Food and Drink purchasing in Wales

Cathy Capelin  25th Feb 2016
Food and Drink in Wales

1. Take home shopping baskets
2. Retail Environment
3. Nutritional Trends and Attitudes to Health
4. Consumption trends
Kantar Worldpanel is ... 

Sample of 30,000 GB Households
1,900 in Wales

Take Home food and drink purchasing

Spend, Volume, Calories, Fat, Saturates, Carbs, Sugars, Protein, Fibre and Sodium content

Food and drink consumption diary

Consumer questionnaires
Welsh households take home food and drink purchasing 2015

- Take home spend £5.2 billion
- 223 shopping trips per year
- £59 per week on Food & Drink
- 38.5% of spend on promotion
- 47 items per week
- Online up to 5.7% of spend
- 27.3% of spend comes from Tesco
Tesco dominate with over 27% but Discounters now 12%
Discounters and Morrison’s gaining share: Tesco losses

Wales Take Home Food and Drink Retailers % of Spend: 2015 vs 2014

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Change 2015 vs 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Wales</td>
<td>-0.9</td>
</tr>
<tr>
<td>Tesco</td>
<td>-6.7</td>
</tr>
<tr>
<td>Asda</td>
<td>-0.1</td>
</tr>
<tr>
<td>Aldi/Lidl</td>
<td>6.5</td>
</tr>
<tr>
<td>Morrisons</td>
<td>2.5</td>
</tr>
<tr>
<td>JS</td>
<td>-1.9</td>
</tr>
<tr>
<td>Coop</td>
<td>4.8</td>
</tr>
<tr>
<td>M&amp;S</td>
<td>5.6</td>
</tr>
<tr>
<td>Waitrose</td>
<td>5.6</td>
</tr>
<tr>
<td>Indeps</td>
<td>-1.8</td>
</tr>
</tbody>
</table>

Discounters and Morrison’s gaining share: Tesco losses
Online strong growth in latest 5 years

Online % of Total Spend on Food and Drink in Wales Take Home Shopping Baskets

<table>
<thead>
<tr>
<th>Year</th>
<th>Online %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>2.9</td>
</tr>
<tr>
<td>2012</td>
<td>3.3</td>
</tr>
<tr>
<td>2013</td>
<td>3.7</td>
</tr>
<tr>
<td>2014</td>
<td>5.0</td>
</tr>
<tr>
<td>2015</td>
<td>5.7</td>
</tr>
</tbody>
</table>
Wales Online 5.7% : England highest at 6.7%

Online % of Total Spend on Food and Drink Take Home Shopping Baskets by Country : 2015

Wales Online 5.7% : England highest at 6.7%
Promotions are significant but stabilising

Promotions % Take Home food and drink spend

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wales</td>
<td>37.6</td>
<td>38.4</td>
<td>38.5</td>
</tr>
<tr>
<td>England</td>
<td>38.4</td>
<td>39.9</td>
<td>39.8</td>
</tr>
<tr>
<td>Scotland</td>
<td>38.3</td>
<td>39.5</td>
<td>39.4</td>
</tr>
<tr>
<td>Typical Values</td>
<td>per 100ml</td>
<td>per 150g</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-----------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>Energy Value</td>
<td>180 kJ</td>
<td>260 kJ</td>
<td></td>
</tr>
<tr>
<td>(Calories)</td>
<td>40 kcal</td>
<td>60 kcal</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>0.5 g</td>
<td>0.7 g</td>
<td></td>
</tr>
<tr>
<td>Carbohydrate</td>
<td>9.0 g</td>
<td>13.5 g</td>
<td></td>
</tr>
<tr>
<td>(of which Sugars*)</td>
<td>9.0 g</td>
<td>13.5 g</td>
<td></td>
</tr>
<tr>
<td>Fat</td>
<td>9.0 g</td>
<td>13.5 g</td>
<td></td>
</tr>
<tr>
<td>(of which Trans)</td>
<td>0.1 g</td>
<td>0.15 g</td>
<td></td>
</tr>
<tr>
<td>Fibre</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salt</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vitamin C (of the R.D.A.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Welsh Attitudes to Health 2015

75% Try to lead a healthy lifestyle

66% Agree that diet is important to them

45% Recently aware of whether foods I buy are good for me

34% Say that nutritional labelling impacts on foods they purchase
Over last 5 years, calories growing slowly in Welsh baskets but big drop in sodium

Total Nutrient % change from Welsh Total Take Home Food and Drink 2015 vs 2011
Over the last year, saturates still growing in Welsh baskets but flatter calorie picture

Total Nutrient % change from Welsh Total Take Home Food and Drink 2015 vs 2014
Saturates
2% over index vs GB
Urban 101
Rural 109
11 gms
per person per day
more than DRI
Dairy and Fats key to Saturates

Wales Take Home Food and Drink category % contribution to Total Take Home Saturated Fat : 2015

- Butter/Marg and Oils: 17.2%
- Cheese: 9.7%
- Meat: 9.3%
- Biscuits: 8.4%
- Milk: 8.4%
- Confectionery: 7.3%
- Cakes & Pastries: 4.8%

© Kantar Worldpanel
Sugars
4% over index vs GB
Urban 103
Rural 110
23 gms per person per day more than DRI
Confectionery, Soft Drinks, Biscuits and Cakes key to Free Sugars

Wales Take Home Food and Drink category % contribution to Total Take Home Sugars: 2015

- Fruit, Veg and Salads: 15.2%
- Dairy products: 13.3%
- Packet Sugar: 11.8%
- Confectionery: 10.2%
- Soft Drinks: 8.7%
- Biscuits: 6.6%
- Cakes and Pastries: 5.1%
Significant reduction in sugar content in Soft Drinks

GB: Sugar gms per 100ml

- 2011: 5
- 2012: 4.9
- 2013: 4.8
- 2014: 4.5
- 2015: 4.2

Wales: Sugar gms per 100ml

- 2011: 4.7
- 2012: 4.6
- 2013: 4.6
- 2014: 4.4
- 2015: 4.1

Total Soft Drinks Take Home purchasing: sales weighted average sugar content
With well developed Diet offering in Wales

- Soft Drinks: 41.7%
- Dilutables: 87.3%
- Carbonates: 59.8%
- Still Juice Drinks: 27.6%
Over 13% of calories in Welsh Take Home shopping baskets currently sourced from Free Sugars

SACN report says 5%
GB: Free Sugars higher contribution to calories in lower social class

Social Class % of Total Calories from Estimated Free Sugars in GB Take Home Shopping Baskets: 2015
GB : Free Sugars higher contribution to calories in households with children

<table>
<thead>
<tr>
<th>Lifestage</th>
<th>% of Total Calories from Estimated Free Sugars in GB Take Home Shopping Baskets : 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Family</td>
<td>12.7</td>
</tr>
<tr>
<td>Young Family 0-4 Years</td>
<td>12.5</td>
</tr>
<tr>
<td>Middle Family 5-9 Years</td>
<td>13.2</td>
</tr>
<tr>
<td>Family 10+ Years</td>
<td>13.6</td>
</tr>
<tr>
<td>Older Dependents</td>
<td>12.9</td>
</tr>
<tr>
<td>Empty Nesters</td>
<td>12.6</td>
</tr>
<tr>
<td>Retired</td>
<td>13.0</td>
</tr>
</tbody>
</table>
Consumers are concerned about Sugar (GB)

26% of GB households are “Very concerned”

30% are more concerned with sugars in foods than last year

92% are trying to manage or reduce the amount of sugars in the foods they buy

#1 level of concern highest for sugars

#1 rate of increased concern year on year

34% have RECENTLY tried to manage or reduce the amount of sugars in the foods they buy

LinkQ Feb 2015  Attitudes to Nutrients  GB Households
Is Concern impacting Behaviour? (GB)

Take Home purchasing annual % chg: Sep 2015 vs 2014 GB Households

Chilled Juice: -0.3
Regular Carbonates: -3.1
Breakfast Cereals: -6.1
Confectionery: 1.5
Cakes & Pastries: 2.9
## Promotional levels high on high sugar and fat categories

### Nutrients and categories % purchased on promotion in Welsh shopping baskets 2015

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Volume</th>
<th>Sugars</th>
<th>Saturates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35%</td>
<td>37%</td>
<td>40%</td>
</tr>
</tbody>
</table>

### Higher than average
- Chilled Drinks: 54%
- Ambient Soft Drinks: 52%
- Take Home Savouries: 49%
- Confectionery: 49%
- Vegetables: 26%
- Dairy Products: 26%
- Eggs: 23%

### Lower than average
- Ambient Soft Drinks: 52%
- Confectionery: 49%
- Vegetable: 26%
- Dairy Products: 26%
- Eggs: 23%

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[Source: Kantar Worldpanel]
8.7% incremental (GB)
25%
Enjoyment key to Welsh food and drink consumption

Reason for Consumption Choice: % In home and carried out food and drink 2015

Enjoyment:
- GB: 79.4%
- Wales: 84.8%

Practicality:
- GB: 31.5%
- Wales: 30.3%

Health:
- GB: 26.0%
- Wales: 24.9%

GB

Wales
Snacking is the biggest in-home occasion

- Total Snacks: 28.9%
- Breakfast: 26.9%
- Total Lunch: 15.6%
- Teatime: 8%
- Evening Meal: 20.6%

Total Food and Drink – In home and Carried Out
Individual Meal Occasions (%)  WALES
52w/e Dec 2015
29.6% of occasions in Wales are eaten out
Wales top in home snacks
Progress towards 5 a Day

Average servings of 5 a day in home and carried out 52 we 6 Dec 2015

- Wales: 2.6
- England: 2.5
- Scotland: 2.1
Headlines

1. People are engaged with health in Wales but buying too many nutrients of concern

2. Success stories in Wales: Salt reduction, Sugar in Soft Drinks and progress towards 5 a day

3. Retail environment changing with growth of discounters and online

4. Promotions significant: will they be restricted on high sugar products?