

SIAL Paris
INSPIRE FOOD BUSINESS

nielsen
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BELGIUM





BELGIUM

IDENTITY CARD



SURFACE

30 530 KM²



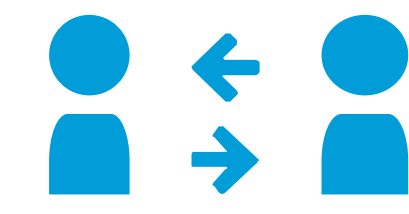
POPULATION

11,285,721



CAPITAL

BRUXELLES



LANGUAGE

DUTCH, FRENCH, GERMAN



RELIGION

96%

Catholics

GDP PER CAPITA (USD) 40,231 €

TOP 3 EXPORT FRANCE, NETHERLANDS, GERMANY

TOP 3 IMPORT FRANCE, NETHERLANDS, GERMANY

MONNAIE EURO

GROCERY SHOPPING

44%

ENJOY SHOPPING FOR GROCERIES

FMCG VALUE SALES TREND



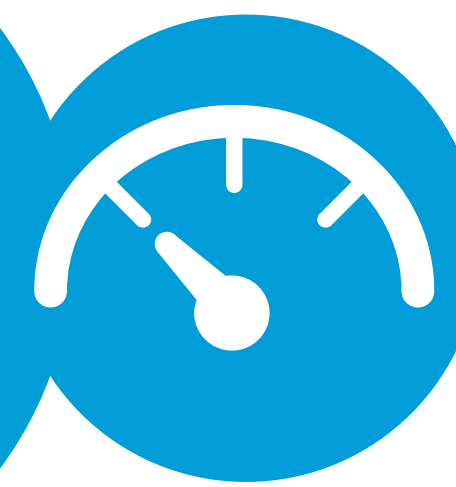
1.2%

CONFIDENCE INDEX

CONSUMER CONFIDENCE INDEX



76%



37%

THINK THE STATE OF THEIR OWN PERSONAL FINANCES IN THE NEXT 12 MONTHS WILL BE GOOD OR EXCELLENT

COMPARED TO THIS TIME LAST YEAR...

52%

HAVE CHANGED THEIR SPENDING TO SAVE ON HOUSEHOLD EXPENSES

52%

HAVE SWITCHED TO CHEAPER GROCERY BRANDS

21%

HAVE CUT DOWN ON TAKE-AWAY MEALS

16%

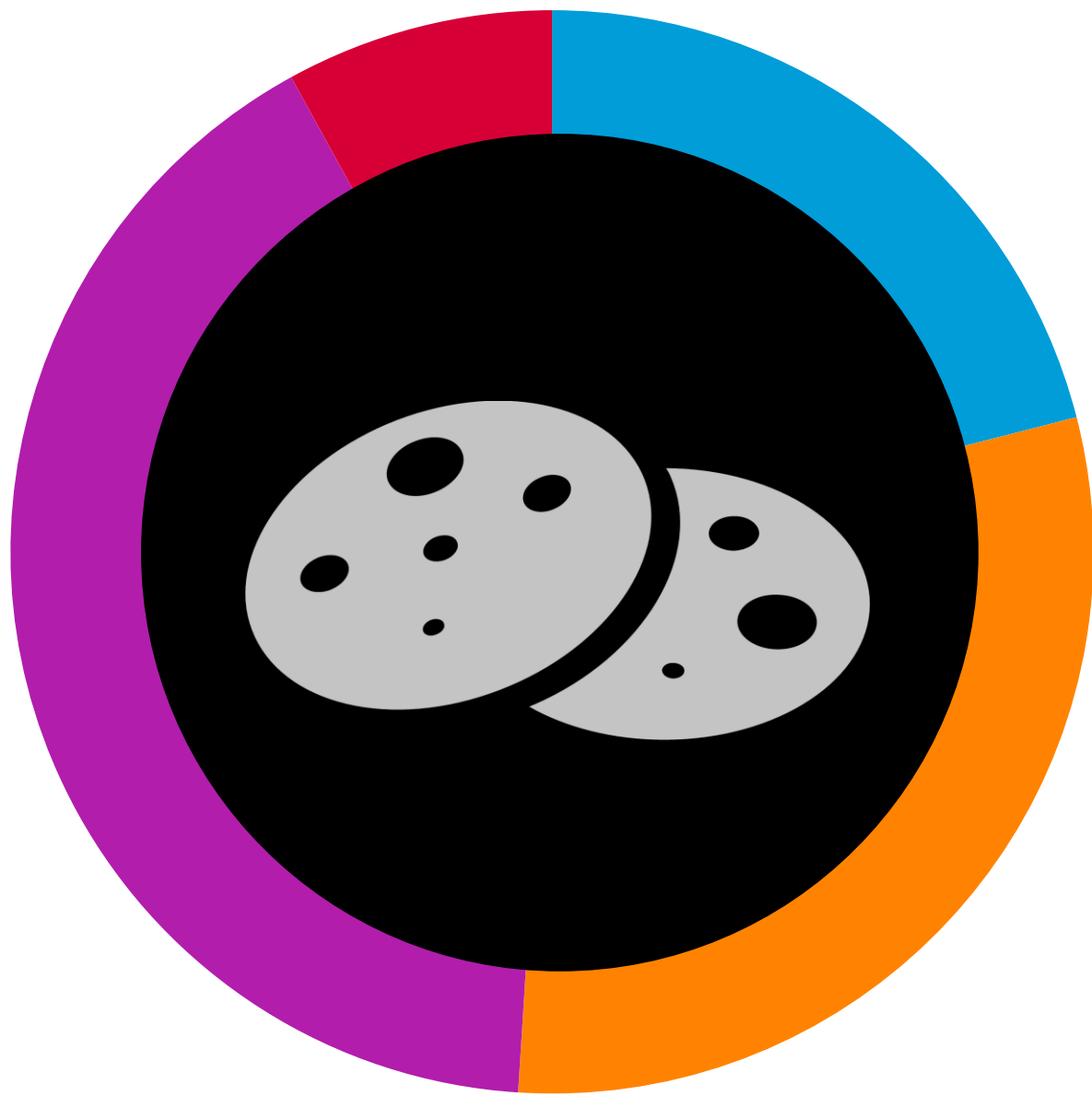
HAVE CUT DOWN ON OR BUY CHEAPER BRANDS OF ALCOHOL



BELGIUM

BRAND ORIGIN PREFERENCES

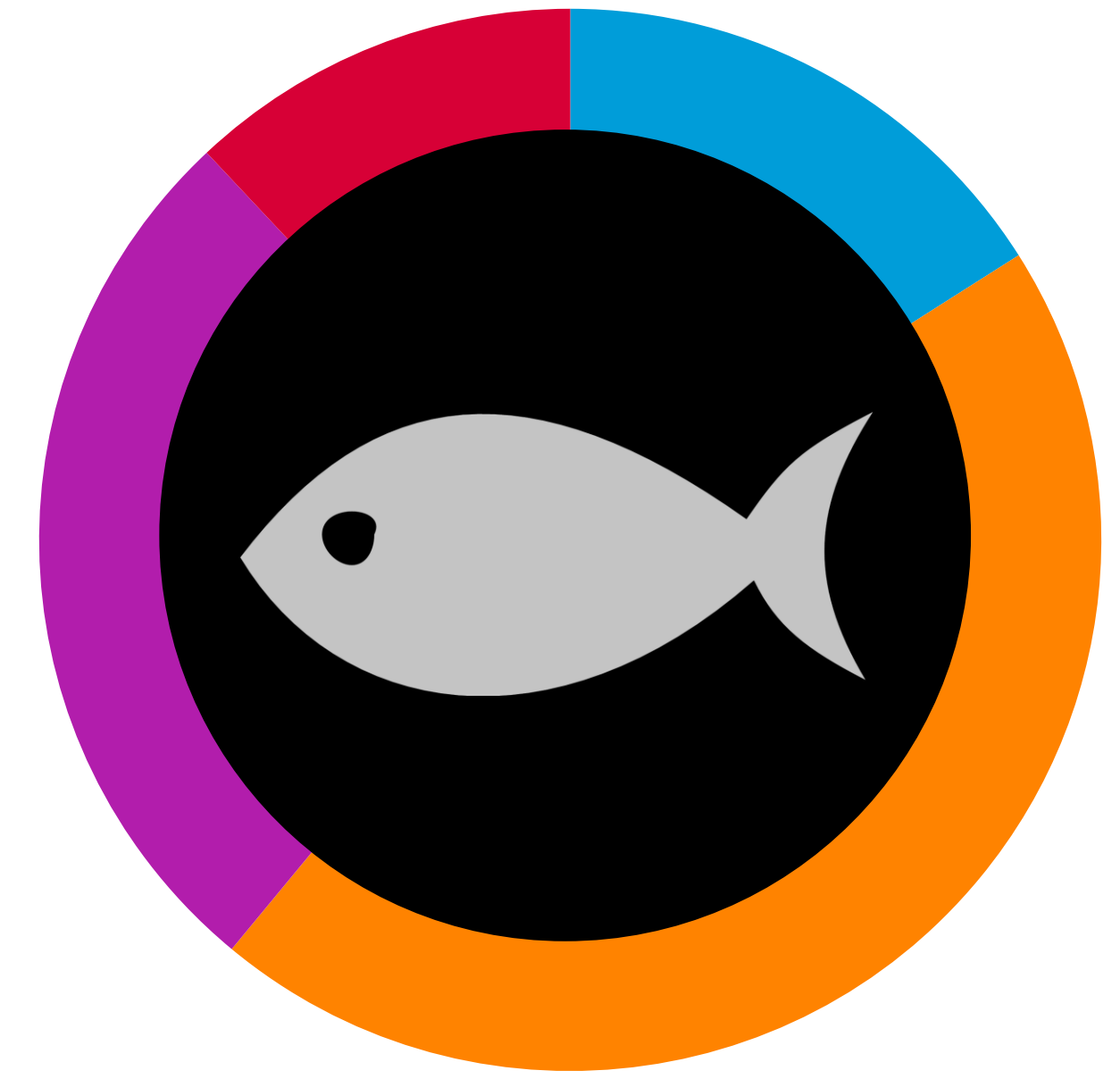
COOKIES/BI
SCUITS



YOGHURTS



SEAFOOD



■ Prefer Global Brands
■ Not important

■ Prefer Local Brands
■ I don't buy this category

FOOD INGREDIENTS



48%

WANT MORE
ALL NATURAL
PRODUCTS

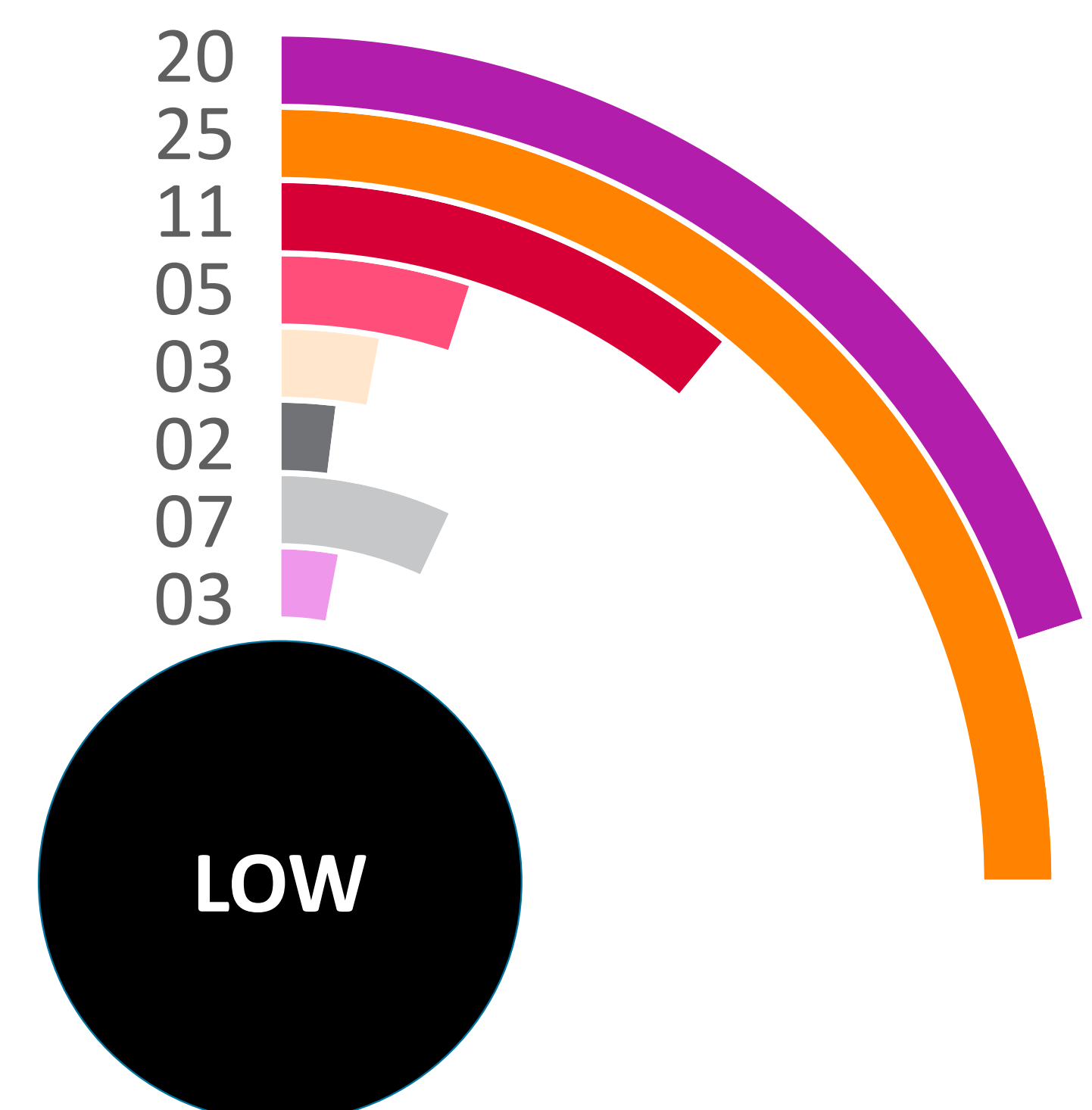
20%

LIVE IN AN HOUSEHOLD
WHERE SOMEONE SUFFERS
FROM A FOOD ALLERGY OR
INTOLERANCE



FOLLOW A SPECIAL DIET THAT LIMITS OR RESTRICTS
SPECIFIED FOODS OR INGREDIENTS

- LOW FAT
- SUGAR CONSCIOUS
- LOW SODIUM
- VEGETARIAN
- HALAL
- GLUTEN FREE
- LOW CARBOHYDRATE
- LACTOSE FREE



LOW



BELGIUM

SNACKING



IN WHICH OUTLET DO YOU OFTEN BUY SNACKS?

MASS-MERCHANDISERS /HYPERMARKETS **53%**

GROCERY/FOOD SUPERMARKET STORES **47%**

DISCOUNT/DOLLAR STORES **24%**

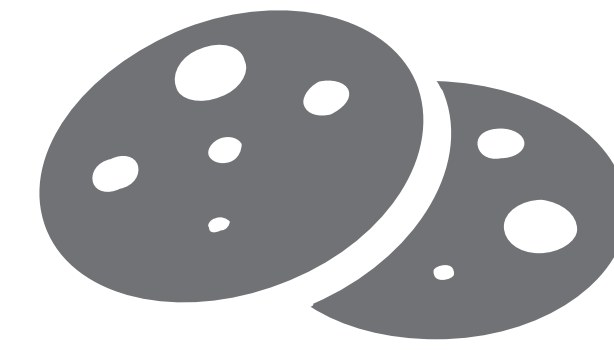
WAREHOUSE CLUB STORES **10%**

SMALL, LOCAL NEIGHBORHOOD STORES **10%**

37%

AGREE THAT MOST OF THEIR SNACK PURCHASES ARE

UNPLANNED



THINKING ABOUT THE SNACKS YOU ATE IN THE LAST MONTH, WHY DID YOU CONSUME THESE SNACKS?

TO SATISFY A CRAVING

32%

FOR ENJOYMENT

46%

TO SATISFY HUNGER BETWEEN MEALS

25%



THINKING ABOUT THE SNACKS YOU EAT, WHICH HEALTH ATTRIBUTES ARE VERY IMPORTANT TO YOU? (TOP 3)

NO ARTIFICIAL COLOURS

27%

GMO FREE

29%

ALL NATURAL

26%

DIETS

42%

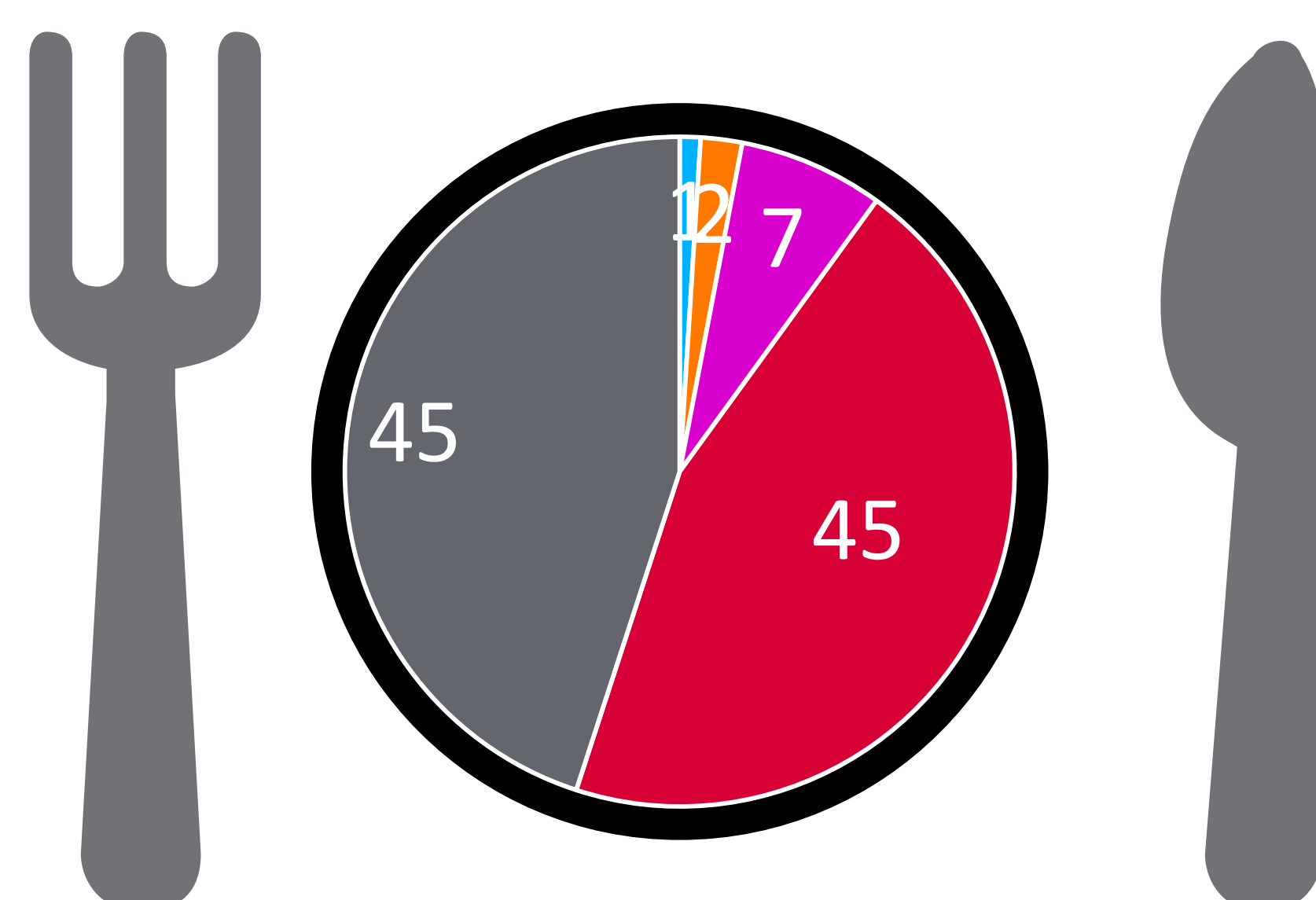
CURRENTLY TRYING TO LOSE WEIGHT

82%

OF WHICH CHANGING THEIR DIET

OUT OF HOME

FREQUENCY OF DINING OUT



● ONCE A DAY OR MORE FREQUENTLY

● 3 TO 6 TIMES A WEEK

● ONCE OR TWICE A WEEK

● 1-3 TIMES PER MONTH

● LESS THAN ONCE A MONTH OR NEVER



GUIDE

DATA SOURCES

Nielsen Global Survey

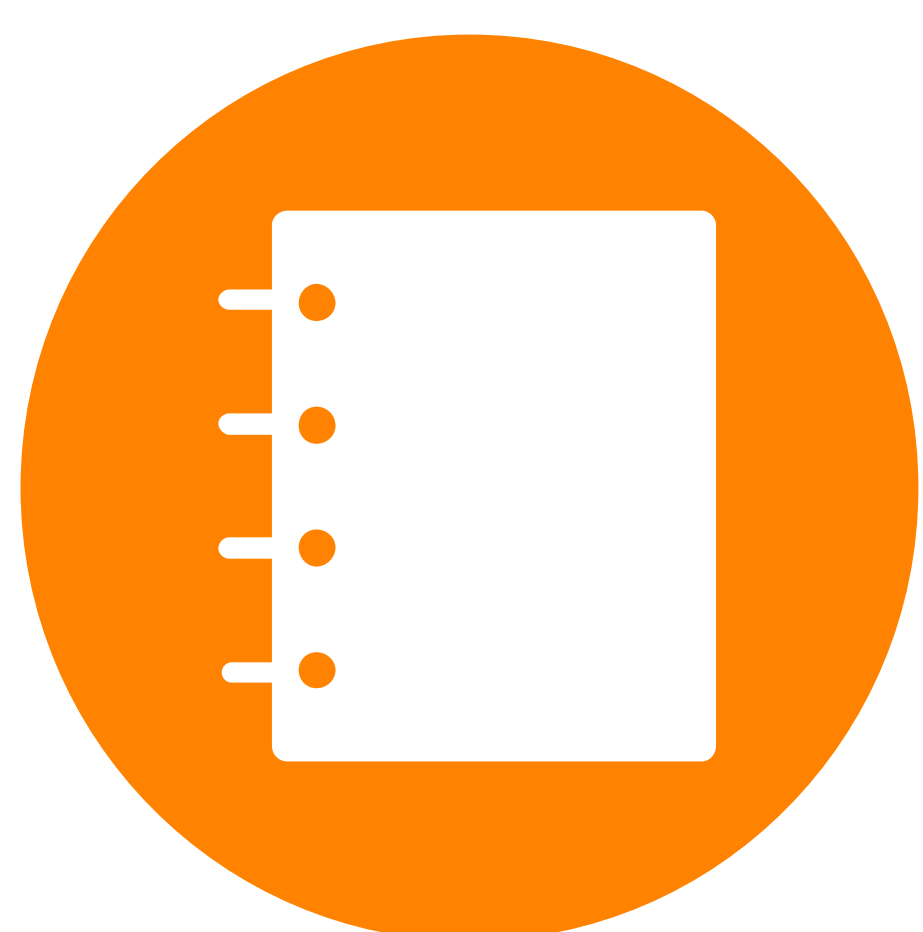
The survey, which includes the Global Consumer Confidence Index, was established in 2005 and measure Consumer Confidence and Spending Intentions. The survey poll every quarter more than 30,000 online consumers in 63 countries. The sample has quotas based on age and sex for each country based on their Internet users.

Consumer Confidence and Spending Intentions is a quarterly survey, with latest update conducted May 9–27, 2016. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism, respectively.

- The Nielsen Global Health and Ingredient-Sentiment Survey was conducted March 1-23, 2016.
- The Nielsen Global Out-of-Home Dining, Brand-Origin and Retail-Growth Strategies Surveys were conducted Aug. 10–Sept. 4, 2015.
- The Nielsen Global Health & Wellness Survey was conducted between Aug. 13 and Sept. 5, 2014
- The Nielsen Snacking Survey was conducted between Feb. 17 & March 7, 2014.

Other Nielsen data

- Number of stores: source is Nielsen TradeDimensions, a continuous tracking of distribution landscape.
- Sales change% for FMCG (Fast Moving Consumer Goods, between 2014 and 2015): source is retail panel Nielsen ScanTrack.



Other sources

Surface, religions: Planète Expert
GDP: World Bank
Countries for import & export: Trade Map

