



Insight into fresh foods

Delivering fresh insights

With over thirty years of experience in the international fresh foods marketplace *Taylor Nelson Sofres'* International Fresh Foods division is the undisputed leader in providing marketing information on fresh foods across Europe. We have a committed, multi-lingual and multi-disciplined client service team who offer you innovative research solutions.

We cover the fresh foods market from consumer purchasing and consumption, to product usage, attitudes and positioning. We can help you understand how your product has performed over a period of time and how current market trends and issues affecting your markets can help you succeed in this environment.

Taylor Nelson Sofres' international presence has enabled us to set up pan-European purchasing databases on the fruit and vegetables and meat markets. These databases bring together information from Great Britain, France, Germany, Spain, The Netherlands and Belgium, allowing you to understand your products and markets across Europe.

We also offer bespoke ad-hoc studies, both qualitative and quantitative, across Europe, which can be combined with the purchasing data to deliver even greater understanding.

In Great Britain, we also run a number of syndicated fresh food omnibus surveys. These are designed to address current industry issues across fruit, vegetables, fish, meat, dairy and poultry. These are updated quarterly.

Delivering what you need to know and more

We offer information on market size, trends, seasonality, consumer demographics, usage and attitudes, traditional and non-traditional outlets, brand awareness, country of origin and much more. Some of the questions answered include:

- Does seasonality affect your markets?
- Are you constrained by supply shortages? How does this affect pricing? Are your products being substituted?
- How are changing consumer lifestyles affecting your market?
- Has your business been influenced by food scares?
- How has the decline in traditional outlets such as butchers, fishmongers and greengrocers affected the structure of the market?
- What information do you need to fully understand Category Management?



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Keeping you in the know

Our clients include Government bodies, international food organisations, national trade and export boards, multiple retailers and producers. In short, everyone involved in fresh food markets.

Why use Taylor Nelson Sofres?

Our patented codebook is used to record all non bar-coded products. This means we collect data on all purchases of fish, meat, fruit, vegetables and dairy products bought in fishmongers, butchers, greengrocers and market stalls, as well as in multiple outlets. This enables us to process information on all fresh products including details of varieties/species and country of origin, loose and pre-packed, so that all areas of the market are covered.

Giving you the complete market picture

Our fresh foods information allows you to:

- Monitor your products and sectors on an ongoing basis to enable you to assess your market position
- Keep up to date with what the competition is doing ensuring that opportunities are not missed
- Identify gaps or opportunities in your distribution strategy
- Identify areas for New Product Development and innovation
- Provide a basis for negotiation with distributors and retailers using a familiar information source
- Understand consumer attitudes towards fresh food

Taylor Nelson Sofres is one of the world's leading marketing information groups. Separate international divisions specialise in consumer goods and panels, automotive, healthcare, telecommunications, media, marketing services, IT, business and financial services worldwide.



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