

KANTAR

A Cod-sational Journey to a Sustainable consumption

Marta Santos

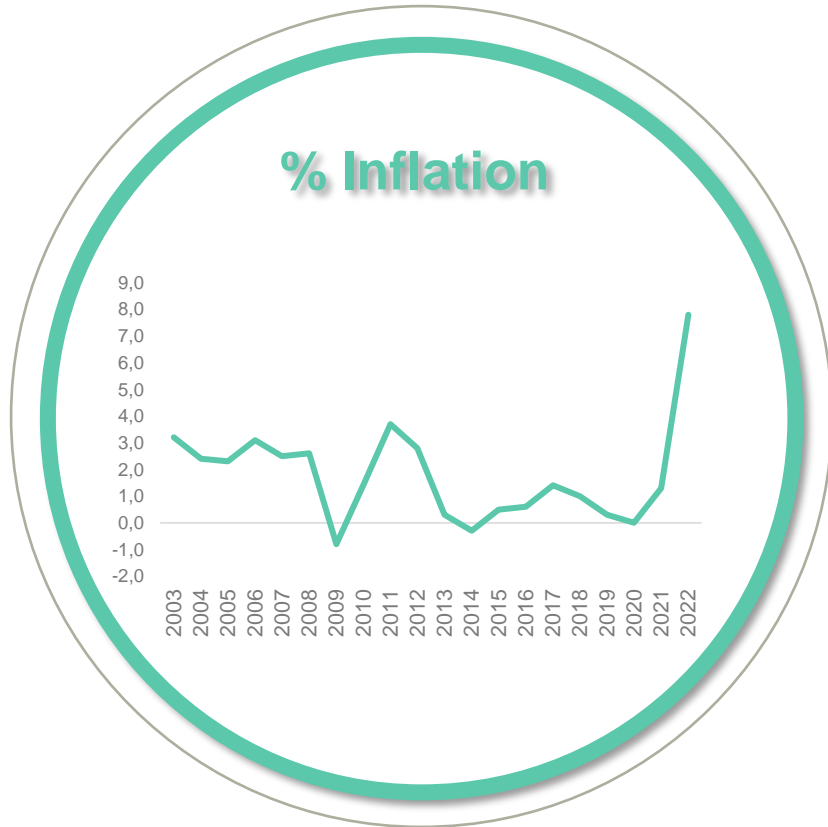
Clients & Analytics Director
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Kantar, Worldpanel Division

16th February 2023

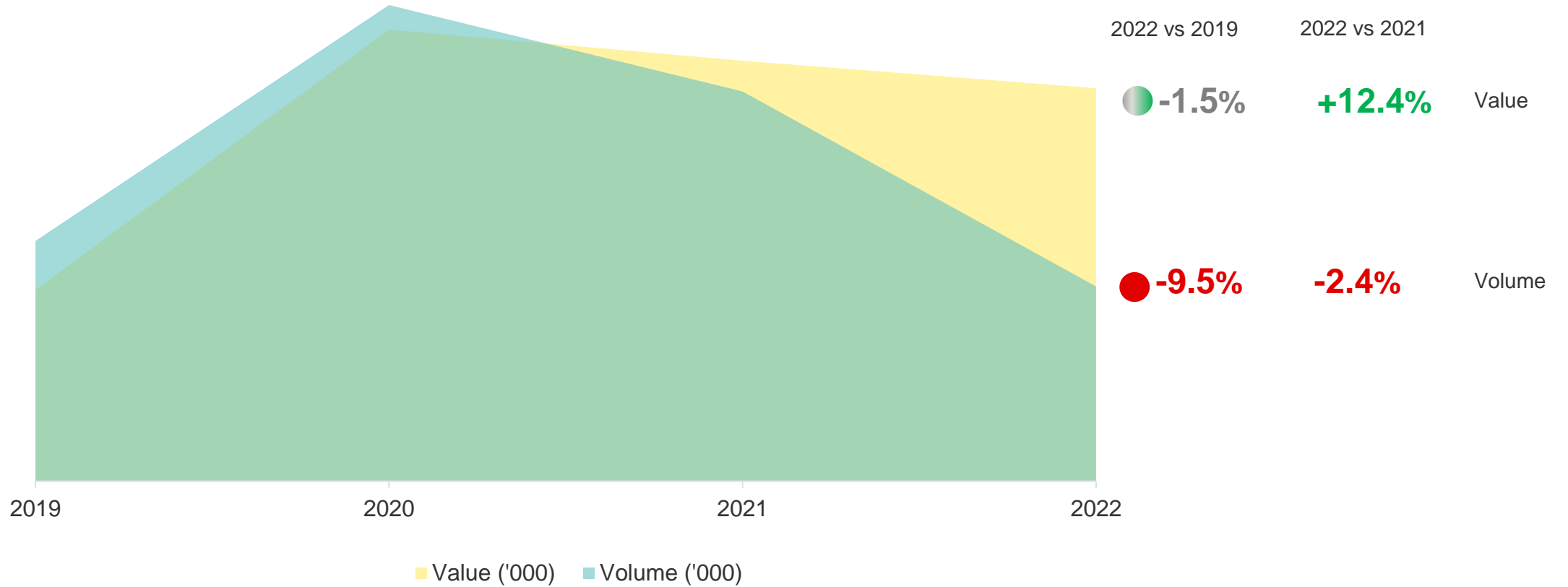


Consumer's wallet and confidence is being pushed to the limit



FMCG already feels the retraction of InHome consumption

FMCG IN-HOME | Value and Volume | 2019 to 2022



Budget management is done at each visit

FMCG IN-HOME | KPI's



Nr of baskets

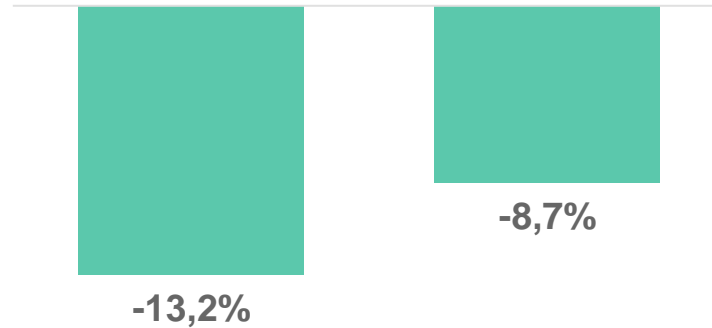


22 vs '21

22 vs '19



Volume x Basket

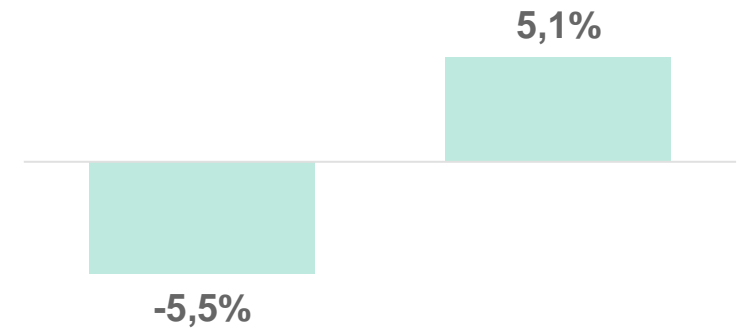


22 vs '21

22 vs '19



Spent x Basket (€)

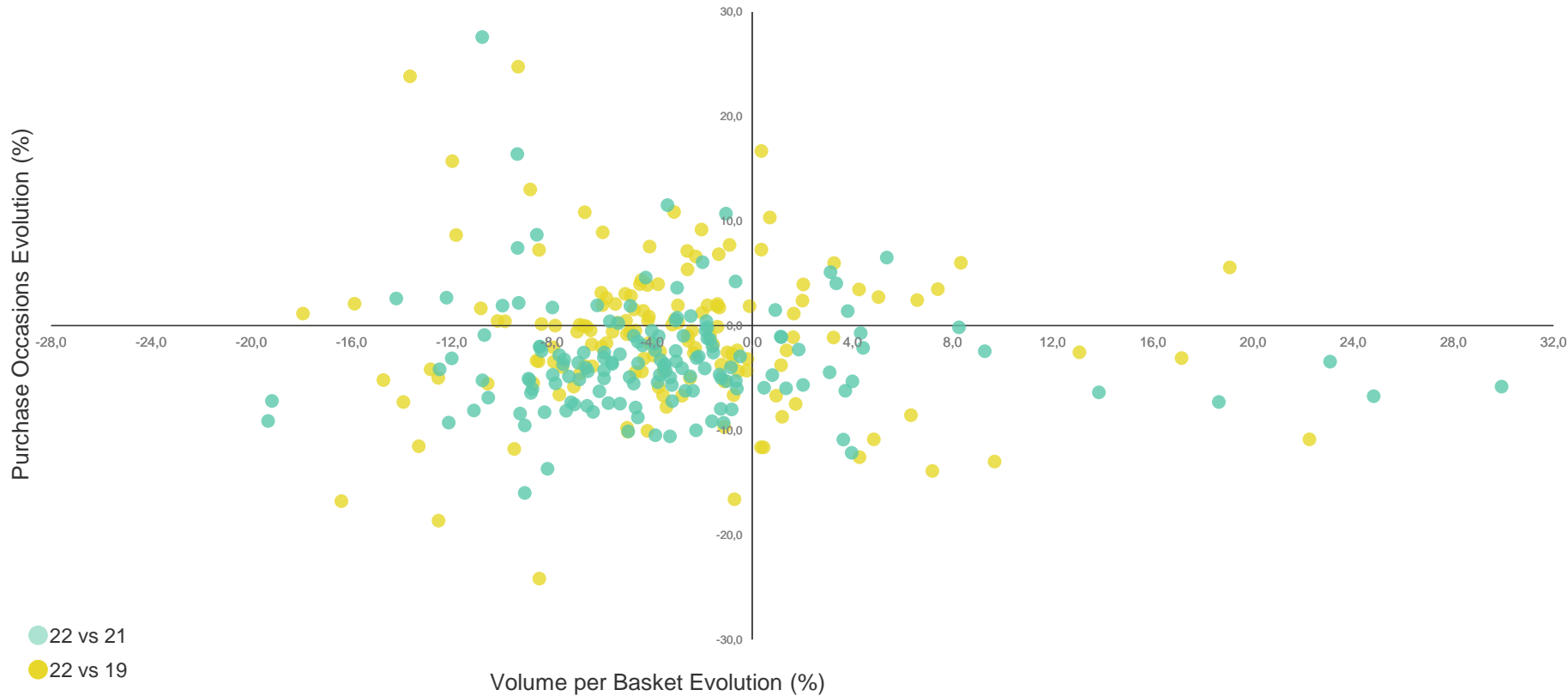


22 vs '21

22 vs '19

Almost 2/3 of the categories already lose volume

FMCG IN-HOME | Purchase Occasions Mapping vs Volume per Basket Evolution by category

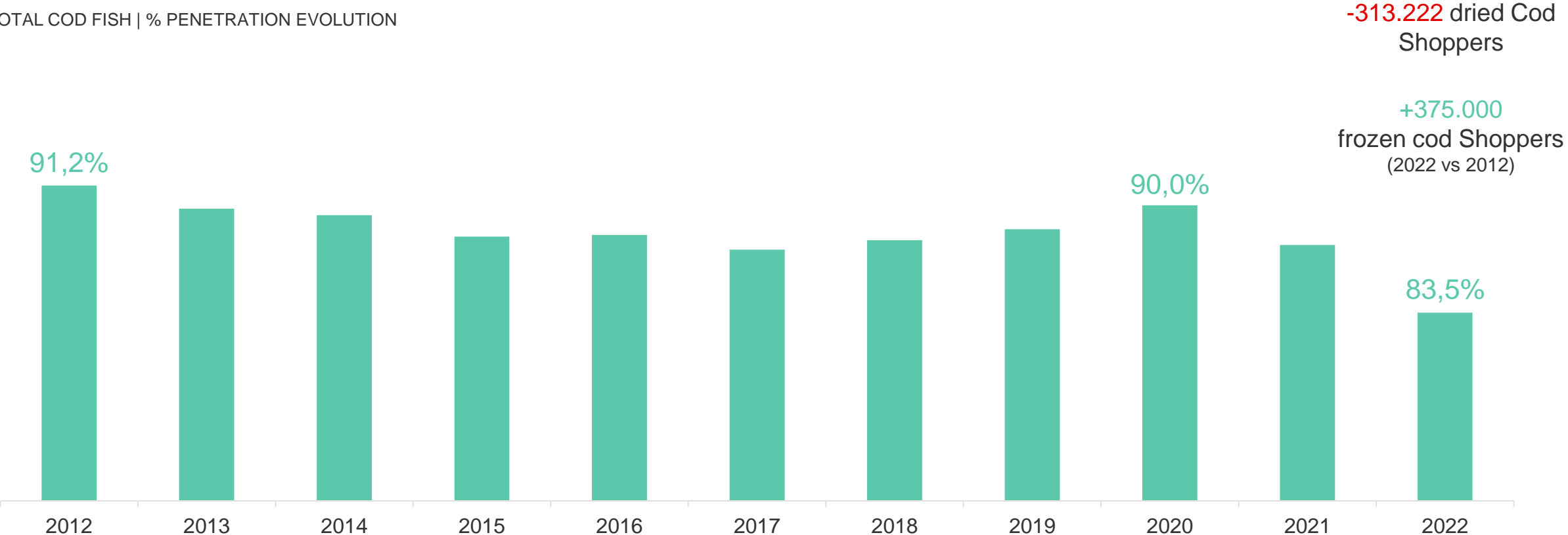


60% of the categories fall, due to the **consumption readjustment**

The driver is the presence in-store:
34% of categories gain purchase occasions vs '19
15% vs '21

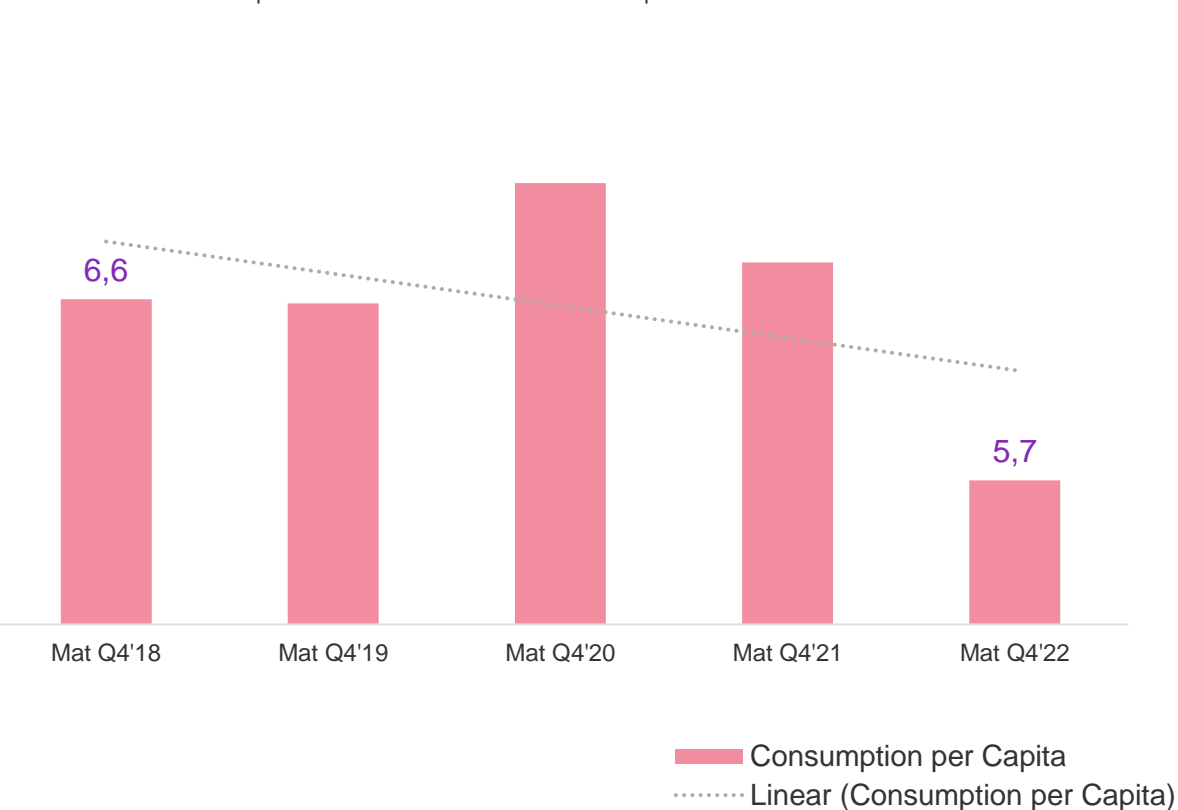
The Portuguese consumer have never been so far from codfish

TOTAL COD FISH | % PENETRATION EVOLUTION

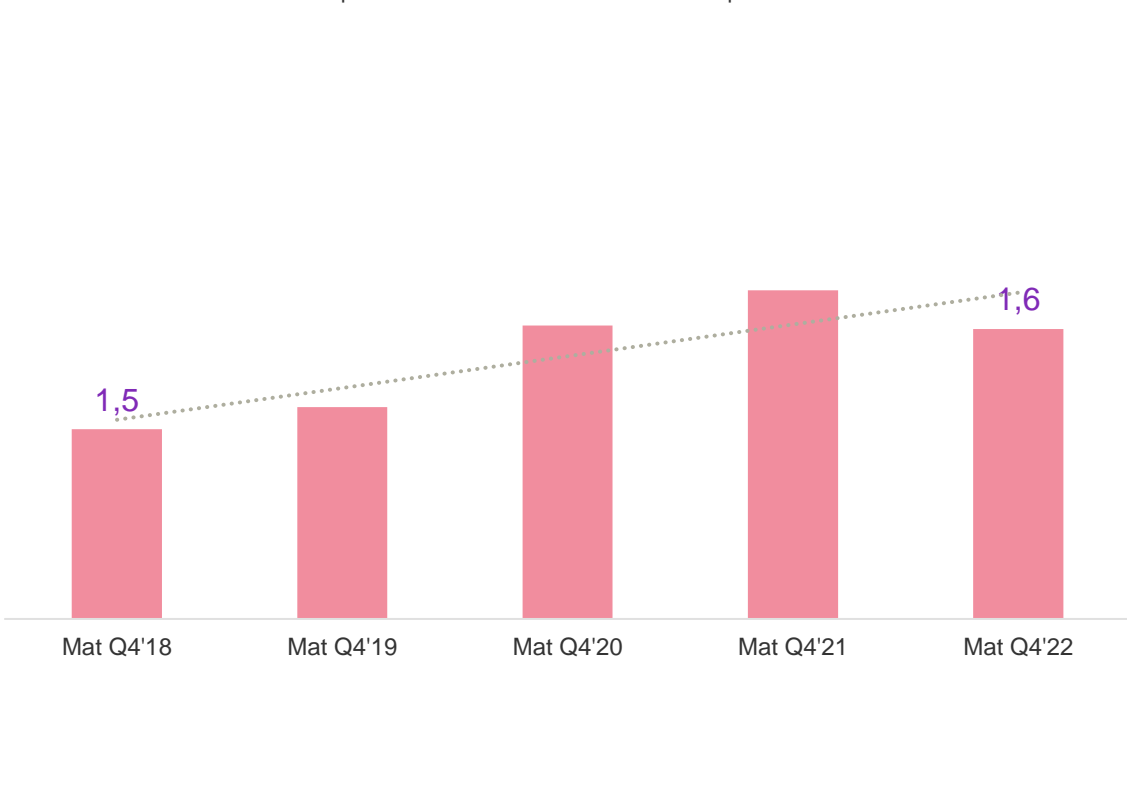


Even the increase in frozen consumption is insufficient

TOTAL DRIED COD | PER CAPITA CONSUMPTION | ROLLING MATS



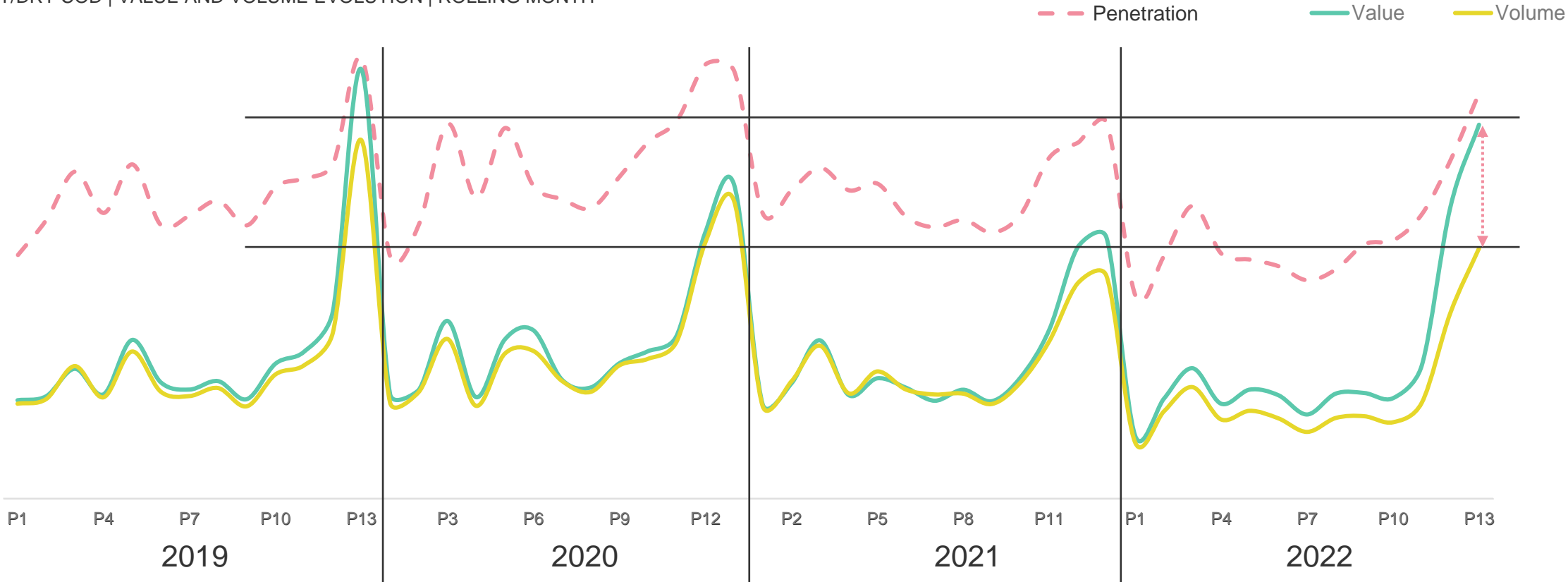
TOTAL FROZEN COD | PER CAPITA CONSUMPTION | ROLLING MATS



* 2,5 elements in average per HHs : Source PT INE

As well as the seasonality of Christmas does not bring lifetime guarantees

SALT/DRY COD | VALUE AND VOLUME EVOLUTION | ROLLING MONTH



1.

**Meet the
shopper
*DRIVERS***

2.

**Understand
the space
of each
*PROTEIN***

3.

**The
importance
of knowing
the
different
*TARGETS***

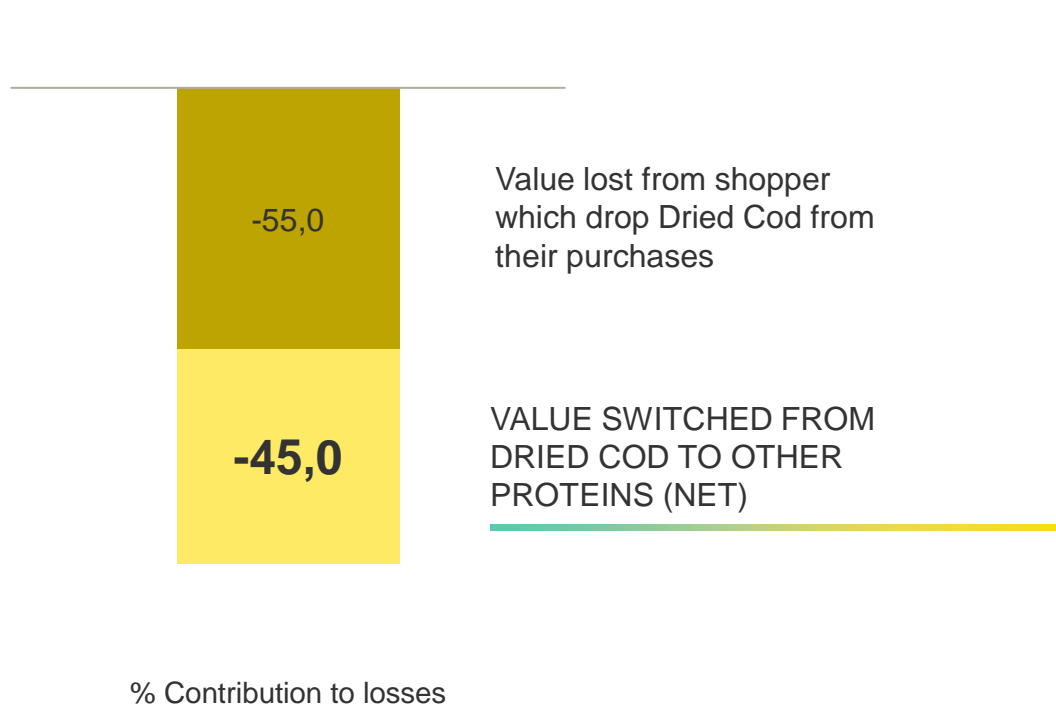
It's necessary to bring Codfish closer to the current consumer



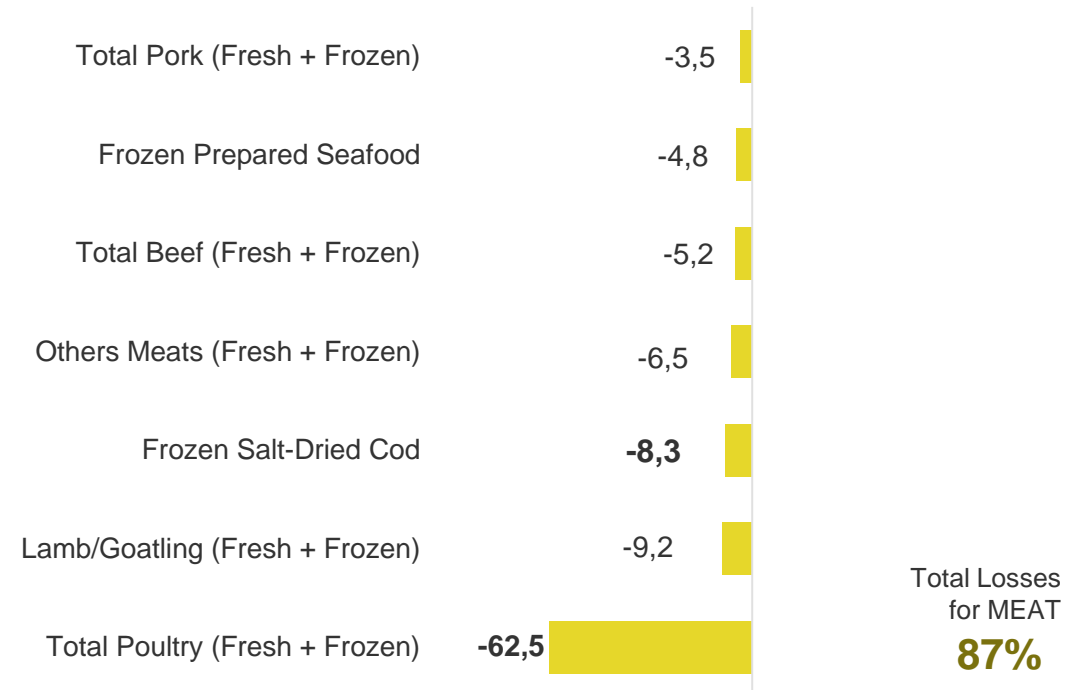
LIFESTYLES KANTAR | % OF HH'S IN 2022 (vs 2019)

Cod is also being replaced by other animal proteins

SALT/DRY COD GAIN & LOSSES IN VALUE % | 2022 VS 2021



VALUE SWITCHED FROM SALT/DRY COD TO OTHER PROTEINS (%) | 2022 VS 2021



*Analysis within Total Frozen + Fresh Protein, 2022 vs 2021

More clarity in the benefit of the product, attracts consumers even in declining categories

FMCG IN-HOME | % Penetration | Evolution YTD YTD T3 '22 vs YTD T3 '19

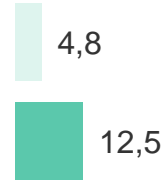
■ Transparente | 2019
 ■ Opaco | 2022



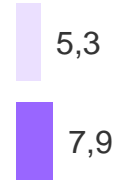
Cereais

- 2.6pp

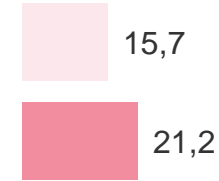
Low Sugar Index



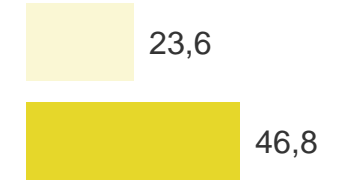
Glúten Free



BIO



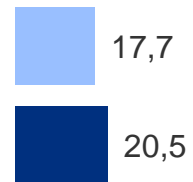
Fiber



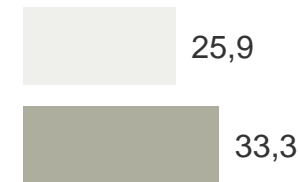
Leite

- 1.3pp

Nature



Lactose Free



More than half of buyers only buy codfish for festive occasions

HEAVY CODFISH BUYERS – COD ALL YEAR LOVERS

11 x
baskets



22 kg
per basket

More Dried Cod

- + Fresh Food :
 - Meat & Seafood
 - Fruits & Vegetables
 - Bread
- + Groceries :
 - Bouillons/Rice/Flour
 - Olive Oil/Cooking Oil/Vinegar

LIGHT CODFISH BUYERS - COD SEASONALS

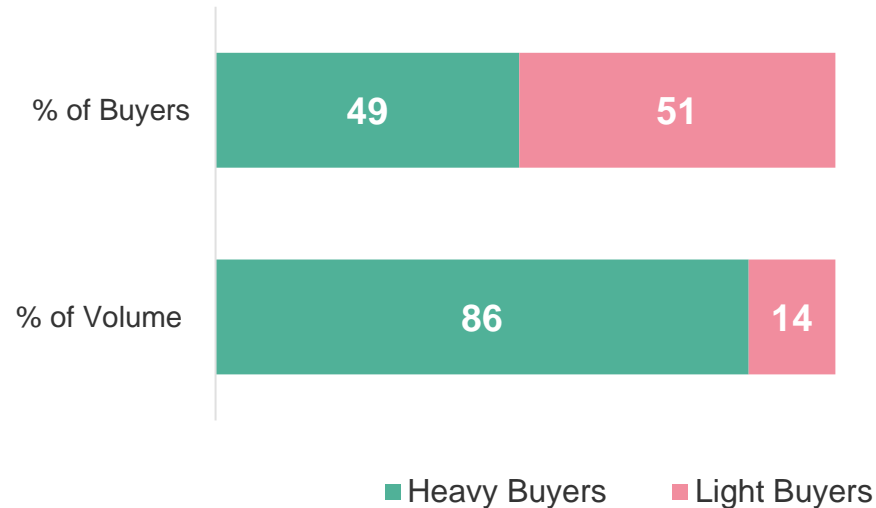
4 x
baskets



4 kgs
per basket

More Frozen Cod

- + Frozen Food/Convenience:
 - Pizzas/Breaded Snacks
 - Ready Eat Meals
- + Indulgence:
 - Ice Cream/Chocolates/Cookies
 - Salty snacking



We MUST prepare codfish for the future

HEAVY CODFISH BUYERS – COD ALL YEAR LOVERS

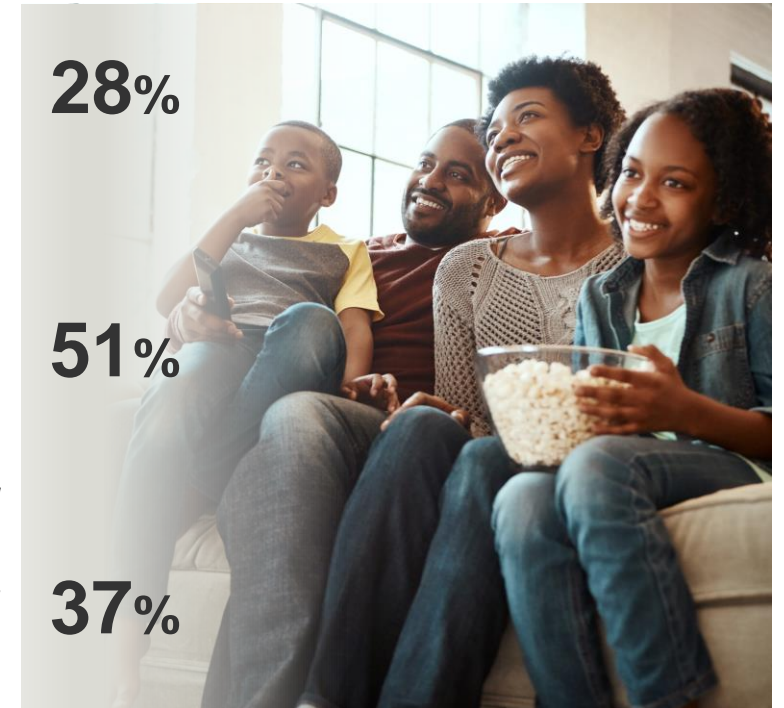


88% HH's without kids
113

78% HH's 50 y.o. and more
139

30% Retired HH's
167

LIGHT CODFISH BUYERS - COD SEASONALS



28% HH's with kids
122

51% HH's up to 49 y.o.
123

37% HH's with young kids / teenagers
Single Youngs / Young Couples w.o, kids
121

% of Buyers 2022 | Index vs Total population 222

Essential stops for the cod-sational journey

1 | Consumer education!
About the benefits of Codfish source of protein, omega-3 fatty acids, vitamins, minerals (...)

2 | Cod'municate
Use social media and other marketing channels to promote sustainable seafood choices

3 | Out of Home *twist*
Highlight sustainable and versatile codfish options in stores and restaurants

4 | Cook Differently
Offer simpler recipes and easy cooking tips (using in sandwiches, wraps, or pasta dishes) & convenient options (canned or frozen cod)

5 | Innovate to Attract
Different forms, like smoked or dried, for new flavors. Add cod fish to salads, soups, and stews

6 | Sustainability
Support certification programs and labels that promote sustainability

KANTAR

Takk
Thank You
Obrigada

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Portugal

Kantar Worldpanel

16th February 2023

