

BWYD A DIOD CYMRU
FOOD AND DRINK WALES



Llywodraeth Cymru
Welsh Government

www.llyw.cymru

Susie Abson
Welsh Government
Food Division
Data Analyst

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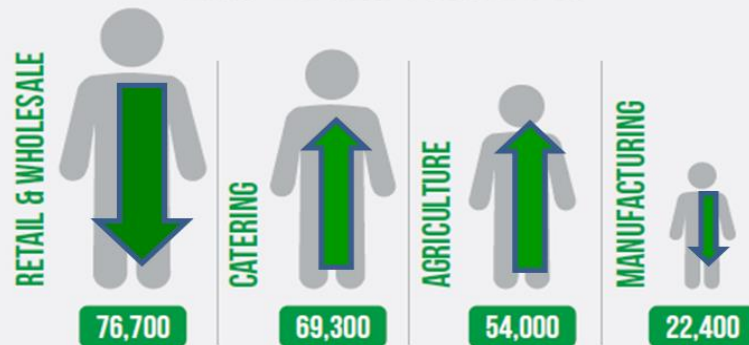


£16.8BN TURNOVER

ACROSS THE WELSH FOOD
& DRINK SUPPLY CHAIN

222,400

EMPLOYED ACROSS:



11%

2%

15%

1%

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**INDUSTRY
TARGET
OF £7BN**

TURNOVER OF THE
PRIORITY SECTOR BY 2020

From £5.2BN
17% increase



**£6.1BN
IN 2015**

TURNOVER OF THE WELSH FOOD
& FARMING PRIORITY SECTOR

2015 Business Units
up 7% to 555

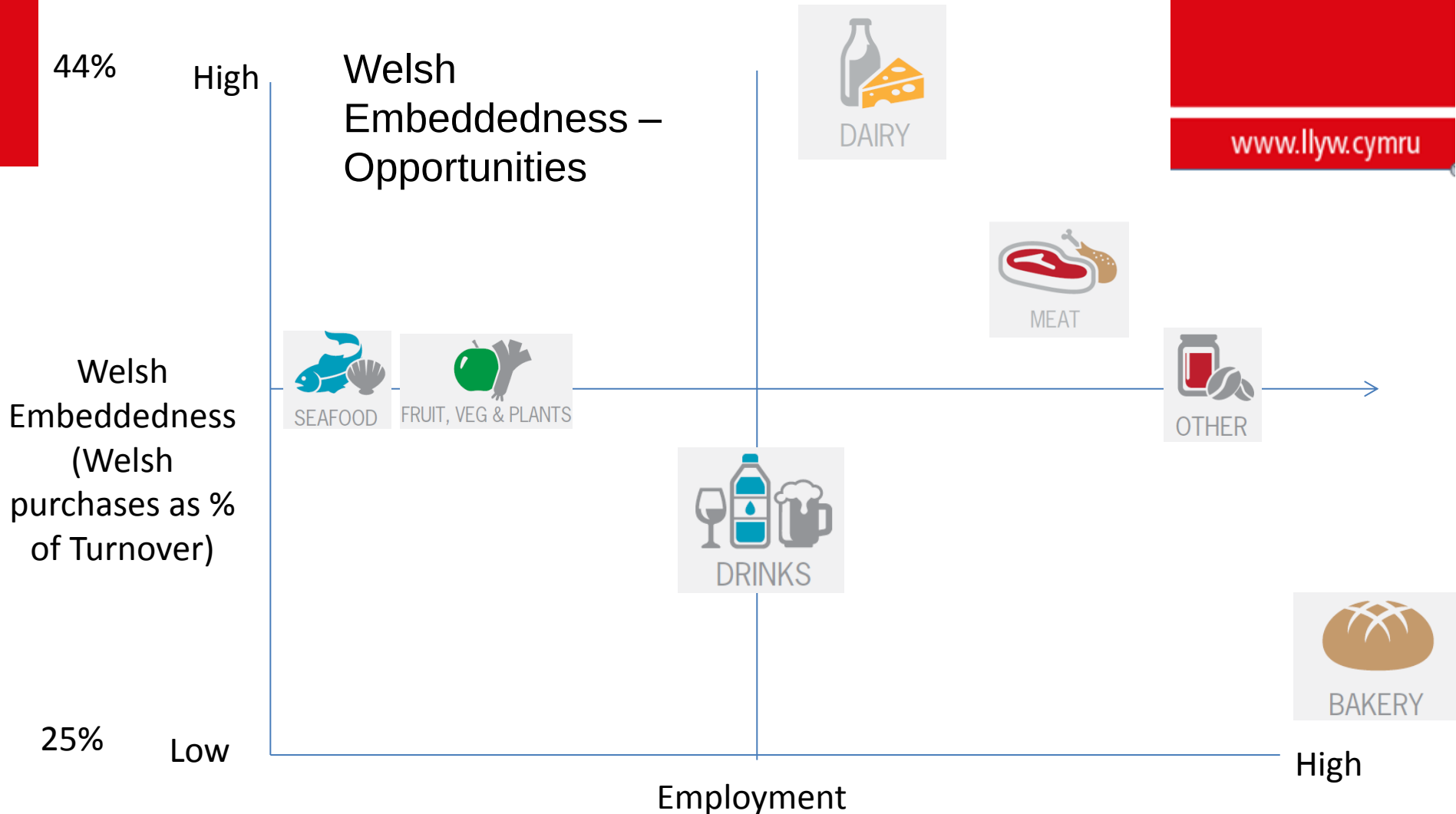
Driven by change in Bakery,
Drinks and Other Foods

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Welsh households take home food and drink purchasing - Kantar

Take home
spend £5.2
billion

223 shopping
trips per year

38.5% of spend
on promotion

£59 per week
on Food & Drink

Online up to
5.7% of spend



47 items per
week

27.3% of spend
comes from
Tesco

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Wales top in home snacks - Kantar



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WE WERE SAYING WHAT WE'D DO IF WE HAD MORE MONEY
AGAIN - Kantar

1	Eat and drink out more	53
2	Go on holiday abroad	48
3	Shop for fun and pleasure	47
4	Go to events (theatre, festivals, music concerts etc)	45
5	Put money away for retirement	43
6	Pay off debts	42
7	Upgrade my car	40
8	Give money to charities	35
9	Go to a pub/bar/club	35
10	Spend money on products and services that save time	33



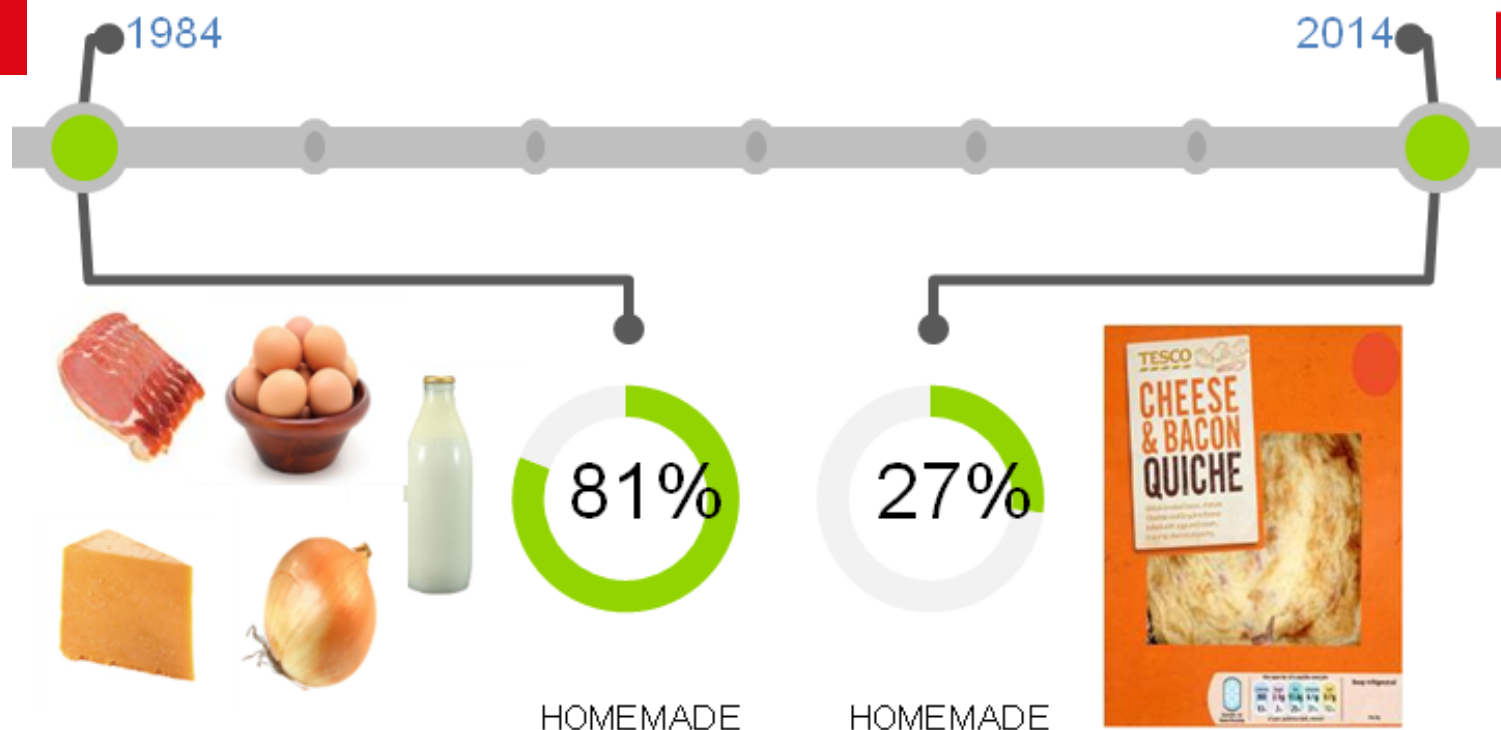
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FROM MADE TO CHOSEN



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NOT MUCH TIME TO PLAY WITH
- EVENING MEALS IN WALES

33 minutes

49 seconds to prepare
and cook the main meal of
the day



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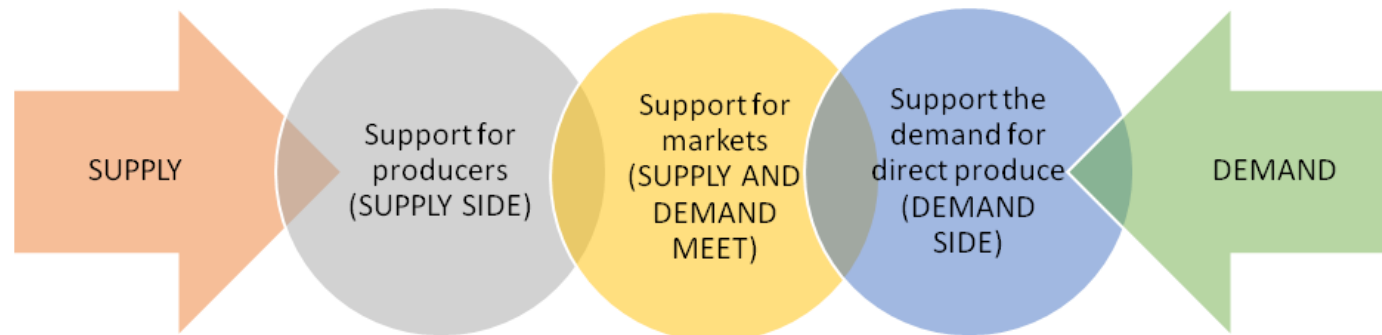


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Market Research

- This research identified a total of **108 markets in Wales**.
- The focus was on markets which included food and drink within their offer. They did not, however, have to be specifically farmers' or food markets.
- 35 of the markets identified themselves as 'farmers' markets.'



Good management
and planning

Strong community
support and
partnership

Regional groups to
coordinate days of
operation and avoid
competing

A critical mass of
producers

High-quality and
varied produce

Strong publicity and
marketing

wavehill
social and economic research
ymchwil cymdeithasol ac economaidd



Farmers' Markets and Food Events:
success factors and lessons learnt

September 20th 2016