Overview of Shopper behaviour in FMCG and Salmon

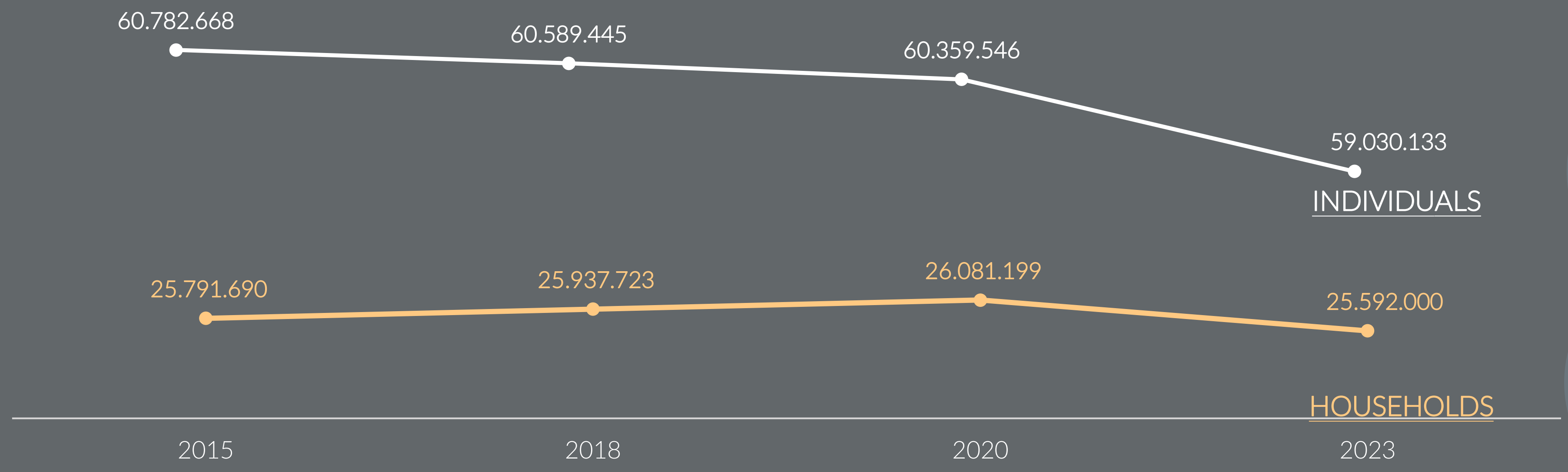
GfK Consumer Panel

Marco Pellizzoni

Consumer Panel
Commercial Director

Growth from Knowledge

Smaller and Smaller Households in Italy



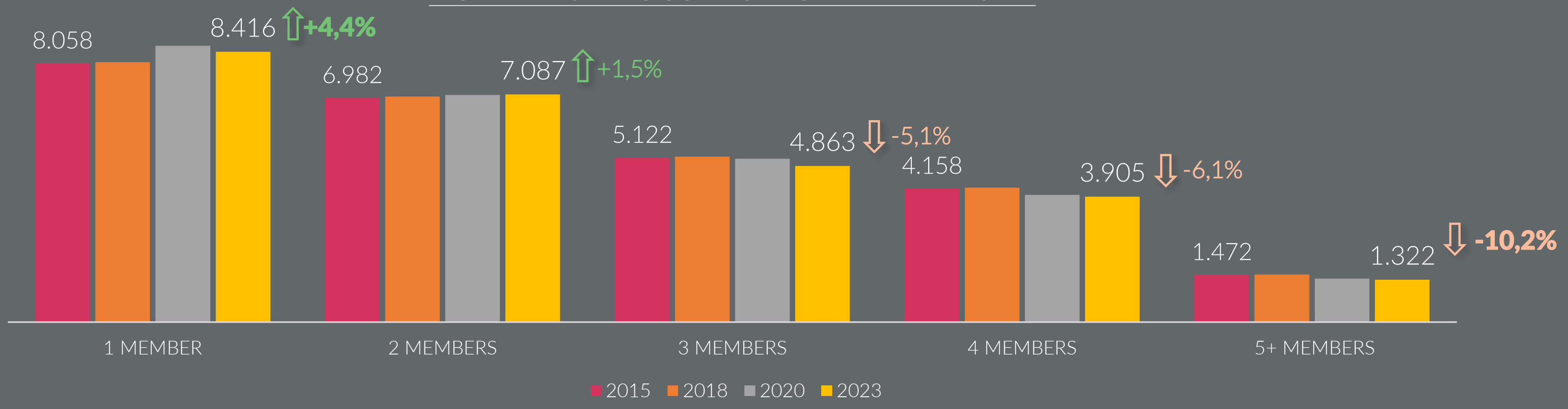
-2.9%
INDIVIDUALS
Vs 2015

SINCE2015:
-1,7 Mio individuals

-0,8%
FAMILIES
Vs 2015

-200 k households

NUMBER OF HOUSEHOLDS BY FAMILY SIZE

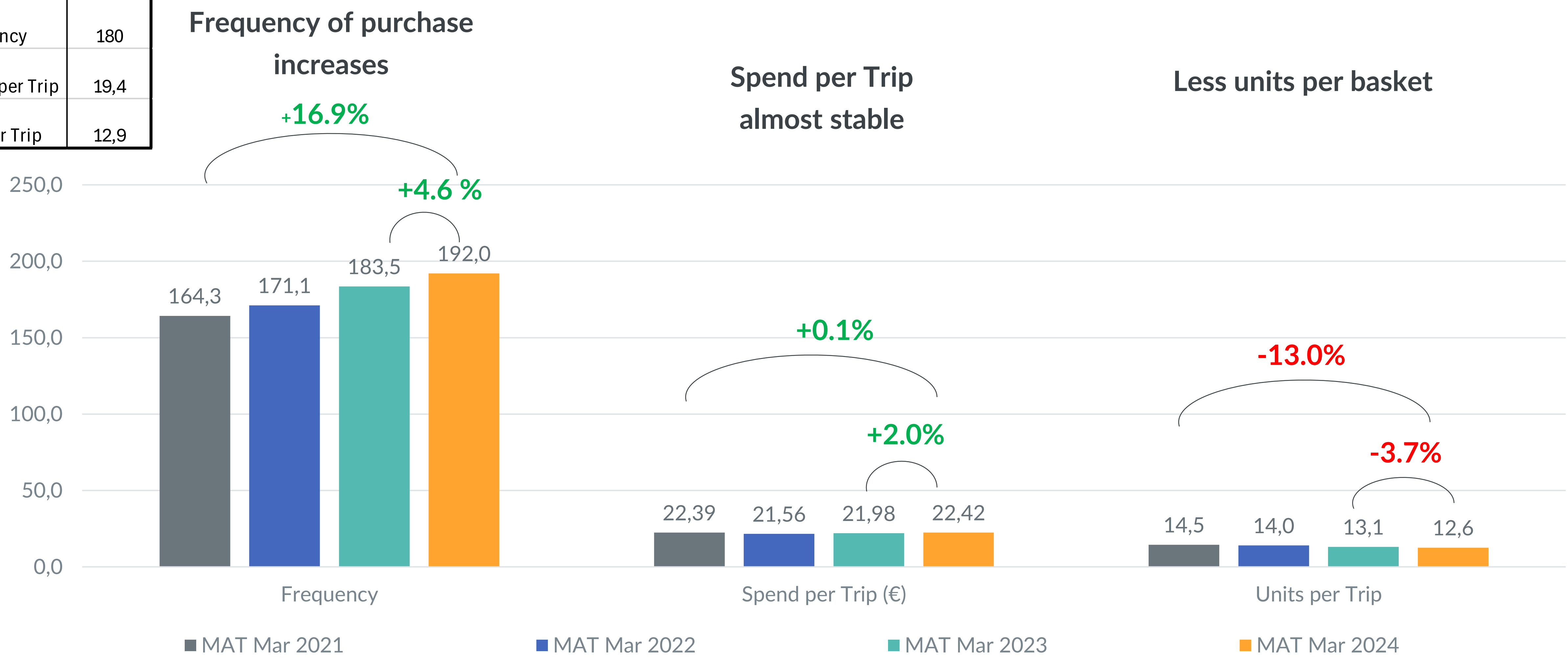


SMALLER HOUSEHOLDS

Source re-elaboration of official ISTAT data

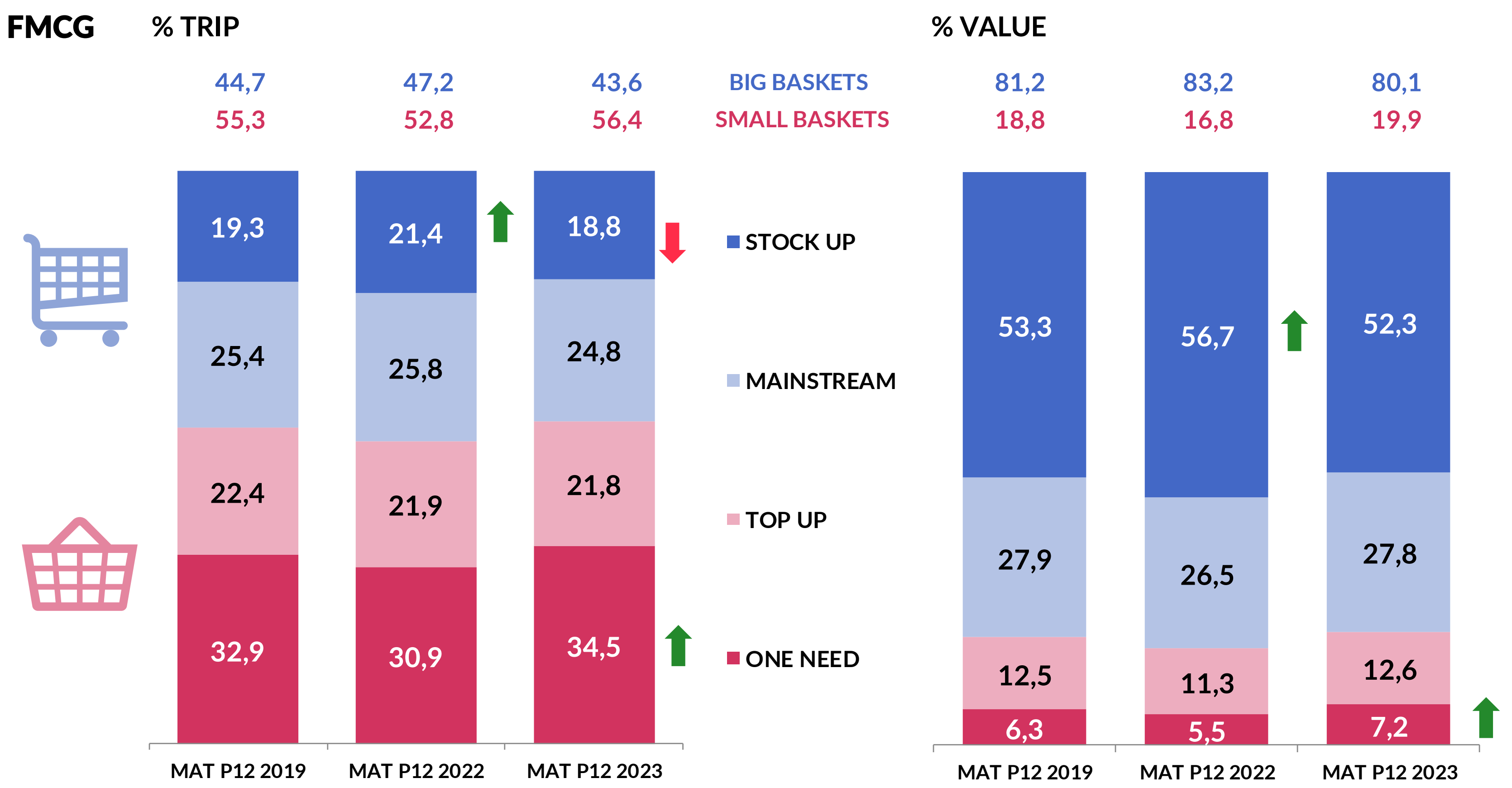
Shoppers try to stabilize as much as possible their Spend per Trip levels

tot FMCG	FY 2019
Frequency	180
Spend per Trip	19,4
Unit per Trip	12,9



Packed FMCG with Loose Weight Fresh Foods

Increase of smaller baskets (One Need missions) that count for more than 1/ 3 of the total baskets



ONE NEED	up to 3 products	&	under 10€ (fy 2019 and 2022) - 12€ (fy 2023)	SMALL BASKETS
TOP UP	up to 6 products	&	under 19€ (fy 2019 and 2022) - 22€ (fy 2023)	
MAINSTREAM	up to 10 products	&	under 40€ (fy 2019 and 2022) – 49€ (fy 2023)	BIG BASKETS
STOCK UP	other baskets			

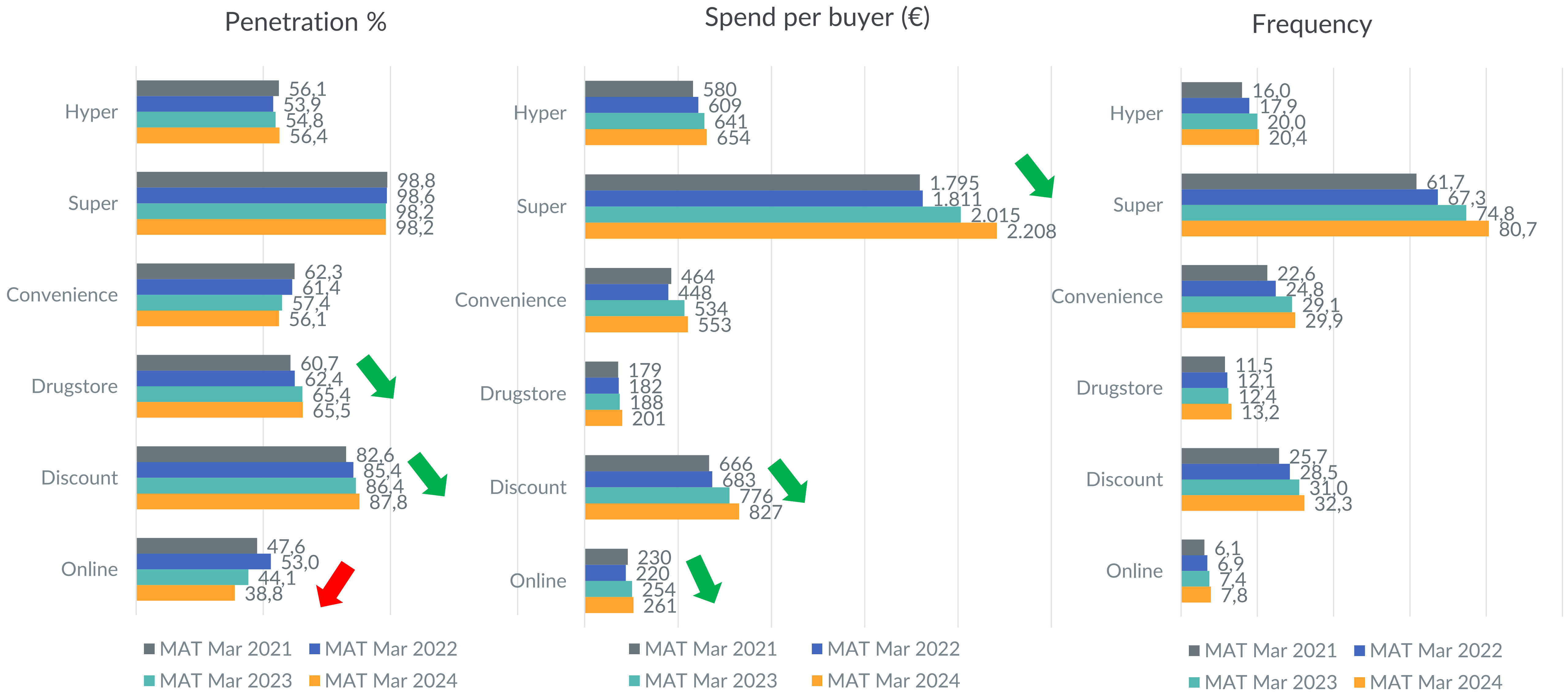
Senior targets sustain FMCG Spend

FMCG Spend
trend

+6.7%
MAT Mar 2024 vs MAT Mar 2023

RE-CONSTRUCTORS	BABY BOOMERS	GENERATION X	MILLENNIALS+
			
PRE 1952	1952-1966	1967-1981	1982-2011
+10.6%	+9.3%	+3.9%	+3.6%

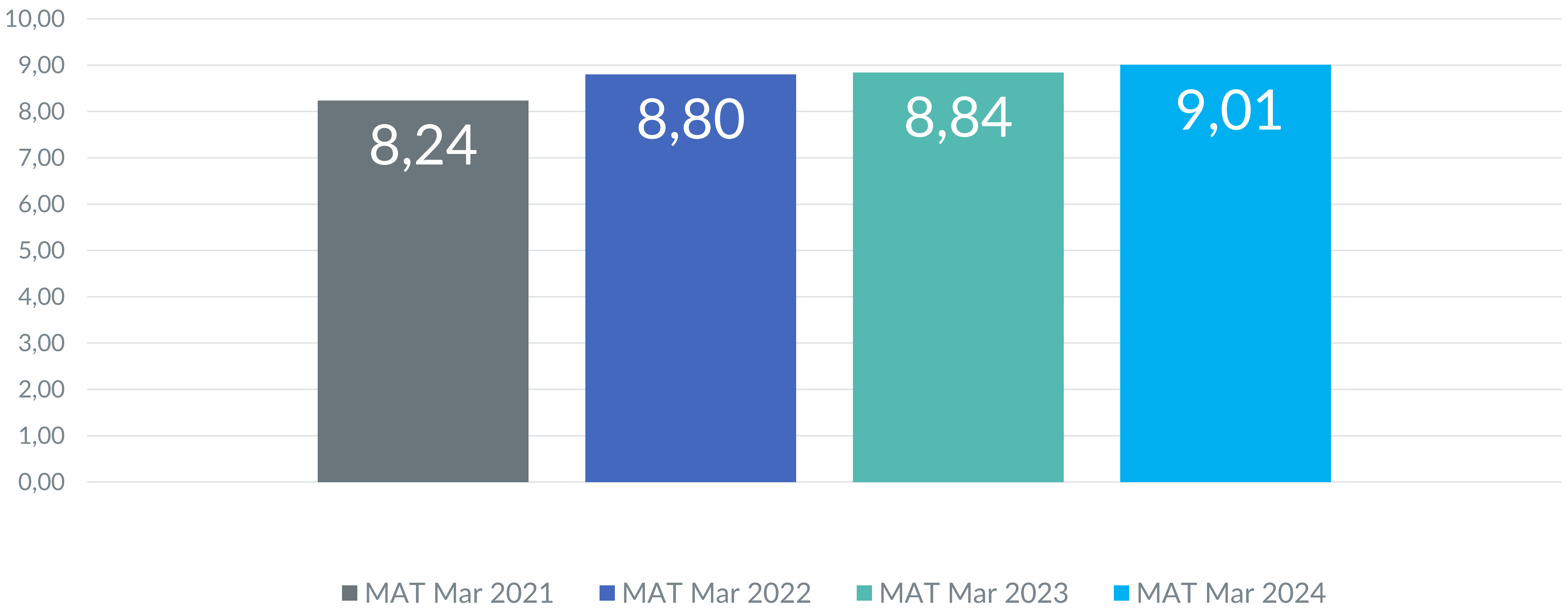
Discounters and Drugstores keep on adding Penetration



FMCG + Fresh

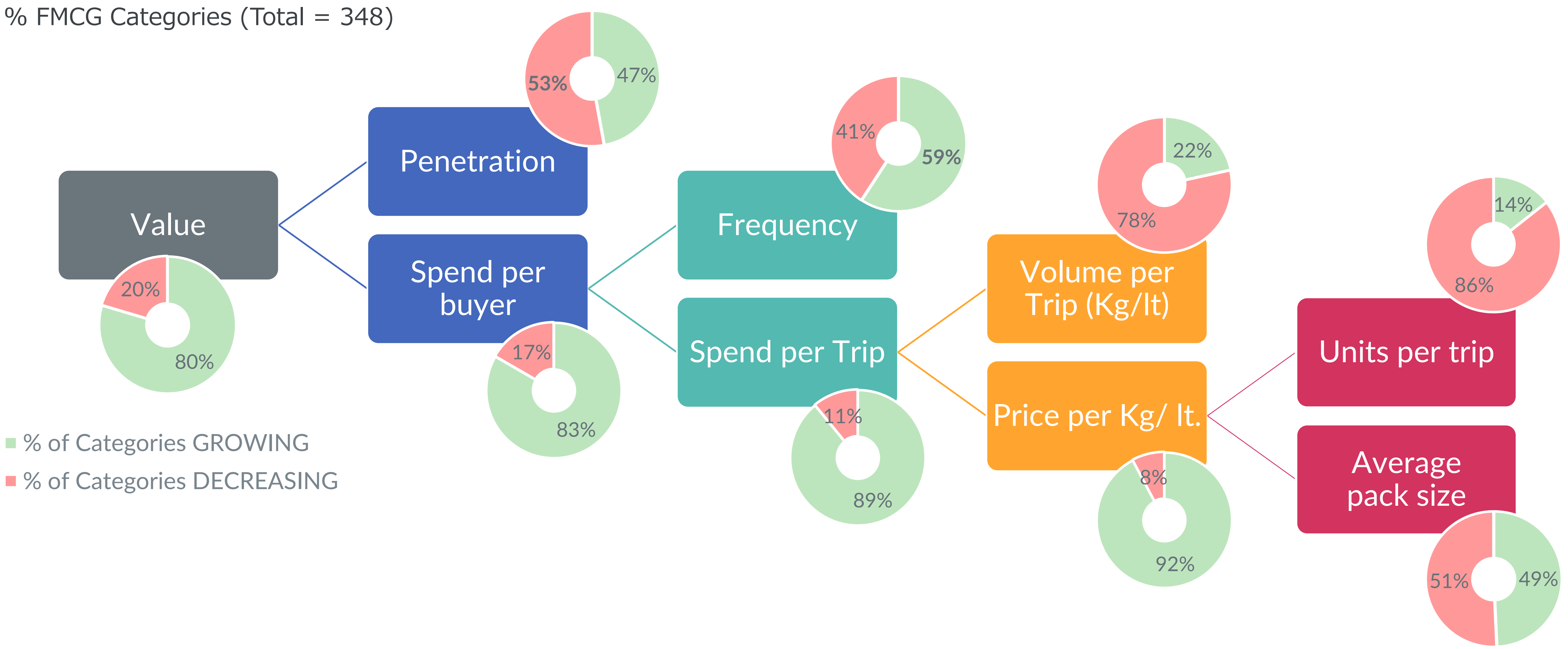
Shoppers are more and more Unloyal to Retailers

Average number of Retailers visited per Household



FMCG incl. Fresh Produce (loose weight)

More than half of FMCG Categories lost Penetration and the vast majority reduced Volumes per Trip



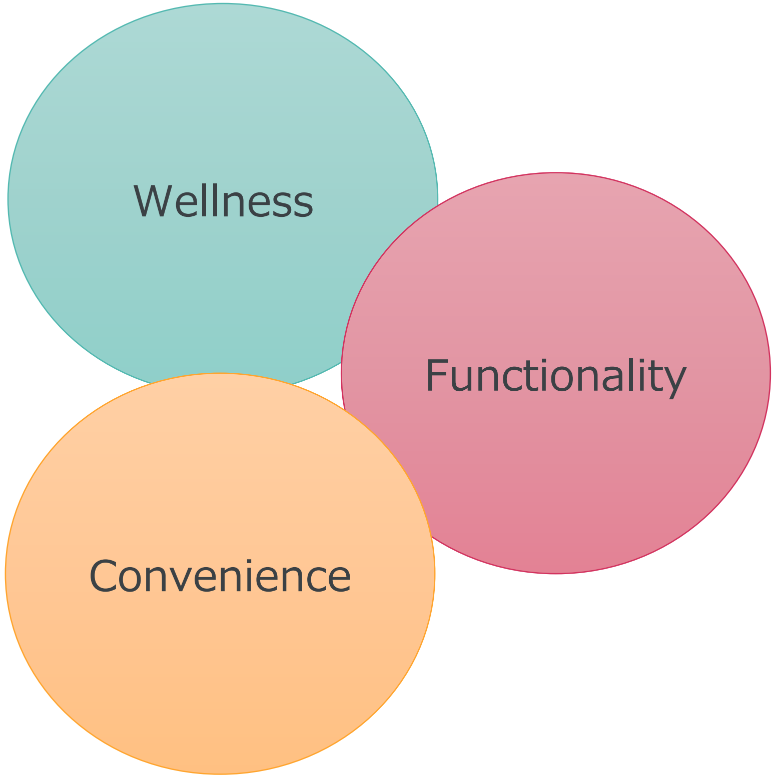
FMCG packed: ECR Category level – YE March 2024 vs YA

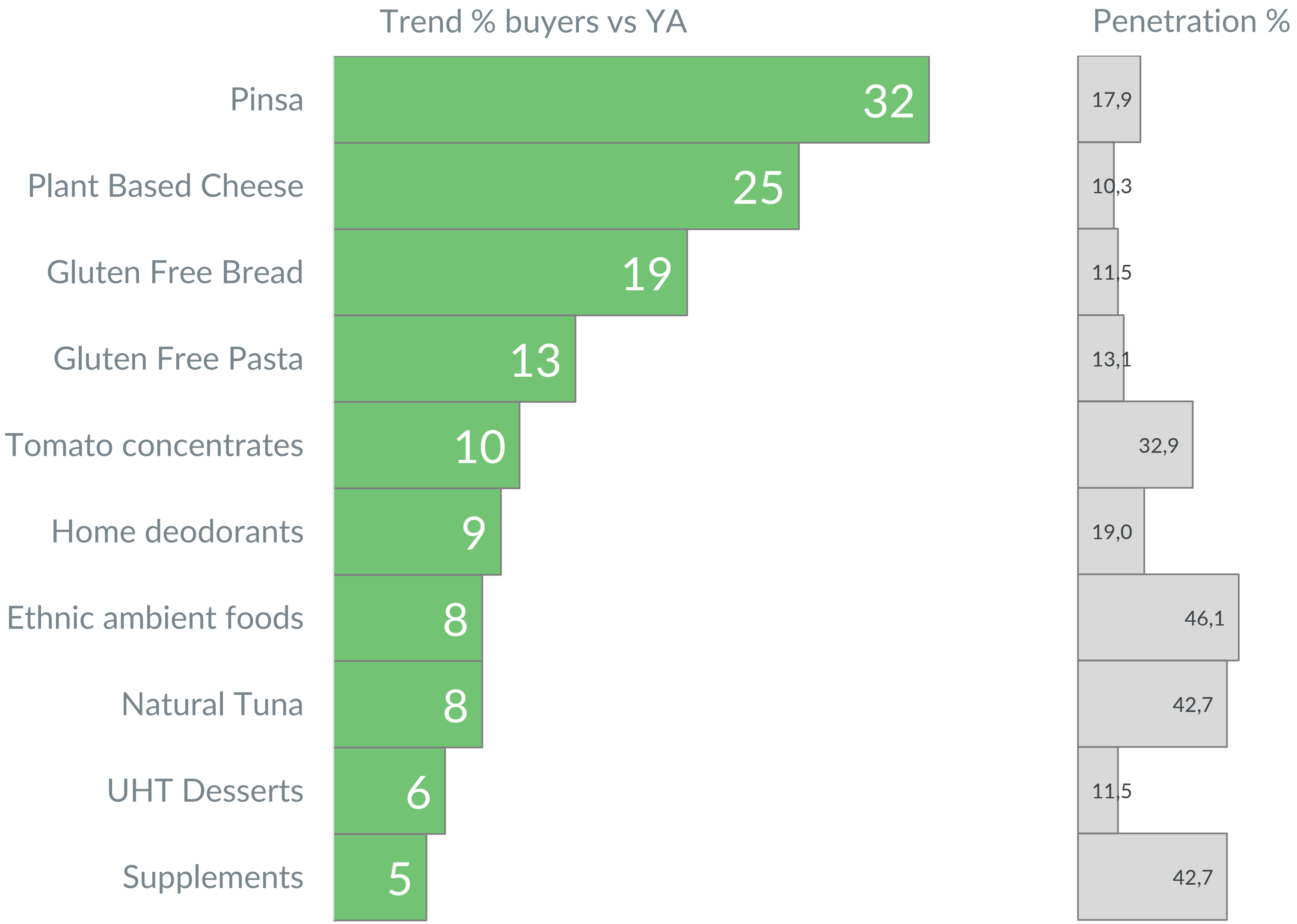
Categories that keep on growing in Penetration belong to the trends of Wellness, Convenience and Functionality

GfK CPS | YouGov

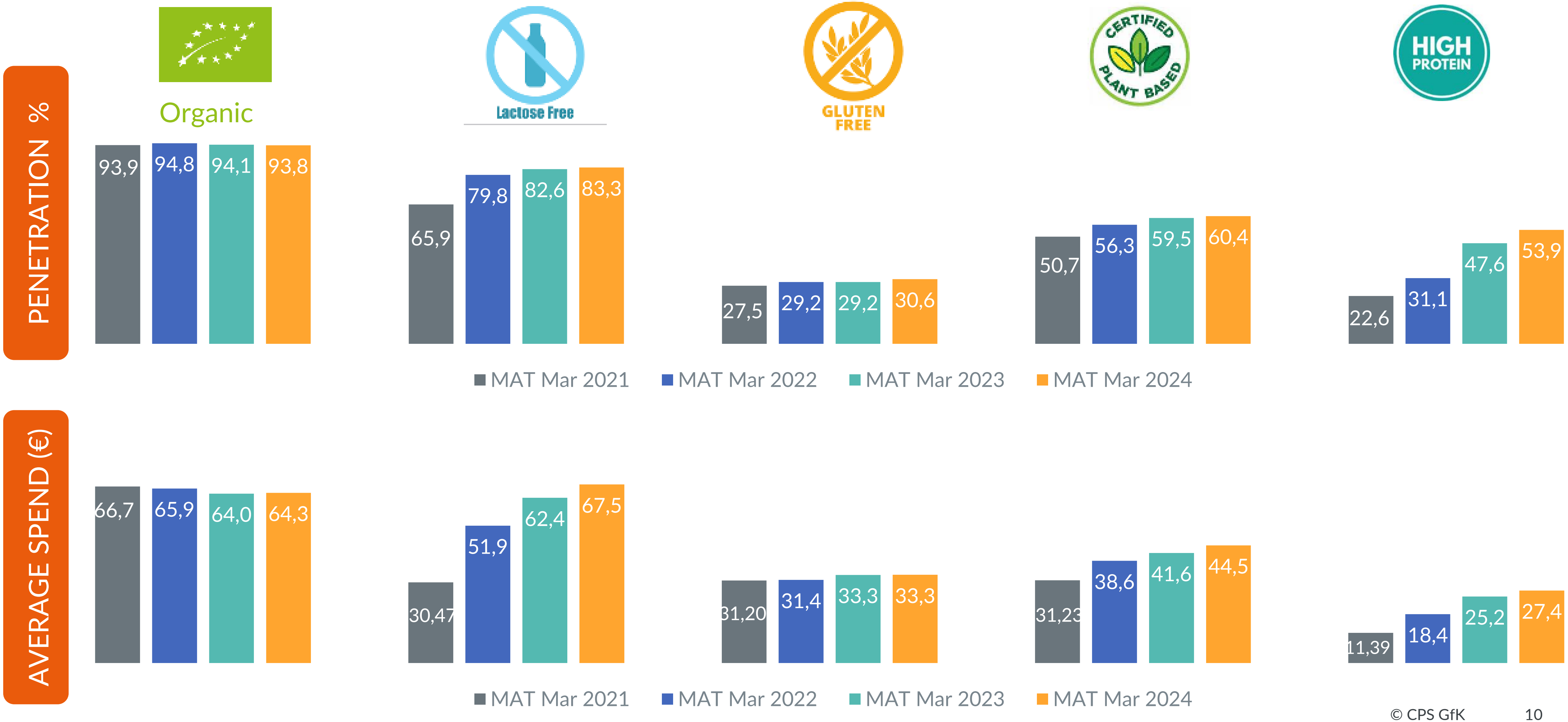
% FMCG Categories (Totale = 348)

47% **Penetration**

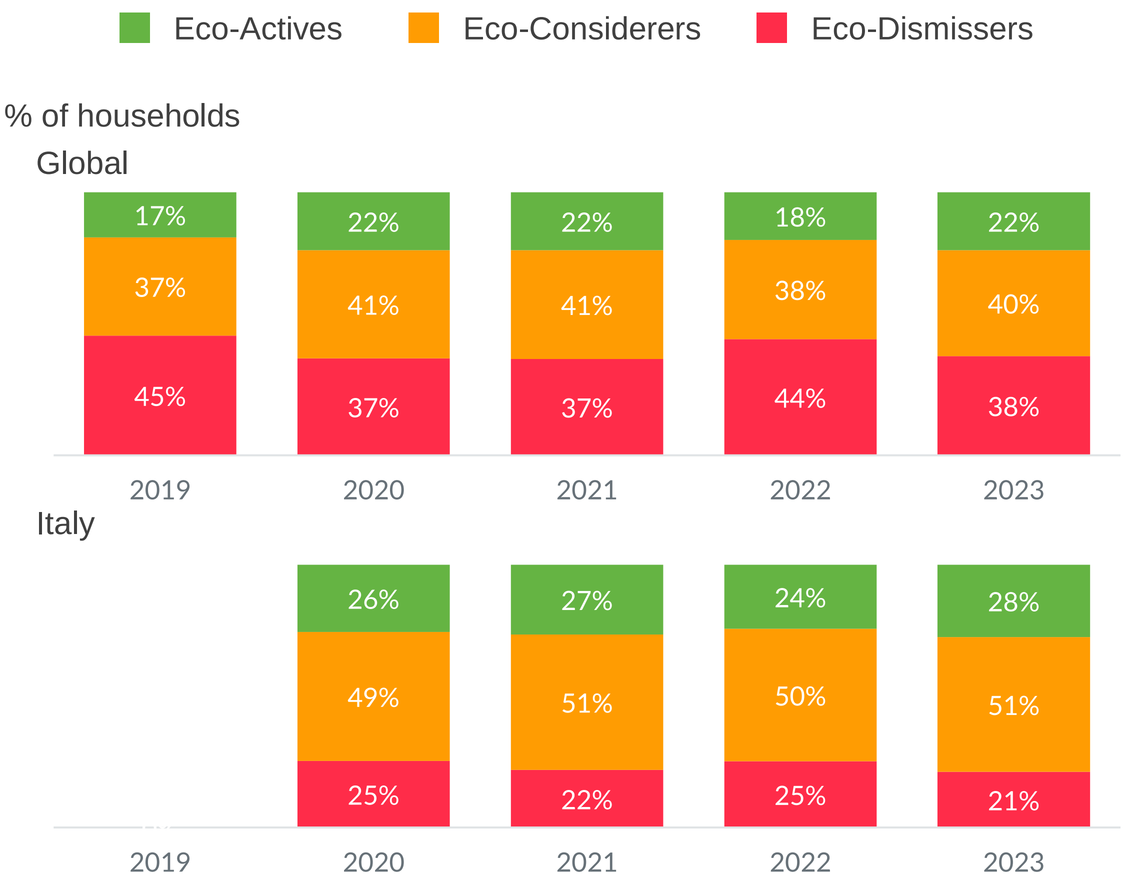




Shoppers are more and more oriented to Wellness Categories, despite inflation



Strong reprise of Shoppers focus on Sustainability



ECO-ACTIVES
- Well informed on sustainability topics
- Use Sustainability as a key criterion for their purchases on a regular basis

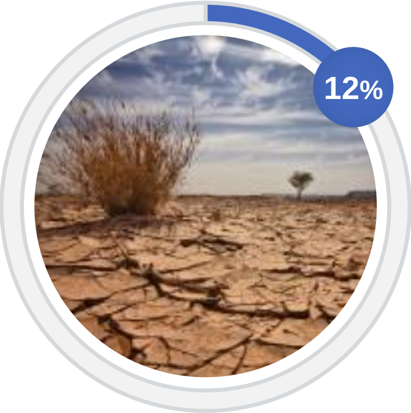
ECO-CONSIDERERS
- Well informed on sustainability topics
- Buy occasionally in a Sustainable way due to barriers (price, knowledge)

ECO-DISMISSERS
- Not interested in sustainability topics
- Don’t buy in a sustainable way because they don’t think it’s important to do it

Nowadays Sustainability means especially concern for Global Warming, especially in Italy

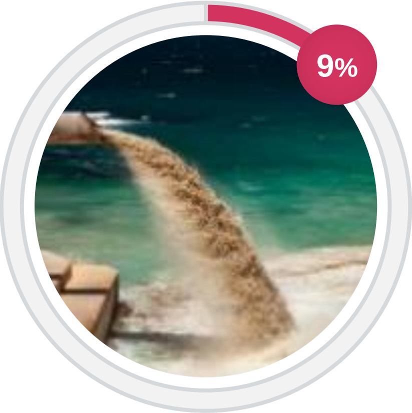
2023 Sustainability Concerns Top 5 Rank Globally

Global Warming

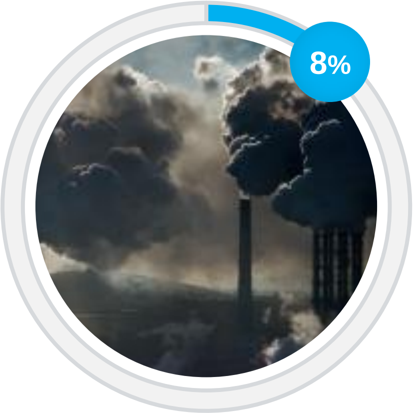


Drought

Plastic waste



Water pollution



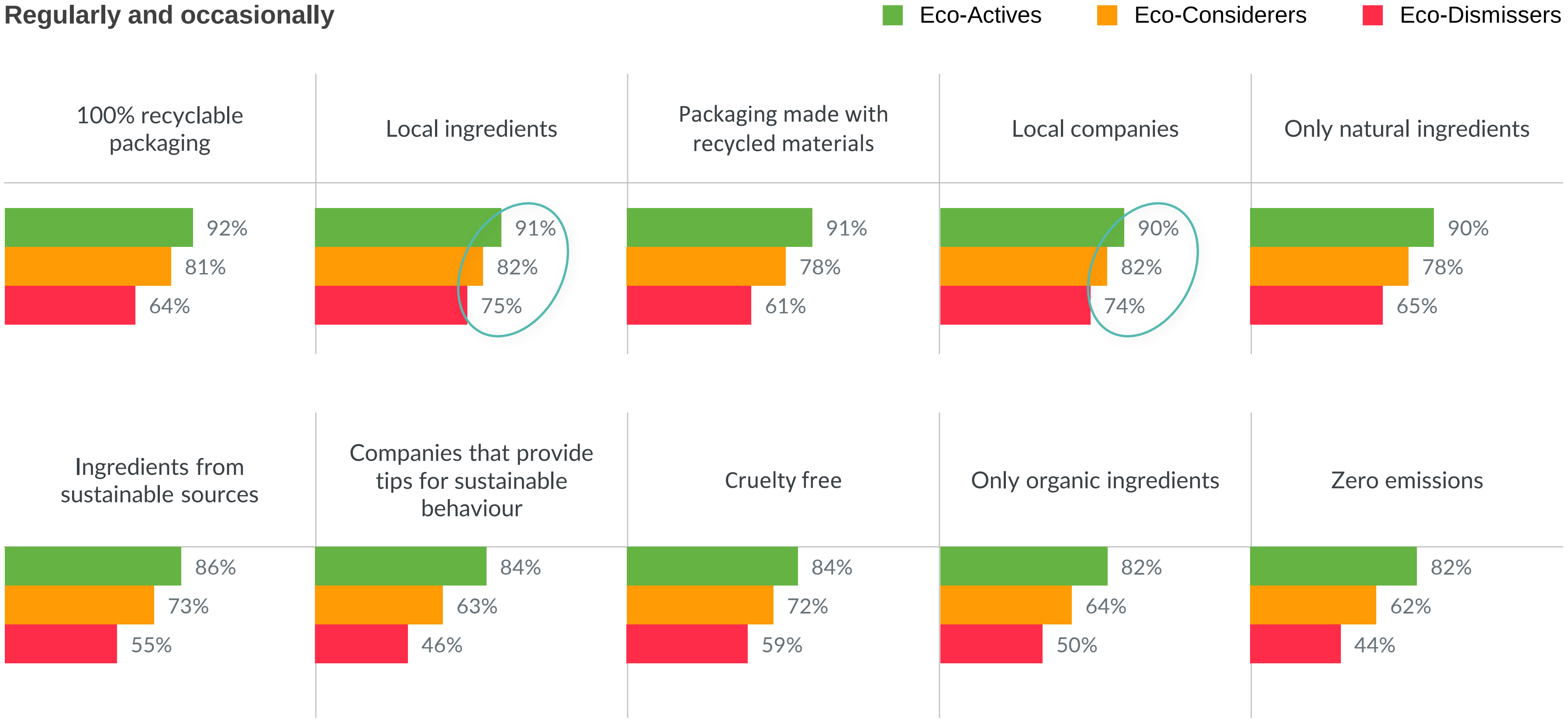
Air pollution

Global Warming	Drought	Plastic waste	Water pollution	Air pollution
25.1%	10.9%	9.6%	9.8%	10.5%

Product Origin and Ingredients are very important for Eco-Actives

When I buy groceries I prefer…(Rank Top 10)

Regularly and occasionally



Take Action

Eco-Attivi

Even in terms of Channel preference, Eco-Actives prefer Traditional Trade, Specialized Shops or open markets if compared to mass market Channels

Strong orientation to Salmon in Italy, still with growth opportunities

Penetration %
69.1%

Frequency
7.2

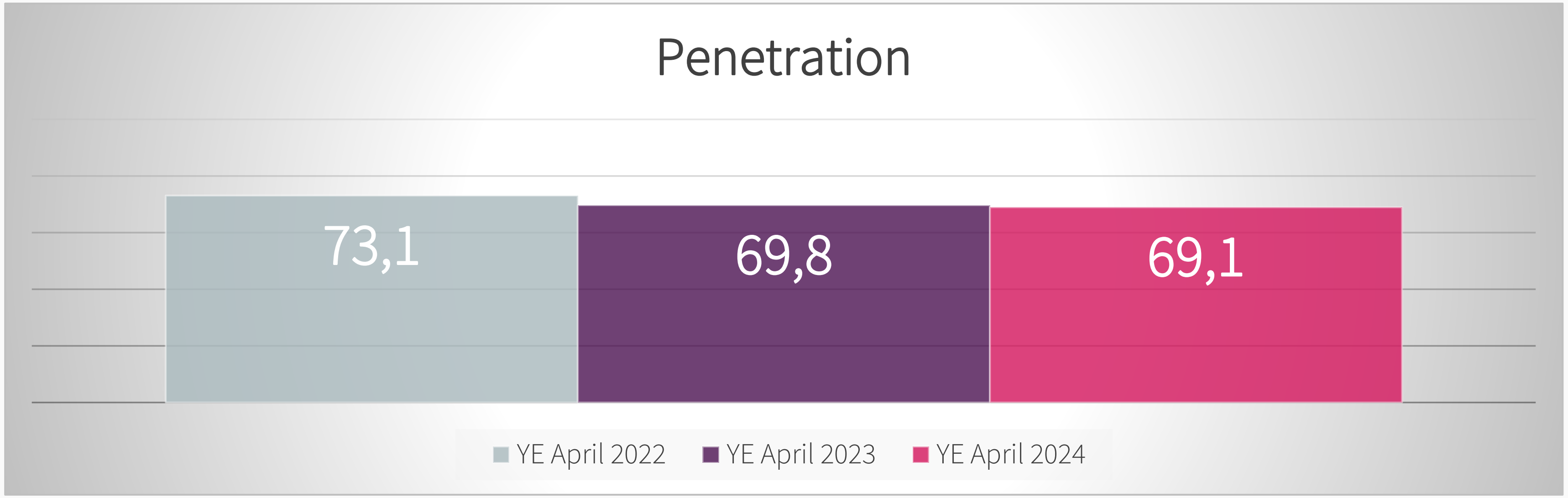
Purchasing Households (,000)
17,790

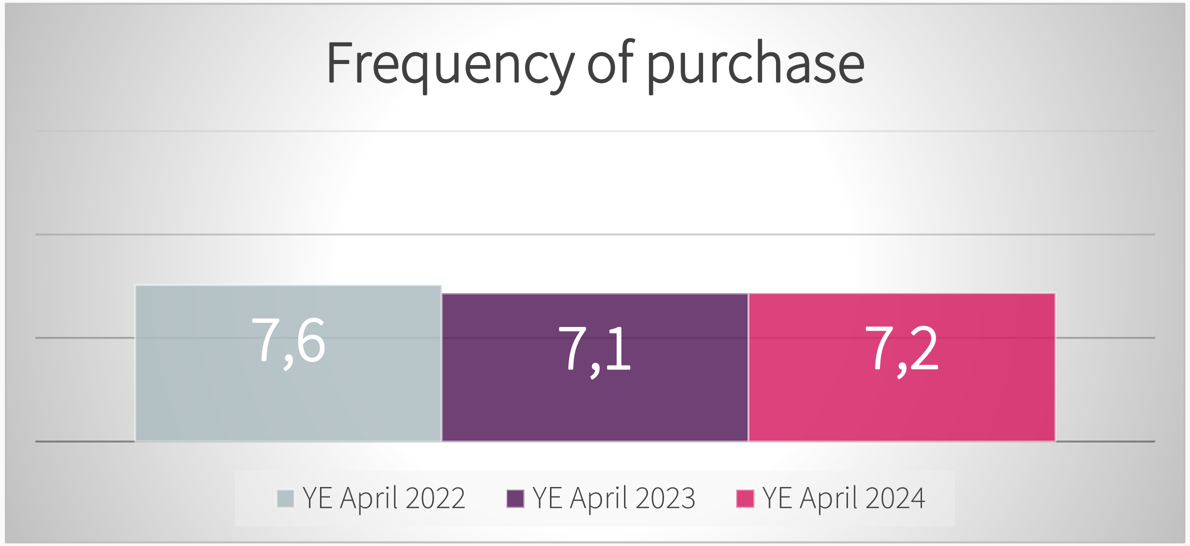
Spend per Trip (€)
6.81€

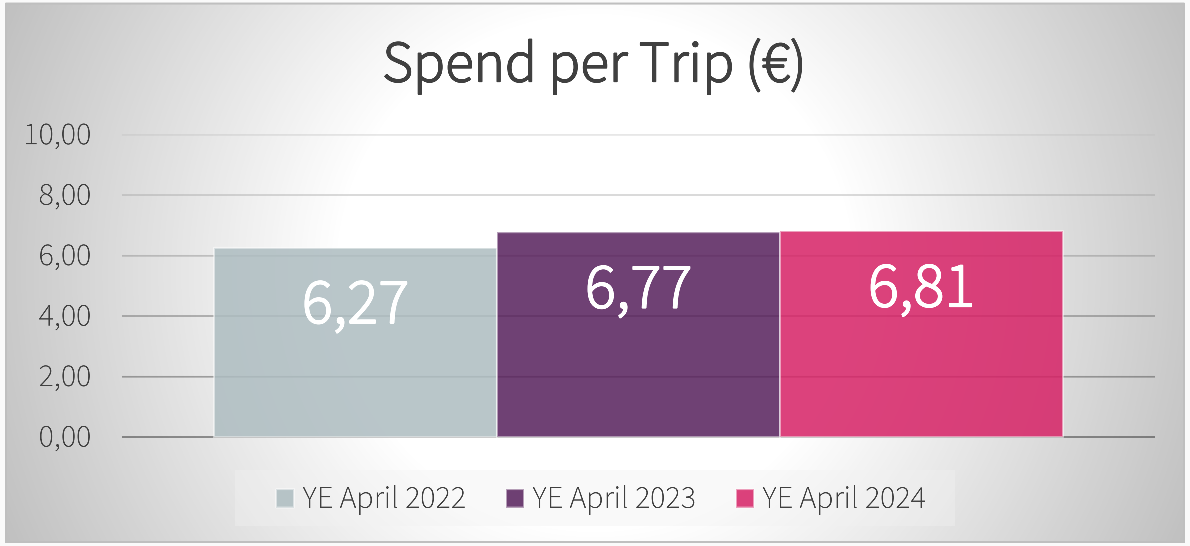
Spend per buyer (€)
48.84 €

Source: GfK Consumer Panel Italy
Including Fresh, Frozen, Ambient, Chilled Salmon
Period: YE March 2024

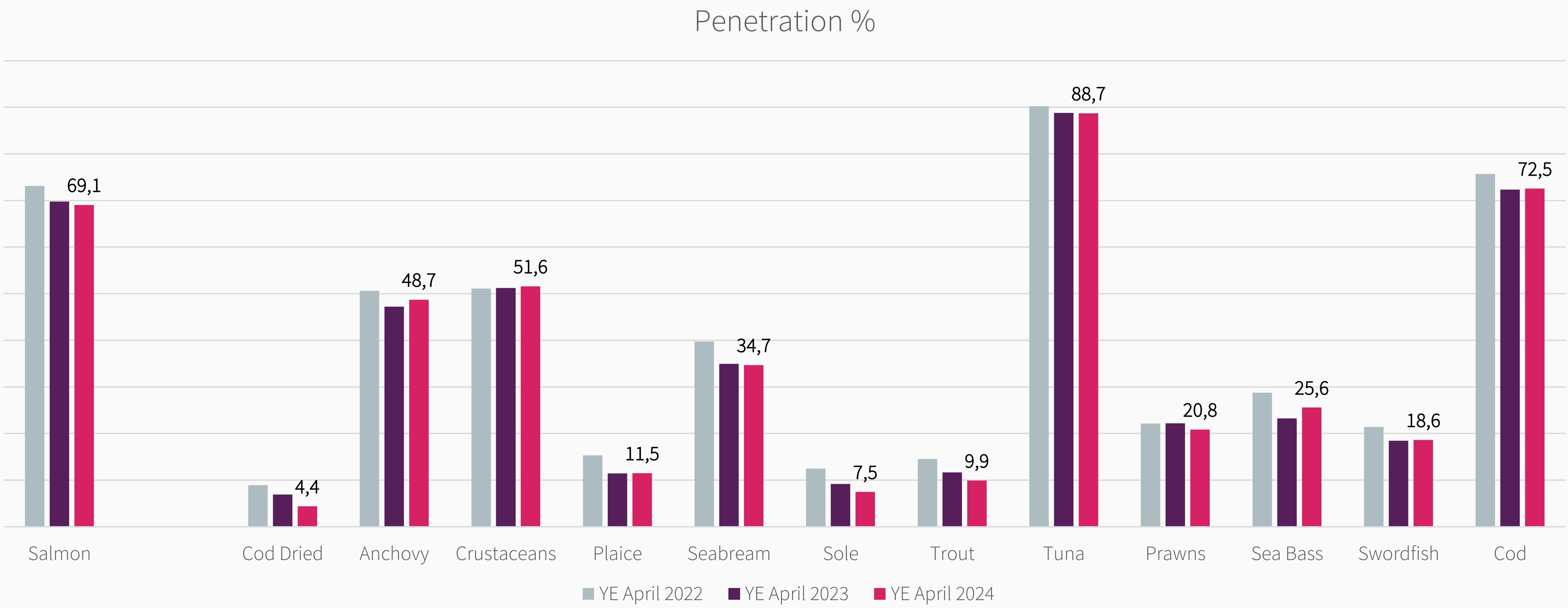
Unlike several FMCG Categories, Salmon has limited the decrease in Penetration to only -0.7 pts in the latest MAT





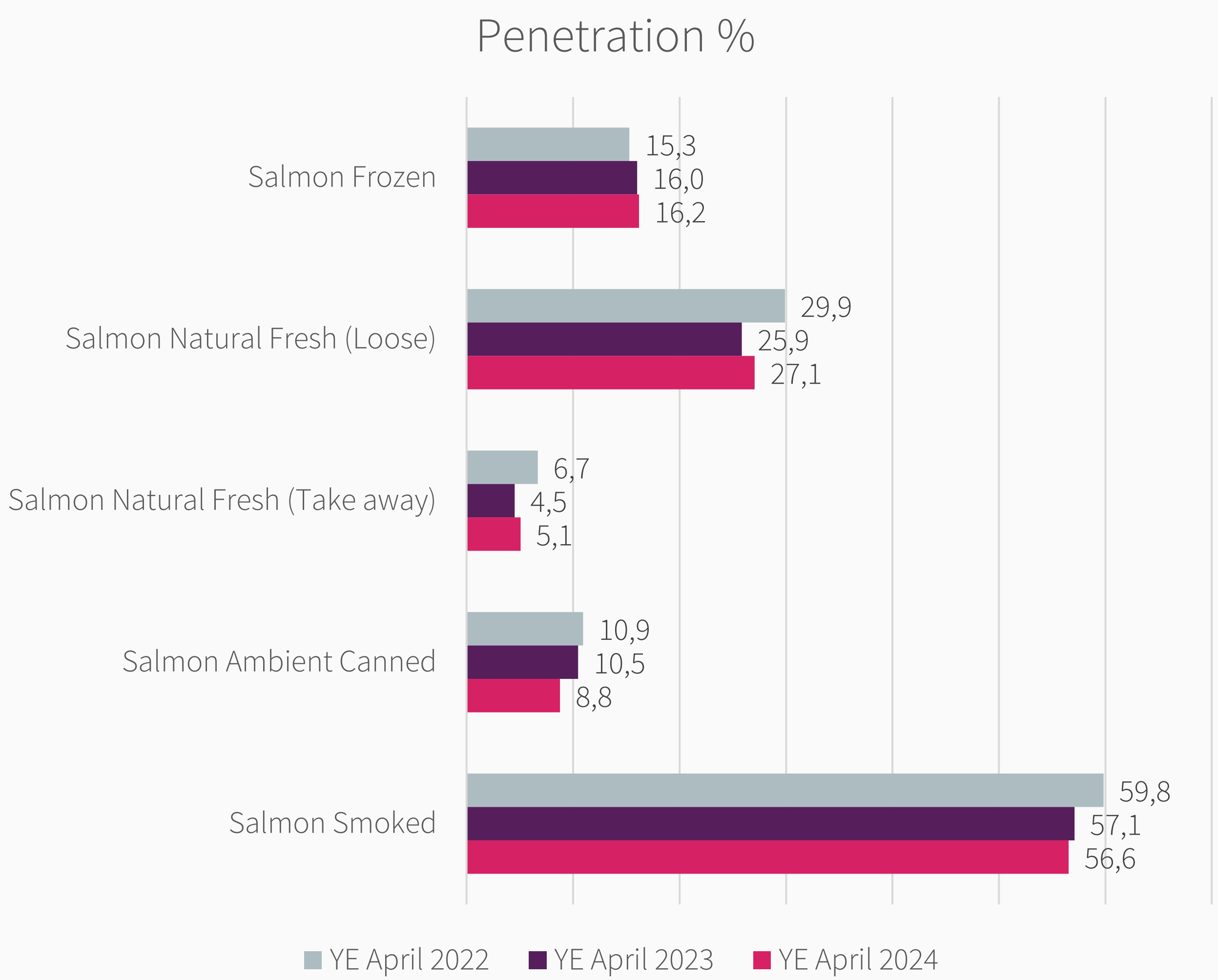


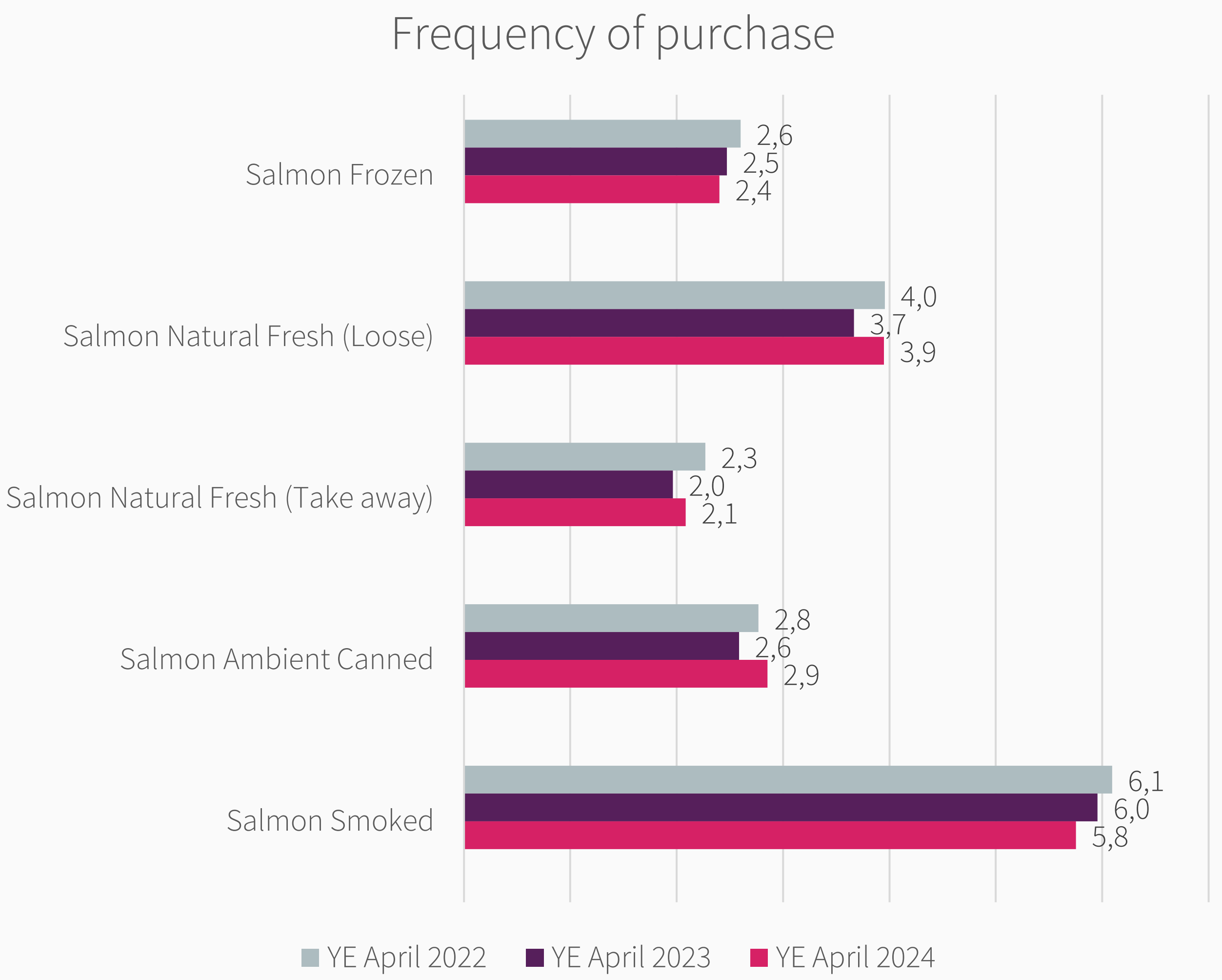
Salmon remains the 3rd most Penetrated Fish Categories in Italy and Penetration is less negative in the latest year than for several other species



Source: GfK Consumer Panel Italy
Including Fresh, Frozen, Ambient, Chilled

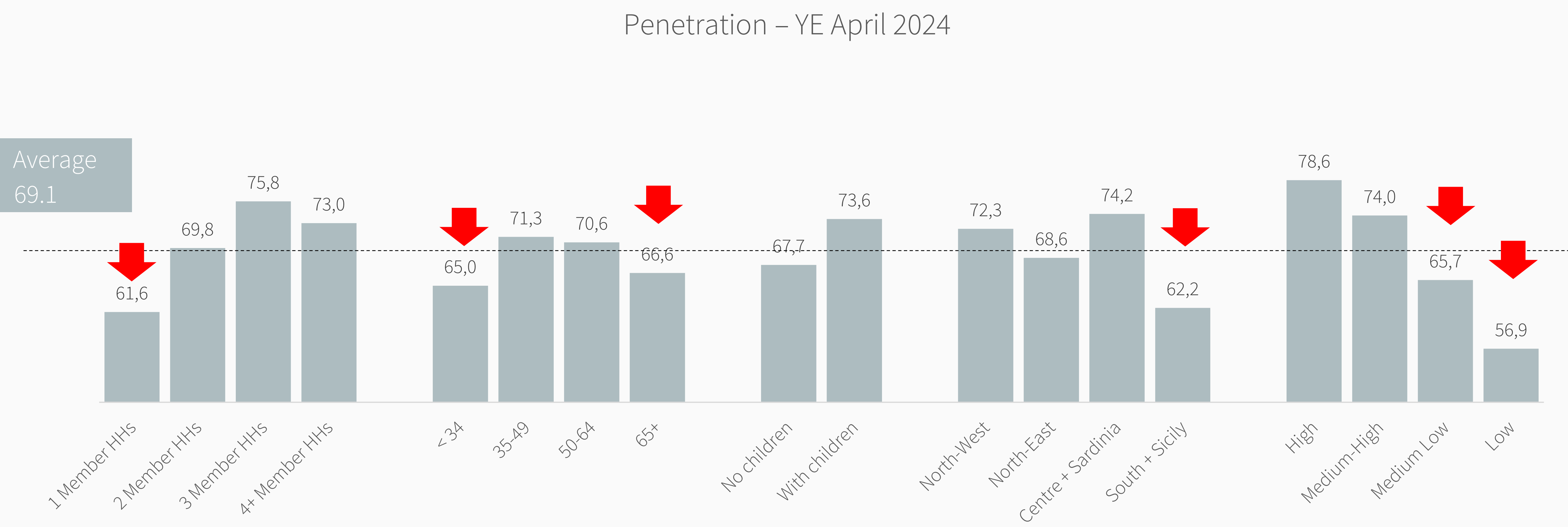
56.6% of Italian Households buy Smoked Salmon



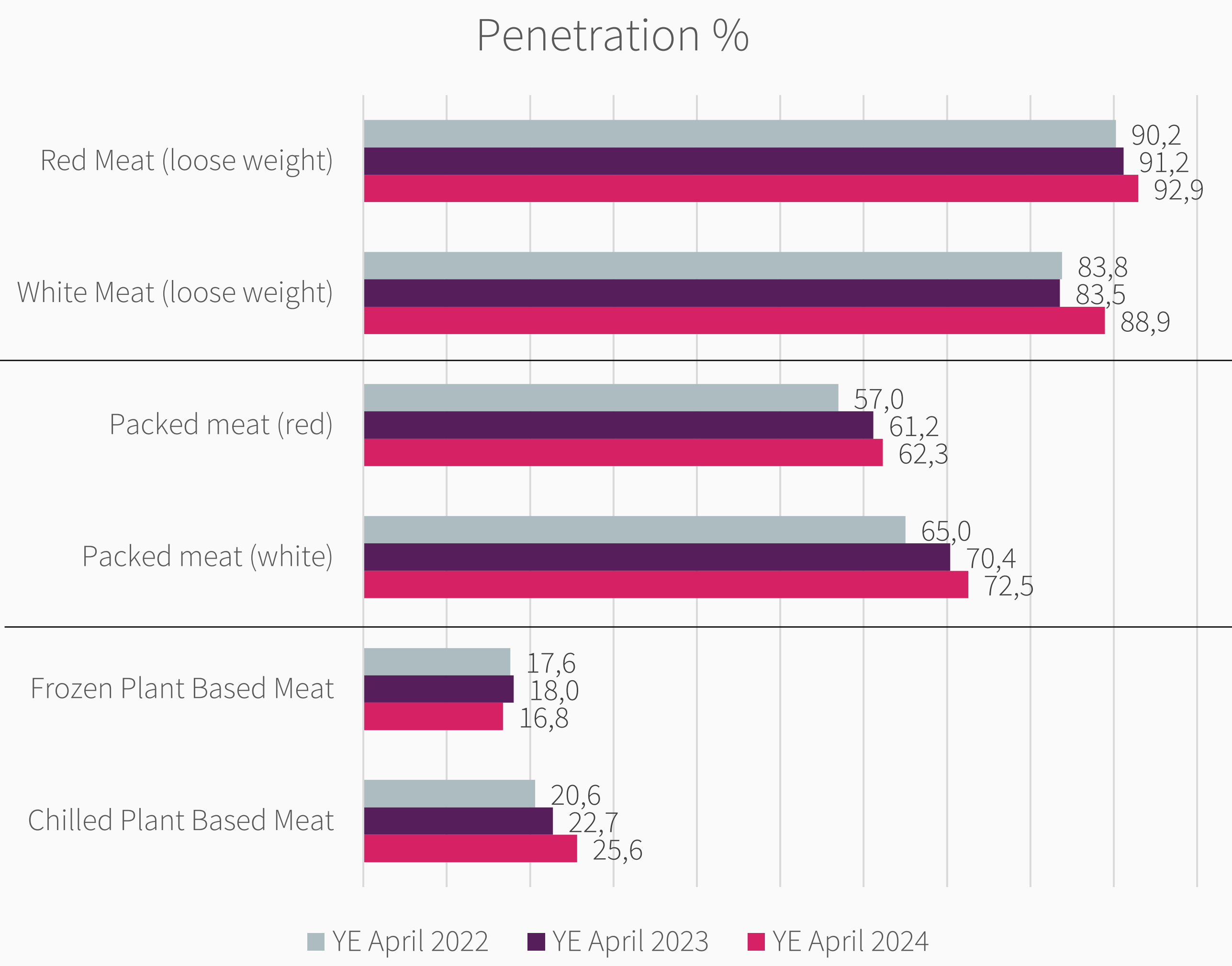


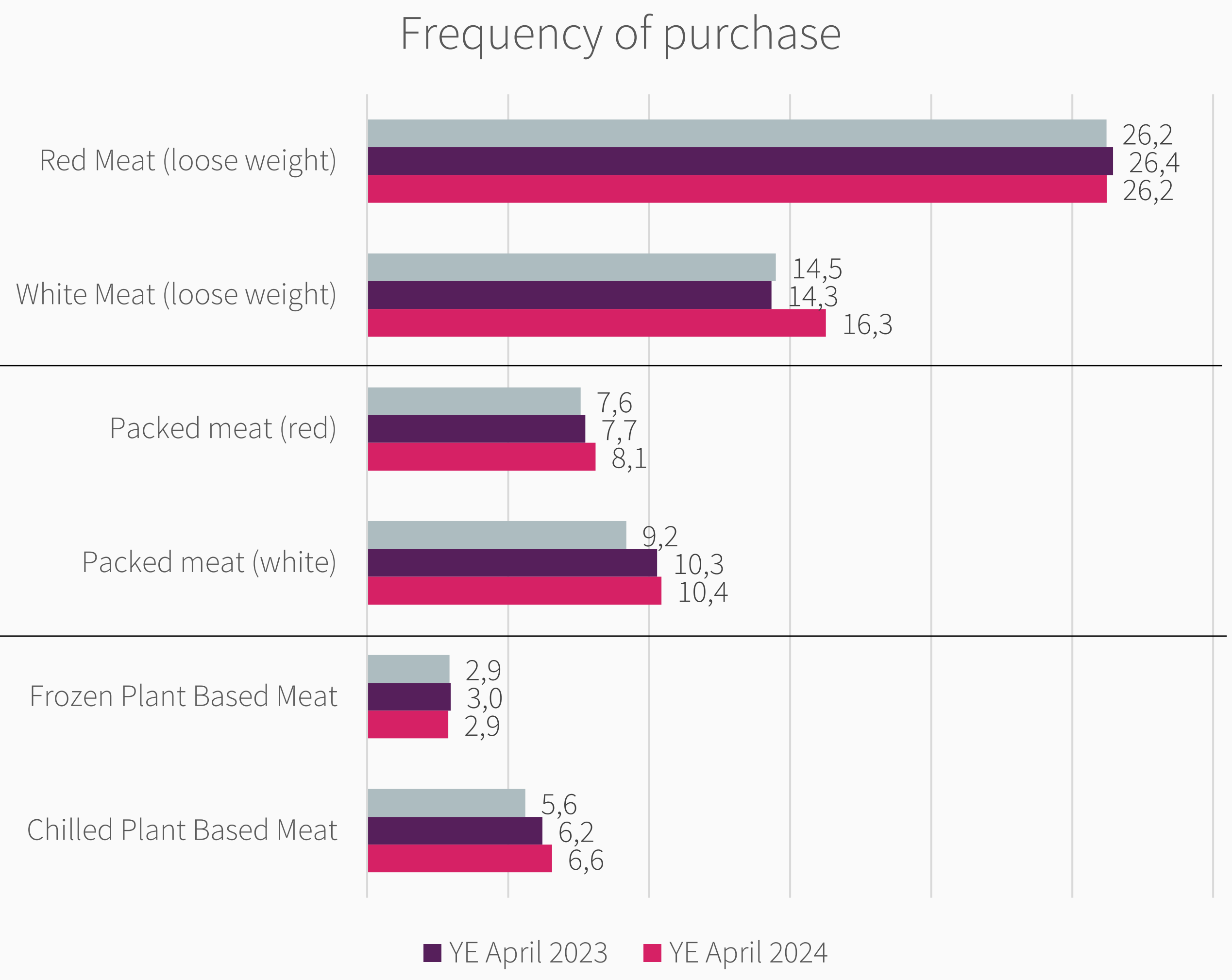
Source: GfK Consumer Panel Italy

Still opportunities to grow Penetration in all targets, including both young and senior age targets



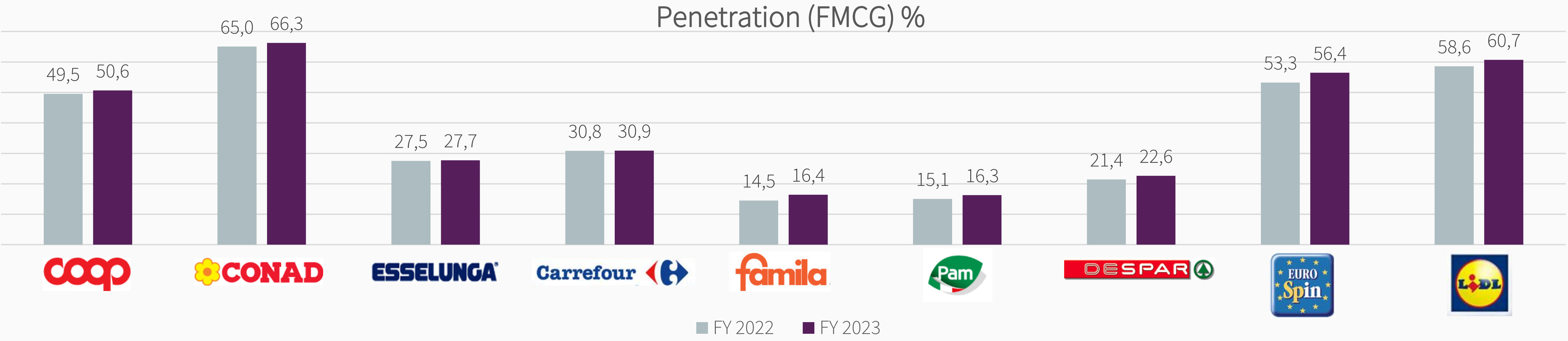
Other Proteins grow in Penetration, especially packed meat and Chilled Vegetable alternatives

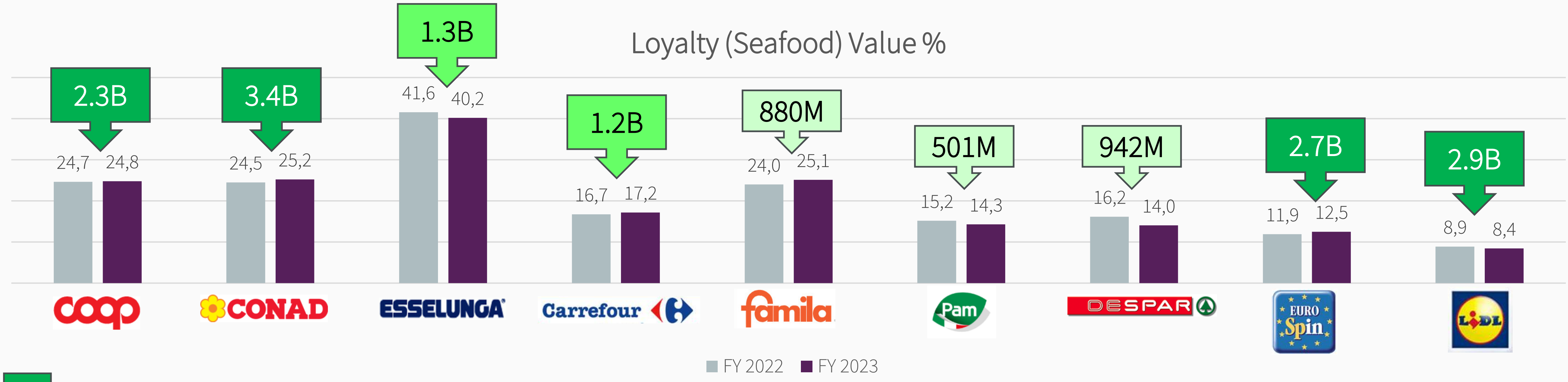




Source: GfK Consumer Panel Italy

Several Opportunities for Seafood by Retailer





Seafood Value Potential for the Retailer = Category Value spent out of store for Seafood by its Shoppers

Eco-Actives already play an important role for Salmon

31%
SALMON

28%
TUNA

28%
COD

% Category Value developed by Eco-Actives

Shopper Key Insights

- **More and more complex Shopper behaviour**, with high Frequency, Multichannel behaviour, diversification and Unloyalty.
- **Attention to prices** still crucial for Shoppers with impact on several Categories in Penetration and Volume per Trip.
- **Wellness remains a strong trend** and Shoppers are still willing to pay Premium Prices if the wellness promise remains clear.
- **Sustainability in reprise** and especially in Italy, with high attention by Eco-Actives to Origin, Naturality and Quality.
- **Salmon** remains among the top penetrated Fish Types in Italy and **keeps Penetration up more than other species.** White Meat and Vegetable alternatives on the rise.

Grazie

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