
PLMA Market Study Visit Brochure 2024

27th – 28th May, 2024

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There is nothing more enlightening than walking the aisles of French, German, Dutch or UK retailers and imagining those customers picking your product from the shelves. Subsequently taking local product home and critiquing the packaging, ingredient decks and brand messaging to help enhance your value proposition.

Likewise sitting in a German casual restaurant choosing from the menu, experiencing the product and critically assessing how your product would fit in the menu provides both perspective and invaluable insights.

Bord Bia knows the value of being in the market and putting yourself in the consumer shoes as purchasing decisions are made. This cannot be done behind a desk.

We have strengthened our market study visits making them more impactful with expert speakers, visiting an array of retailers and foodservice operators and also providing an opportunity to meet Bord Bia local staff. We look forward to welcoming you on our next market study visit.

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Mary Morrissey

Head of Prepared
Consumer Foods Team

WELCOME

PLMA Tradeshow & Market Study Visit



Amsterdam



27th – 28th May 2024



Focus on the private label market in the Netherlands, Germany, France and the United Kingdom



100 per company

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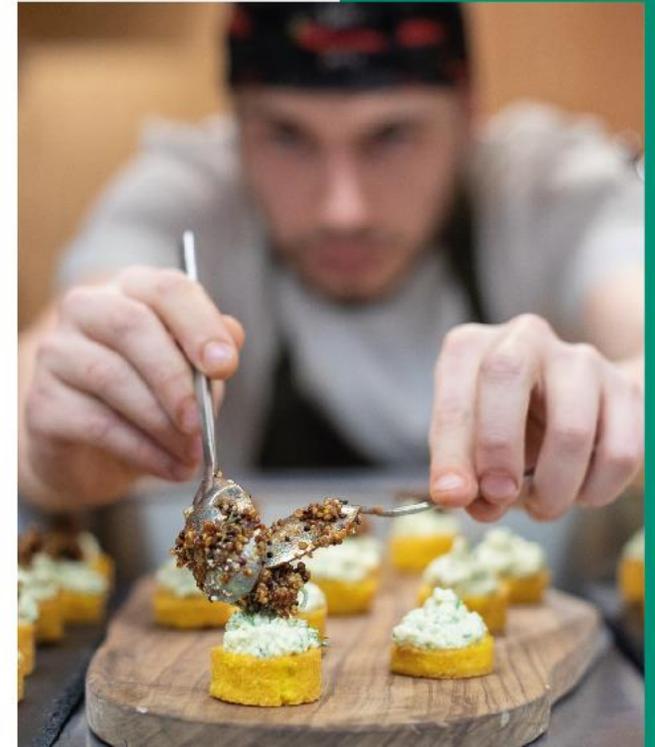
What is the Market Study Visit?

Bord Bia's Market Study Visits are designed to immerse Irish Food, Drink and Horticulture companies to gain a better knowledge of a specific channel in a given target market.

Taking time out of the day to day and seeing trends for yourself is undoubtedly one of the best ways to spark innovation in an organisation.

Understanding your target market helps to determine potential customers and recognise where your products best sit within their gaps.

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The Benefits

- Better understanding of a channel in given target market
- Shape perspective on product propositions
- Insight into the opportunities and challenges of a given target market
- Witness the latest trends playing out in market
- Promote innovation within your organisation
- Build contacts with other Irish companies and trade contacts



What is PLMA?

Started over 35 years ago PLMA's annual World of Private Label International Trade Show has brought retailers and manufacturers from all over the world together to share ideas , find new products, make connections and help their private label programmes succeed.

The show has over 2,800 exhibitors from over 70 countries and is attended by over 28,000 private label professionals including over 1,200 retail and wholesale companies.

Other attractions include the new product expo and the idea supermarket both of which showcase the newest trends in private label.

More information for visitors and exhibitors about what to expect from the show is available on the PLMA website <https://plmainternational.com/>.



MSV Summary

Proposed Itinerary

Day 1	Market Study Visit
10.00 - 10.45	Introductions
10.45 - 11.15	Bus to Osdorpplein
11.15 - 12.05	Retail Safari: Albert Heijn, Dirk
12.05 - 12.30	Break
12.30 - 13.20	Retail Safari: Lidl, Jumbo
13.20 - 14.20	Return to office & Lunch
14.30 - 17.00	Review of Safari Insight presentations and discussion
17.00 - 19.00	Break
19.00 - 21.00	Dinner with Ambassador of Ireland, H.E. Brendan Rogers
Day 2	Full day attending PLMA tradeshow

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The Locations



Albert Heijn

Albert Heijn is the leading retailer in the Netherlands with 35.9% market share. There are over 1050 stores in the Netherlands with store formats include standard supermarket, Albert Heijn XL and Albert Heijn To Go.

Why?

- Viewed as an innovator in private label
- Has strong sustainability ambitions for its private label range
- Member of AMS, the largest private label buying alliance
- Has an advanced convenience and to-go offering



The Locations



Jumbo

Jumbo is the Netherlands second largest retailer, with 21.8% market share. It is a family-owned company with approximately 688 stores in the Netherlands.

Why?

- Historically operated an 'every day low price' strategy but in the current climate has increased its numbers of promotions as it faces pressure from Discounters
- Has removed some major brands from shelves recently as part of price negotiations – will be relying more on private label
- Has achieved strong growth through private label in last decade
- Has a strong vegan/vegetarian private label offering



The Locations



Dirk

Dirk is a member of Superunie, a buying group with 13 members which holds a combined market share of 25.4%. There are about 130 Dirk stores across the Netherlands.

Why?

- Netherlands' discounter
- Has a number of private label lines
- Uses brands as benchmarks for its private label products





The Logistics

Flight Options

Dublin

May 27th: Dublin - Amsterdam

Depart: 06:15 Arrive: 08:55 Aer Lingus

May 28th: Amsterdam - Dublin

Depart: 21:50 Arrive: 22:30 Ryanair OR

Depart: 21:40 Arrive: 22:20 Aer Lingus

Cork

May 27th: Cork - Amsterdam

Depart: 06:00 Arrive: 08:45 Aer Lingus OR

Depart: 06:15 Arrive: 09:00 KLM

May 28th: Amsterdam - Cork

Depart: 22:40 Arrive: 22:30 KLM



Recommended Accommodation

Volkshotel, Wibautstraat <https://www.volkshotel.nl/>

Social Hub <https://www.thesocialhub.co/stay/hotel-stay/>

CitizenM <https://www.citizenm.com/>

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The MSV Team



Danny Bowles

Bord Bia Market
Specialist Dutch Market

Hannah Cody

Bord Bia Prepared
Consumer Foods
Executive

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Bord Bia International
Graduate, Amsterdam

Sarah Hanly

Bord Bia International
Graduate, Dublin

Current Bord Bia Research - Cultivate

Each Innovation Pathways represents a defined **consumer lifestyle** territory that food and drink brands can innovate within



PURPOSEFUL LIVES	Opportunities for businesses to reinforce people's sense of self through food.	JOY SEEKERS	Opportunities for businesses to bring out the joy of eating and drinking.
THE SUPPORTIVE SOCIETY	Opportunities for businesses to connect people through food.	RESOURCE WISE	Opportunities for businesses to recognise newfound consumer resourcefulness.
WHOLESOME LIVING	Opportunities for businesses to enable people to live in pure and simple ways.	ON. DEMAND.	Opportunities for businesses to make consumer life more seamless.
OPTIMAL EXPLORERS	Opportunities for businesses to ensure people use food to keep moving forward.		

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Thinking House

Please find the latest Consumer Lifestyle Trends Programme, **Bord Bia Cultivate** available on [MyBordBia](https://www.bordbia.ie/MyBordBia).

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Testimonials - Previous Bord Bia MSVs

I am happy to have participated in the MSV to New York. The visit was really well planned and organised by the Bord Bia team. The itinerary included a great mix of panel discussion, market knowledge and insights, store visits and a trip to the Fancy Food Show.

Aisling Walsh Butlers Chocolates

A fantastic opportunity to be immersed in the dynamic and ever-changing world of Plant Based. Nothing compares to getting out and bringing the insight to life. I would highly recommend MSVs to companies and brands curious to reimagine how they grow.

David Deeley Insights Manager, Kerry Taste and Nutrition

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We don't know what we don't know, and as such, there's no better way to gain knowledge than getting away from the desk and seeing it for yourself...If you want to shape a better perspective, build contacts or just see the latest trends then these visits are for you...

Joseph Roche Insights Manager, Dawn Farms

The German FS MSV was very insightful and brilliantly organised. The schedule was jam-packed. We will definitely attend other MSVs in the future.

Alexandra Dirand Ballymaloe

Thank you

Go Raibh Maith Agat

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