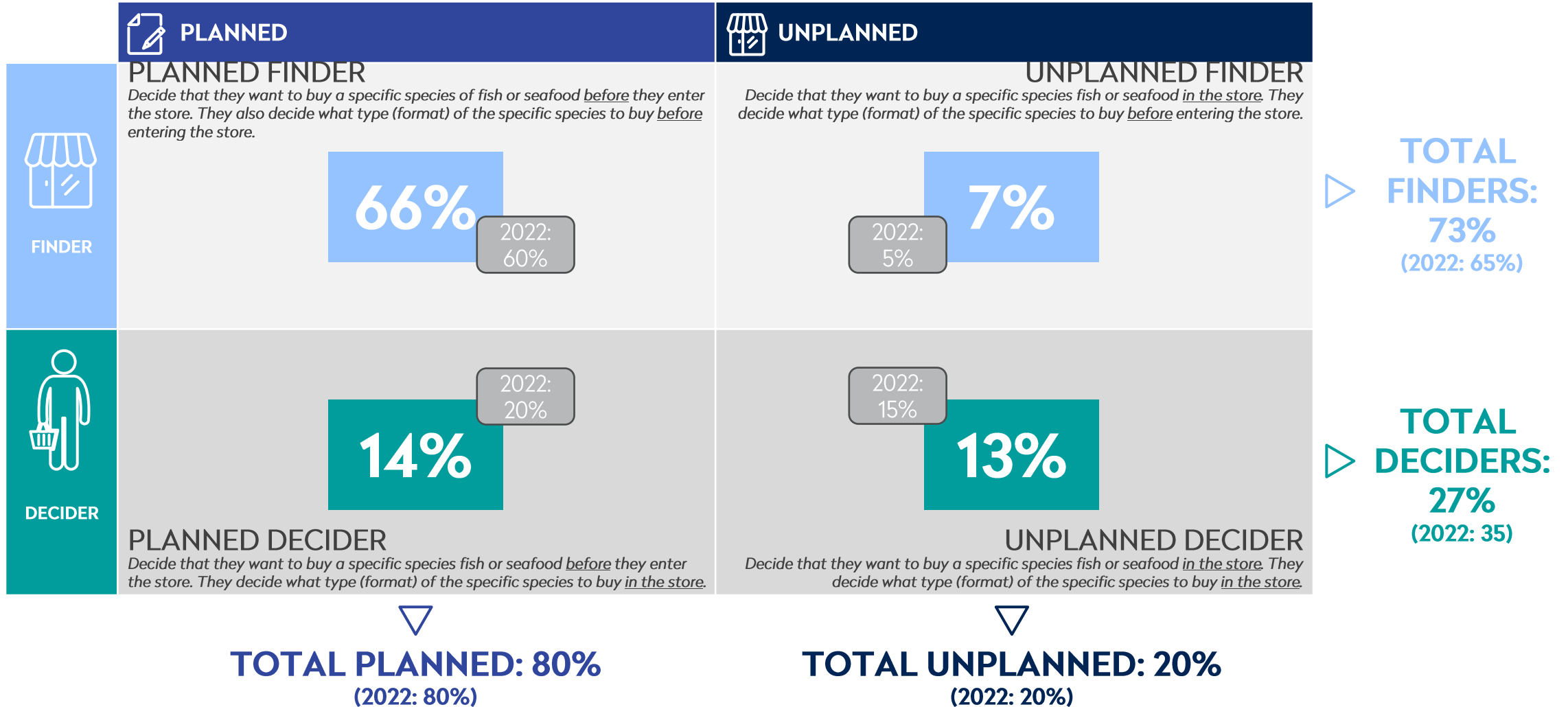
4.3.

Shopper details



Size of the different shopper types for Bacalhau

HOW BRAND IS SELECTED

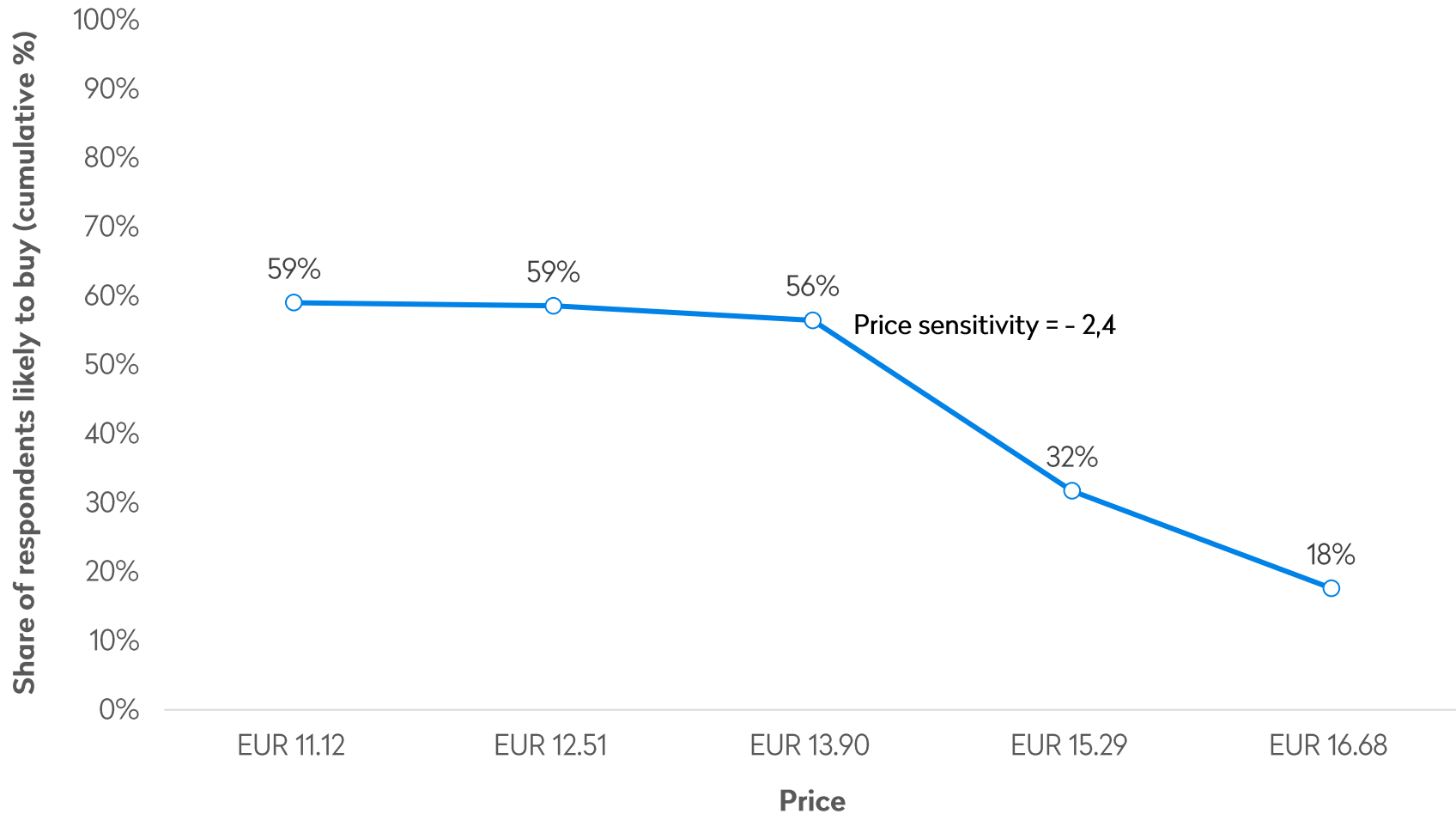


4.4.

Price sensitivity



Portuguese consumers are very sensitive to a change in price for cod

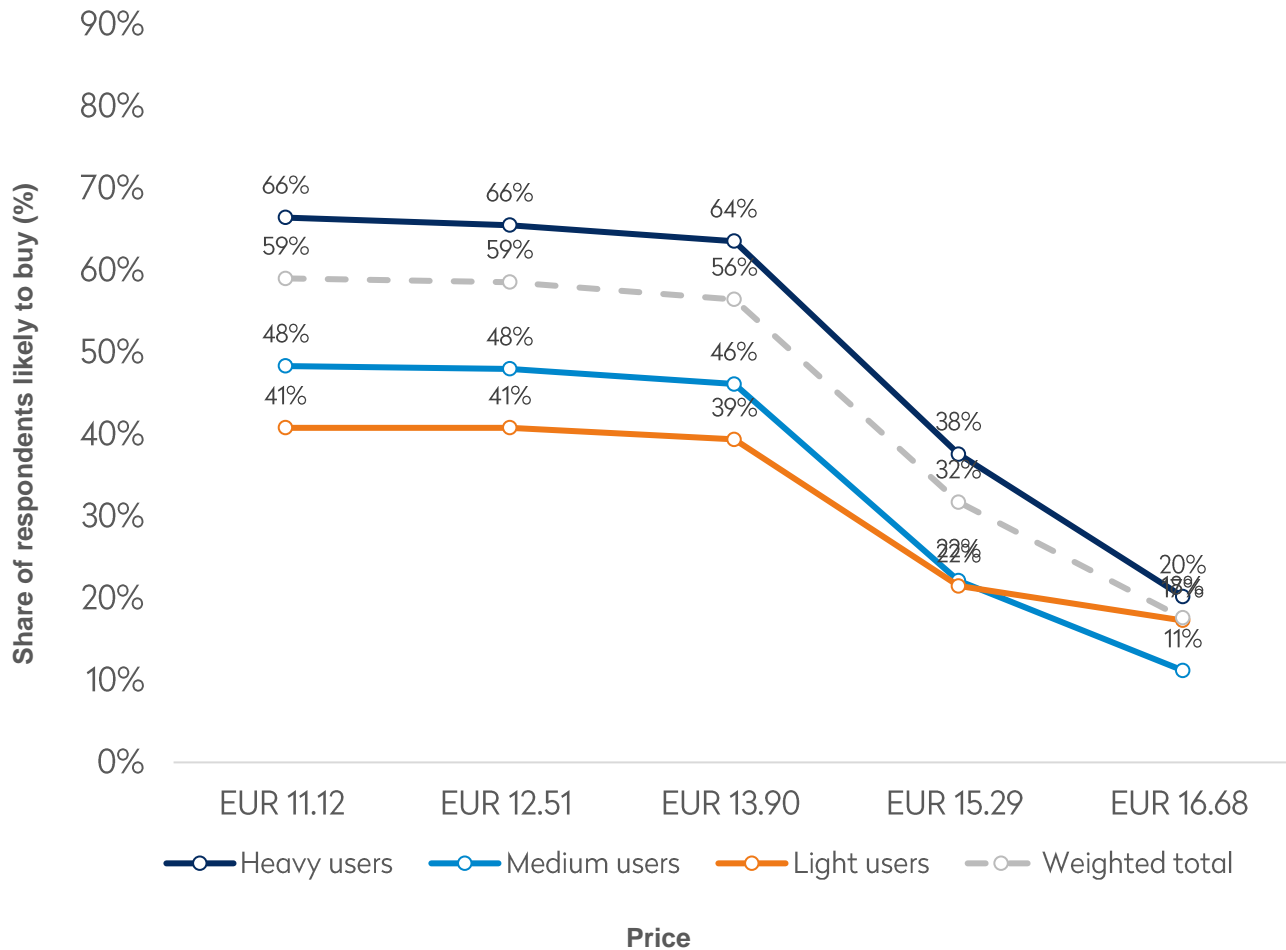


For this scenario, 59% will be buying at the lowest price. Over five out of ten would have bought at a price of EUR 13,90. Price sensitivity is on average at - 2,4 indicating a very high price sensitivity.
(% change by volume/% change in price)

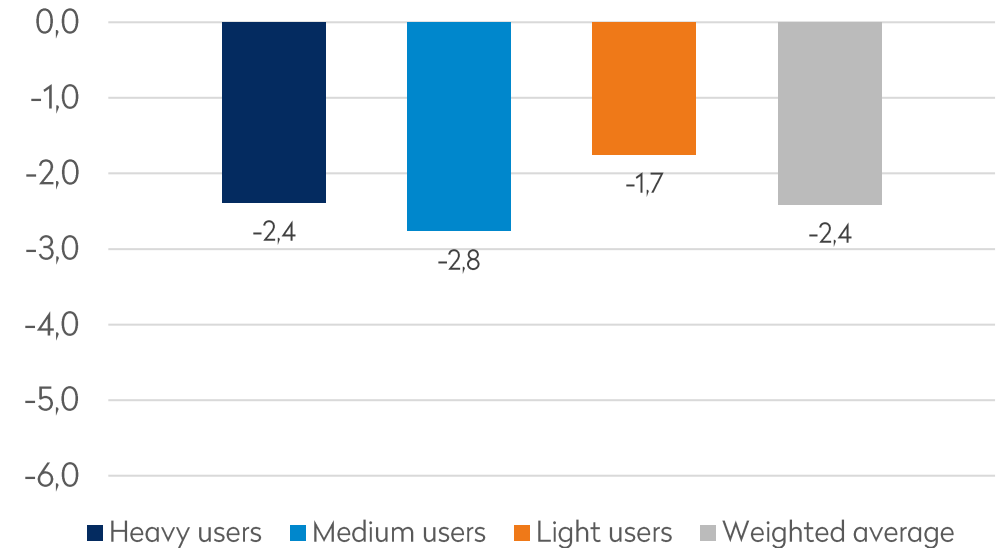
This means that if we increase the price by 10%, the volume will change (go down), in percentage terms, with 24%.

i The price sensitivity is weighted for purchase frequency, but not for changes in volume (i.e. not reflecting that consumer could react to price changes by buying more or less than 1 kg)

The heavy users of seafood have the highest willingness to pay at low prices, and light users are the least price sensitive



Average price sensitivity per user category of fish and seafood



Heavy users = Eat fish/seafood once a week or more often (QS.1=1:3)
 Medium users = Eat fish/seafood 1-3 times a month (QS.1=4:5)
 Light users = Eat fish/seafood every second or third month (QS.1=6:7)

“Ambassadors”



“Regulars”



“Occasionals”



“Rejecters”



From little data...
and some artistic 'freedoms'

“Strategic saver”



“Savvy shopper”



“Occasional indulger”



“Selective participants”



The bacalhau consumers

A wide-angle photograph of a Norwegian fjord. In the background, several jagged, snow-covered mountain peaks rise against a clear, pale blue sky. The mountains are partially illuminated by a low sun, creating a warm glow on their slopes. In the middle ground, a small town with white buildings and red roofs is nestled along the water's edge. The water in the foreground is calm, reflecting the light from the mountains and the sky. A few boats are docked at a pier on the right side of the image. The overall atmosphere is serene and picturesque.

NORWEGIAN SEAFOOD COUNCIL