

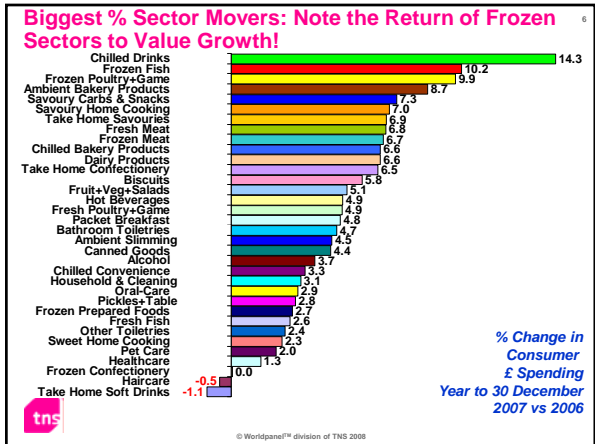
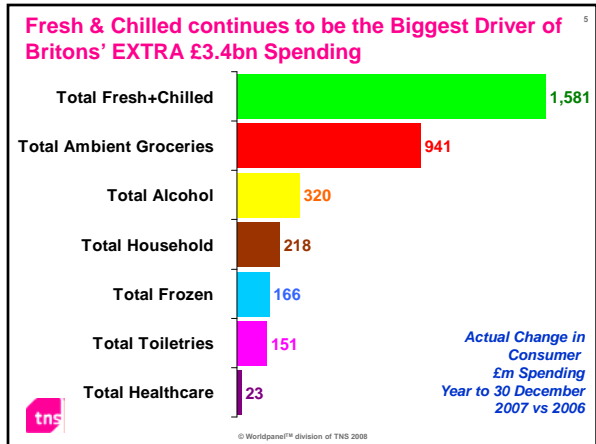
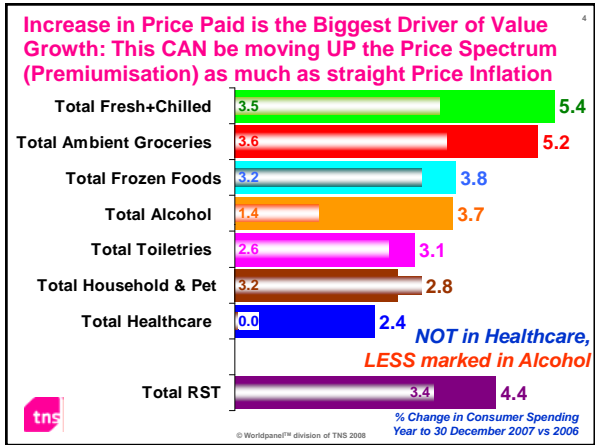
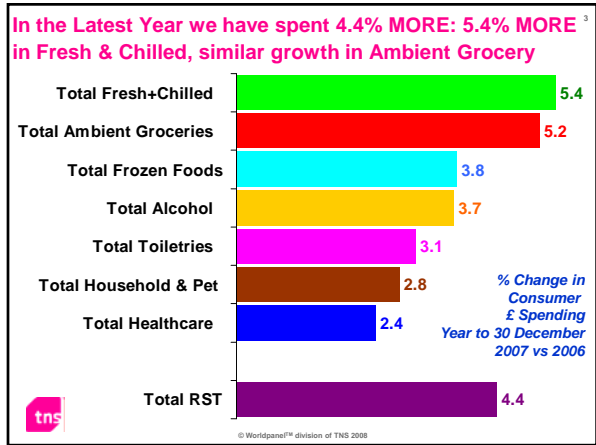
# Consumer grocery spending: what's hot and what's not?

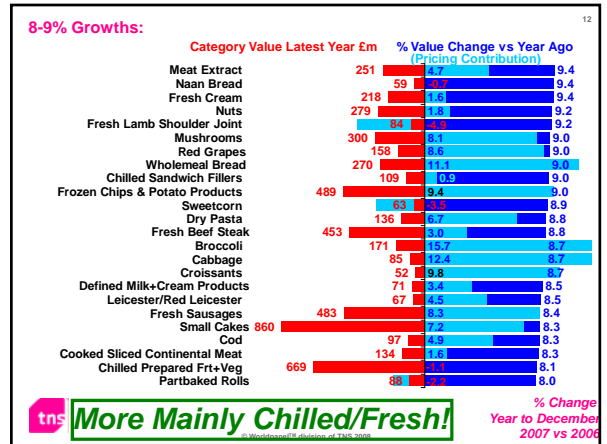
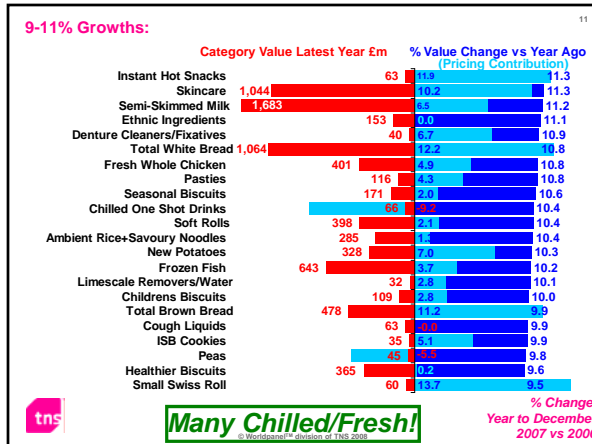
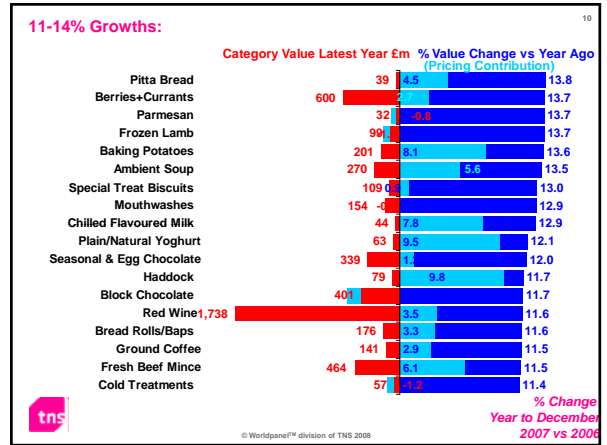
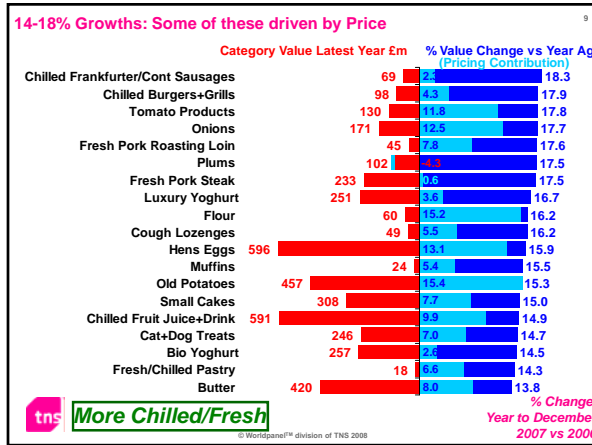
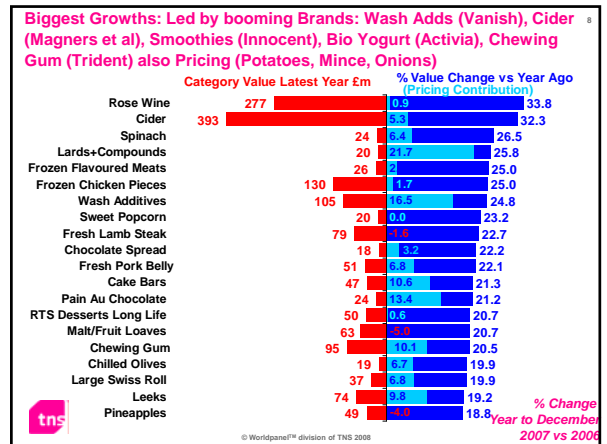
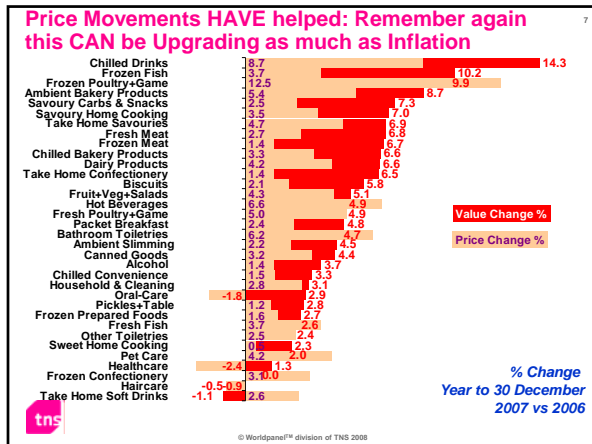
Chris Longbottom  
Director, TNS Worldpanel UK

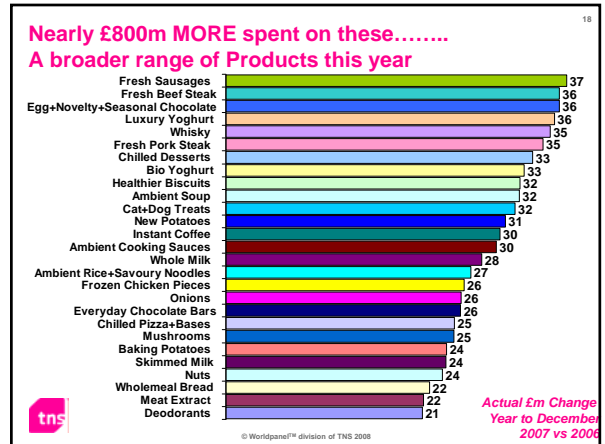
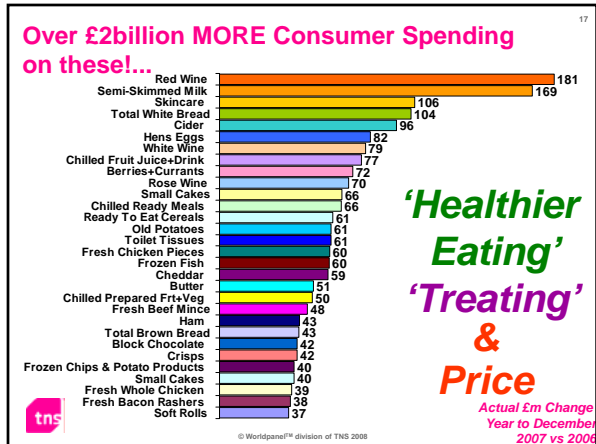
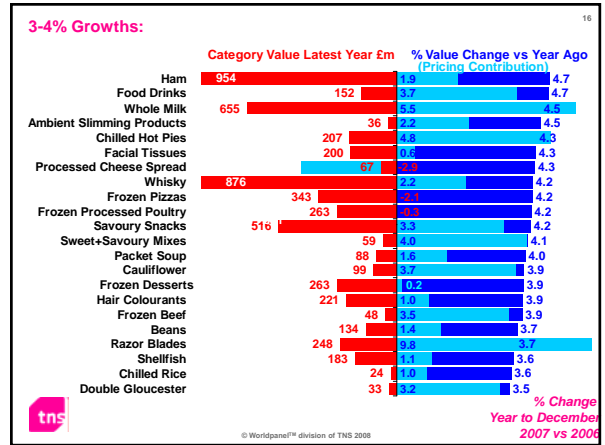
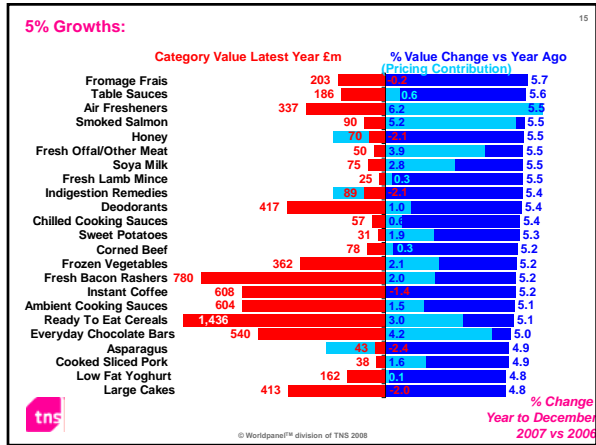
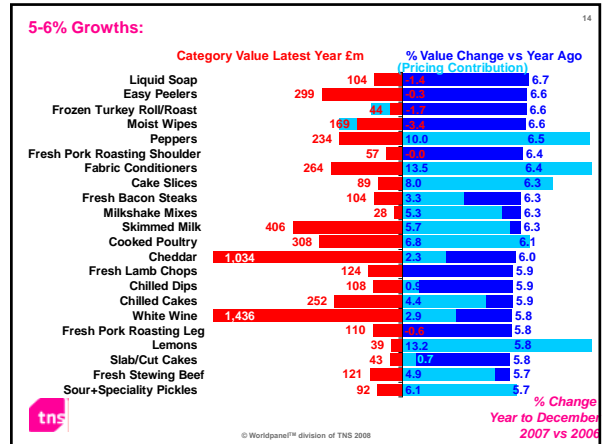
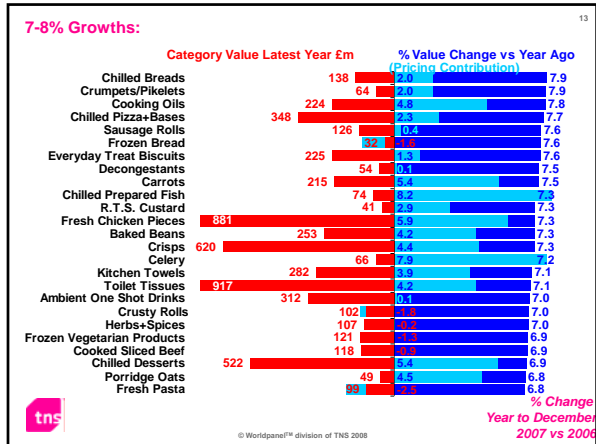
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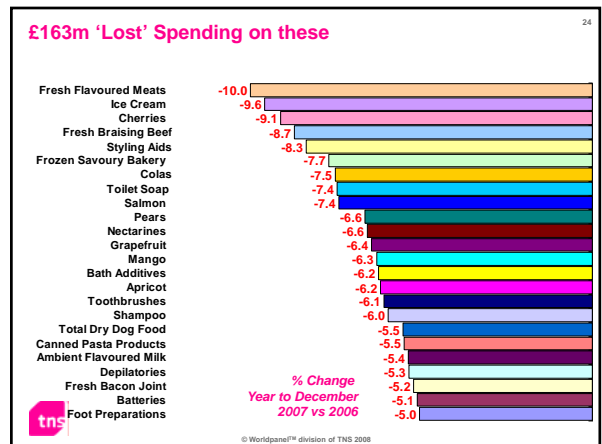
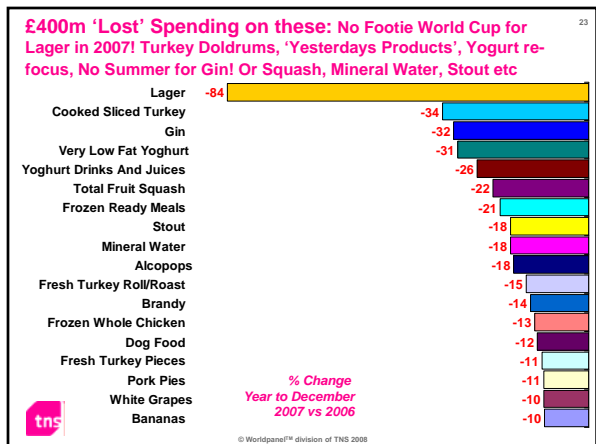
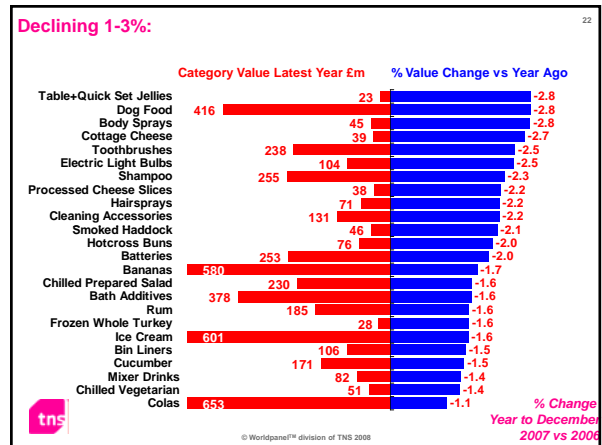
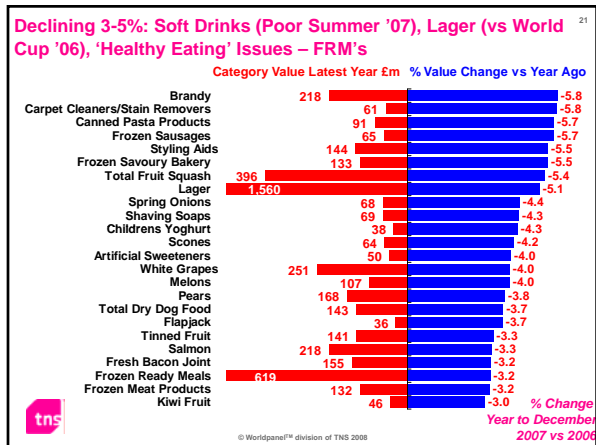
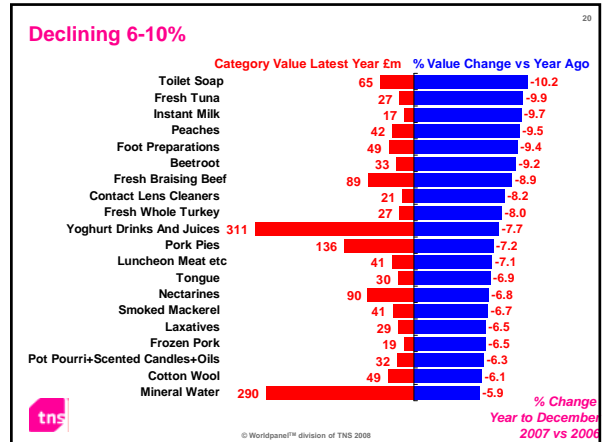
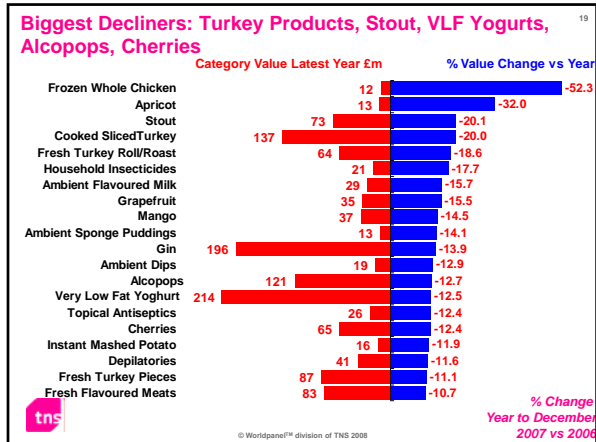
# What were the Headline Category Movements to December 2007?

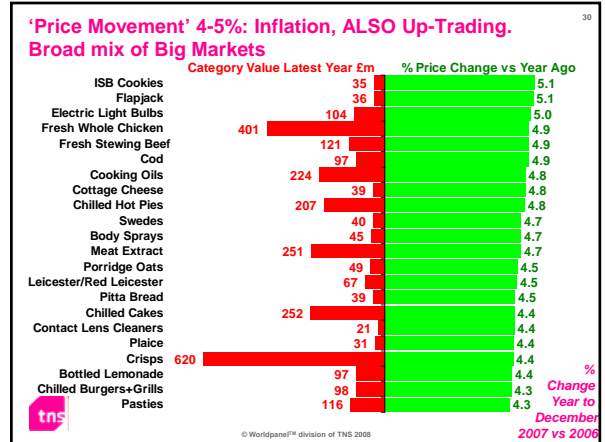
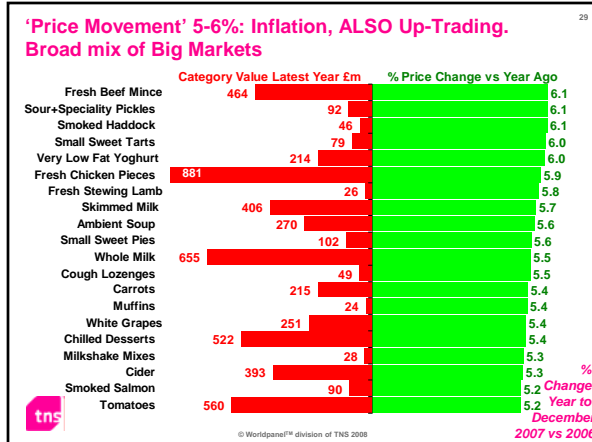
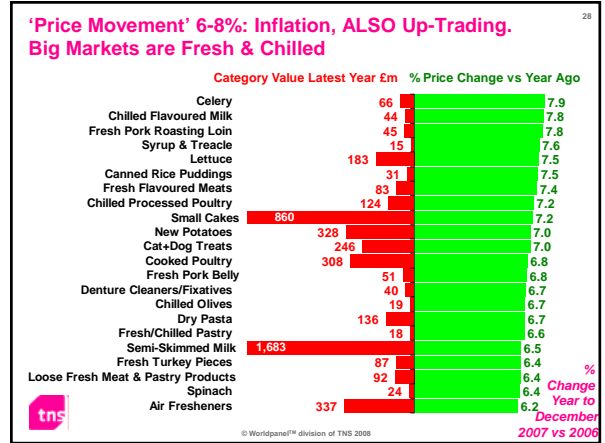
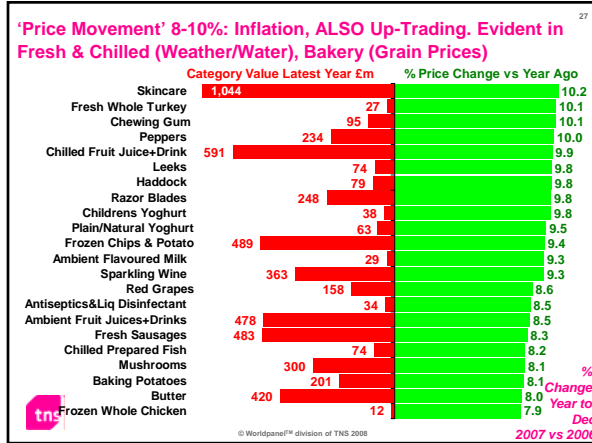
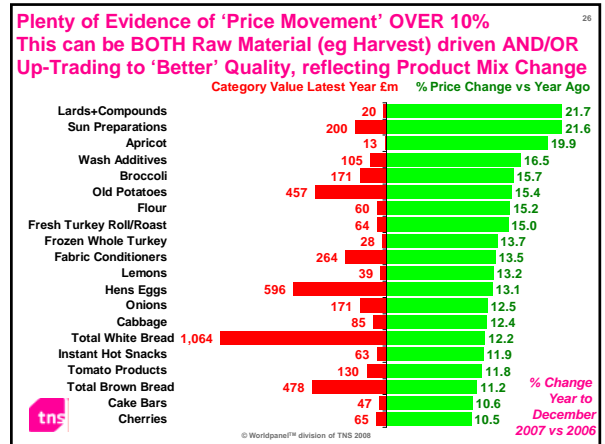
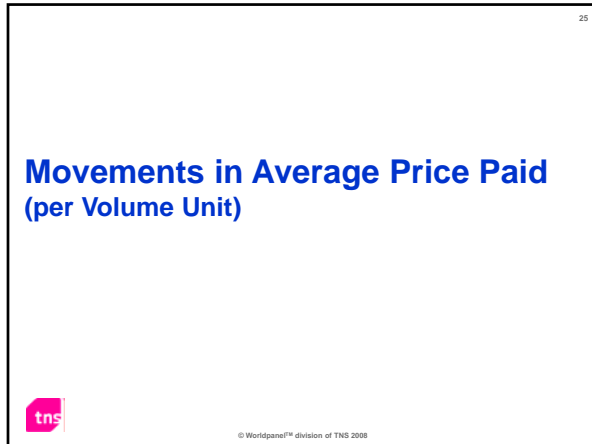
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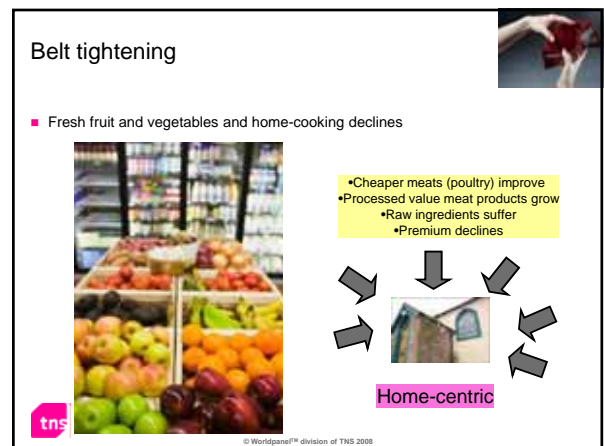
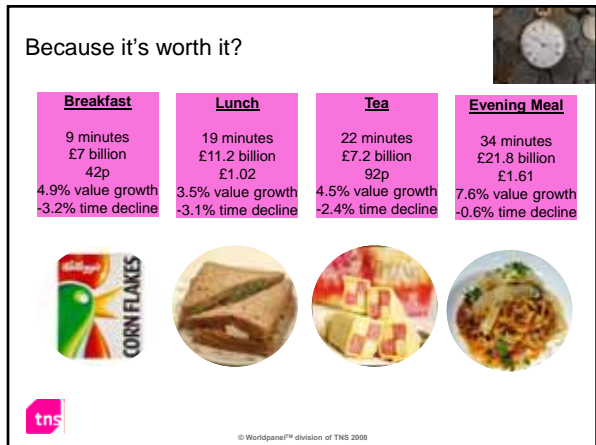
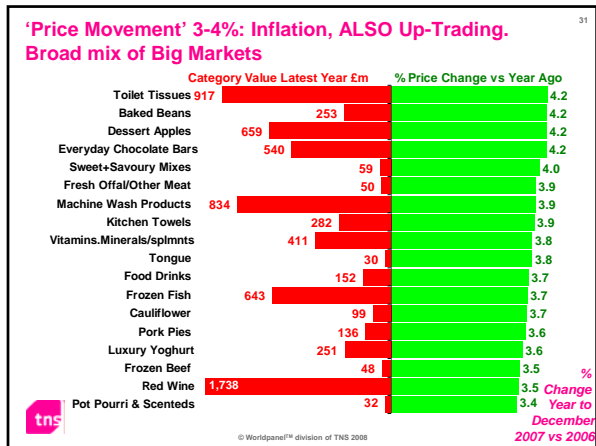













### Belt tightening

- Snacking – eating between meals – in home grows





- Proper meals hit
- Informality not formality
- Fewer risks

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### Belt tightening

#### Impact on environmental, health concerns?

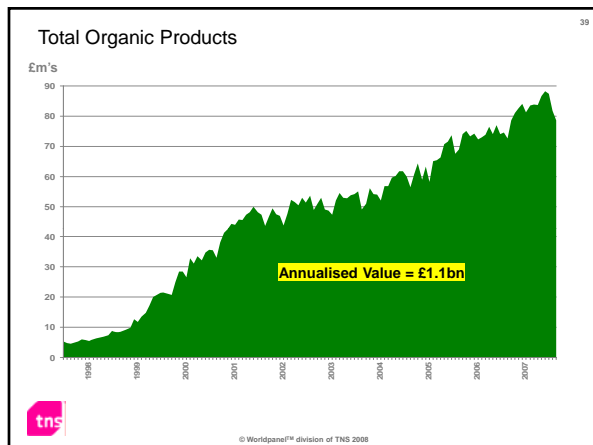



- Last economic downturn in the early 1990's particularly hit
  - C2DE's
  - North of the country
  - Non White Ethnic groups
  - The very young
  - Interest rates are typically loosened not tightened

- These groups are less important to health and environmental concerns – groups that are beginning uptake now
- Impact thus likely to be to SLOW the advance of health concerns NOT reverse
  - If you are still in a job then your economy is unaffected

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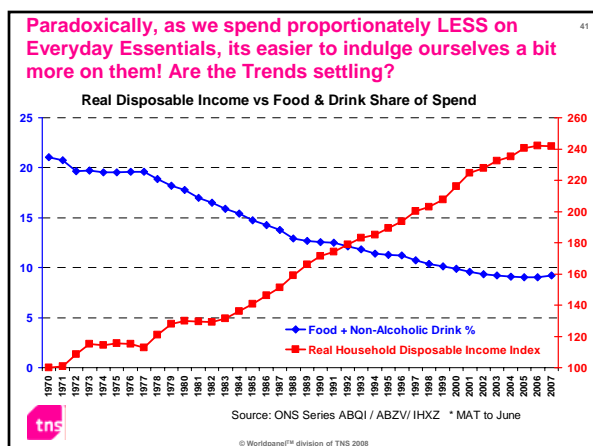


### BUT.....

- Organic Foods & Drinks STILL only account for 2% of Total Food & Drinks. More in CERTAIN Categories but negligible in others. Strongest in Fresh Fruit, Veg, & Meat.
- There has been a plethora of Failed Organic Products where sheer critical mass has proved to be SO difficult to achieve! Beware a 'simple panacea'!
- Ditto with Fair Trade which is even smaller despite headline-grabbing initiatives where there IS a case. And only in pockets!
- Again beware the dangers of failing to achieve critical mass!
- Preoccupation with 'Doing the Right Thing' MAY diminish when things get tight!

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### Remember the Key Recurring Themes.....

- Health → Nutritional Informing
- Practicality = Convenience. Increasingly a 'Given'
- Enjoyment = Indulgence = Premiumisation
- Broader Horizons
- The 'Right Thing' to do, buy, consume = Ethics
- Getting the Balance Right = Credit/Debits in Food Values
- As Food & Drink become MORE peripheral to our Total Spending, SO its easier to afford 'just a little bit more for something better'
- A small return to Scratch & Homemade Cooking – but not like before!
- Belt Tightening & Increasing Inflation: Rein In the Luxuries – selectively!

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# Changing Preferences: What Britons Buy in 2007

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