FROM THE WILD TO THE AISLE

Capturing the Seafood Shopper

Chanel Day
30th June 2017

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AUSSIES LOVE SEAFOOD

Almost all households purchasing at least once per year

95% of households buy seafood

Spending an average $160 per year

Across an average 16 trips per year

Source: Nielsen Homescan MAT to 25/03/2017

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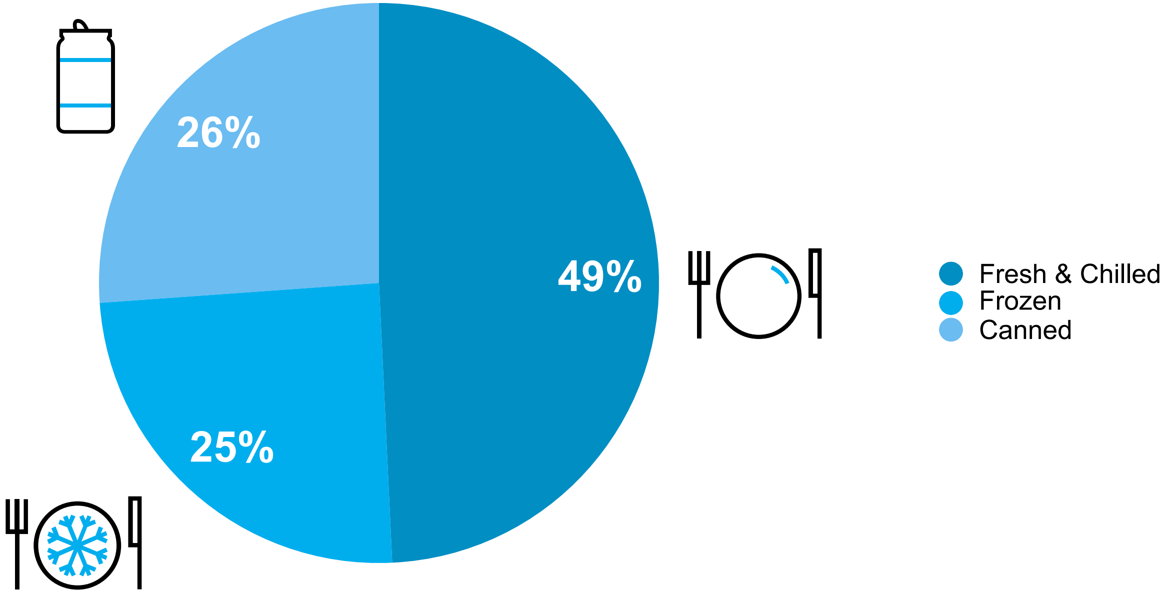
FRESH AND CHILLED DOMINATE

Accounting for almost half of all sales

Segment Value % Share



Source: Nielsen Homescan MAT 25/03/2017

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BUYERS OPEN TO SWITCHING

85% of Buyers shop across two to four segments

15%

Exclusive segment buyers

(Exclusive to Fresh, Chilled, Tinned or Frozen)

85%

Non-exclusive segment buyers

(Buy across two or more of these segments)

~55%

of the category's buyers purchase across three segments

Source: Nielsen Homescan MAT 25/03/2017

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FRESH AND CHILLED BUYERS MOST LIKELY TO SHOP OTHER SEGMENTS

Chilled Seafood

Exclusive Buyers

+

Fresh Seafood

Exclusive Buyers

2.1%

ONLY EXCLUSIVE TO FRESH OR CHILLED

Source: Nielsen Homescan MAT 25/03/2017

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SEAFOOD IN SLIGHT DECLINE OVERALL

Slightly fewer shoppers, who are buying less

-0.3%

VAUE SALES VS YA

95% -0.3 pts

$160 pa -1.8%

16 trips pa -0.8%

Source: Nielsen Homescan MAT to 25/03/2017

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FROZEN A POCKET OF GROWTH

Price has increased but mainly driven by switching

Three Factors Driving Growth

Switching Predominantly with Chilled, Fresh 1.5x more than expected

\+

Aldi Contributing the majority of Frozen's growth

\+

NPD Driving the fastest growth

1.8%

VALUE INCREASE VERSUS MAT

Source: Nielsen Homescan MAT to 25/03/2017

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FROZEN APPEALING TO YOUNG FAMILIES

>28%

of their spend on seafood is spent on Frozen, highest among demographics

Source: Nielsen Homescan MAT to 25/03/2017

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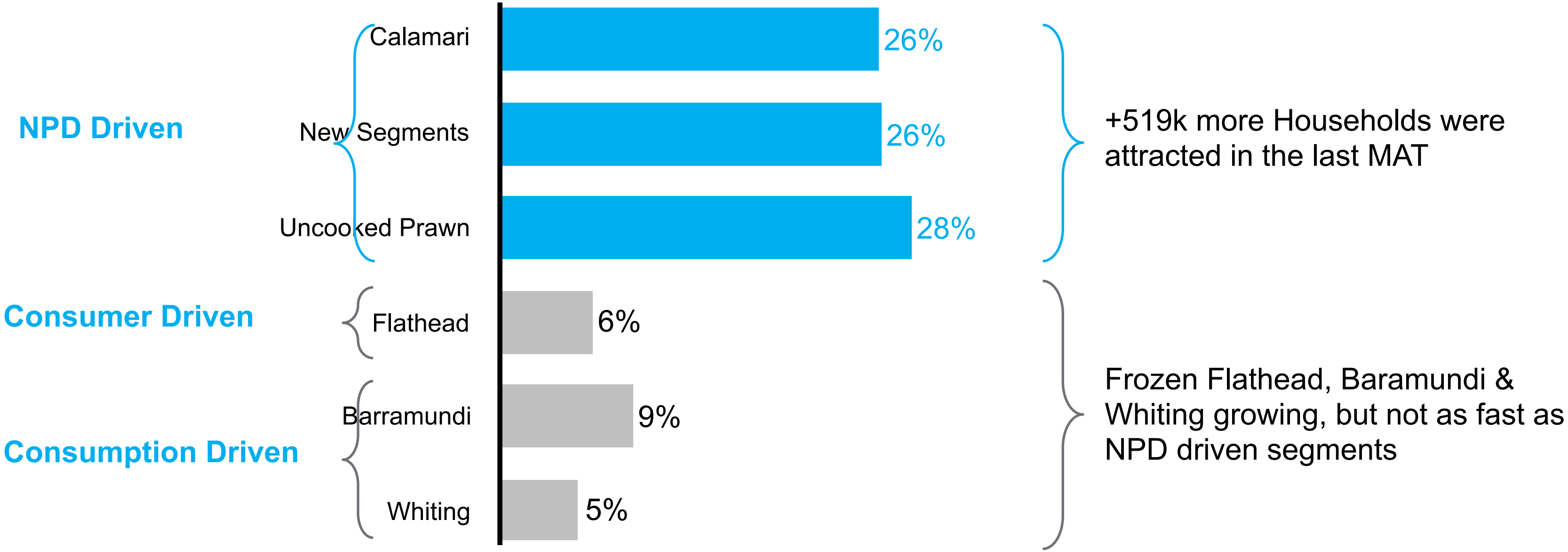
NPD: THE FORCE BEHIND FROZEN GROWTH

Segment Value % Growth



New segments: Squid, Trout, Lobster, Crab
Source: Nielsen Homescan MAT to 25/03/2017

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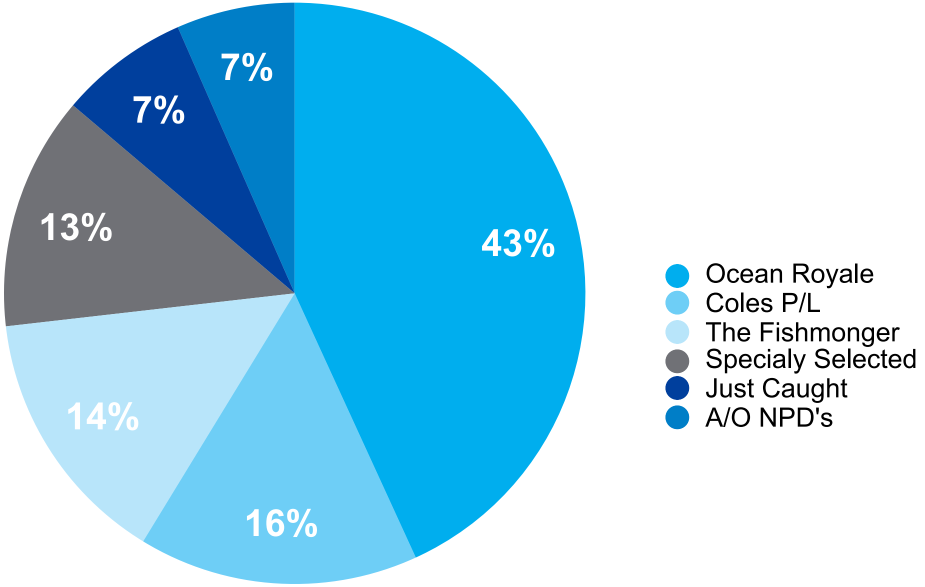
PRIVATE LABEL DRIVING NPD GROWTH

% Value Contribution of Brands to NPD-Growth in Frozen



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PRIVATE LABEL STILL OUTPERFORMING BRANDS

PRIVATE LABEL

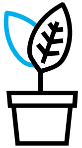
4.3%

GROWTH IN 2016

60%

FASTER THAN BRANDS

HEADROOM FOR GROWTH!



IN AUSTRALIA, **23%**

OF ALL GROCERY IS SOLD AS

PRIVATE LABEL VS **40+%**

IN EUROPE

Source: Nielsen

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WINNING MANUFACTURERS ACTIVELY INVESTING IN CORE AND INNOVATION

	CORE	DELISTED	NPD
WINNERS	+5%	-7%	+11%
LOSERS	-3%	-6%	+8%

SOURCE: NIELSEN

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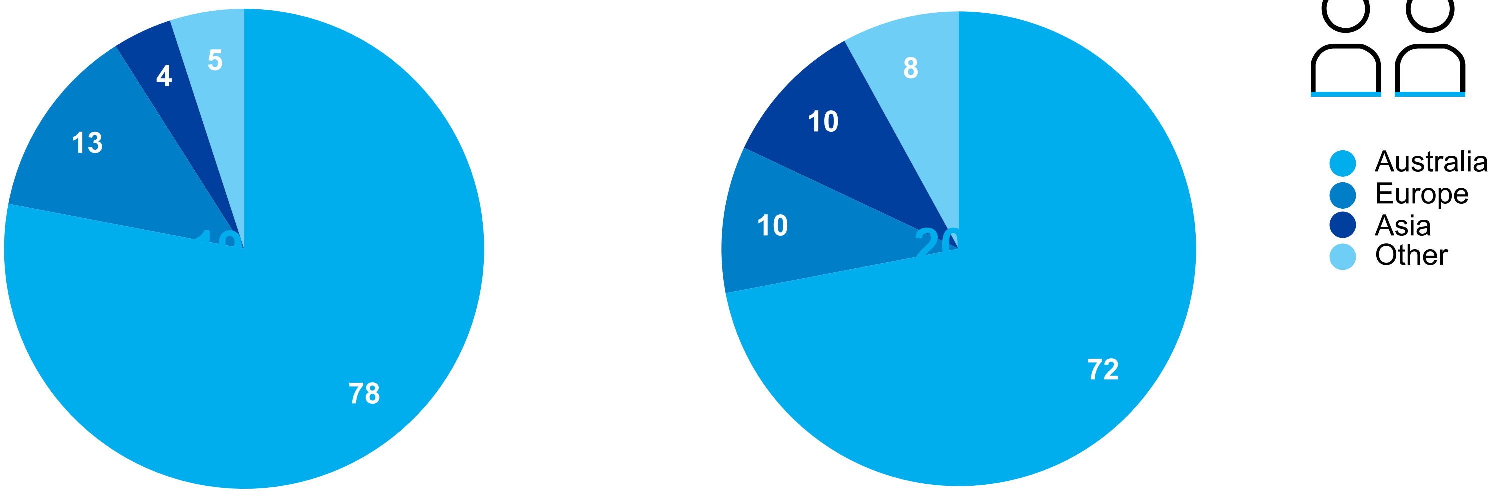
OUR CULTURAL MIX IS CHANGING

Asian-born Australians now outnumber European-born

AUSTRALIAN CULTURAL MIX 1995 VS 2015



28% OF THE AUSTRALIAN POPULATION WAS BORN OVERSEAS

Source: ABS

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TODAY
$4.1B

2022
$6.6B

ASIAN-BORN AUSTRALIANS ARE INCREASING SPEND 4.7X FASTER THAN OTHERS

Source: Nielsen

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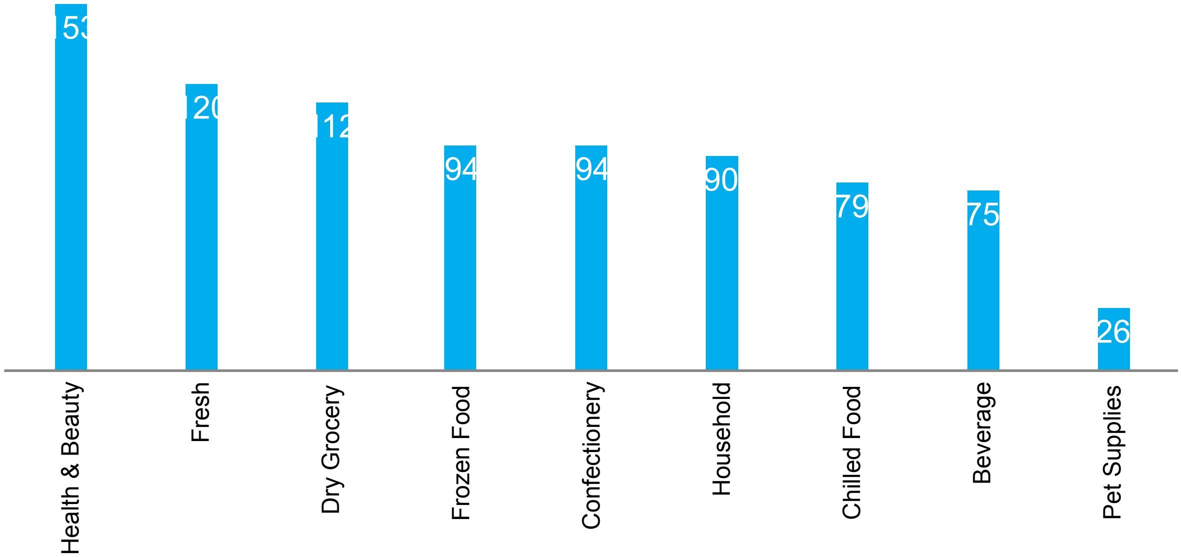
FRESH WINNING TERRITORY

Index to Australian-born



Share of Wallet ($)	8.2%	26.2%	18.7%	5%	5.9%	6.2%	13.2%	6.8%	4.4%

Source: Nielsen

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WE'RE NOT CURRENTLY MEETING THEIR NEEDS

Asian-born Australians index **90 on spend** shopping at main supermarkets.

75% of Asian-born Australians say they would shop more at mainstream supermarkets if they increased their range of **international products.**

86% of Asian-born Australians say it is important to them to do grocery **shopping in one shop.**

Source: Nielsen

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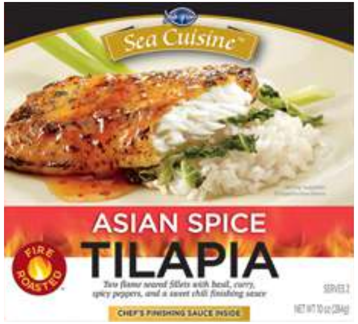
GIVE CONVENIENCE AND CHOICE TO SHOPPERS

CUSTOMISATION



ASIAN FLAVOURS

Source: Publix, Sea Cuisine, Grotons

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KEY TAKEOUTS

Your shoppers are not exclusive – they are likely to buy across fresh, chilled, frozen and canned.

Frozen is winning driven by NPD that appeals to families – consider how fresh / chilled can compete.

Ethnic Australians are growing in importance – they are an opportunity for seafood suppliers and retailers willing to invest in the category.

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