



Understanding international food and drink markets

Building a greater understanding of your different markets and consumers

If you are a food or drink supplier looking to import to or export from Great Britain, it is crucial that you fully understand the markets that you are moving into and the consumers within those markets.

Each country operates differently. Consumer tastes, habits and perceptions are different in each country. It can be costly to assume that the way a product is sold in one country will work well in another. Numerous factors affect the way in which products are retailed, purchased and consumed across countries.

Some key differences between countries include:

- Retail structure
- Pricing
- Taste
- Attitudes
- Product range
- Culture and customs
- Branding
- Advertising and promotions

International food and drink specialists with global and local expertise

Setting up and managing a cross-country research project can be difficult and time consuming. That's where *Taylor Nelson Sofres'* International Fresh Foods division can help.

As one of the world's leading marketing information groups, we have an international network of offices in over 30 countries and more than 4,600 employees across Europe, the Middle East, the Americas and Asia Pacific. Separate international divisions specialise in consumer goods and panels, automotive, healthcare, telecommunications, media, marketing services, IT, business and financial services.

By setting up continuous and ad-hoc research programmes, our International Fresh Foods division co-ordinates the resources across the Group to provide the best practical approach and solutions to your research needs so you can fully understand your markets and consumers.

Whether it is a single or a multi-country project, we have the experience and know how to deliver valuable, actionable data.

TAYLOR NELSON **SOFRES**



Who needs this information?

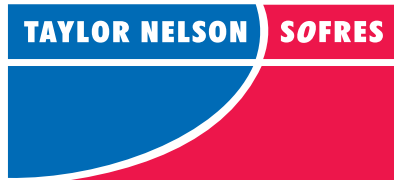
Anyone who needs consumer research. Whether you are looking to export your product to a new country, or are a large multinational already established across Europe but require more research into your markets, or a trade board needing to find out more about the markets that your members export to, we can meet your requirements.

One-stop-shopping for all your fresh food research needs

As market experts in consumer research in both continuous studies, ad-hoc or tailor-made projects, *Taylor Nelson Sofres* can draw upon the relevant specialists in each field to carry out the research project, delivering high quality, value for money information.

By acting as a "one-stop-shop", the International Fresh Foods division allows you to channel all of your requests through one division who will co-ordinate the whole research task. We can:

- Remove any overlap between different companies and information sources - making your research spend more cost effective
- Save you valuable time so you can concentrate on other business issues
- Keep communication streamlined so there is only one dedicated contact who will work with you to deliver consistent results
- Provide you with unique access to a pan-European purchasing database which supplies information on fresh produce (fruit, vegetables, meat) - the only one of its kind in Europe.



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