

nielsen

CAPSICUM COMPREHENSIVE REVIEW

**HARVEST
TO HOME**

**Hort
Innovation**

52 weeks to 10.08.2019 vs Prior Years

What is Homescan?

Nielsen Homescan® is a continuous panel of 10,000 households who record all take-home packed and fresh grocery from all retail outlets. The sample is demographically and geographically representative of the Australian household population.

Each household is equipped with a small handheld terminal through which details of all purchasing are entered - product, quantity, price and outlet. This information, along with the date of purchase, is linked with demographic details of the household and the household purchasing history. Data are projected for the population as a whole.

Estimates produced from Nielsen Homescan® are subject to sampling variation which means that every number reported has a standard error associated with it. For example at a Total National level, a 40% share of trade number, will be subject to a 1% standard error at a 95% confidence interval. This implies there is a 95% chance that the true value of the estimate lies between 39 to 41%.

Use of this Report

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Funding Statement

This project has been funded by Hort Innovation, using the vegetable, onion and sweet potato research and development levies, and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

SUMMARY

- Capsicum relatively flat in volume and grew in dollar sales similarly to total vegetables.
 - -0.1% volume change & +8.5% value growth for capsicum vs -1.3% volume growth & +4.2% value growth for total vegetables.
- Buying households maintained their average annual volumes spending more due to the increase in average price per kg of capsicum.
- Dollar growth seen in both capsicum & total vegetables was due to increasing average price, particularly in major supermarkets.
- While Other Supermarkets led in terms of dollar growth, capsicum still over-indexed in greengrocers and markets compared to total vegetables.
- Loose capsicum maintained the majority share of Major Supermarkets capsicum dollar sales, baby capsicum was the leading format in terms of dollar sales & volume sales growth.
 - -3.3% volume growth & +9.5% value growth for total capsicum and +31.5% volume growth & +45.3% value growth for baby capsicum.
- Older couples over-index in baby capsicum compared to other capsicum formats. Singles were the only demographic group to see growth in traffic lights.

CAPSICUM

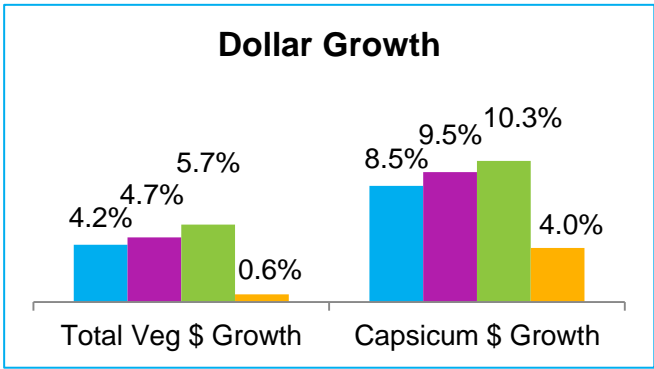
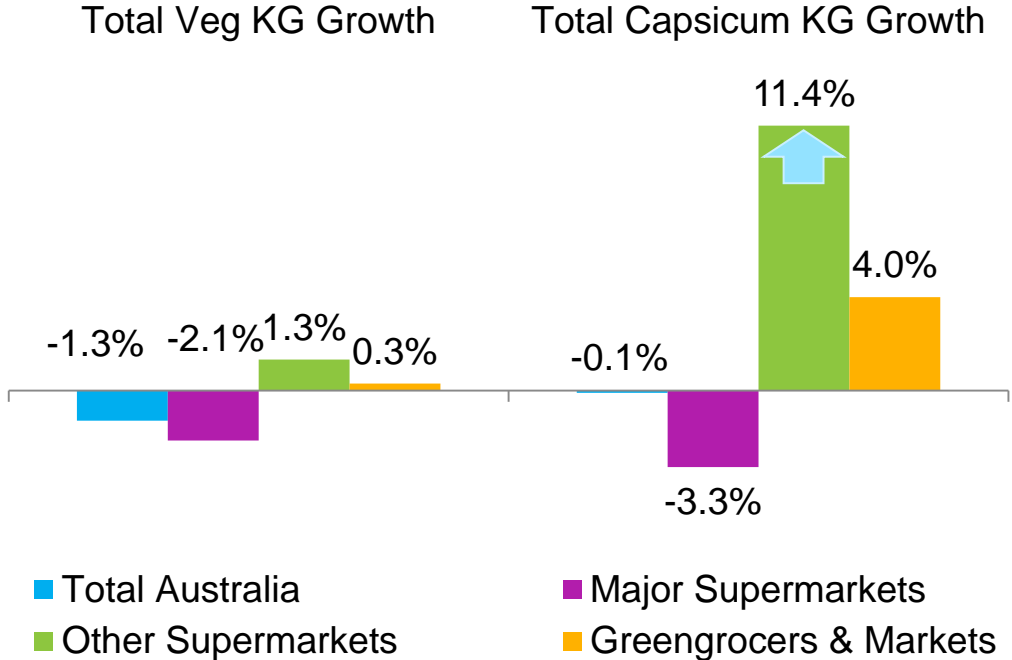
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CAPSICUM VOLUME GROWTH IN OTHER SUPERMARKETS, GREENGROCCERS & MARKETS MEDIATED DECLINE IN MAJOR SUPERMARKETS

Dollar sales grew for capsicum across all retailers suggesting higher average prices

Total Veg & Capsicum | Dollar Sales and Volume (kg) % change | 52 weeks to 10.08.2019 vs Prior Year

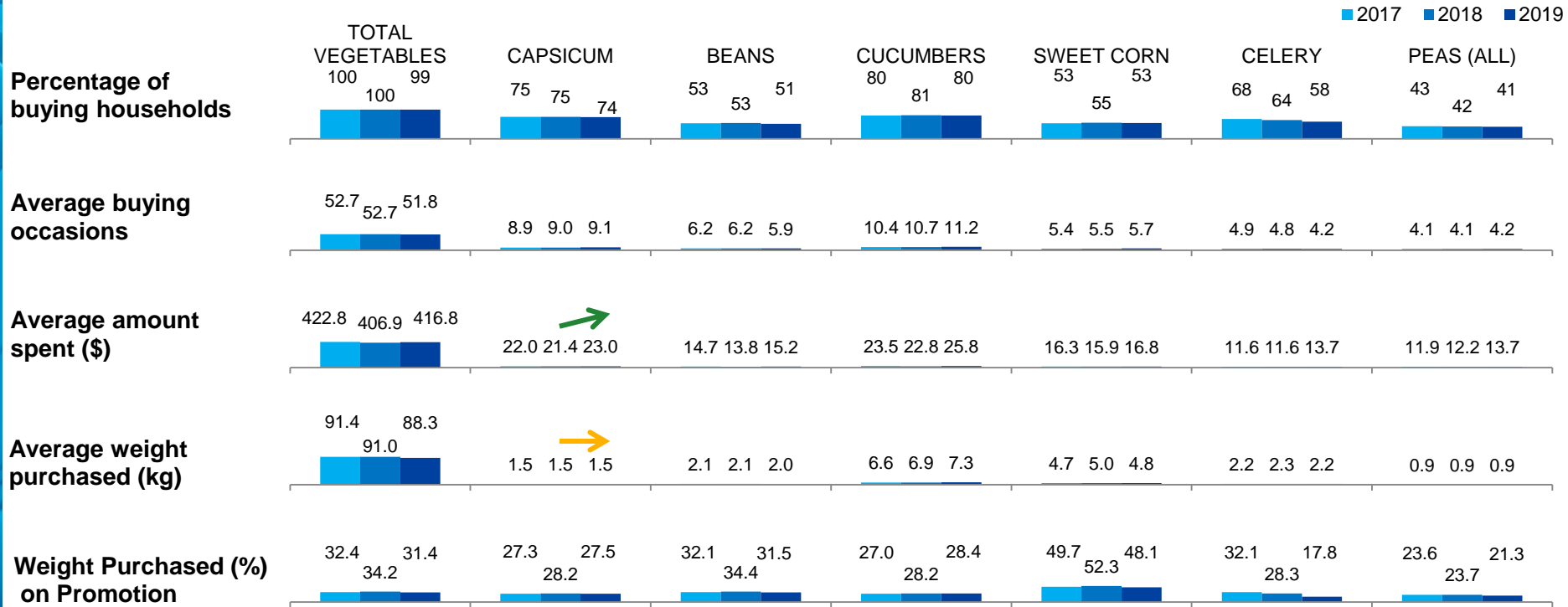


Source: Nielsen Homescan. Major Supermarkets are Woolworths, Coles & ALDI

HOUSEHOLDS MAINTAINED THEIR AVERAGE ANNUAL VOLUME & SPENT MORE THAN PRIOR YEARS



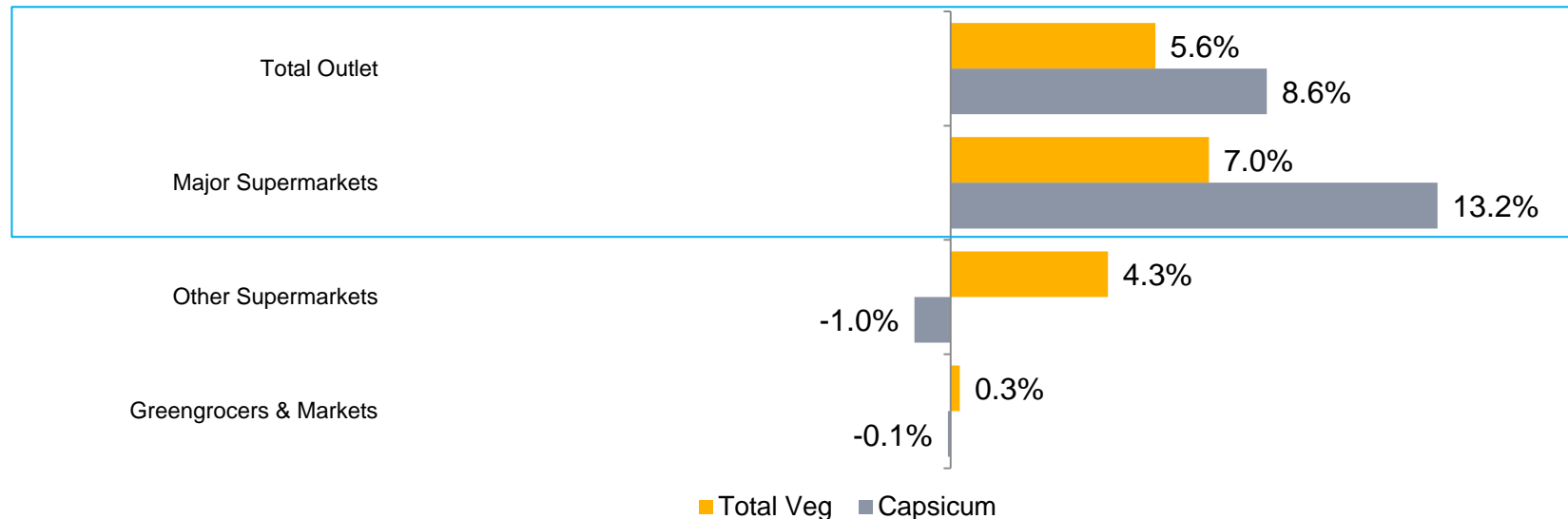
Capsicum | Key Performance Indicators | Total Australia | 52 weeks to 10.08.2019 vs Prior Years



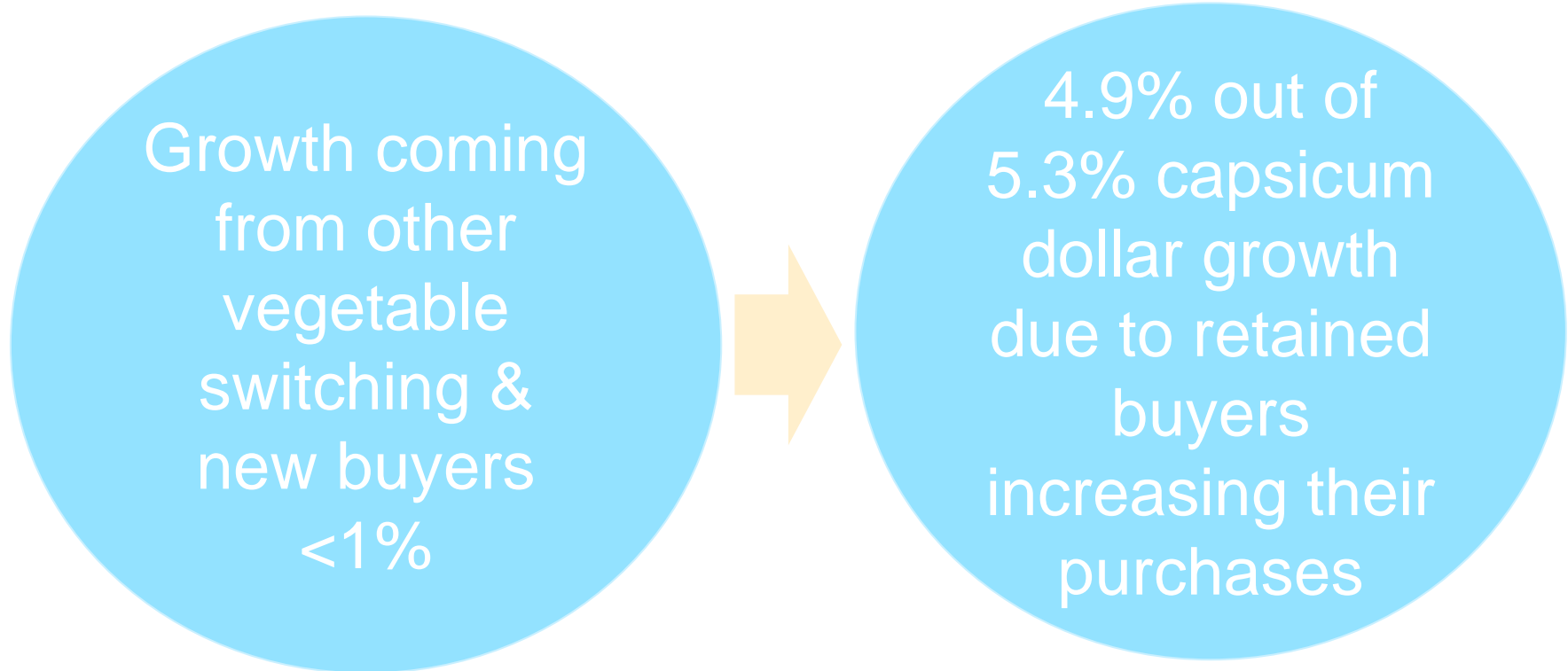
AT A NATIONAL LEVEL & WITHIN MAJOR SUPERMARKETS CAPSICUM AVERAGE PRICE PER KG GREW FASTER THAN TOTAL VEGETABLES

Other supermarkets, Greengrocers & Markets pricing remained relatively stable

Capsicum | Average price change | 52 weeks to 10.08.2019 vs Prior Year



DOLLAR GROWTH OF CAPSICUM WAS DRIVEN BY GROWTH IN SPEND FROM RETAINED BUYERS



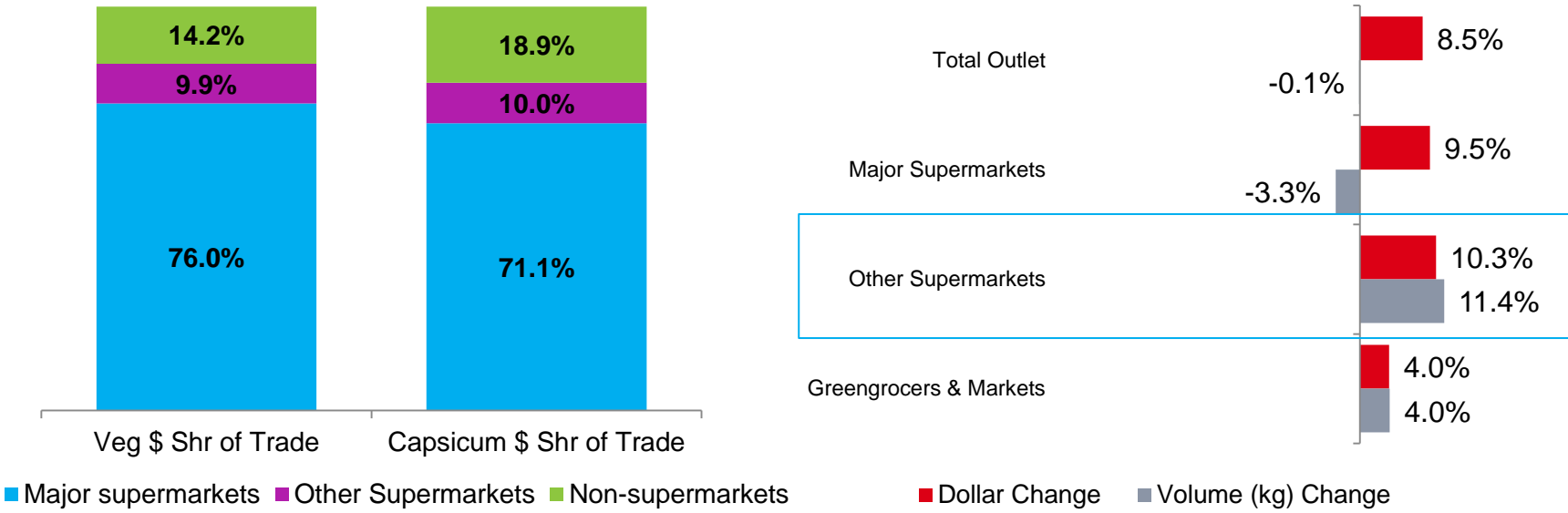
Growth coming from other vegetable switching & new buyers
<1%

4.9% out of 5.3% capsicum dollar growth due to retained buyers increasing their purchases

GREENGROCCERS & MARKETS DROVE VOLUME SALES GROWTH IN CAPSICUM

Other Supermarkets had the highest growth from the smallest base

Capsicum | Retailer Share of Trade and Change | 52 weeks to 10.08.2019 vs Prior Year



Source: Nielsen Homescan | Major Supermarkets are Woolworths, Coles & Aldi

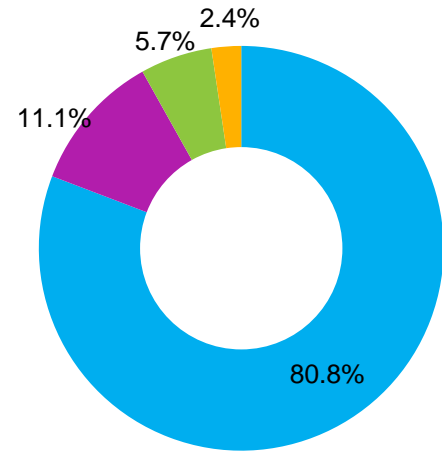
CAPSICUM FORMAT SEGMENTS

BABY CAPSICUM GAINED POPULARITY IN MAJOR SUPERMARKETS AND SAW THE STRONGEST DOLLAR SALES GROWTH

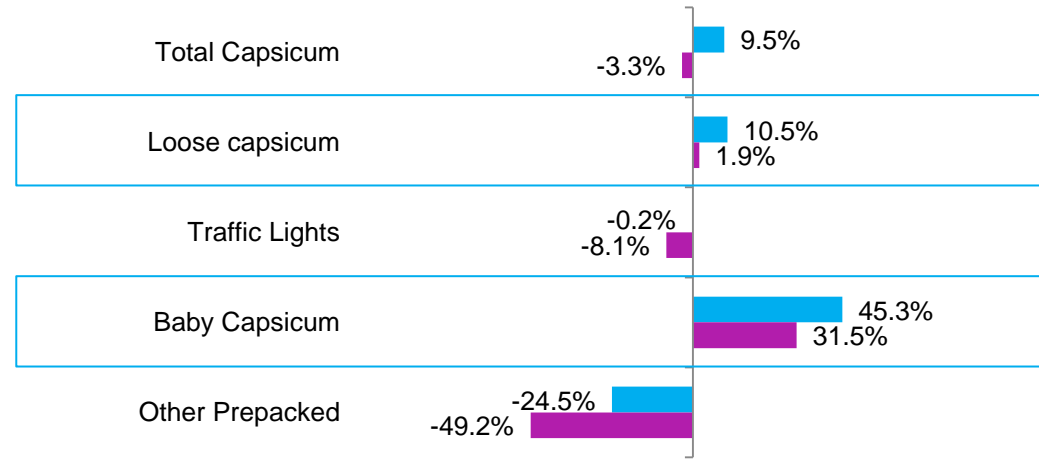
Loose capsicum formed the largest share of capsicum segments & achieved the second highest growth result.

Capsicum Formats | Major Supermarkets | Segment Share and Change | 52 weeks to 10.08.2019 vs Prior Year

Capsicum Segment Dollar Share



Capsicum Segment \$ & KG Growth



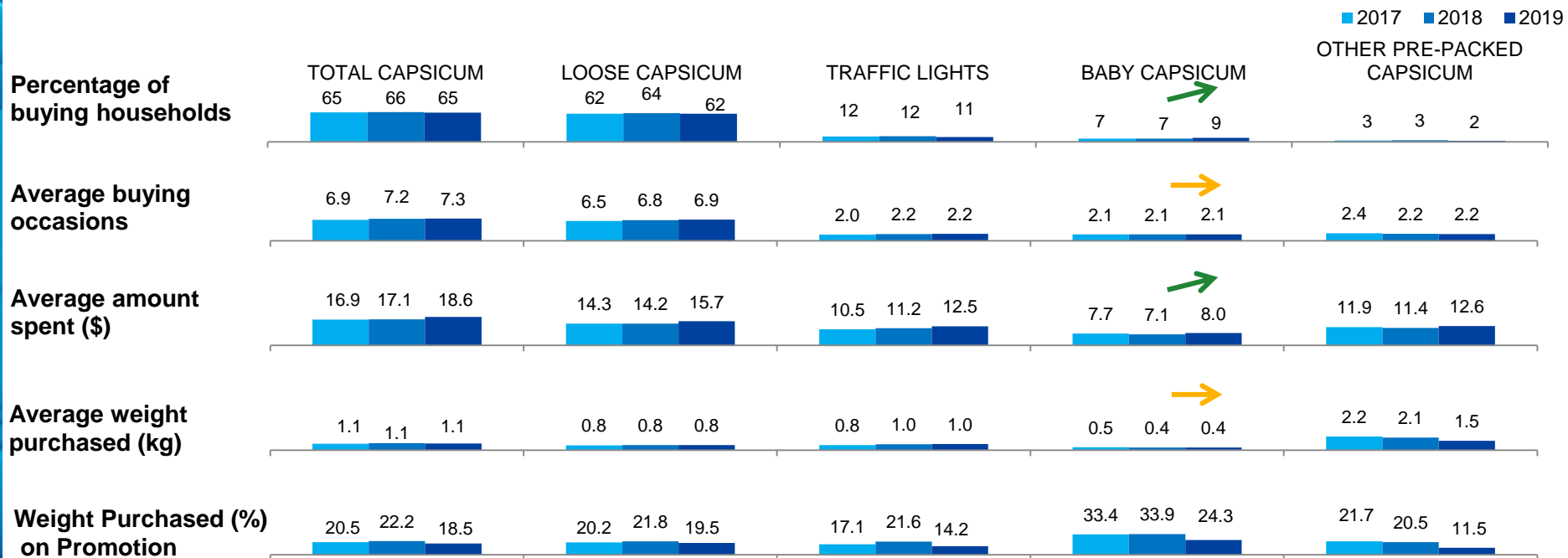
Loose capsicum Traffic Lights Baby Capsicum Other Prepacked

Value Growth Volume Growth

MOST FORMATS OF CAPSICUM SAW DECLINE IN THE NUMBER OF BUYING HOUSEHOLDS, BABY CAPSICUM SAW AN ADDITIONAL 1.9% OF AUSTRALIAN HOUSEHOLDS PURCHASING

These households spent more on average in the last 52 weeks and maintained their purchase frequency and volumes purchased.

[Capsicum Formats](#) | [Key Performance Indicators](#) | [Major Supermarkets](#) | [52 weeks to 10.08.2019 vs Prior Years](#)

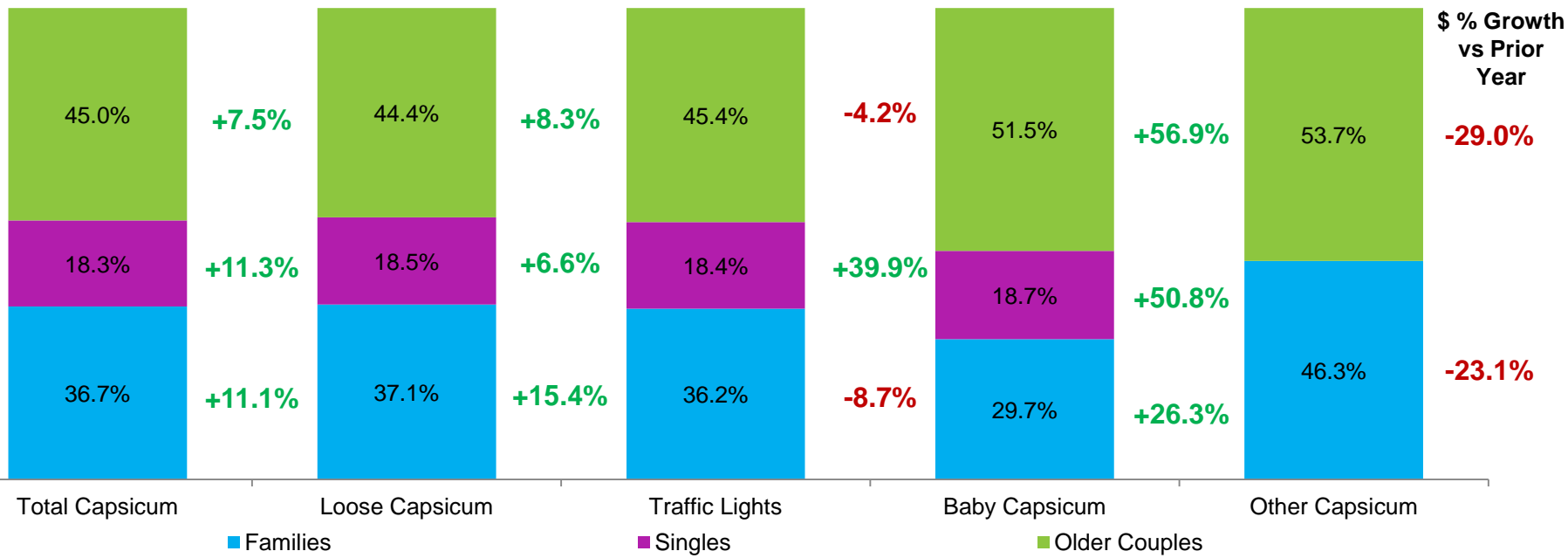


Source: Nielsen Homescan: Major Supermarkets are Woolworths, Coles & ALDI

OLDER COUPLES OVER-INDEX IN BABY CAPSICUM COMPARED TO OTHER CAPSICUM FORMATS

Singles were the only group to see growth in purchase of traffic lights compared to prior year

Capsicum Formats | Major Supermarkets | Demographic share of \$ Sales| 52 weeks to 10.08.2019 vs Prior Year



Sample size for singles in other prepacked capsicum to low to be displayed here.

Source: Nielsen Homescan: Major Supermarkets are Woolworths, Coles & ALDI

Families represent Nielsen demographics start up, small scale & bustling families. Singles represent Nielsen demographics independent singles & young transitionals. Older Couples represent Nielsen demographics established & senior couples.

APPENDIX

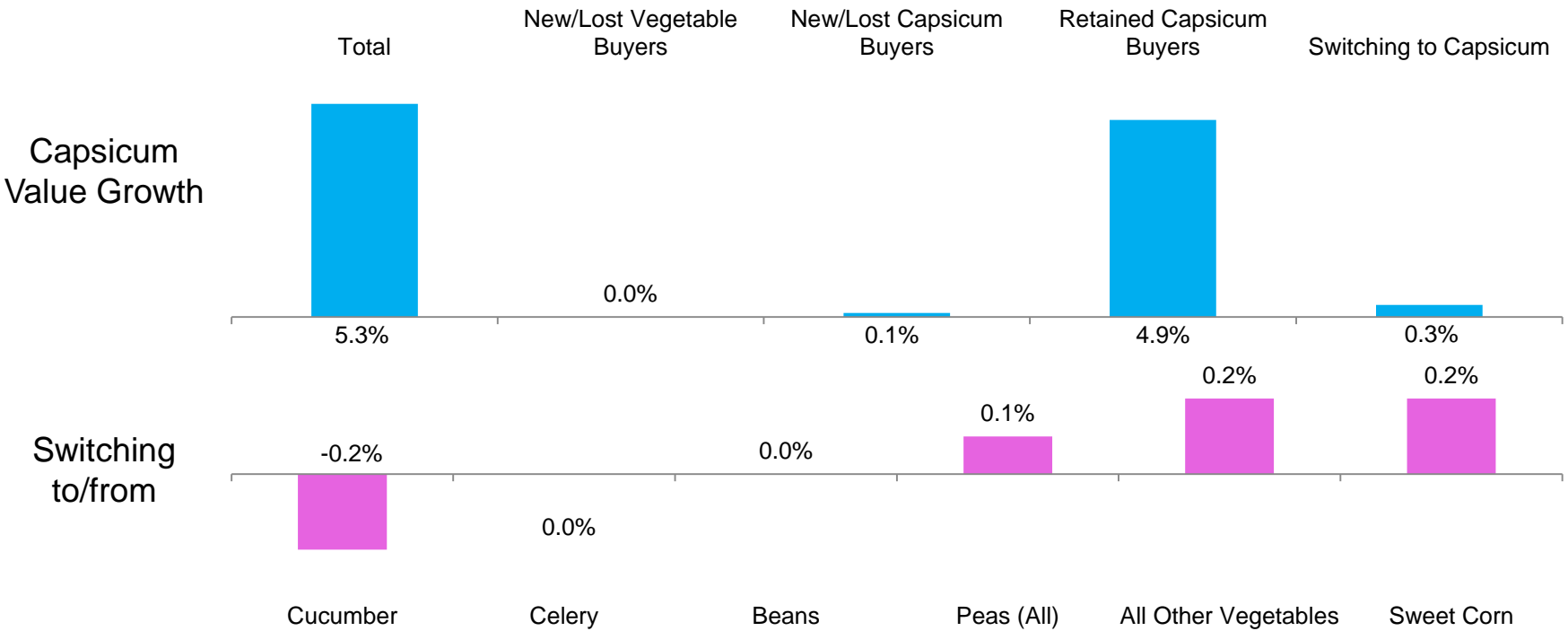
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DOLLAR GROWTH OF CAPSICUM WAS DRIVEN BY GROWTH IN SPEND FROM RETAINED BUYERS

This was aided in small part by new buyers & consumers switching spend into capsicum from other vegetables.

Capsicum | Source of Value | 52 weeks to 10.08.2019 vs Prior Year

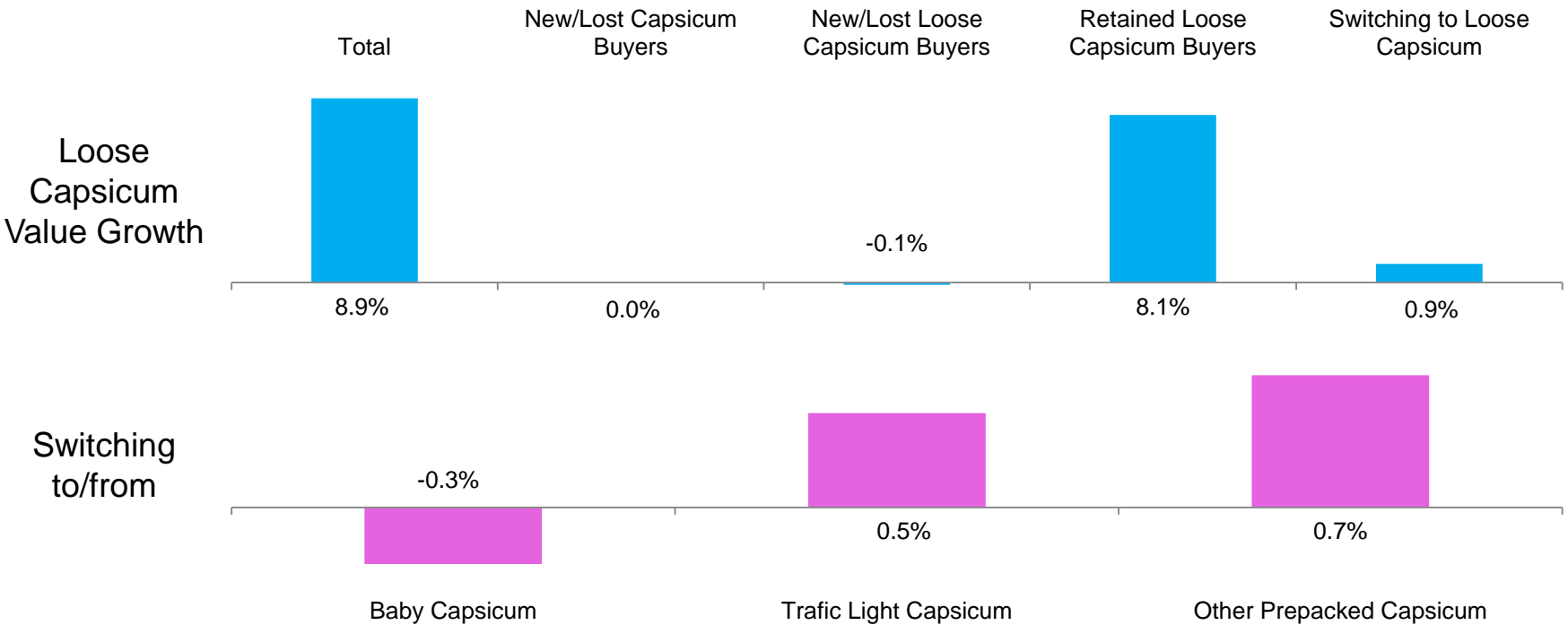


Source: Nielsen Homescan | Note: 104 week panel file used

LOOSE CAPSICUM SAW LITTLE SWITCHING INTERACTION WITH OTHER FORMATS, WITH GROWTH COMING FROM RETAINED BUYERS

Of the prepacked segments loose capsicum only saw a loss of sales to baby capsicum

Loose Capsicum | Source of Value | 52 weeks to 10.08.2019 vs Prior Year



Source: Nielsen Homescan | Note: 104 week panel file used

The background of the entire image is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a topographical map. The waves flow from the top left towards the bottom right. In the center of this background, the word "nielsen" is written in a clean, white, lowercase serif font. Below the letters of "nielsen", there is a horizontal row of eight white dots, each centered under a letter: 'n', 'i', 'e', 'l', 's', 'e', 'n', and a final dot under the space between the last two 'e's.

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