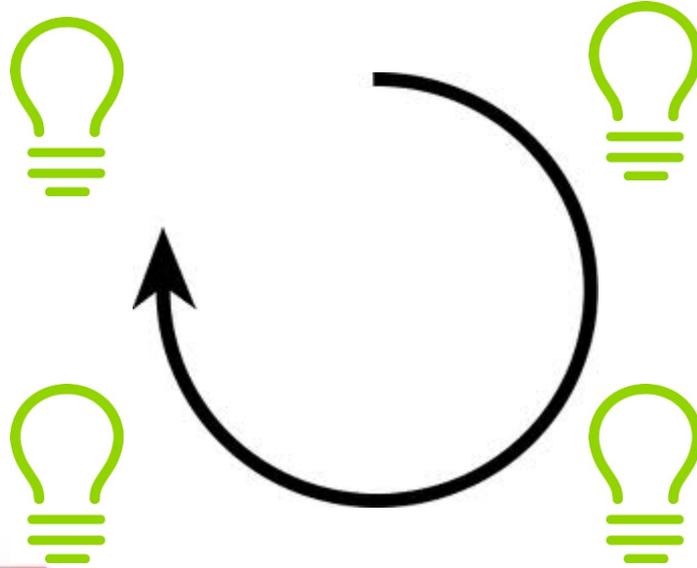
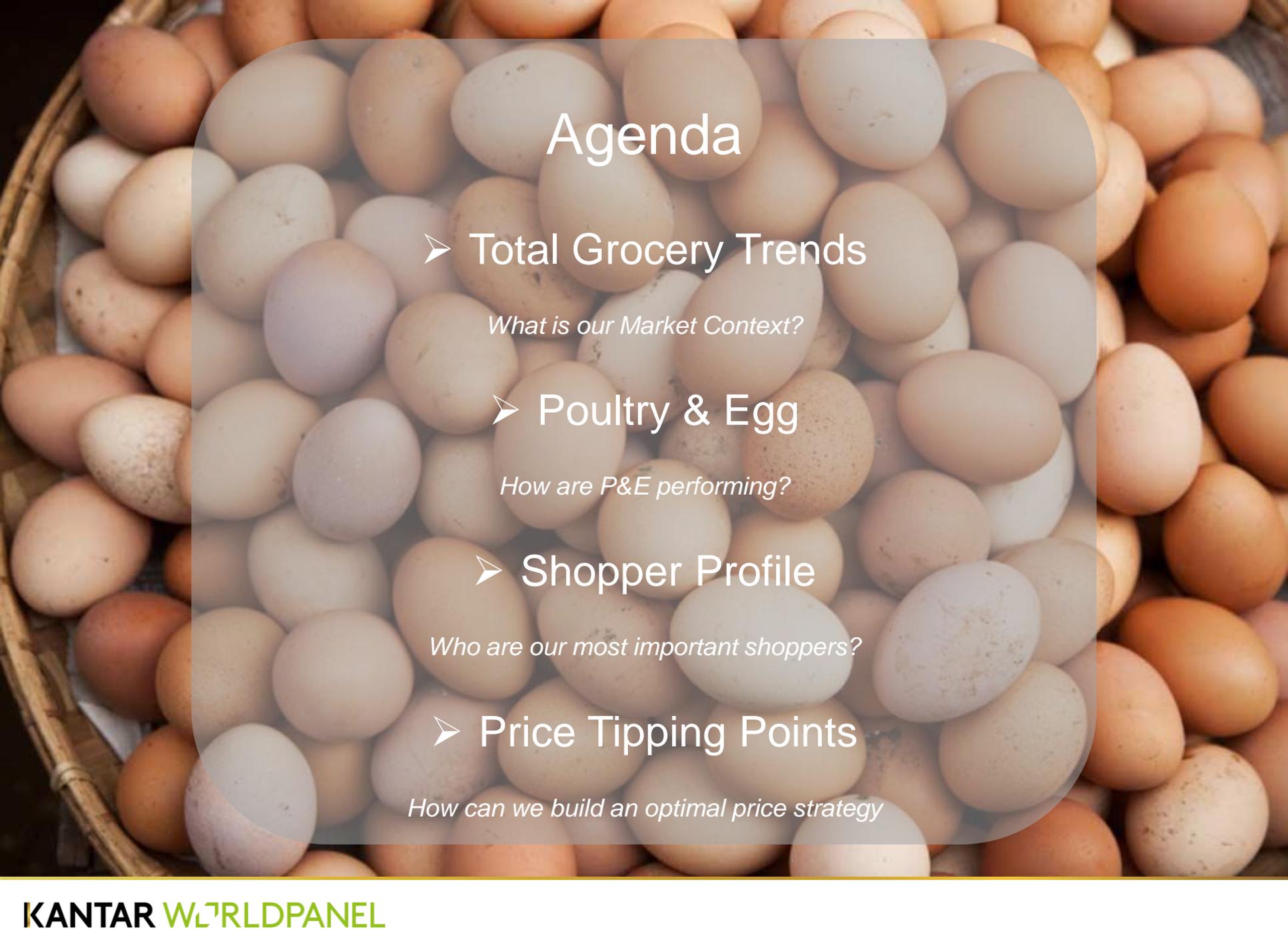


Evolving Shopper Behaviour in the Irish Poultry and Egg Market



Bord Bia
Irish Food Board





Agenda

➤ Total Grocery Trends

What is our Market Context?

➤ Poultry & Egg

How are P&E performing?

➤ Shopper Profile

Who are our most important shoppers?

➤ Price Tipping Points

How can we build an optimal price strategy

Poultry and Egg are **outperforming** total Irish grocery, as shoppers buy **more often** and in **greater quantities**

Value (€000s)

€10bn

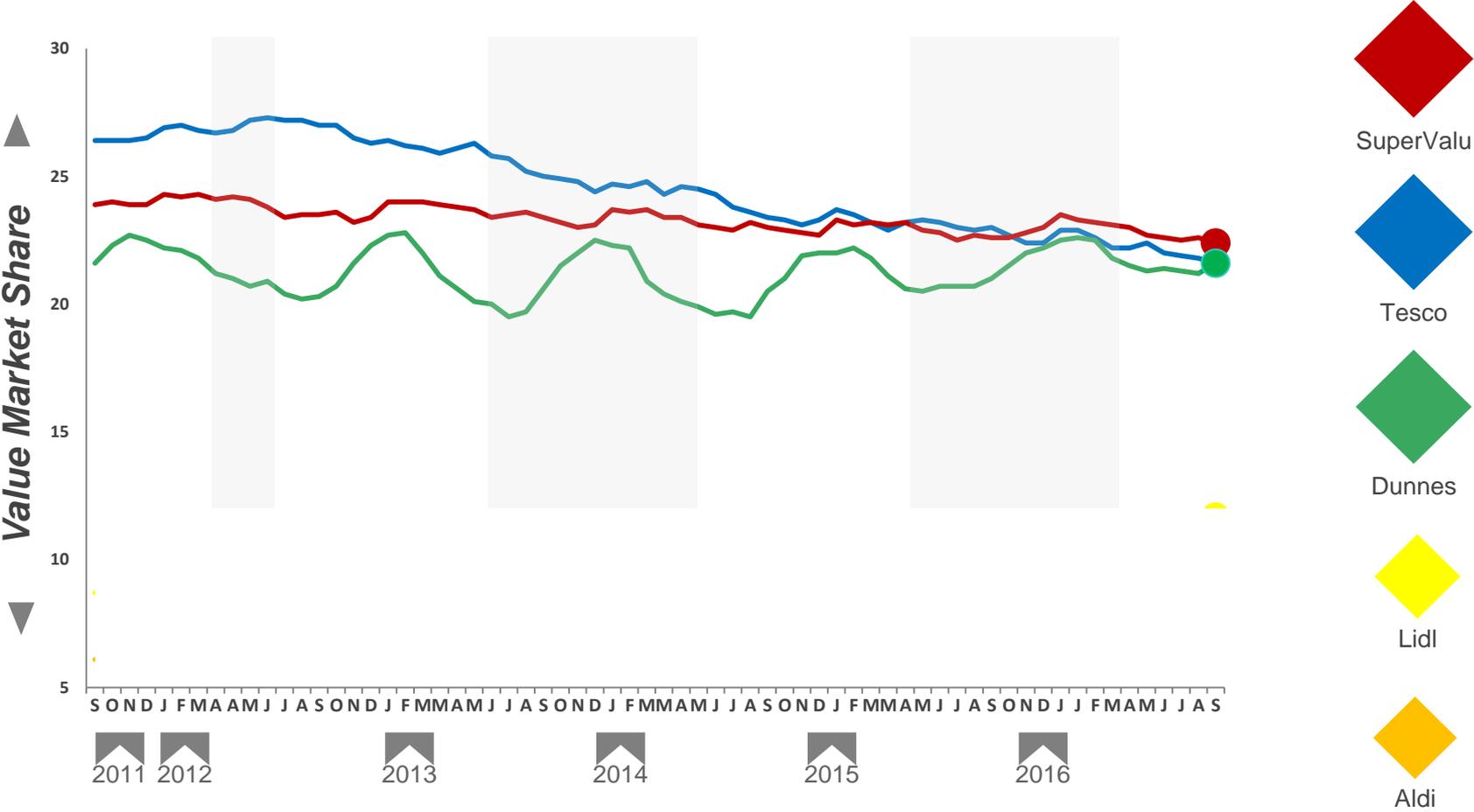
+3.5%

€455m

+6.5%

**Per Kilo/Pref Grocery Volume*

Clear & prolonged **loss in share** for **Tesco** with steadier performance for SuperValu & varied for Dunnes



The
Good Food Karma
PROJECT

NOW WE'RE COOKING

**COME ON IRELAND
LET'S GET COOKING**

FIND OUT MORE →

TESCO



**DUNNES
STORES**





Full shop.
Half price.

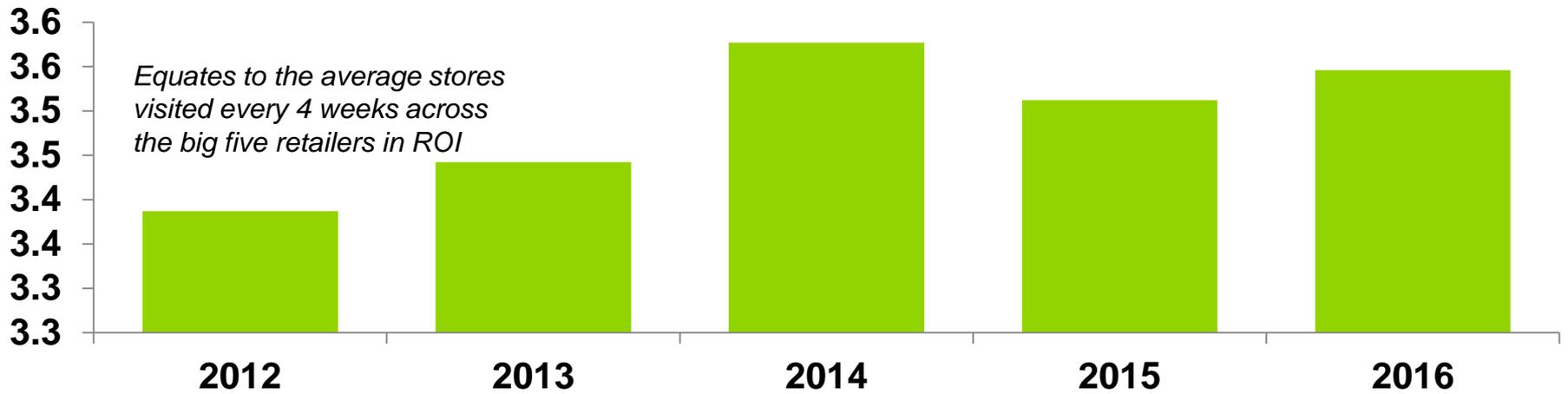
SAVE
OVER
50%
VS. COMPETITORS*



From presses to fridges and everything in between we have all you need to get a trolley-load of value - you can get your **Full shop** at less than **Half the price** of other supermarkets, leaving you more for the little extras!*



Shoppers are making **one stock up** & then topping up



Fastest growing Categories in Grocery



YOY % Value Change Sept 11th 2016

Summary

Market growth is **positive** for

Poultry and Egg.

Poultry & Egg suppliers need to

ensure they are on shopping

lists for Trolleys & Top ups

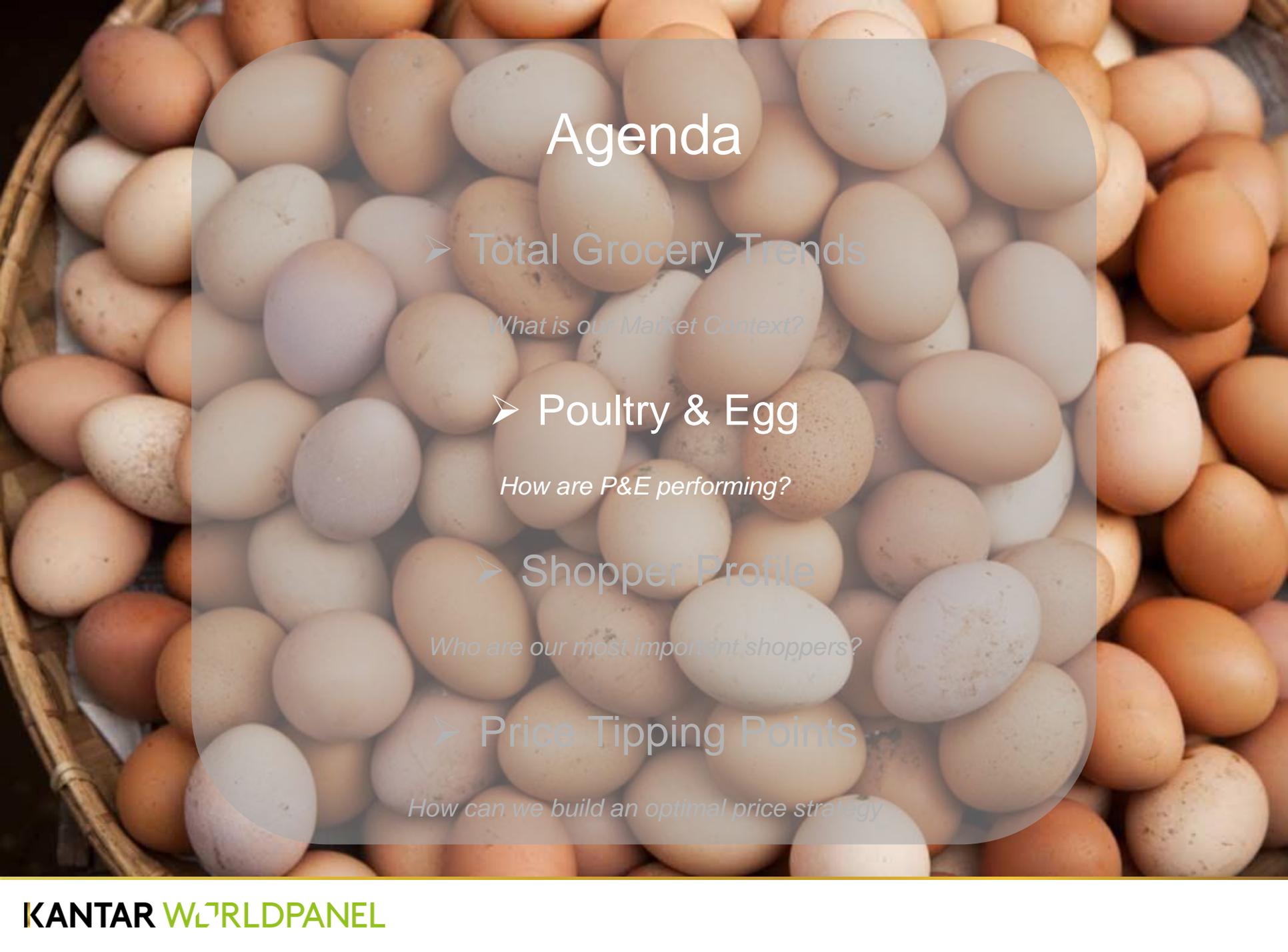
Retailers are focusing on

quality.

Shoppers are **looking for**

treats & healthy products.





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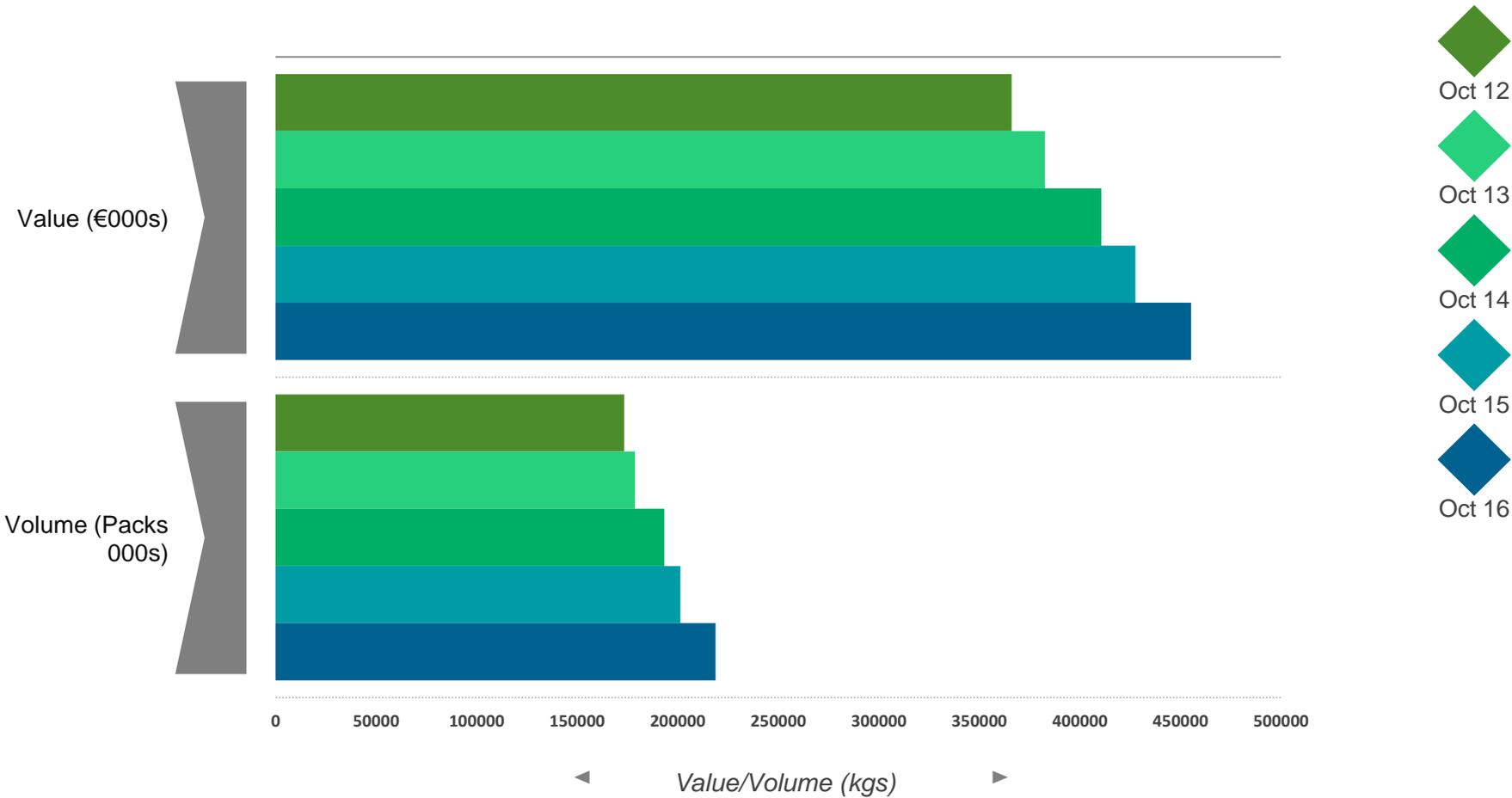
How can we build an optimal price strategy

€455m

+6.5%

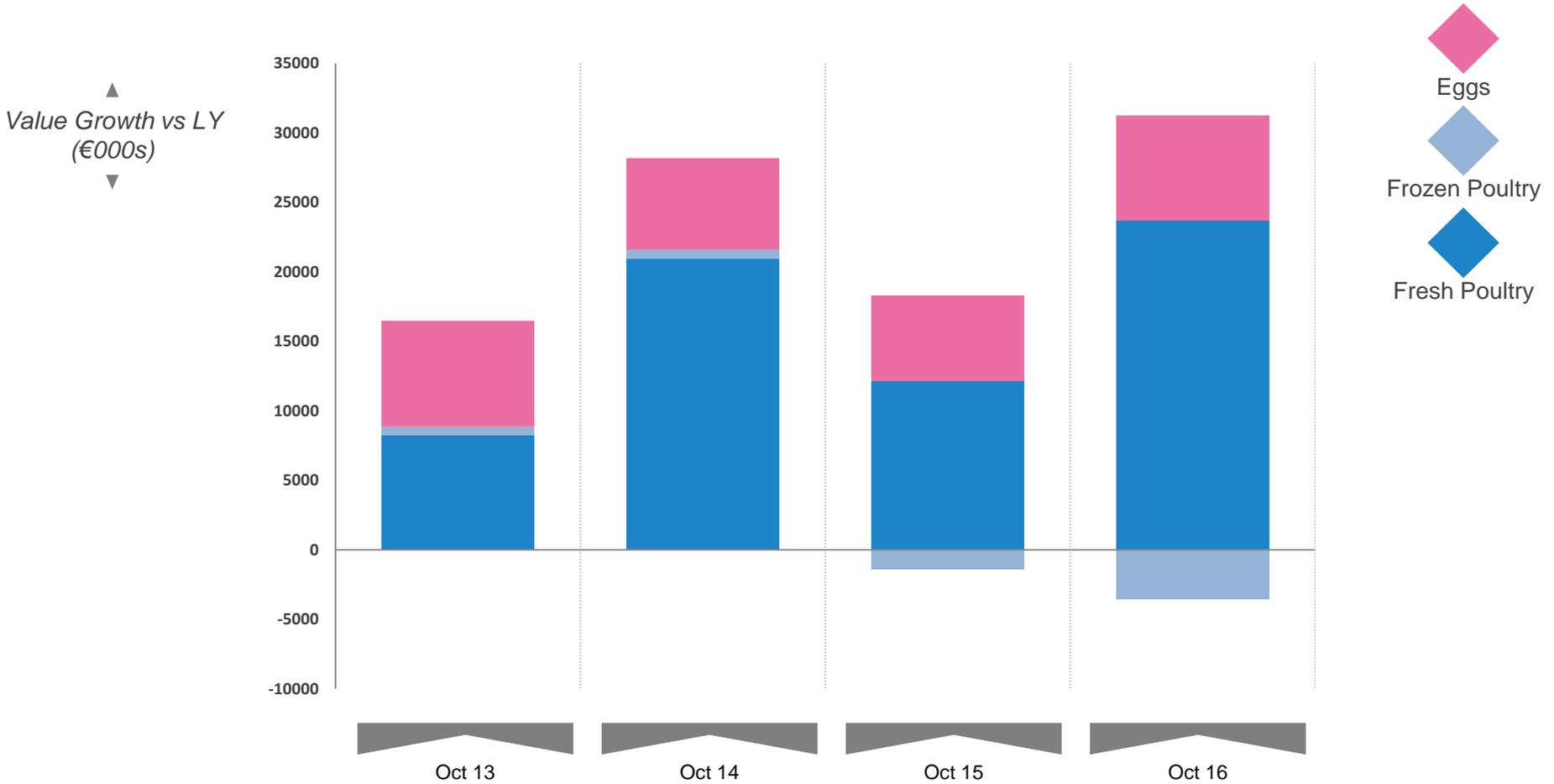


Value and Volume have grown consistently since October 2012

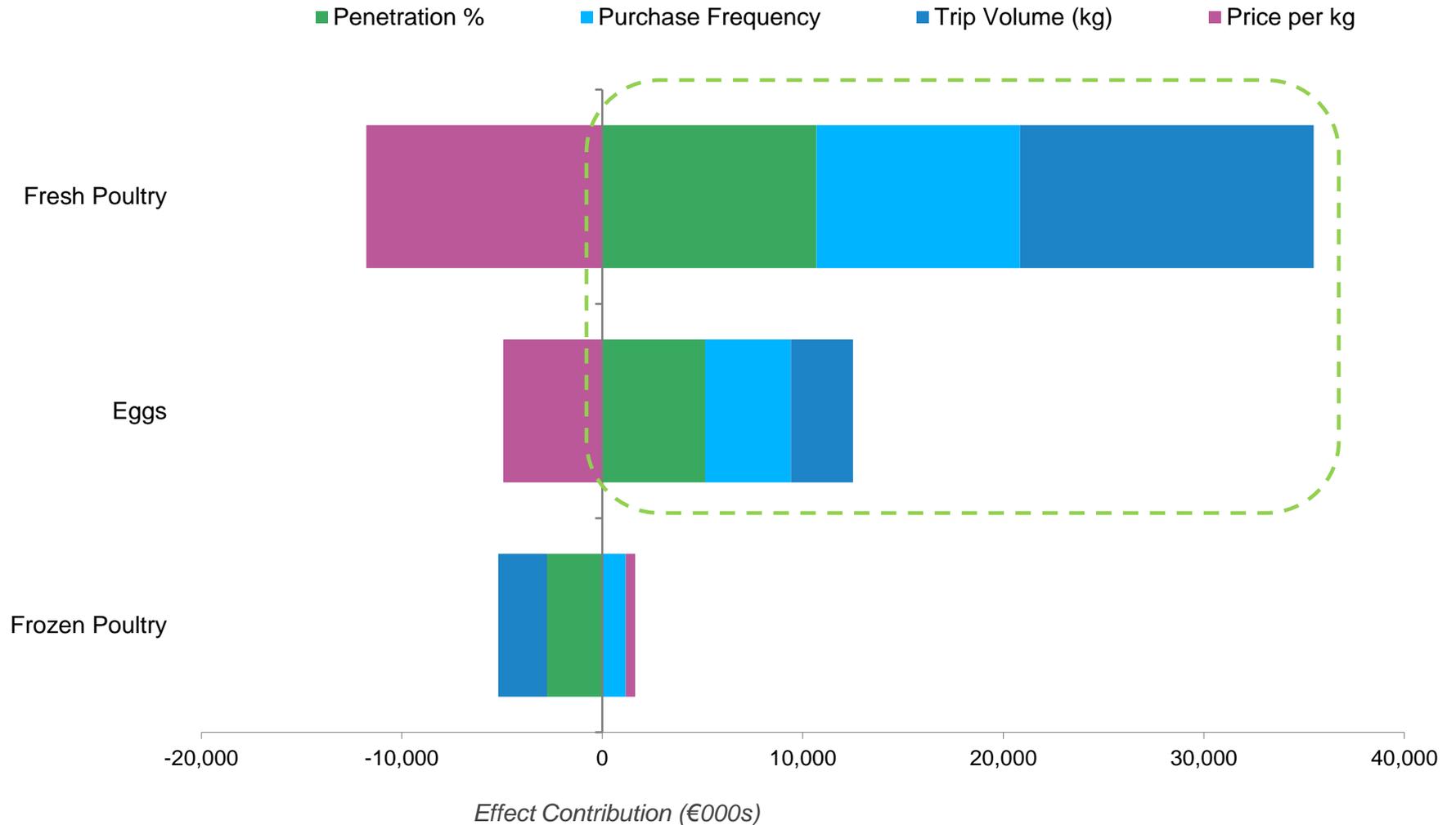


Poultry and Egg

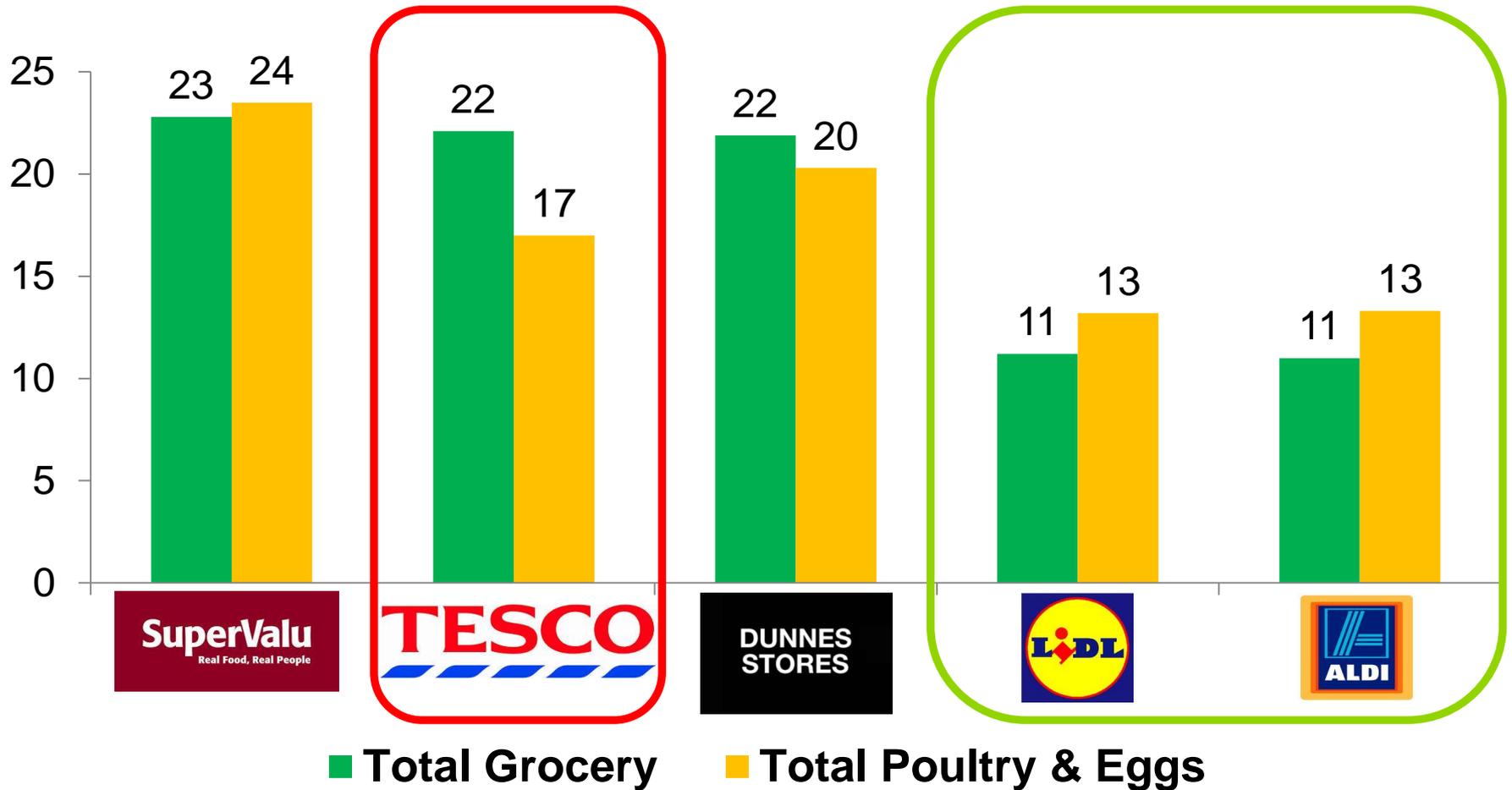
Fresh Poultry is the main driver of growth with eggs also contributing. Frozen has decline in the last two years



Fresh Poultry and Eggs grow through volume – as more shoppers buy greater quantities



Tesco undertrades in our market but Discounters out-perform



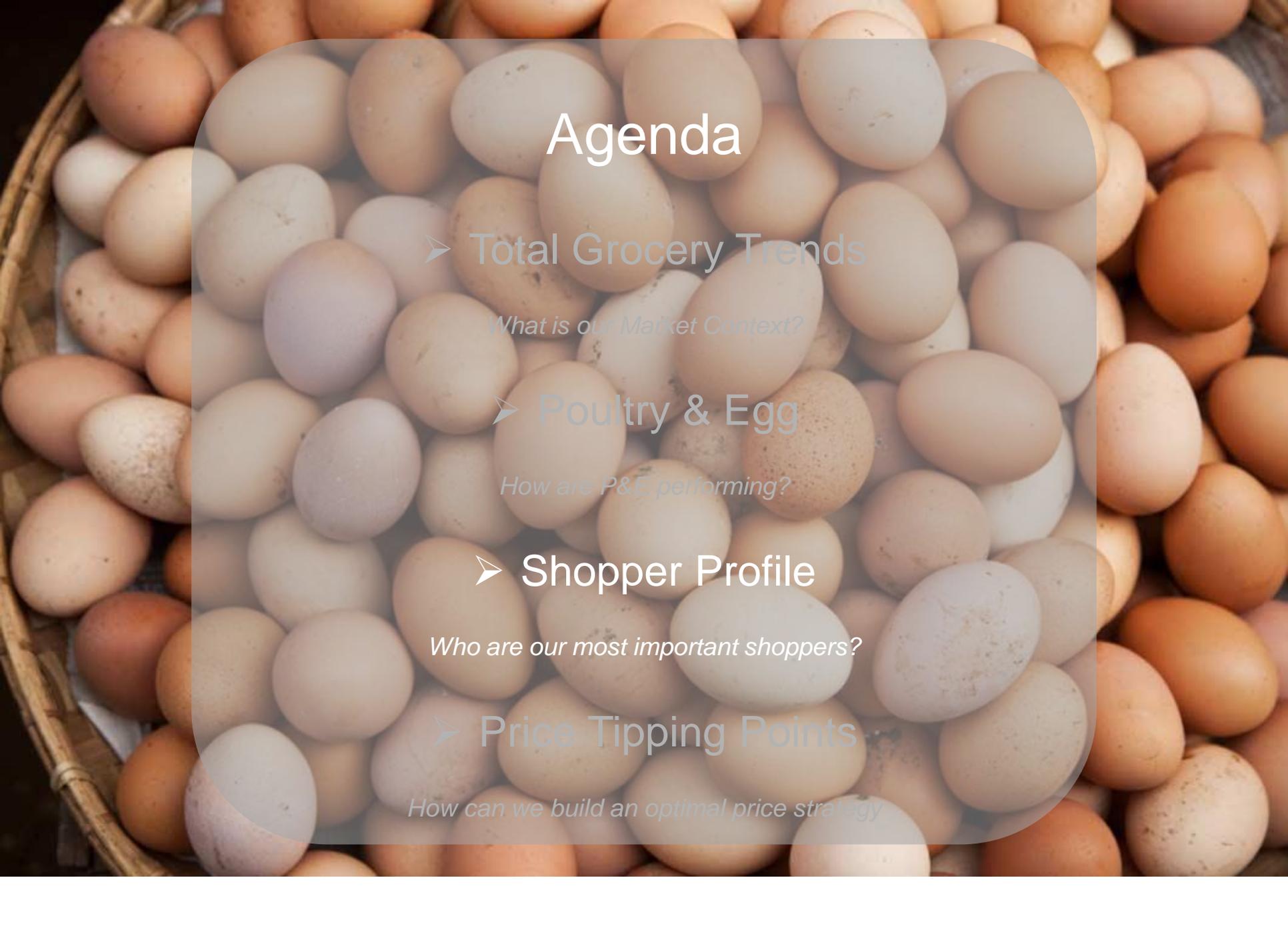
Summary

Fresh Poultry and Egg drive market performance.

More shoppers are buying into the category **more often** and in **greater quantities** per trip.

Tesco under-trades &
Discounters outperform





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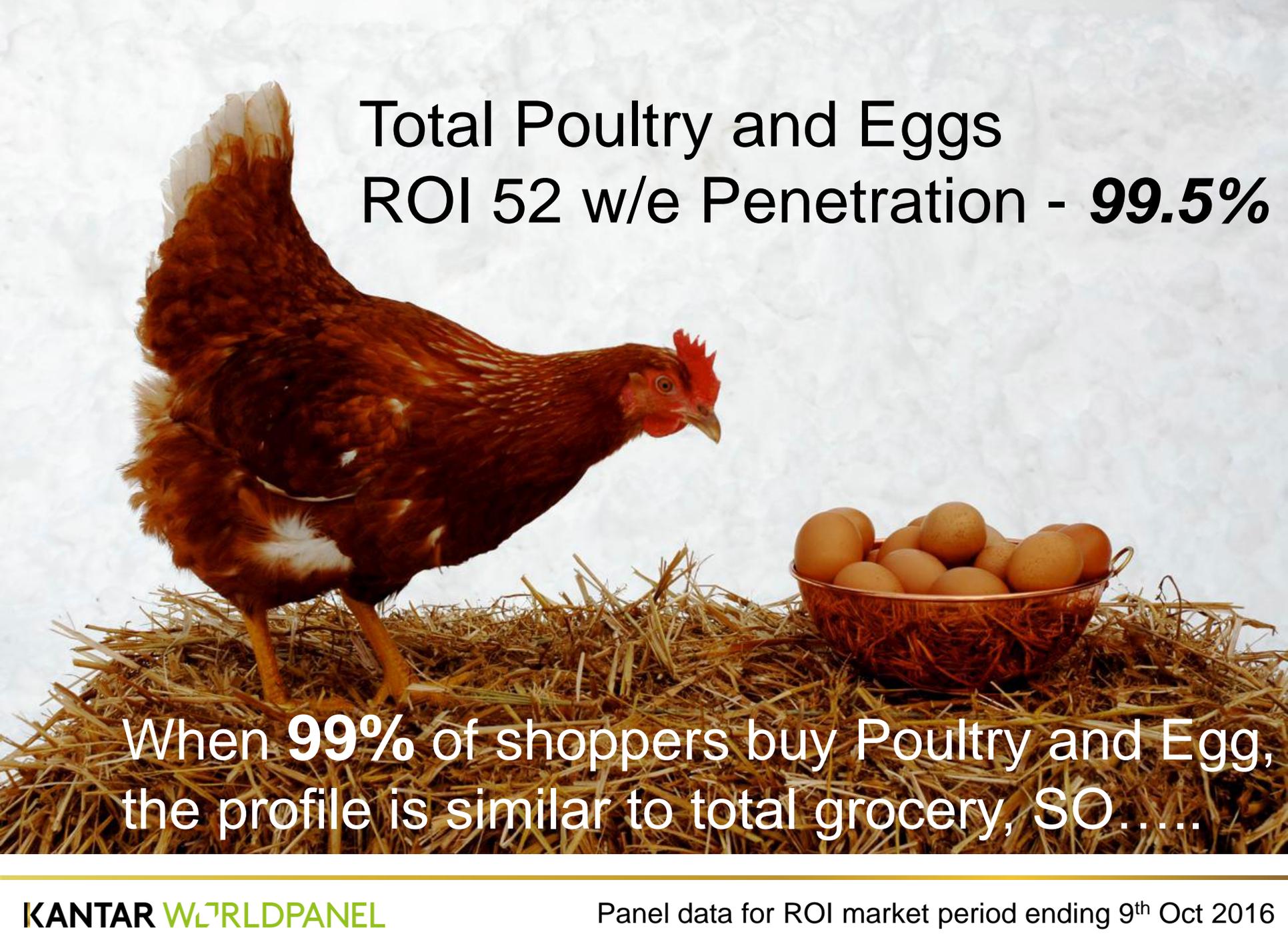
How are P&E performing?

➤ Shopper Profile

Who are our most important shoppers?

➤ Price Tipping Points

How can we build an optimal price strategy

A brown hen with a red comb and wattle stands on a nest of straw. To her right is a woven basket filled with several brown eggs. The background is a plain, light-colored wall.

Total Poultry and Eggs
ROI 52 w/e Penetration - **99.5%**

When **99%** of shoppers buy Poultry and Egg,
the profile is similar to total grocery, SO.....

How can we understand our shoppers?

52 w/e Oct 16

Light Shoppers

Less Affluent and generally Smaller households.

Generally **much younger** and **less inclined to cook** for themselves.

Less likely to see brands as important



Medium Shoppers

Highly Affluent shoppers

More likely to see themselves as **connoisseurs** of food



Heavy Shoppers

Larger, Older Households with children present.

Less likely to rely on convenience products

Care more about the brands they buy



Has this always been the case?

52 w/e Oct 12



Light
Shoppers

Used to be **older**
but have **always been smaller** households

Used to be **less engaged** with convenience products



Medium
Shoppers

Used to be **Less affluent** and **older**

Used to be **more engaged** with brands



Heavy
Shoppers

Have always been **larger households** with children present

Summary

Shopper Profile –

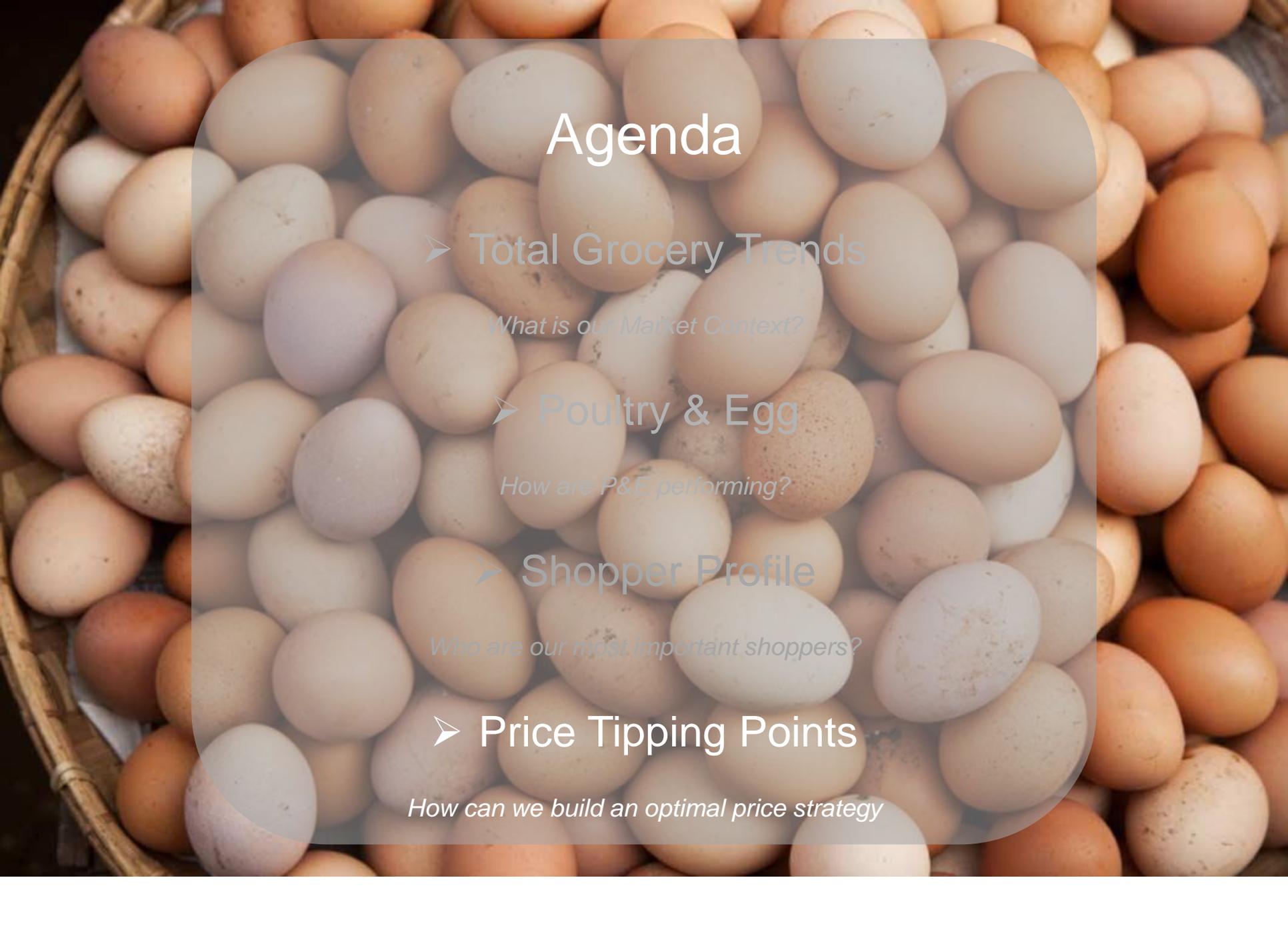
With 99% Penetration, almost all of
Ireland buy into Poultry and Eggs.

Our Light shoppers are now younger,

Medium are affluent cooks &

Heavy are still larger families





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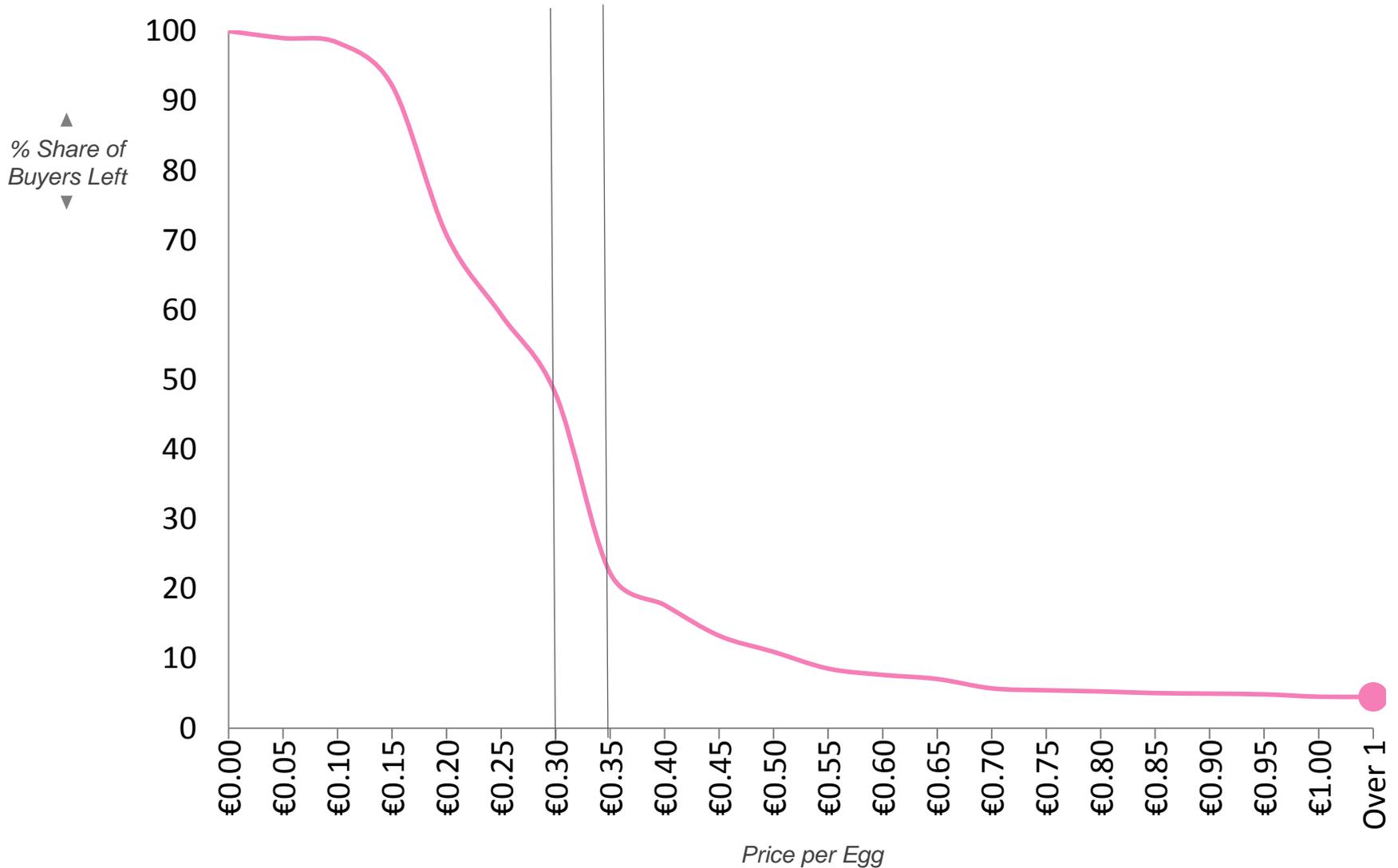
➤ Shopper Profile

Who are our most important shoppers?

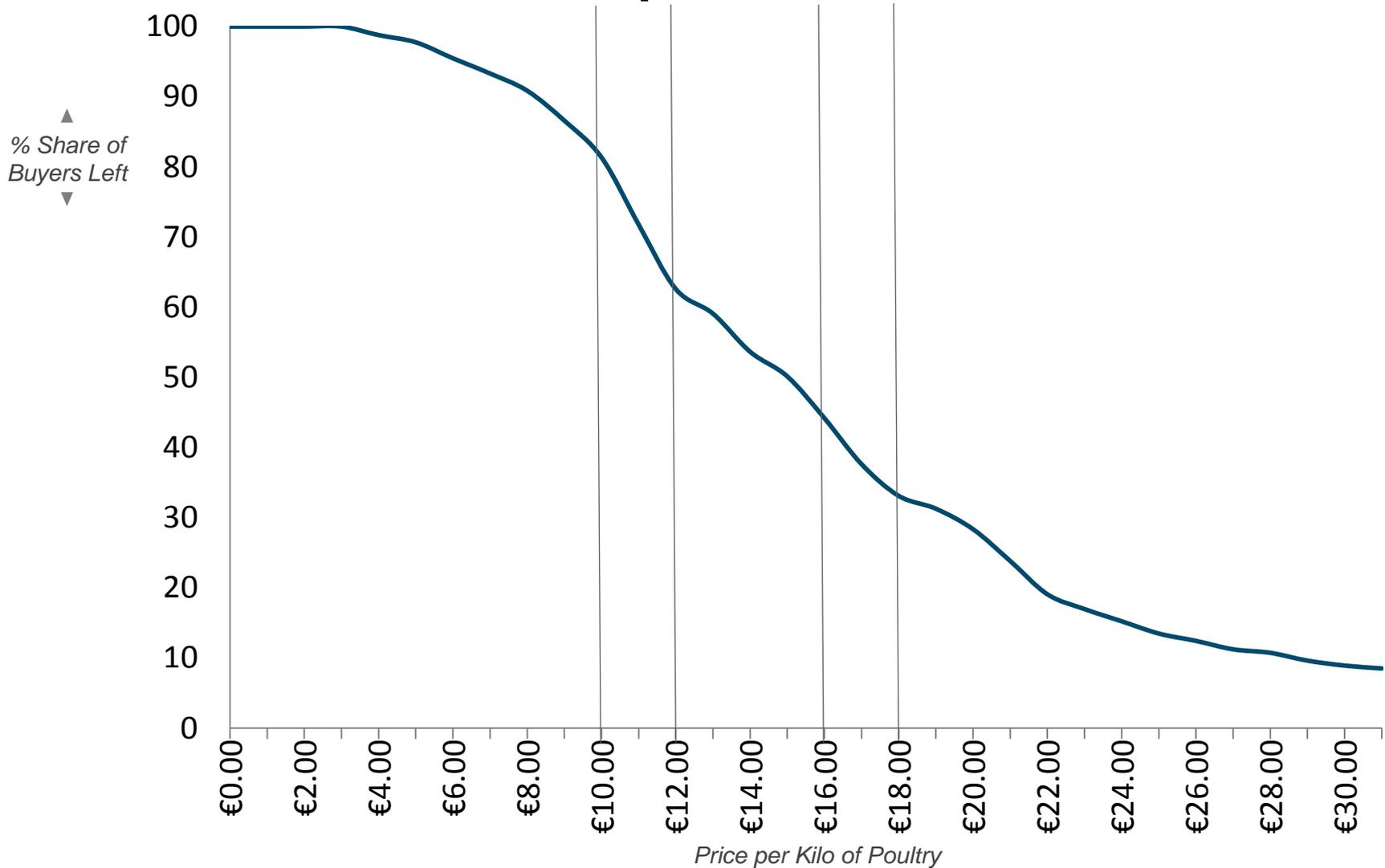
➤ Price Tipping Points

How can we build an optimal price strategy

Less than 20% of buyers will spend more than 35c per Egg

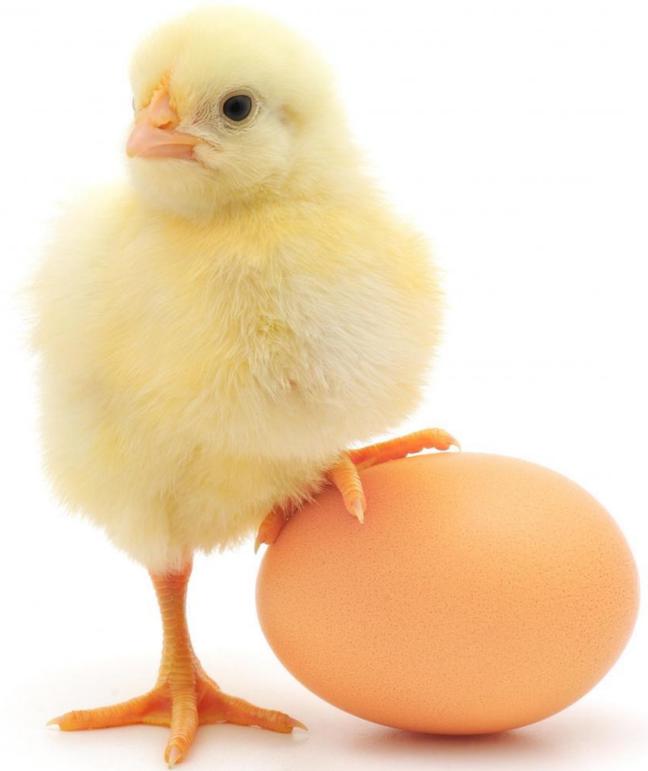


Poultry shoppers start to drop out at €10 per kg. 50% will not spend over €16



Only 20% of Egg
shoppers are willing to
pay over 35c per egg

Half of Poultry shoppers
will not spend over
€16 per kg



What does this mean for you?

- Your sector – Poultry & Eggs is driving growth for retailers
- Shoppers are picking up this category more often & buying more or bigger packs per trip
- Aim to tap into Shopper Trends towards health & treats
- Talk to Retailers about quality & trolley shops
- Know who is already over-trading and who needs to improve
- Know your shoppers - Light shoppers are now younger, Medium are affluent cooks & Heavy are still larger families
- Choosing the right price point will decide how many shoppers you can reach





Thank you