



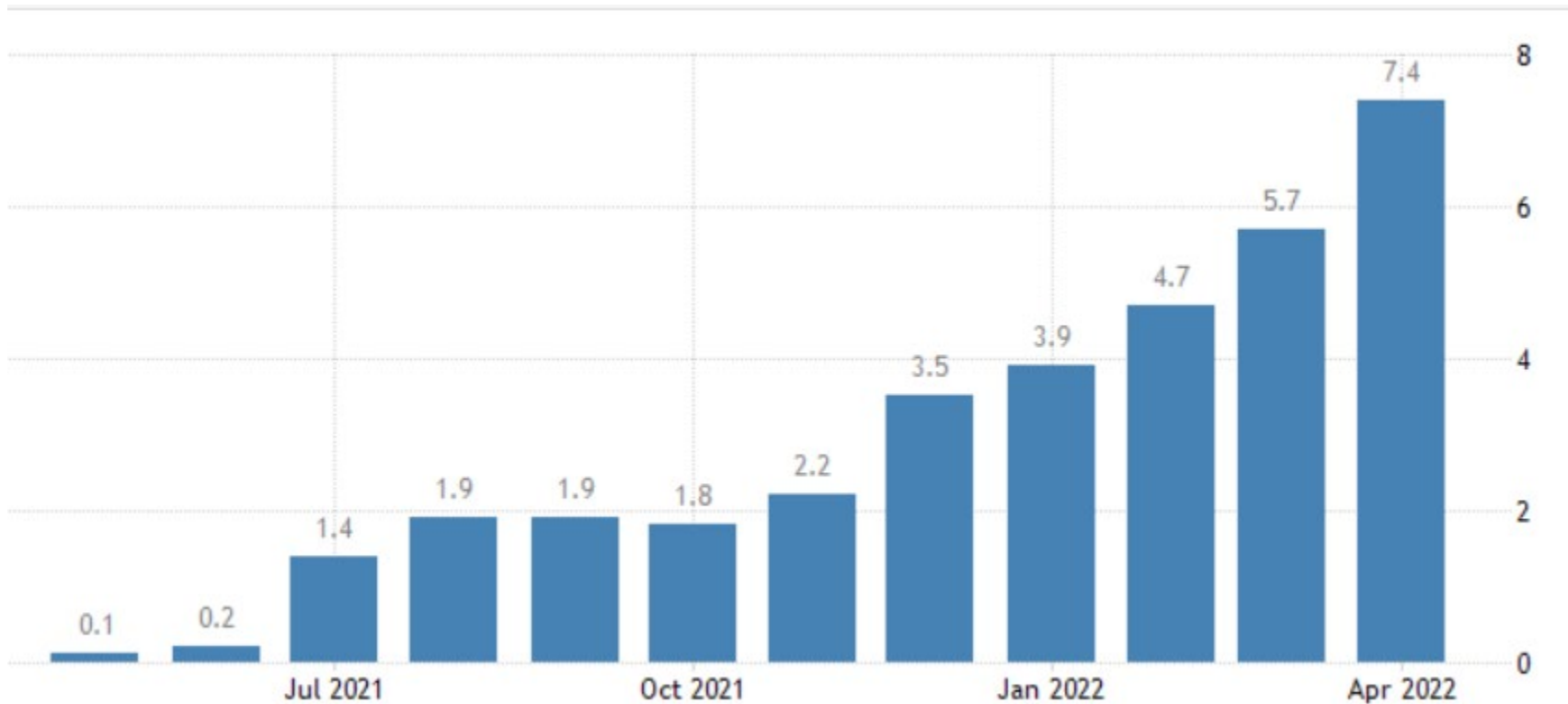
# TRENDS IN SALES OF VEGETABLE PRODUCTS – A RETAIL PERSPECTIVE

## Fruit & Vegetables (Tomato) Market Observatory

29 JUNE 2022

# Europe: economic context

## EU food inflation



Source: Eurostat

# Europe

## Consumer behaviour in times of crisis

Europe  
average<sup>4</sup>

### More consumers prioritize price

Look for ways to  
save money when  
shopping

42%

+9

Actively research  
for best  
promotions

28%

+1

Switch to less  
expensive  
products to save  
money

18%

+1

Buy private-label  
products instead  
of known brands

14%

+4

### Trends during 2022 inflation

Retailers do not expect demand changes in relation to bread, milk, extra-virgin olive oil, but expect decreases in demand for fresh seafood, cheese, wine.

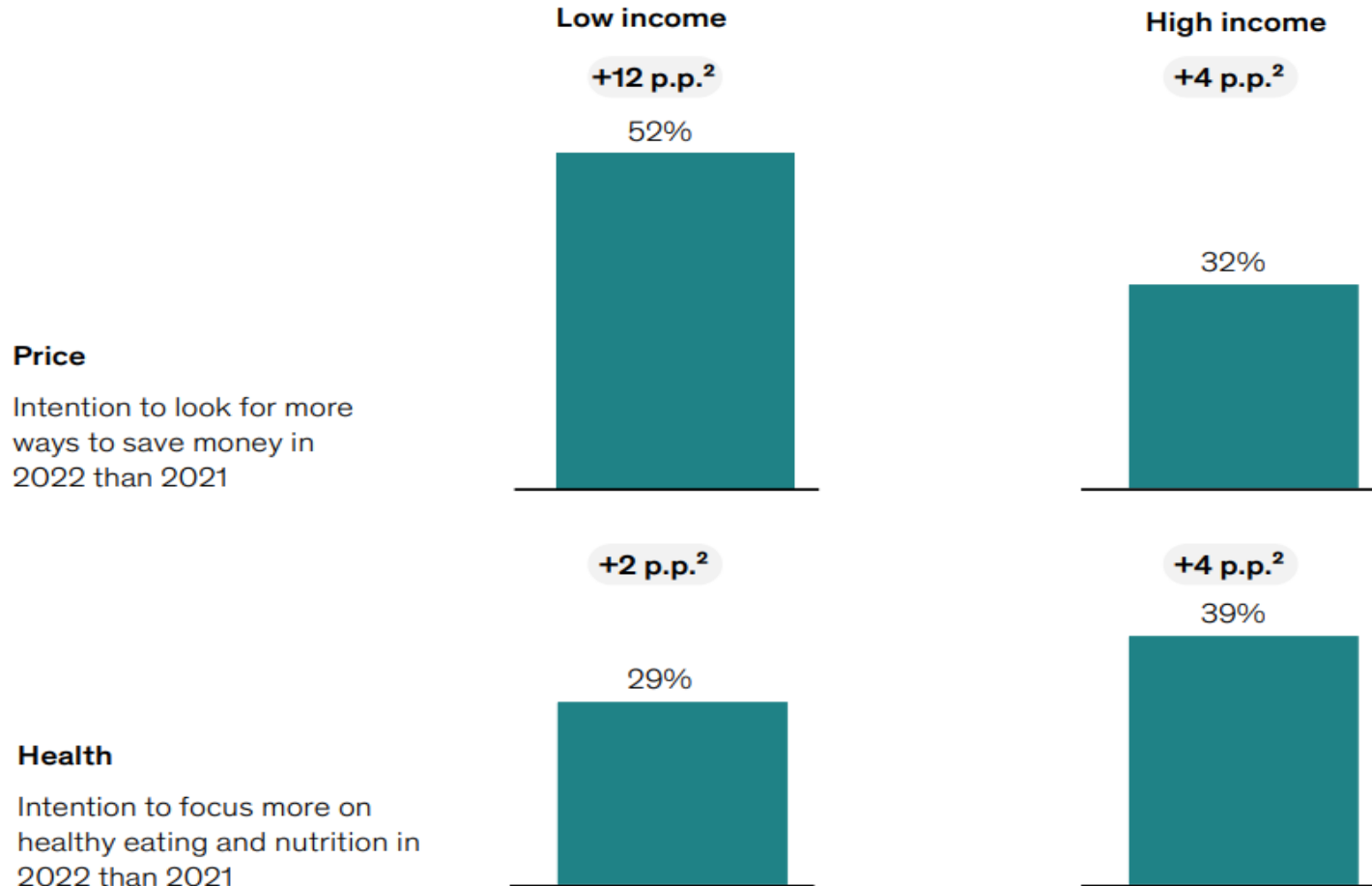
Source: McKinsey, ISMEA

# Europe

## Healthier eating and sustainability

Net intent<sup>1</sup> of consumers toward grocery shopping in 2022 compared with 2021, European average, %

2022 Change from previous year



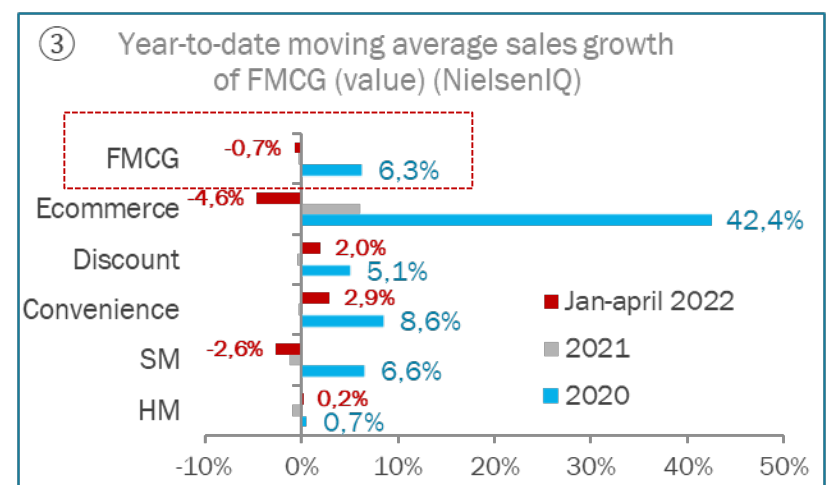
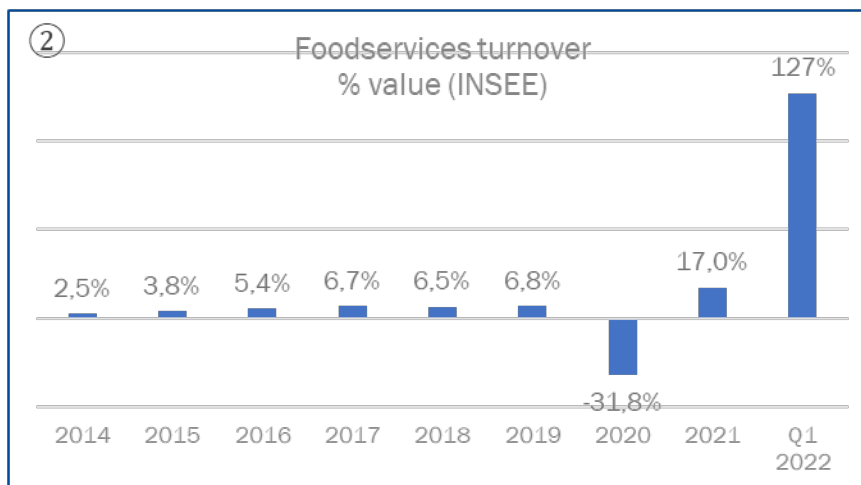
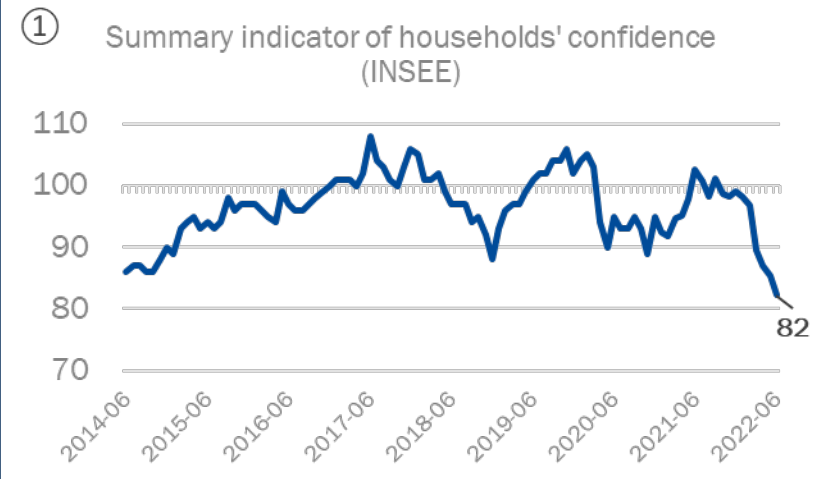
# France

## Economic context (1)

① In June 2022, households' confidence in the economic situation decreased further, for the sixth month in a row. At 82, the indicator it has lost 3 points and thus remains well below its long-term average (100).

② Restaurant sales rebounded 127% in Q1 2022, the sector has finally returned to its pre-crisis level in Q1 2022: revenues are 3.1% higher in Q1 2022 than in Q1 2019. Within the European Union, the trend is similar: +100% in Q1 2022.

③ FMCG sales declined slightly during the first 4 months of the year (-0.7%) but remain above 2019 levels.



# France

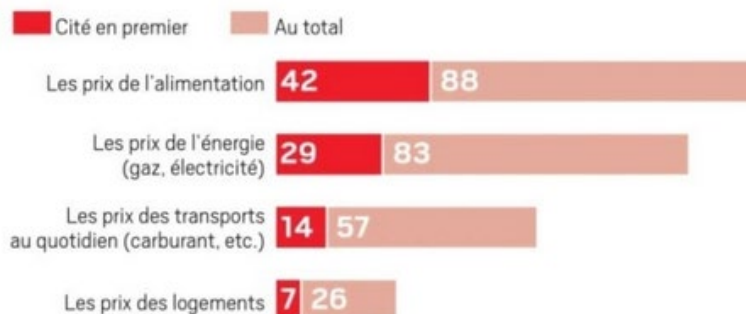
## Economic context (2)

- ❖ Food is the number one problem for the French, 82% of whom support the creation of a food voucher, according to a Harris Interactive survey.
- ❖ They estimate that they spend 30% of their expenses on food vs. 15% on average (food at home) according to Insee data in 2021, and 20% on food at home + out of home.

### Pouvoir d'achat : les inquiétudes des Français

Quelles éventuelles augmentations de prix redouteriez-vous le plus aujourd'hui ?

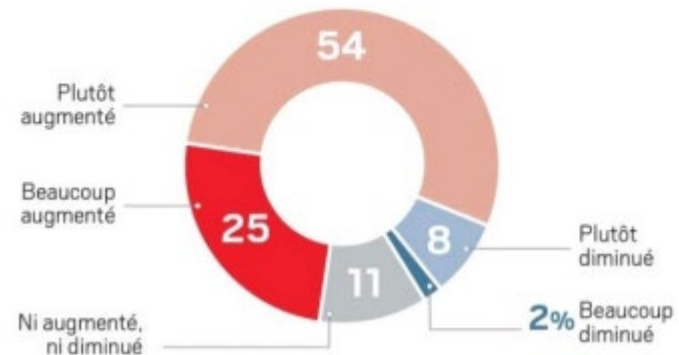
(en pourcentage)



Source : Harris Interactive – June 2022



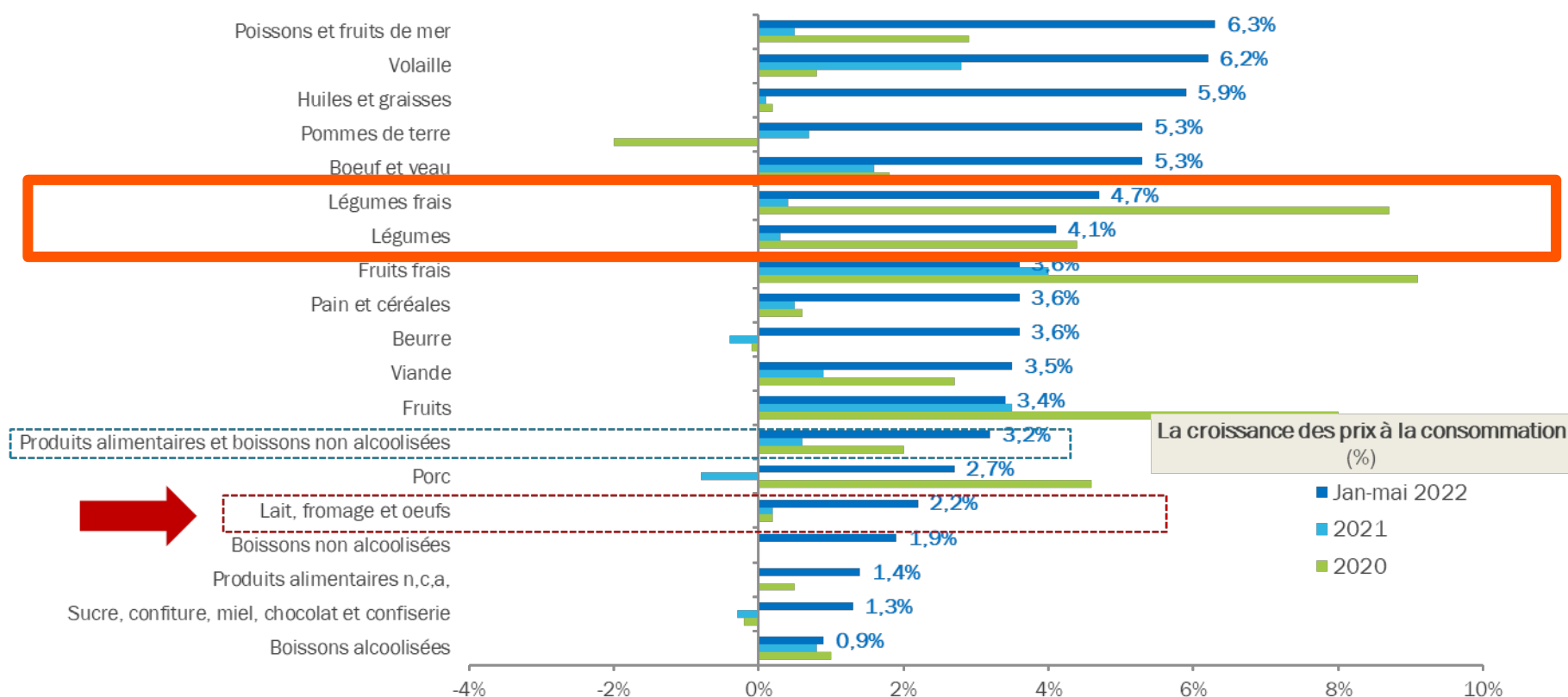
Selon vous, la part de vos revenus personnels que vous consacrez à votre alimentation a-t-elle au cours des derniers mois...  
(en pourcentage)



# France

## Focus on inflation

The growth of consumer prices of food products has tended to accelerate in recent months. Fish and seafood prices have risen by 6.3% and poultry by 6.2%, oils and fats by 5.9% in the first 5 months of the year, etc.



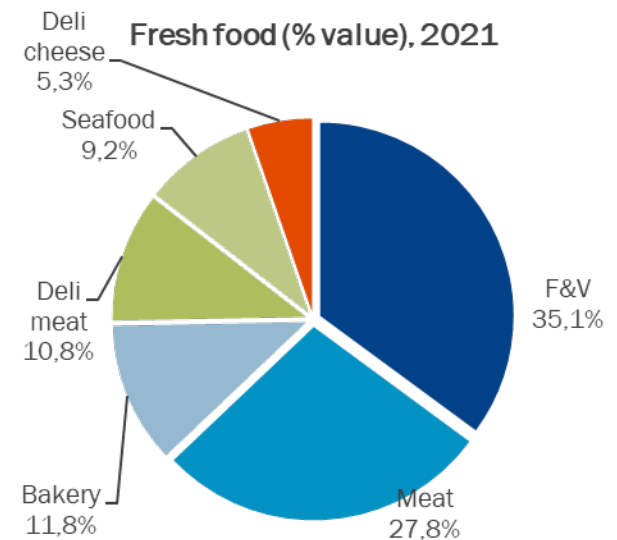
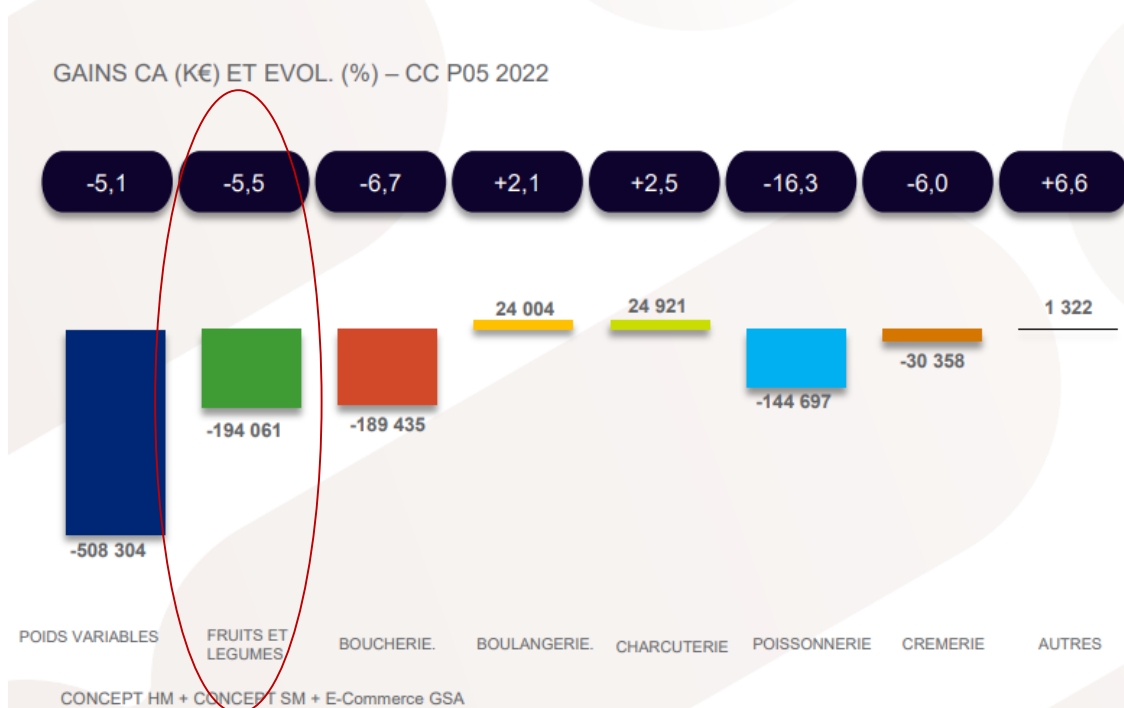
(\*) IPC : indice des prix à la consommation (ensemble des ménages / France) / Source : INSEE - dernière donnée mai 2022

# France

## Focus on fresh food in hypermarkets and supermarkets

The sales of fresh food products (unpacked products) decreased by 5,1% during the first 5 months of 2022 compared to 2021. Sales of tomatoes have been stable in the recent period favoured by the weather conditions.

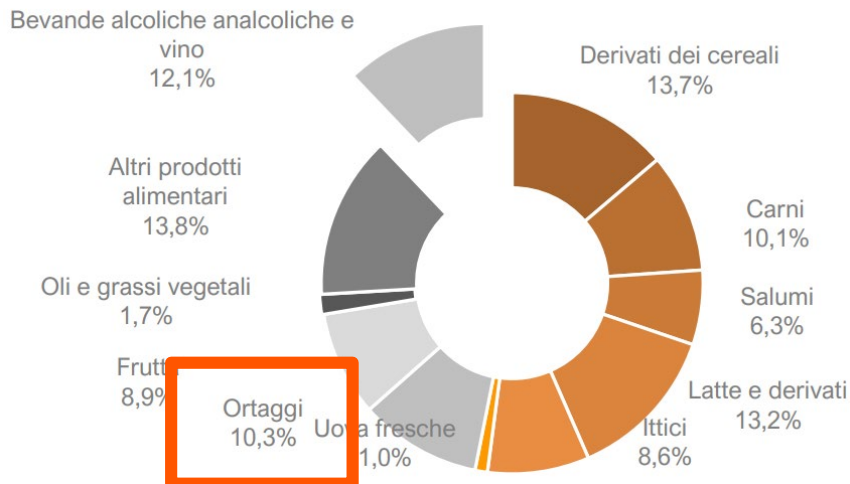
### Décomposition évolution poids variable - cumul courant -



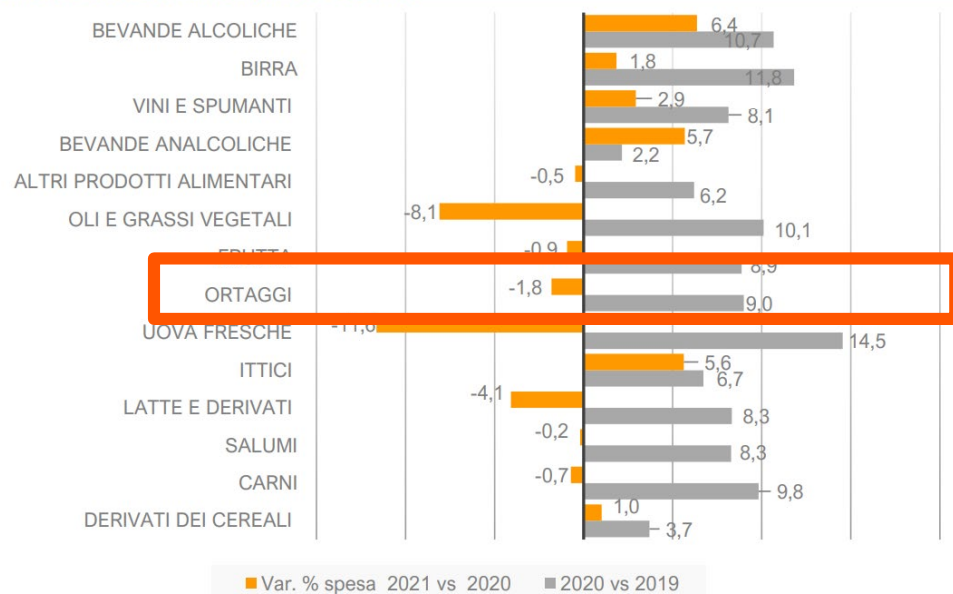


# Italy

## 2021 shopping trolley



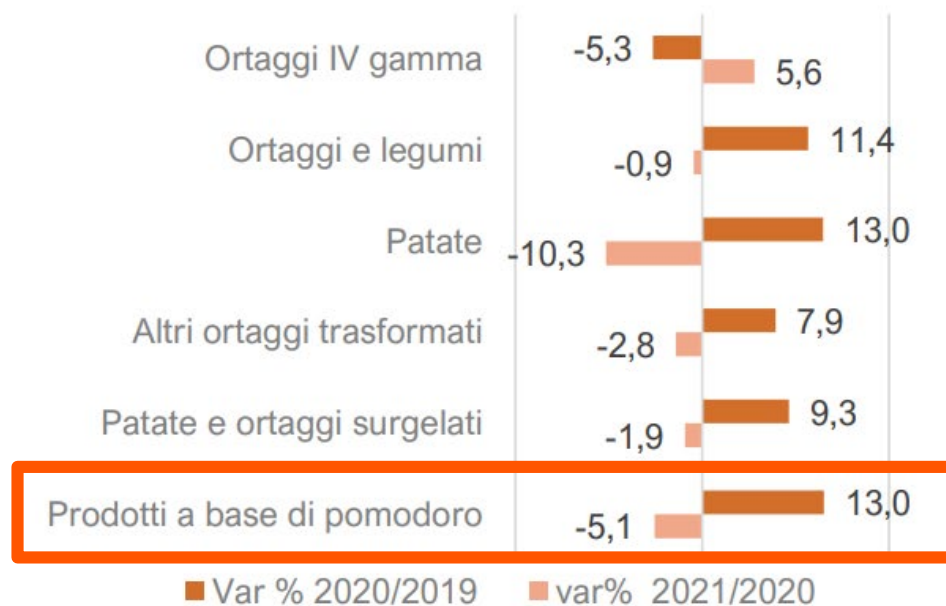
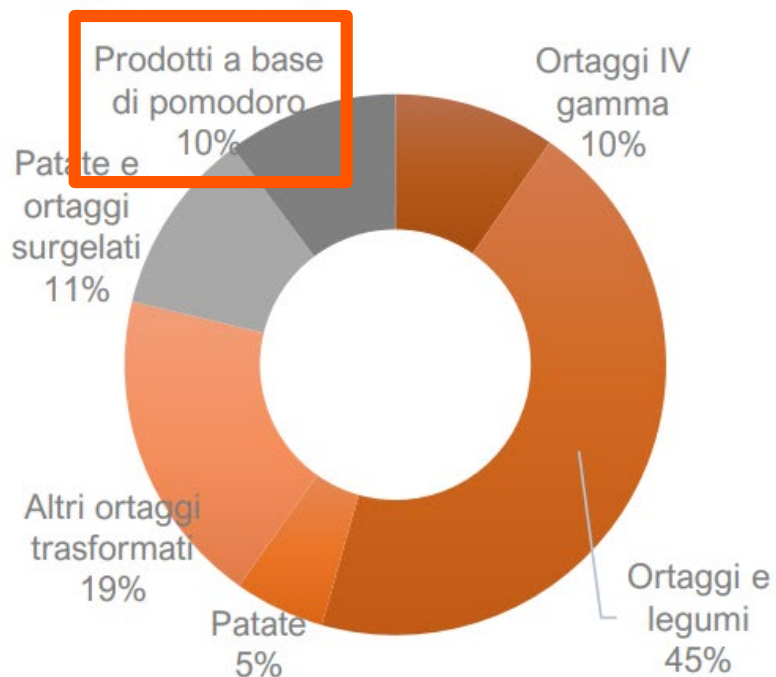
Variazione % di spesa dei vari comparti su base annua



# Italy

## Vegetables in 2021

### Ortaggi - Peso su segmento e variazione su base annua

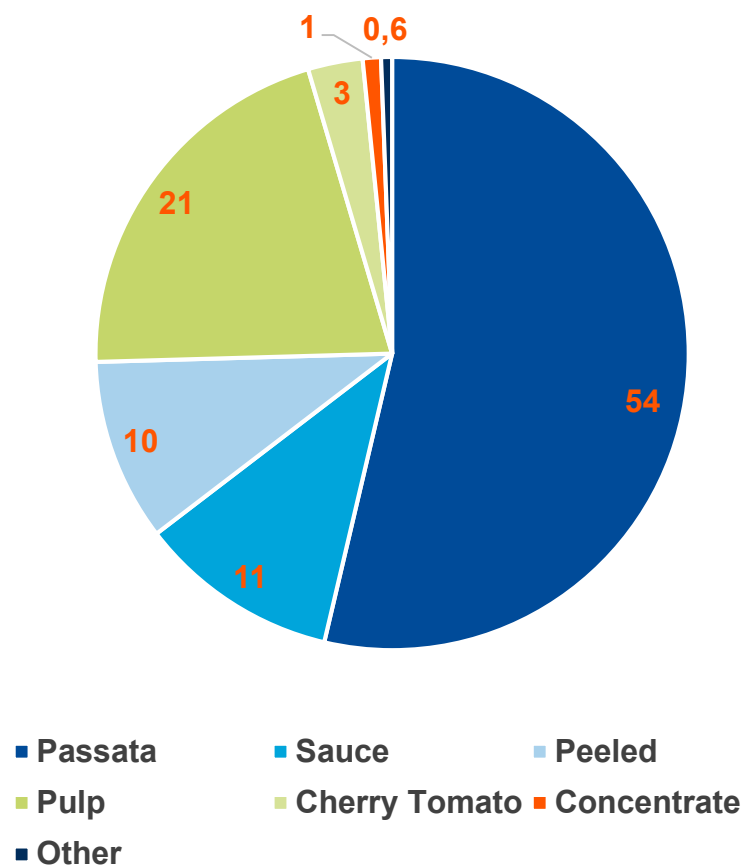


# Italy

## Processed tomatoes at retail level

Product category	Volume	Value	Price (%)
Passata	-2,6	-7,9	5,7
Tomato sauce	-1,6	-7,2	6,1
Pulp	-7,2	-11,3	4,6
Peeled tomatoes	-10,3	-14,8	5,3
Concentrate	-0,5	-2,3	1,8
Processed cherry	1,2	1,2	0
Organic processed	-4,8	-2,6	-1,4
UHT sauces	0,2	-0,2	0,4

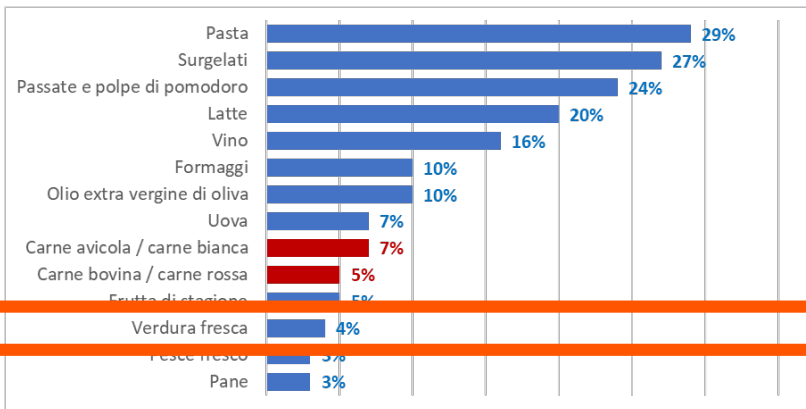
Sales volume



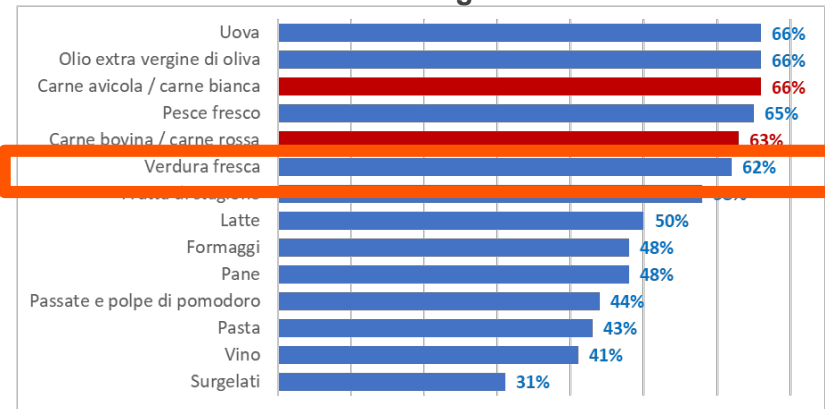
# Italy

## Purchasing drivers for fresh vegetables

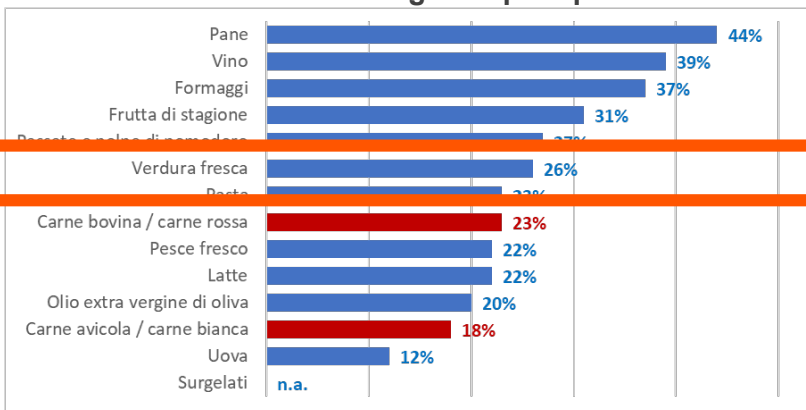
Choice based on brand



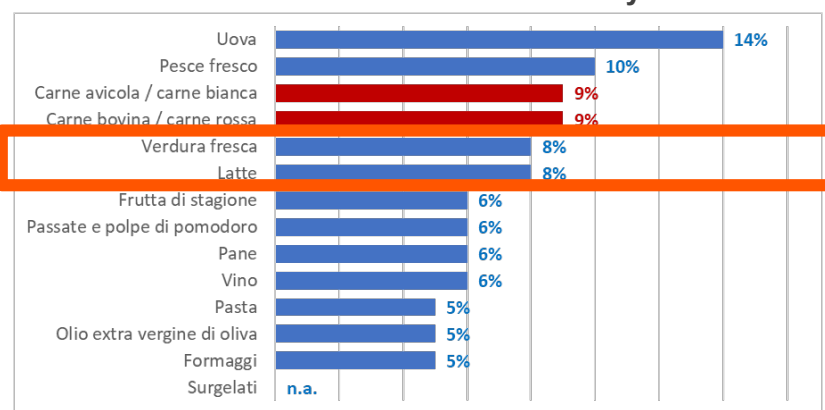
Choice based on the origin of raw materials



Choice based on organoleptic qualities



Choice based on sustainability

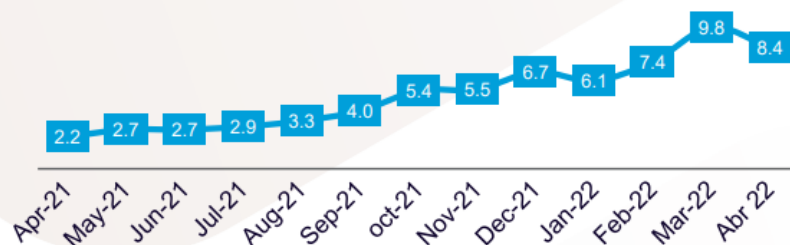


Source: Osservatorio consumi Ismea-Nielsen – Survey based on a sample amounted to about 3.000 families

# Spain

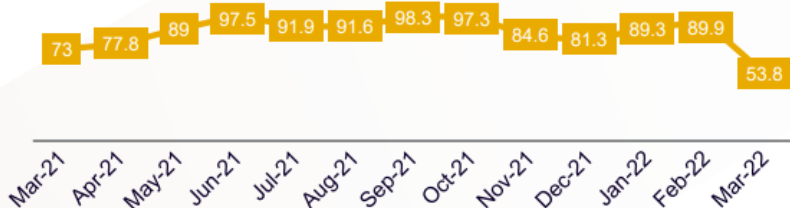
## Economic outlook

### EVOLUCIÓN ÍNDICE DE PRECIOS AL CONSUMO

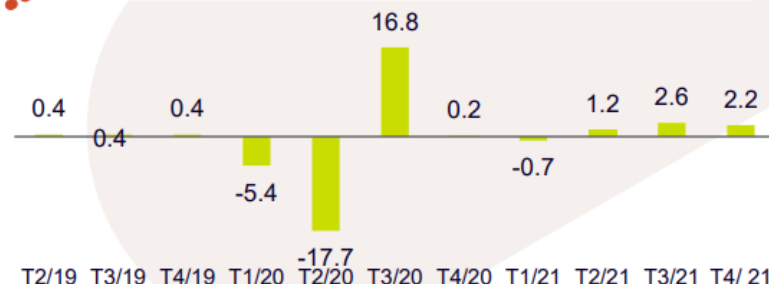


Fuente INE

### ÍNDICE DE CONFIANZA DEL CONSUMIDOR

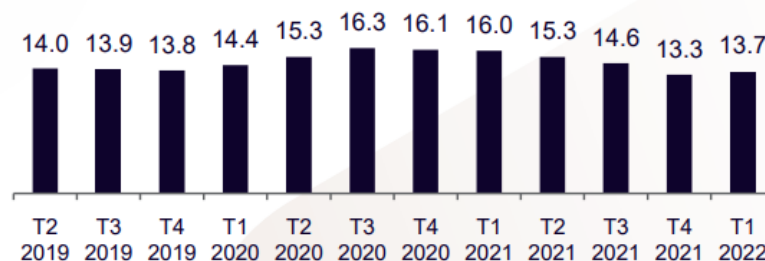


### EVOLUCIÓN PRODUCTO INTERIOR BRUTO



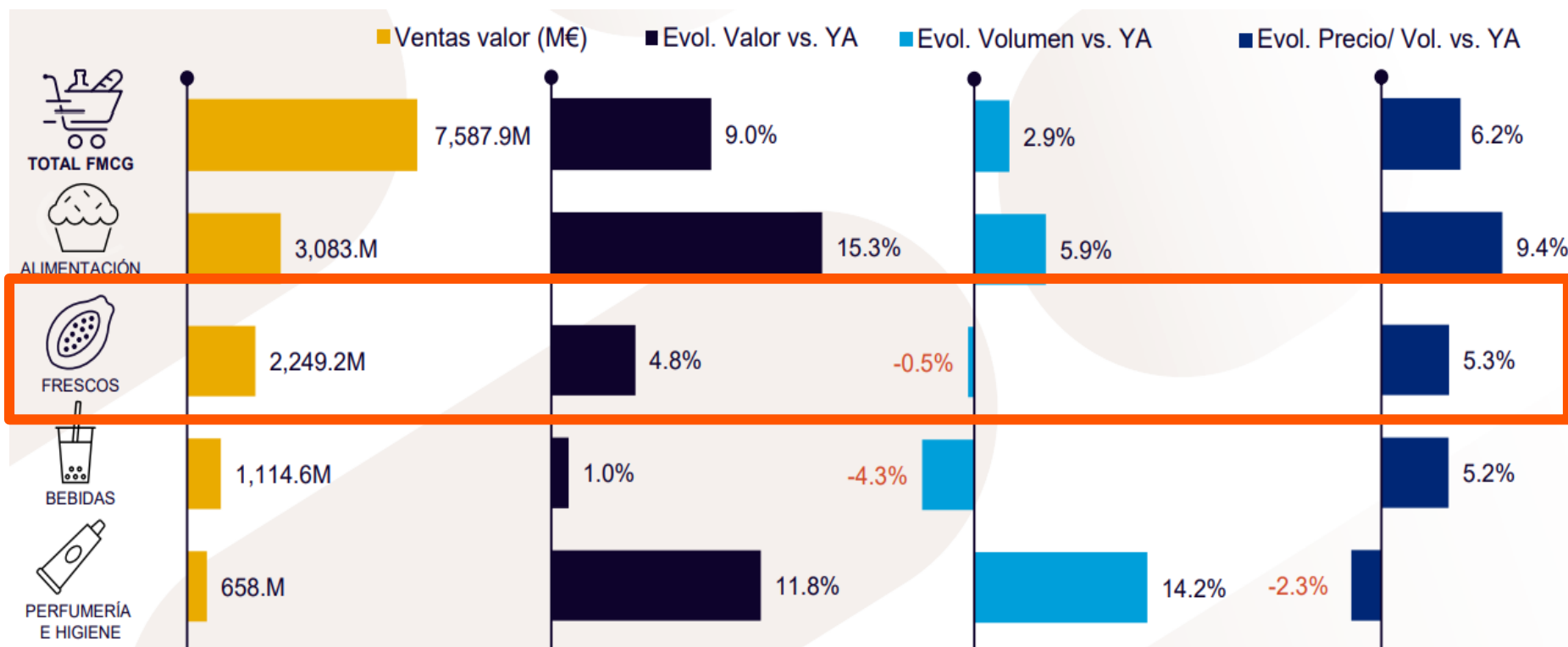
Fuente INE (Tasa trimestral)

### TASA DE DESEMPLEO



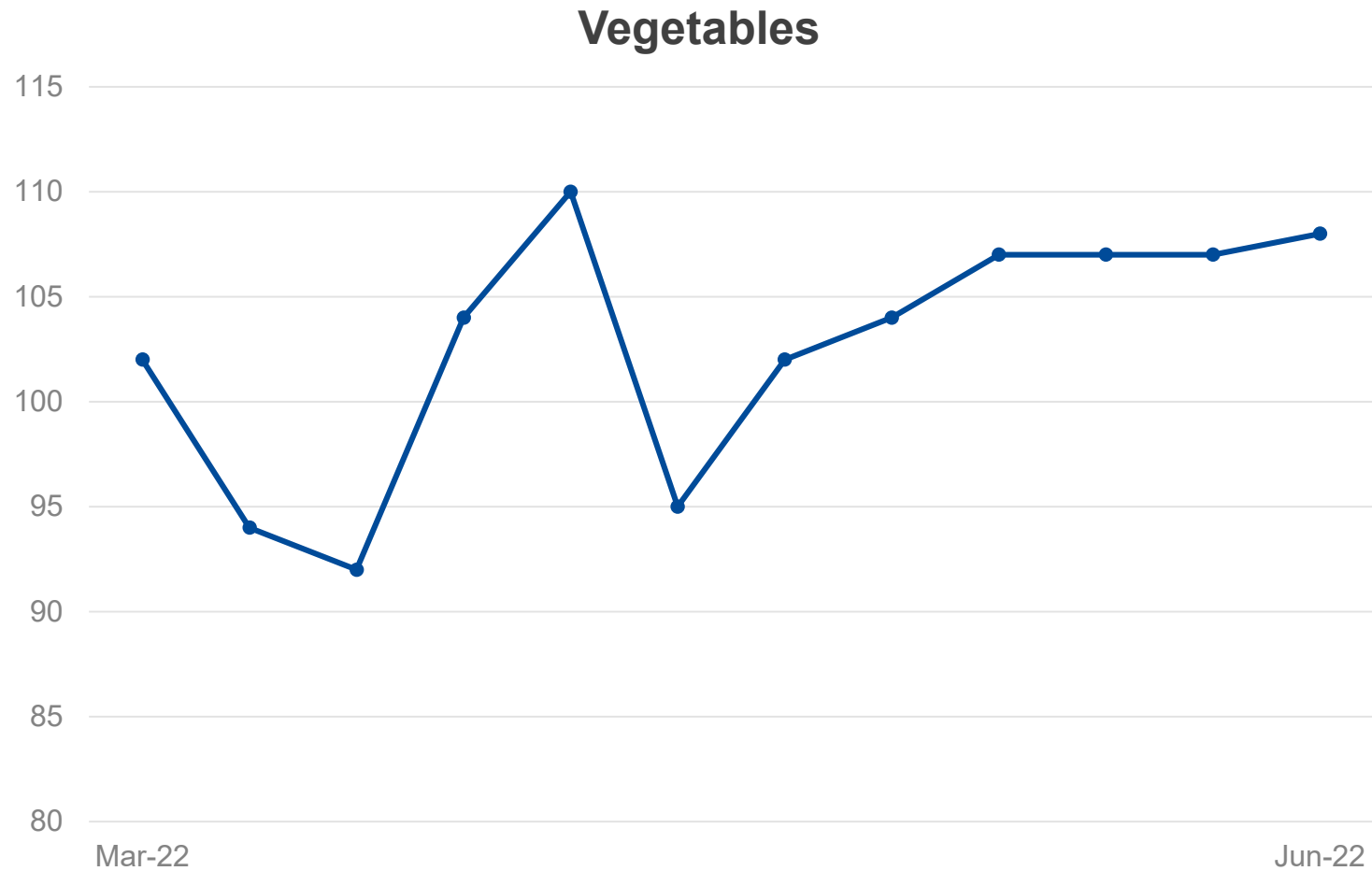
# Spain

## Retail sector



# Spain

## demand for fresh vegetables



# Spain

## inflation index for fresh vegetables

### Vegetables

