

Global trends, local relevance

Small Business Open Day - 19 January 2016, Paula Donoghue

Consumer
Insight



Growth through consumer understanding

The Consumer Insight Team



Global trends, local relevance

Global trends

The Irish perspective

2016 - Irish pride



Global Trends

Consumer
Insight



Growth through consumer understanding

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board



“Don’t explain the past,
predict the future”

Stan Sthanunathan
Senior VP, CMI, Unilever

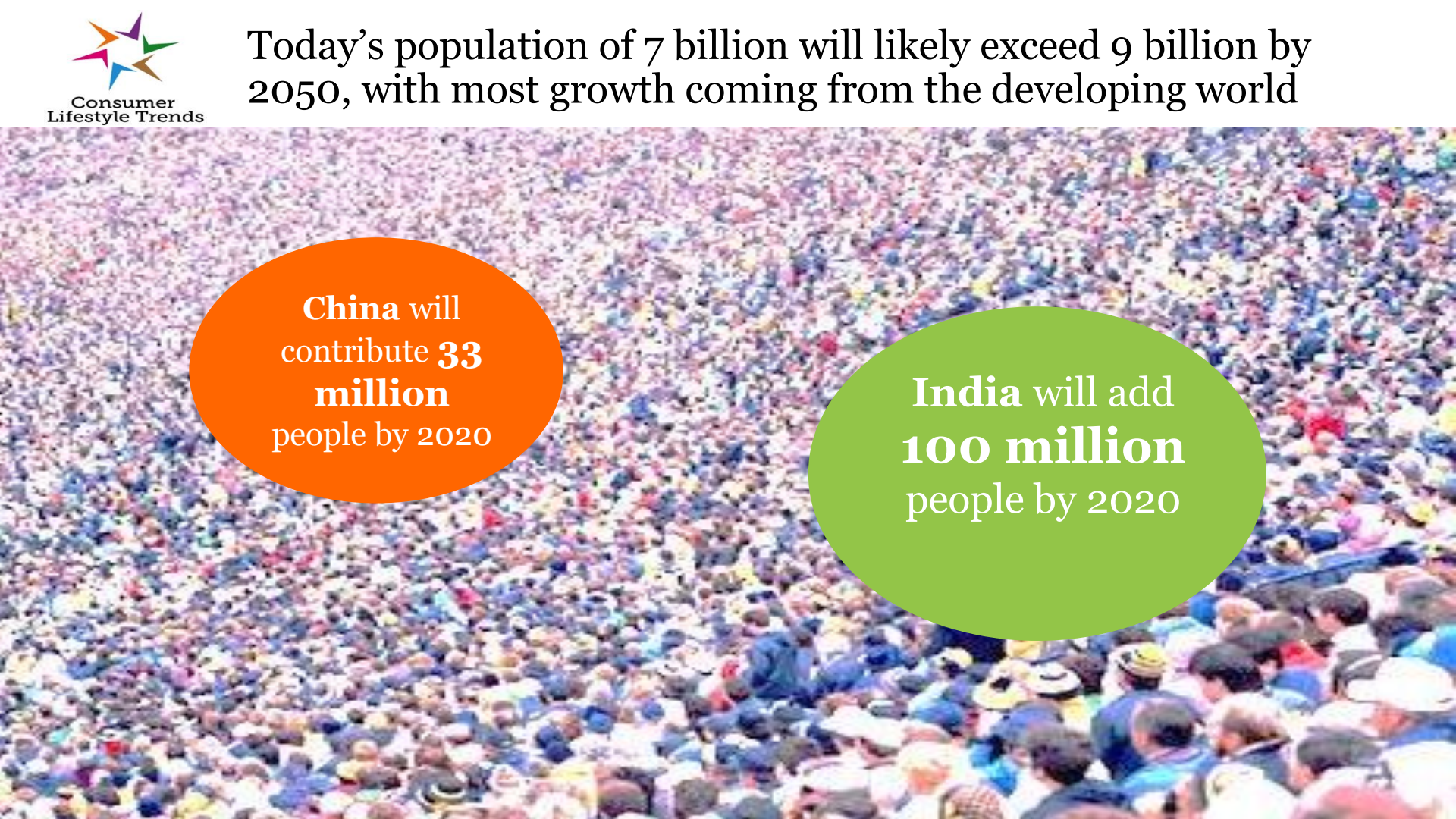
“If you don't
like change, you
are going to like irrelevance
even less”

General Eric Shinseki,
retired Chief of Staff,
US Army

The global forces shaping the future



Today's population of 7 billion will likely exceed 9 billion by 2050, with most growth coming from the developing world



China will
contribute **33
million**
people by 2020

India will add
100 million
people by 2020

Africa is the only continent whose population is not ageing but...

The average
age of an
Indian in
2020 will be
29

43% of the
population of **Sub-
Saharan Africa**
is below 15

In 2020, there will
be twice as many
15-19 year olds in
**Brazil and
Mexico** as 60-64
year olds

And huge increases in 50+ year olds will require us to think in terms of “**extended middleagedness**” rather than “elderly”



By 2032,
number of
people aged
65+ in UK will
increase 61%

Saudi Arabia
will see a **55%**
increase in
people aged
65+ by 2020

By 2035, the number
of 60+ in **China** will
be bigger than the
total US and UK
populations put
together

Spending power will grow amongst the emerging middle classes in developing markets

In Ireland & the UK, inflation-adjusted earnings have decreased every year since 2008 – we are seeing the **‘death of the middle’**

Whereas the ‘middle class’ in **China** will rise from 6% of the population in 2010 to **51% by 2020**



All over the world traditional family structures are changing, as household size shrinks and women enter the workforce

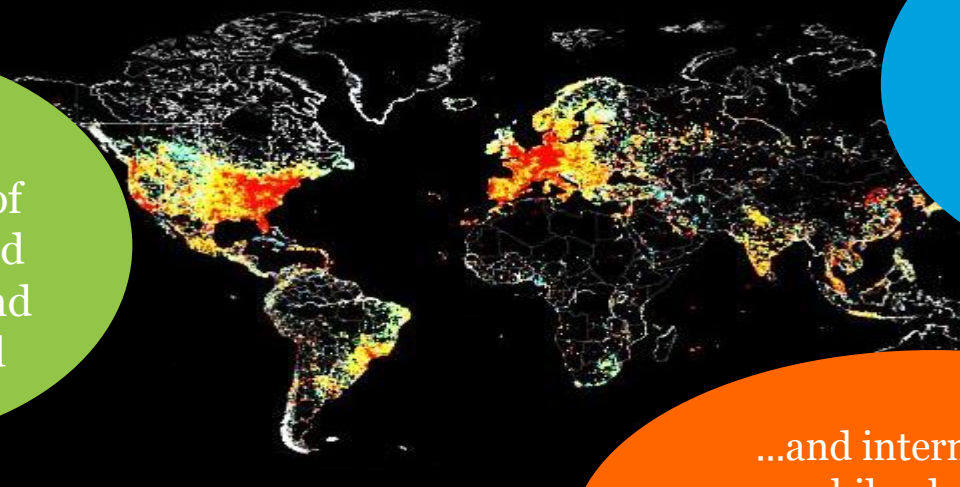
Northern European countries have the **smallest household** sizes on average

1 in 3 **UK** households are **single person** households.

56% of Latin American women will be **working** outside of the home by 2020

China will have nearly **400 million women** in its working population by 2020

Tech innovation and greater levels of connectivity are fundamentally altering the way we live and see the world




The highest concentration of internet-enabled devices are found in the **US and Europe**

3 in 4 mobile subscriptions in Sub-Saharan Africa will be internet inclusive by 2020...

...and internet use on mobile phones will increase 20 fold by 2020
– double the rate of growth of the rest of world

Rising affluence and modern conveniences are bringing about a higher incidence of costly lifestyle diseases



Cardiovascular
disease accounts
for a **third** of all
deaths in
Ireland

The global incidence
of diabetes is
expected to more
than double between
2000 and 2030, with
much of the growth
in **emerging
markets**

People are drawn in ever greater numbers to urban centres



Consumer Lifestyle Trends



**Busy
lives**



**Shared
experiences**



**Responsible
living**



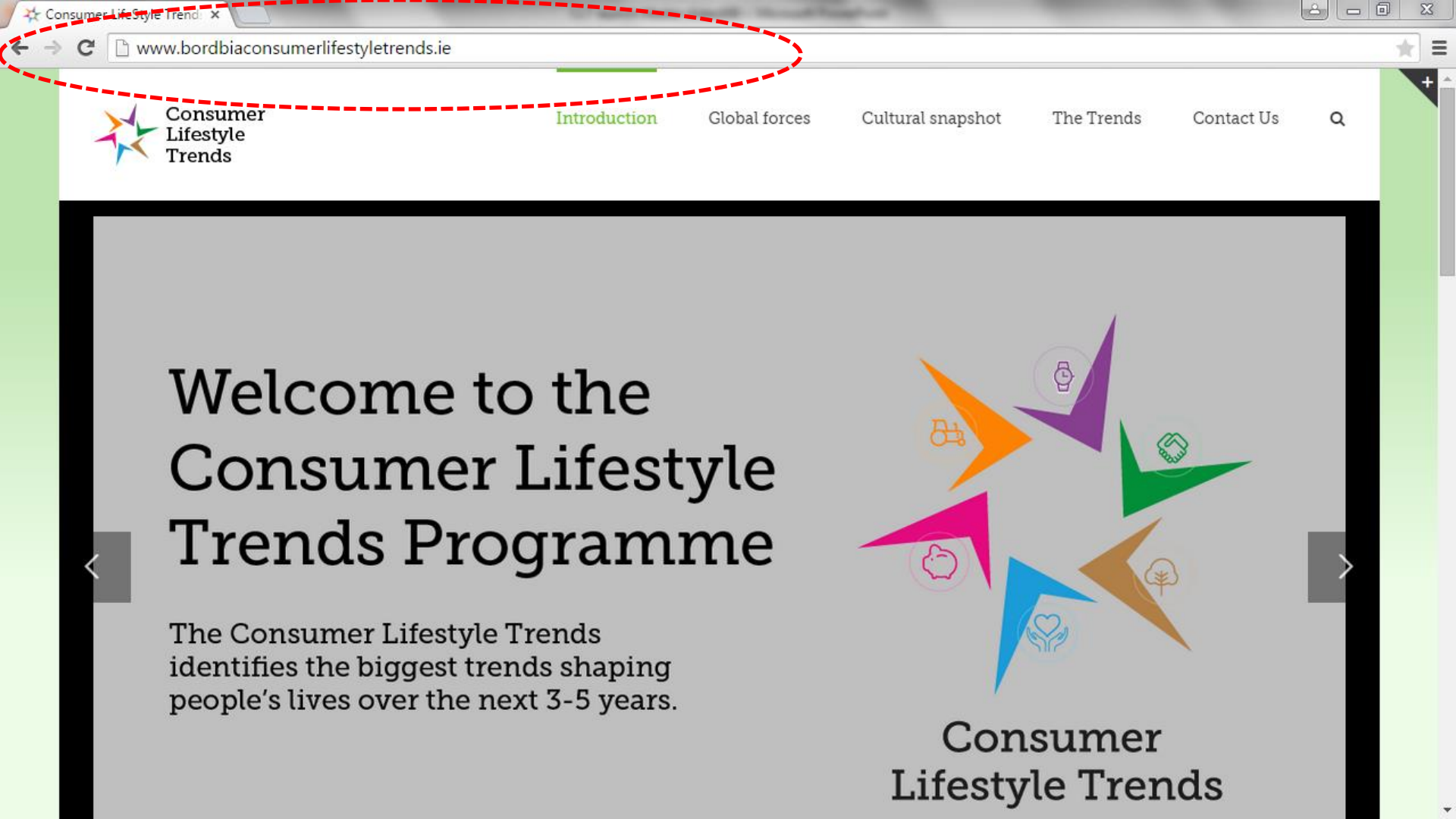
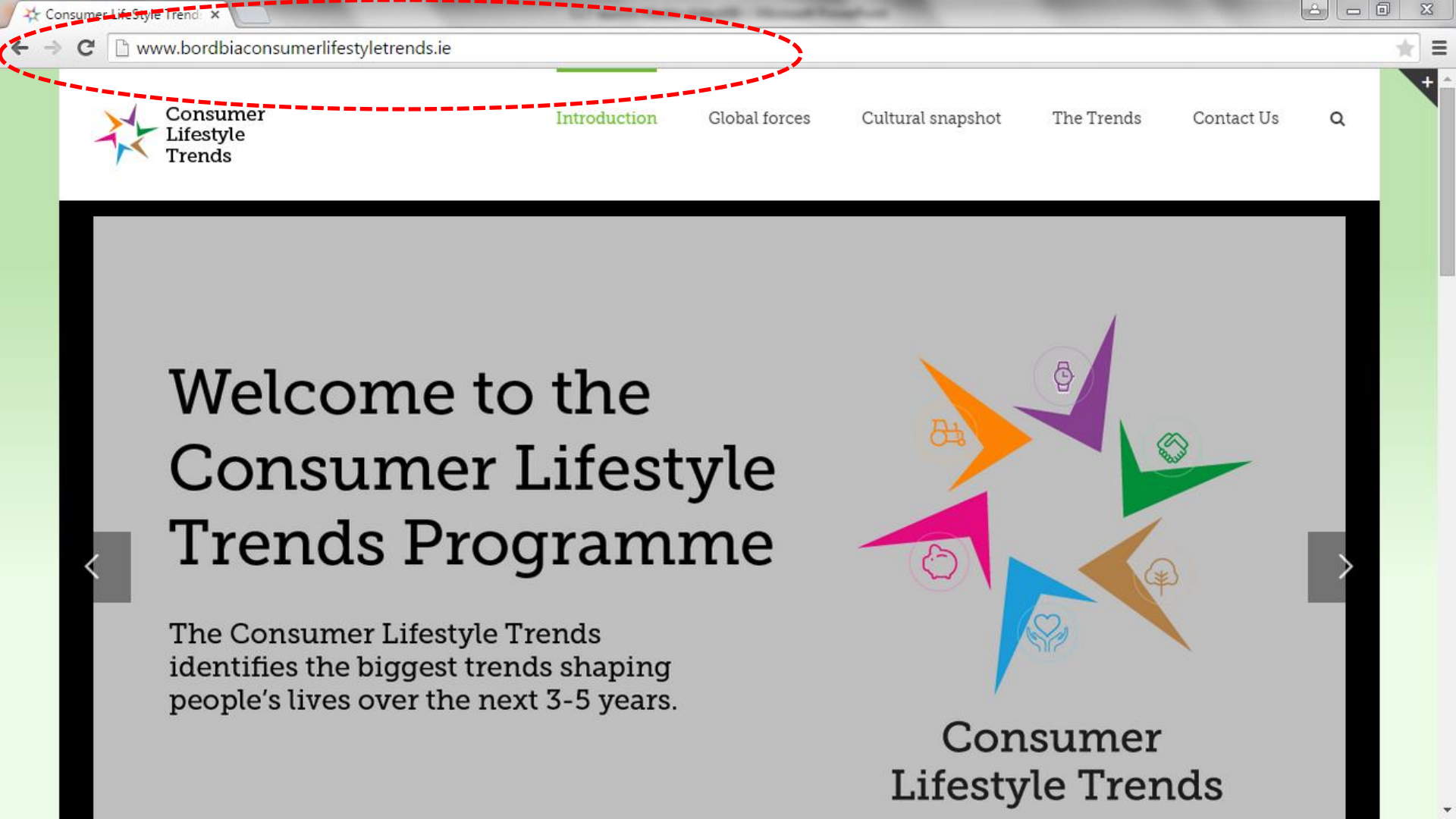
**Health and
wellbeing**



**Personal
value seekers**



**Keeping
it real**



The Irish Consumer

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Growth through consumer understanding



The Irish Consumer

From recession to recovery: the new consumer agenda

How the Irish consumer is changing

	Era of Indulgence	Recession Consumer	A New Realism
Sensibility	Exuberance	Anxiety	Vigilance
Ambition	Trading Up	Economising	Responsibility
Mindset	Bullish	Sober	Resourceful
Passion	Accumulation	Frugality	Prioritisation
Orientation	Self-expression	Self-preservation	Connection



The global spotlight is on Ireland

Ireland makes headlines around the world with landmark 'Yes' result in marriage referendum

-IRISH TIMES

MAY 2015

Ireland has seen huge change over the last decade

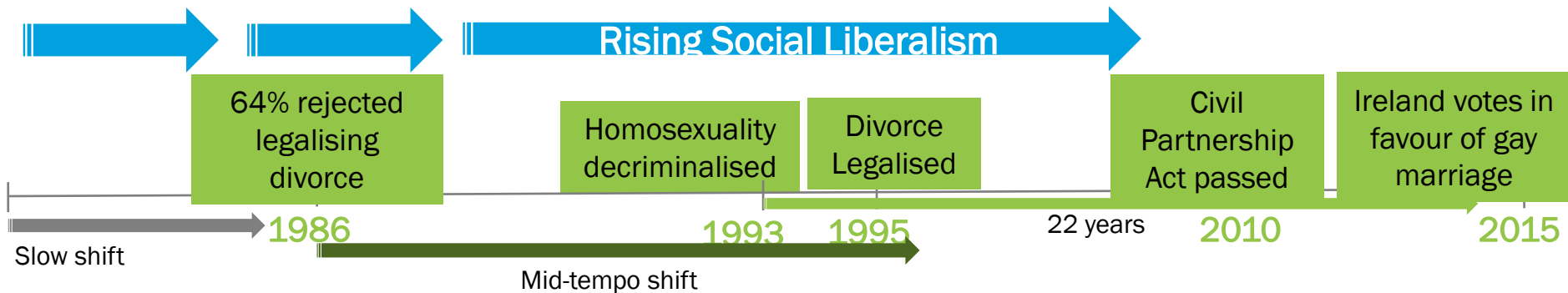


Ireland has seen huge change over the last decade



Social attitudes

There have been significant long term changes in social attitudes



Ireland has seen huge change over the last decade



2005



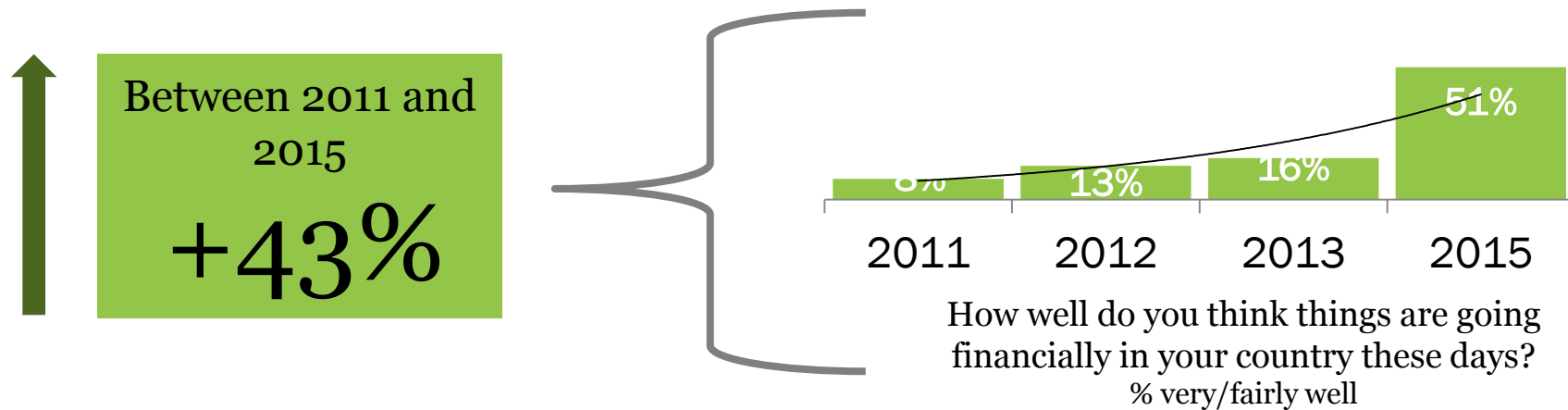
2013



Ireland has seen huge change over the last decade



Today, consumer perceptions of the Irish economy improving





Consumers would rather not go back to
the days of the Celtic Tiger.

The new consumer agenda



1.
Self-reliance



2.
Balance



3.
Post-materiality

1. Self-reliance



Crippling levels of trust towards businesses is creating both a *need* and *desire* for self-reliance

2. Balance




Growing desire for balance and
driven by a desire to manage life,
and not let life manage you

3. Post-materiality



Consumers are re-assessing the value of material possessions and have begun to return to the important foundations in life



Not everything has changed.
One value in particular is just as strong
in Ireland today as it was years ago...



COLLECTIVE KINSHIP

Engaging in the spirit of togetherness and
knowing that no journey should be alone



MEITHEAL

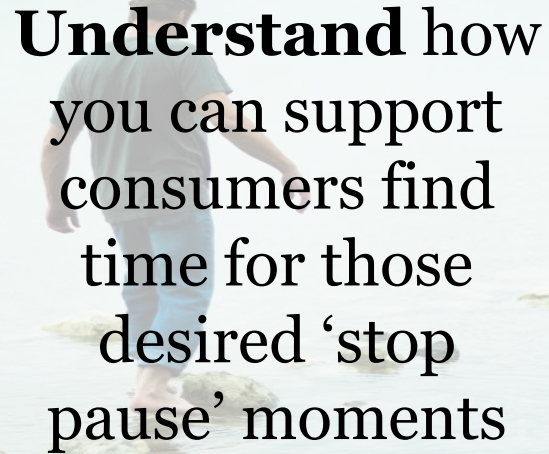
People gathered together on local farms to save
hay or harvest crops – build relationships

Calls to action

An illustration of a person with a backpack climbing a set of stairs. The person is in the middle of the stairs, and the backpack is on their back. The background is a mix of warm colors like orange and red.

**Help consumers
to become more
resilient and
resourceful**

1.
Self-reliance

A photograph of a person walking on a beach. The person is seen from behind, walking towards the water. The background is a light blue sky and a calm sea.

Understand how
you can support
consumers find
time for those
desired 'stop
pause' moments

2.
Balance

A photograph of two people standing on a hill. The people are silhouetted against a bright, hazy sky. The hill is in the foreground, and the background is a soft, warm light.

Adapt to fit
consumers
reassessment of
what's really
valuable

3.
**Post-
materiality**



PERIscope2015

Consumers & Their Food





Six themes



The Power of food



Easier living



Love local



Back to work



Joyning



Better business?

We're increasingly aware of our diet



How would you describe your diet overall?

79% of Irish
believe their diet is
fairly / very healthy

2003



Rises to **87%** 12
years later

2015



To become more healthy we are eating...



Fresh vegetables/salad
Fresh fruit
Hi-fibre foods
Fish
Wholegrain foods
Products enriched with
vitamins/minerals
Products that claim to
lower cholesterol/blood
pressure
Lower fat options
High protein foods

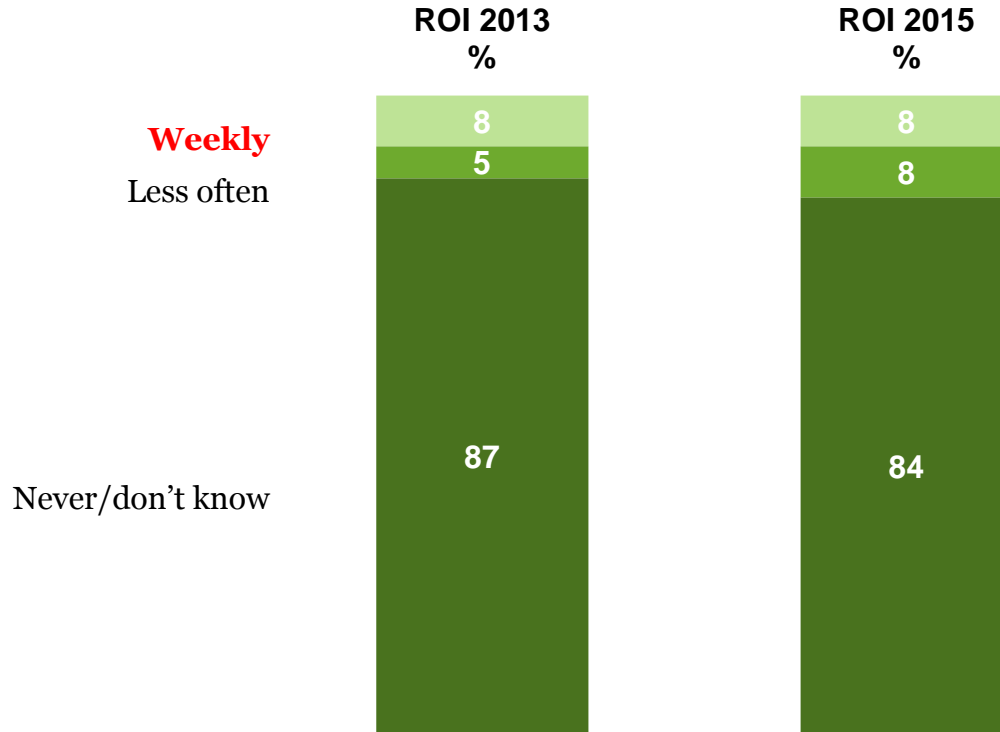


**Food or drink
containing sugar**
Food containing fats
Salt in your food
**Carbonated soft
drinks**

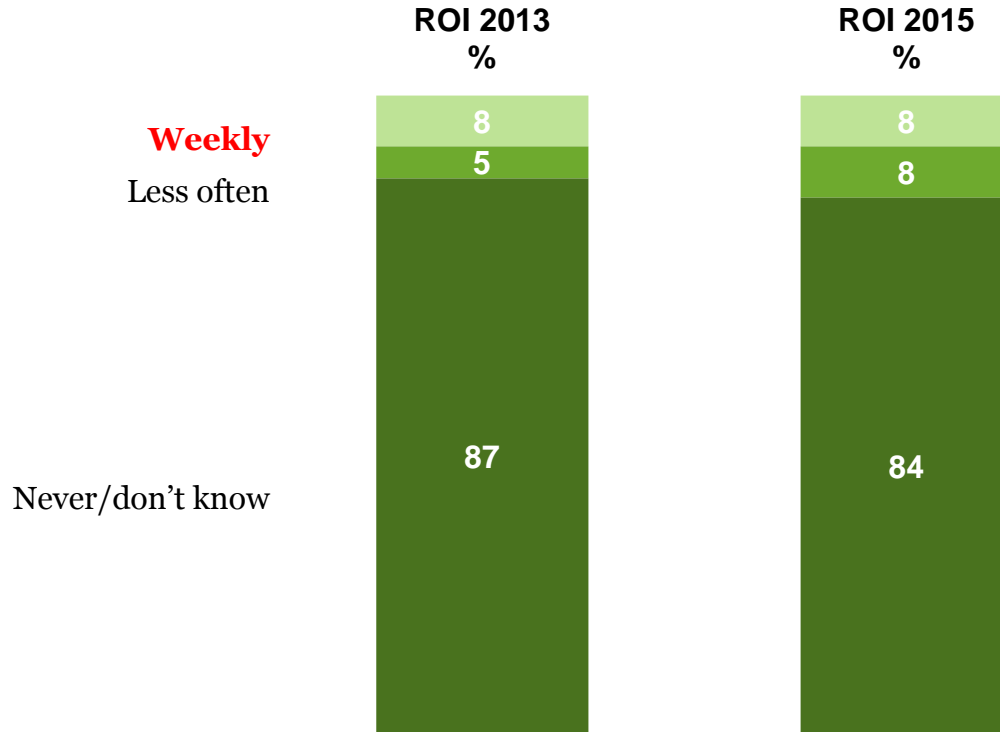


**Bread, cereals,
pasta, rice,
potatoes**
**Milk & dairy
products**
Meat

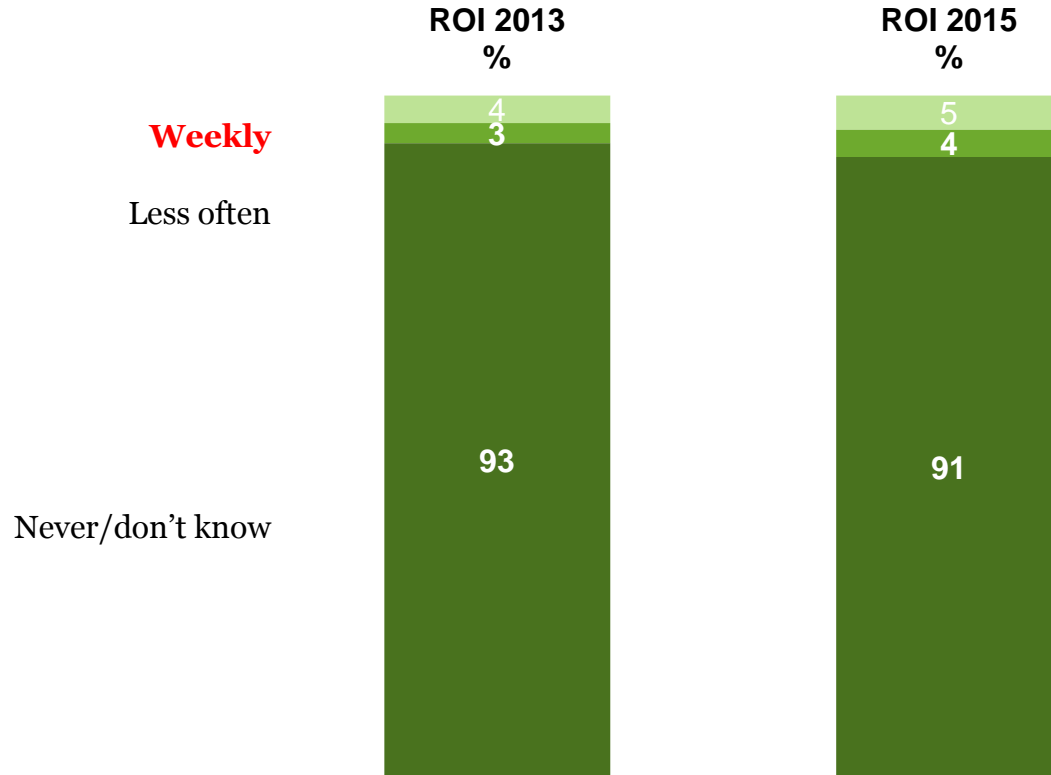
Frequency of purchasing 'Free From'



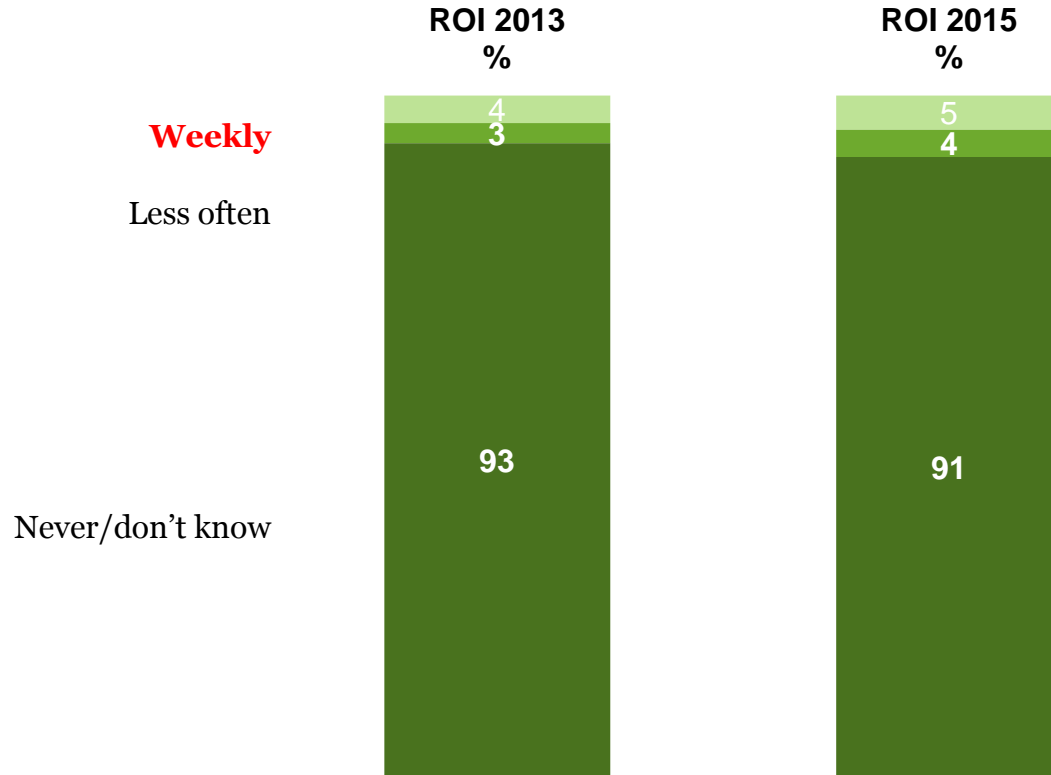
Frequency of purchasing 'Free From'



Frequency of purchasing wheat 'gluten' free



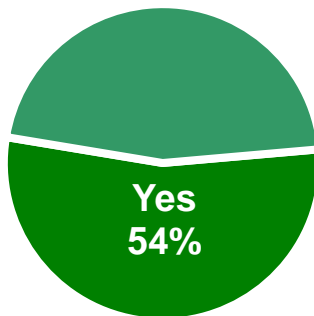
Frequency of purchasing wheat 'gluten' free



Organic purchasing behaviour



EVER BOUGHT
All Adults 15+



***MOST FREQUENT
PURCHASES***

- Vegetables
- Fruit
- Poultry
- Dairy produce
- Beef

EVER BOUGHT
Grocery Shoppers

62%

1 in 4 purchase organic in the last week

Health & wellbeing



“I want to achieve a holistic approach to physical health and emotional wellbeing”

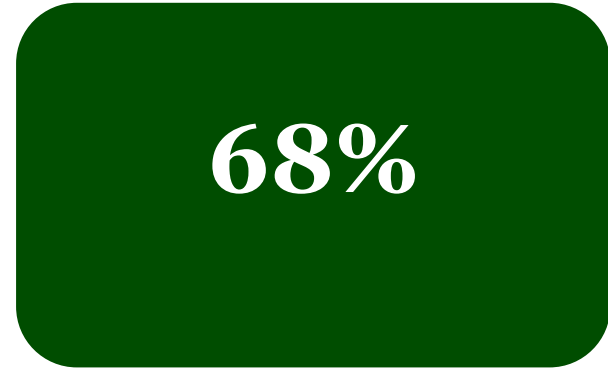
Increase in local food importance



Total importance of buying local food



2005



2015

Importance of checking origin of food has increased



I sometimes or always check for country of origin

50%

2005

74%

2015

Keeping it real



“I am looking for products
and brands that have real,
authentic and honest origins”



All reports saved on
Bordbia.ie/PERIscope2015



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

A big year ahead

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2016



#MAKING
HISTORY



“Ireland's hour has come. You have something to give to the world”



“This has never been a rich or powerful country, and yet, since earliest times, its influence on the world has been rich and powerful”

President John F. Kennedy

Thank You

