NEW EDITION

The Big Food Guide 2011

The Essential Reference

- **Data**
- **Trends**
- **Market Sizes**
- **Forecasts to 2011**
- **Growth Opportunities**

- it can be demonstrated that the average European consumer continues to spend a reducing proportion of income on food. The relatively high level of affluence enjoyed by most of the European population means that, in general, they now have the power to purchase all the food that they require;

- increased affluence has clearly led to the increased purchase of soft drinks but, in terms of solid foods, motivations have become preference, rather than volume driven. When one has enough to eat, other esoteric factors begin to drive one's choices; hence the success of ready-to-eat sandwiches, better-for-you foods, health foods, isotonic drinks, fast food and all types of snack. None of these can be regarded as essential to life but they have become the largest growing sectors of the market;

The result is that per person volume consumption of food has become, and can be expected to continue to be, relatively static and, for the reasons given above, may even decline. The only foreseeable way that this situation may be reversed is through a return to past traditional methods in the preparation of foods in the home, from basic ingredients. Whilst this is possible in the long term, such a change would require another major shift in socio-economics and social trends — and would have a devastating effect on the food processing industry.

Consumer demands

In addition to the above product trends, there are several other factors affecting the type and quantity of foods consumed in Europe, confirming the points made elsewhere.

These trends have led, and are continuing to lead, to a marketplace where value is often increasing faster than volume as consumers “trade up” to these higher aspirations. However, this also means that nearly all products now need a specific “reason to buy” which makes them stand out from the competition. Some devices already in use promise attributes such as:

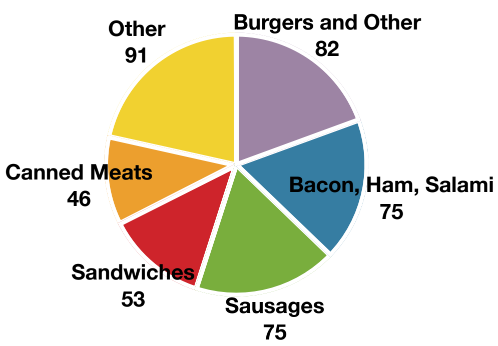
Semi-prepared	**Convenient**
Pre-packaged	**Pre-Cleaned**
Indulgent/fun	**Quick to Prepare**
Fresh	**Exotic**
Organic	**Safe / Clean Labels**
High Quality	**Attractive / New**
Healthy	**Vegetarian**
Snacks	**For Children**
Traditional in Value	**Functional / Overtly Healthy Foods**

Products without such attributes will find difficulty in competing.

1.10 The Netherlands

Consumption by Product

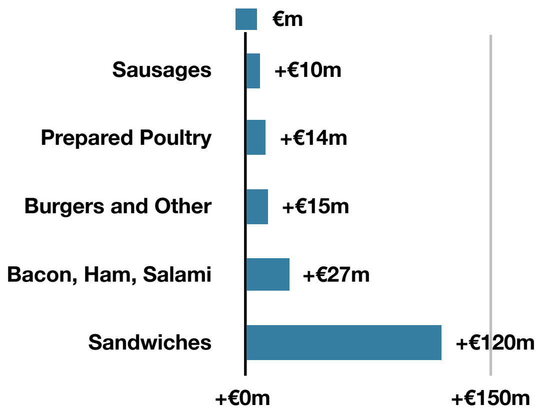
The Netherlands: Share of Consumption of Prepared Meat and Poultry by Product, 2006



Source: **RTS Resource** (see notes).

Growth Opportunities by Product

The Netherlands: Forecast Additional Expenditure on Prepared Meat and Poultry by Key Product, 2006 - 2011



Source: **RTS Resource** (see notes).

Consumption by Product

The Netherlands: Consumption of Prepared Meat and Poultry by Product, 2001 - 2011

000 tonnes	2001	2006	2011	CAGR 2006-2011
Sausages*	76	75	76	0.2%
Burgers and Other Comminuted	84	82	84	0.3%
Bacon, Ham, Salami & Similar	75	75	77	0.5%
Prepared Poultry	38	42	44	1.0%
Other Processed Meats	21	21	22	0.6%
Canned Meats	47	46	45	-0.3%
Pizzas	9	9	10	0.9%
Other Snacks/Pastry	13	13	14	0.7%
Sandwiches°	29	53	65	4.2%
Vegetarian Foods†	4	5	6	3.1%
Total	394	422	442	0.9%

Notes: *=all types, °=ready to eat, †=excluding meals.
Source: **RTS Resource** (see notes).

Forecast Expenditure by Product

The Netherlands: Expenditure on Prepared Meat and Poultry by Product, 2006 - 2011

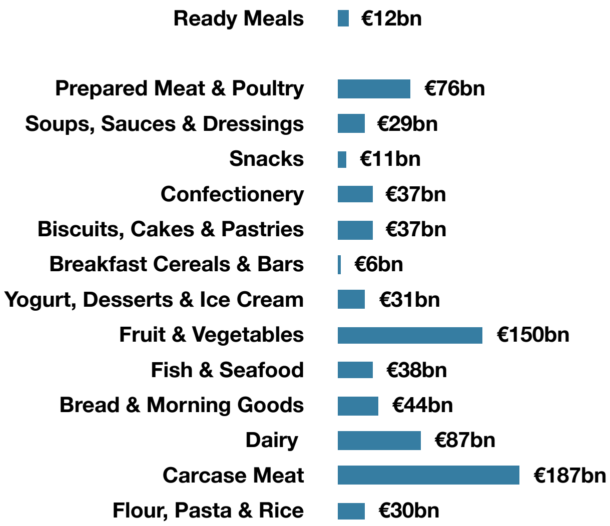
€m	2006	2011	CAGR 2006-2011
Sausages*	€257	€267	0.8%
Burgers and Other Comminuted	€673	€688	0.4%
Bacon, Ham, Salami & Similar	€603	€630	0.9%
Prepared Poultry	€283	€297	0.9%
Other Processed Meats	€172	€180	1.0%
Canned Meats	€254	€252	-0.2%
Pizzas	€44	€48	1.5%
Other Snacks/Pastry	€96	€105	1.9%
Sandwiches°	€424	€544	5.1%
Vegetarian Foods†	€37	€44	3.9%
Total	€2,842	€3,055	1.5%

Notes: *=all types, °=ready to eat, †=excluding meals.
Source: **RTS Resource** (see notes).

2.2 Perspective

Expenditure by Segment

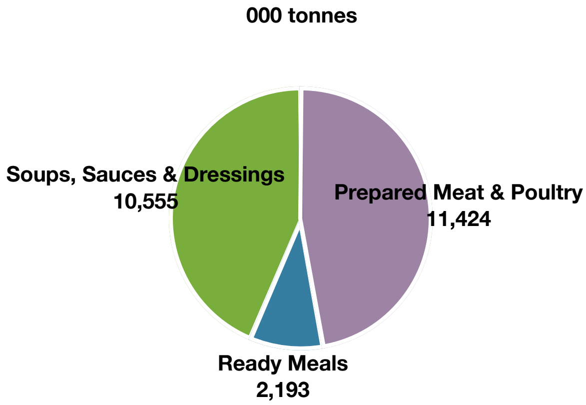
Western Europe: Expenditure on Ready Meals versus Other Segments, 2006



Source: RTS Resource (see notes).

Market Comparison

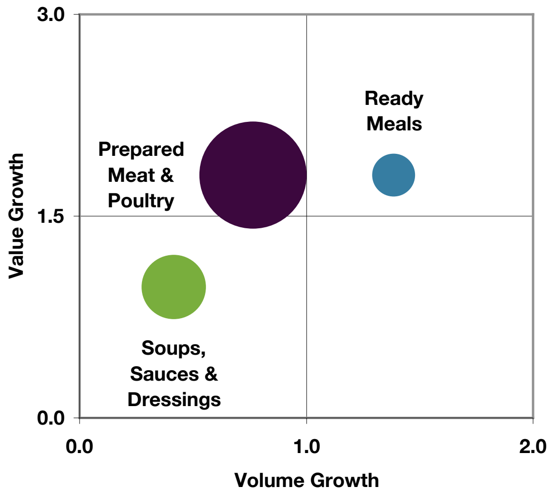
Western Europe: Share of Consumption of Ready Meals versus Comparative Segments, 2006



Source: **RTS Resource** (see notes).

Market Outlook to 2011

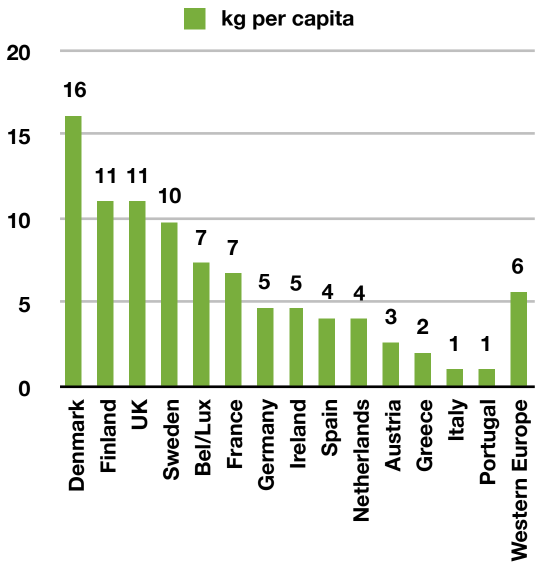
Western Europe: Forecast Market Growth by Selected Segment, Volume versus Value, 2006 - 2011



Note: size of bubble = relative market size based on forecast expenditure 2011.
Source: **RTS Resource** (see notes).

Per Capita Consumption

Western Europe: Per Capita Consumption of Ready Meals by Country, 2006



Source: **RTS Resource** (see notes).

Denmark: Consumption of Soups, Sauces and Dressings by Product, 2001 - 2011

000 tonnes/m litres	2001	2006	2011	CAGR 2006-2011
Fresh/Chilled Soup*	1	1	2	2.4%
Canned Soups*	8	8	8	0.3%
Cubes & Packet Soups†	3	3	3	0.7%
Instant Soup†	0	0	0	-17.8%
Bouillon/Similar°	22	22	22	0.3%
Condiment Sauces	24	25	25	0.5%
Sauces for Pasta	2	3	4	3.6%
Cooking Sauces	4	4	5	1.8%
Sauces Mixes†	1	1	1	1.4%
Salad Dressings	11	11	12	0.8%
Condiments, Pickles & Relishes	7	7	7	0.3%
Herbs & Spices (sold as)	6	6	6	0.7%
Culinary Fats and Oils	15	15	16	0.7%
Total	103	107	111	0.6%

Denmark: Expenditure on Soups, Sauces and Dressings by Product, 2006 - 2011

€m	2006	2011	CAGR 2006-2011
Fresh/Chilled Soup*	€5	€6	2.6%
Canned Soups*	€41	€43	0.8%
Cubes & Packet Soups†	€5	€5	1.0%
Instant Soup†	€2	€1	-10.7%
Bouillon/Similar°	€39	€41	0.8%
Condiment Sauces	€107	€112	0.9%
Sauces for Pasta	€21	€25	3.7%
Cooking Sauces	€21	€24	2.3%
Sauces Mixes†	€30	€33	1.7%
Salad Dressings	€75	€80	1.3%
Condiments, Pickles & Relishes	€33	€34	1.0%
Herbs & Spices (sold as)	€62	€64	0.6%
Culinary Fats and Oils	€76	€80	1.2%
Total	€517	€548	1.2%

Finland: Consumption of Soups, Sauces and Dressings by Product, 2001 - 2011

000 tonnes/m litres	2001	2006	2011	CAGR 2006-2011
Fresh/Chilled Soup*	4	5	6	3.0%
Canned Soups*	13	13	13	0.1%
Cubes & Packet Soups†	2	2	2	0.7%
Instant Soup†	1	1	1	0.8%
Bouillon/Similar°	20	20	20	0.1%
Condiment Sauces	27	27	27	0.1%
Sauces for Pasta	1	1	1	0.1%
Cooking Sauces	2	2	2	0.1%
Sauces Mixes†	1	1	1	0.9%
Salad Dressings	7	7	7	0.1%
Condiments, Pickles & Relishes	7	7	7	0.1%
Herbs & Spices (sold as)	1	1	1	1.4%
Culinary Fats and Oils	17	18	18	0.1%
Total	102	105	106	0.3%

Notes: *=m litres, †=dry weight, °=m litre equivalent.
Source: **RTS Resource** (see notes).

Finland: Expenditure on Soups, Sauces and Dressings by Product, 2006 - 2011

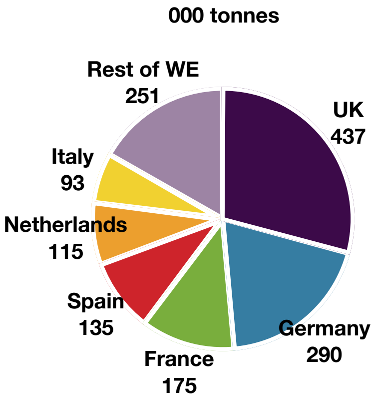
€m	2006	2011	CAGR 2006-2011
Fresh/Chilled Soup*	€19	€22	3.1%
Canned Soups*	€21	€22	0.7%
Cubes & Packet Soups†	€29	€30	1.0%
Instant Soup†	€6	€6	1.0%
Bouillon/Similar°	€34	€36	0.7%
Condiment Sauces	€102	€105	0.5%
Sauces for Pasta	€12	€13	0.7%
Cooking Sauces	€8	€9	0.9%
Sauces Mixes†	€19	€21	1.4%
Salad Dressings	€47	€48	0.5%
Condiments, Pickles & Relishes	€33	€34	0.9%
Herbs & Spices (sold as)	€18	€19	1.4%
Culinary Fats and Oils	€40	€41	0.7%
Total	€388	€405	0.9%

Notes: *=m litres, †=dry weight, °=m litre equivalent.
Source: **RTS Resource** (see notes).

4.6 Shape of the Market 2011

Forecast Consumption by Country

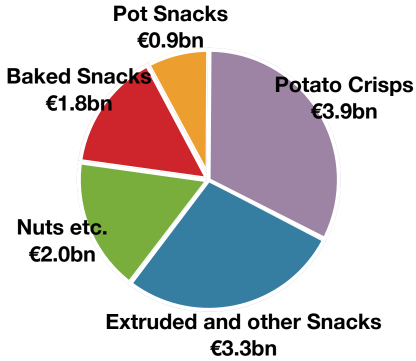
Western Europe: Forecast Consumption of Snacks by Country, 2011



Source: **RTS Resource** (see notes).

Forecast Expenditure by Product

Western Europe: Forecast Expenditure on Snacks by Product, 2011



Source: **RTS Resource** (see notes).

Snacks

Forecast Consumption by Country

Western Europe: Forecast Consumption of Snacks by Country, 2011

000 tonnes	2011
UK	437
Germany	290
France	175
Spain	135
Netherlands	115
Italy	93
Rest of WE	251
Total	1,496

Source: **RTS Resource** (see notes).

Forecast Expenditure by Product

Western Europe: Forecast Expenditure on Snacks by Product, 2011

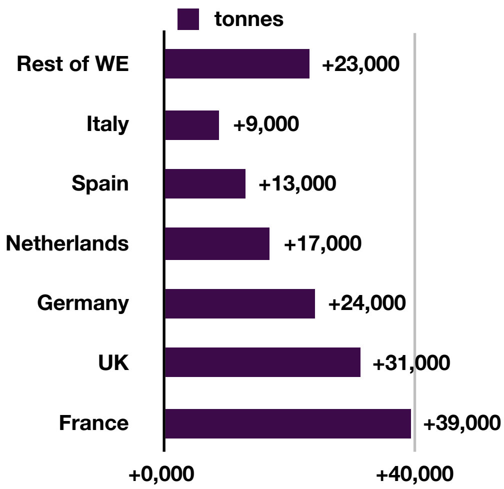
€bn	2011
Potato Crisps	€3.9
Extruded and other Snacks	€3.3
Nuts etc.	€2.0
Baked Snacks	€1.8
Pot Snacks	€0.9
Total	€11.8

Source: **RTS Resource** (see notes).

8.5 Growth Opportunities

Growth Opportunities by Country

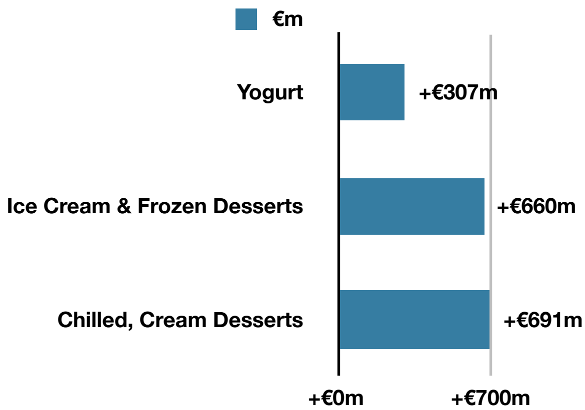
Western Europe: Forecast Additional Consumption of Yogurt, Desserts and Ice Cream by Country, 2006 - 2011



Source: **RTS Resource** (see notes).

Growth Opportunities by Product

Western Europe: Forecast Additional Expenditure on Yogurt, Desserts and Ice Cream by Product, 2006 - 2011



Source: **RTS Resource** (see notes).

Growth Opportunities by Country

Western Europe: Forecast Additional Consumption of Yogurt, Desserts and Ice Cream by Country, 2006 - 2011

000 tonnes	Growth
France	+39
UK	+31
Germany	+24
Netherlands	+17
Spain	+13
Italy	+9
Rest of WE	+23
Total	+156

Source: **RTS Resource** (see notes).

Growth Opportunities by Product

Western Europe: Forecast Additional Expenditure on Yogurt, Desserts and Ice Cream by Product, 2006 - 2011

€m	Growth
Chilled, Cream Desserts & Similar	+€691
Ice Cream & Frozen Desserts	+€660
Yogurt & Similar	+€307
Total	+€1,658

Source: **RTS Resource** (see notes).