



FRESH SALAD COMPREHENSIVE REVIEW



52 weeks to 22.02.2020 vs Prior Year

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 either a small handheld terminal or an app on their mobile phone 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 to represent take-home purchases of the Australian household population.

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%.

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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.

FRESH SALAD DEFINITION



All Fresh salad falls under this.

For example:
Single leaf mixes
Mixed leaf packs
Salad Kits

Ready to Eat Salad Bowls

Packaged Salad



Includes all bagged salad leaves, shredded/sl原因 & ready to eat bowls

Loose Leaf



All loose leaf items such as baby spinach or mesclun salad

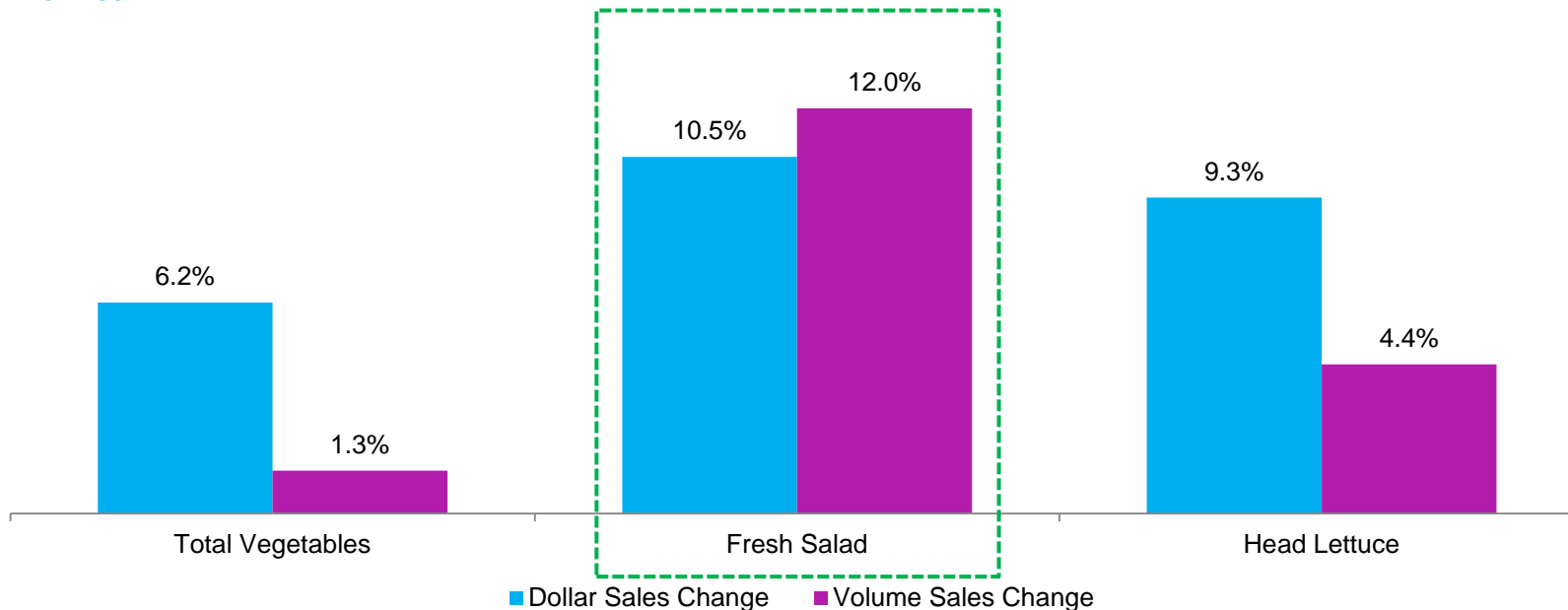
SUMMARY

- Fresh salad grew at a faster rate in both dollar (10.5%) and volume (12.0%) sales compared to total vegetables which saw dollar sales (6.2%) growth and flat volume (1.3%) sales
- Fresh salad growth was driven by major supermarkets
 - Major supermarkets accounted for the majority (85.0%) of both dollar and volume sales
 - Major supermarkets saw strong dollar and volume growth with 10.8% and 14.3% respectively
- In major supermarkets, fresh salad growth was driven by packaged salads which saw dollar sales growth of 12.1% while loose leaf saw a decline in dollar sales with -3.7%
 - Larger (251g or more) packaged salads accounted for half of all packaged sales and saw the highest dollar sales growth with 28.8%
- Opportunity to increase fresh salad buyers and purchase frequency by focusing on packaging to maintain quality and freshness
 - Fresh salad had a low rating for quality, freshness and free from blemishes/small markings
 - Wastage and shelf life were the main barriers to purchase for existing and non fresh salad buyers

FRESH SALAD SAW STRONG DOLLAR (10.5%) AND VOLUME (12.0%) SALES

Fresh salad grew the fastest compared to total vegetables and head lettuce in terms of dollar and volume sales

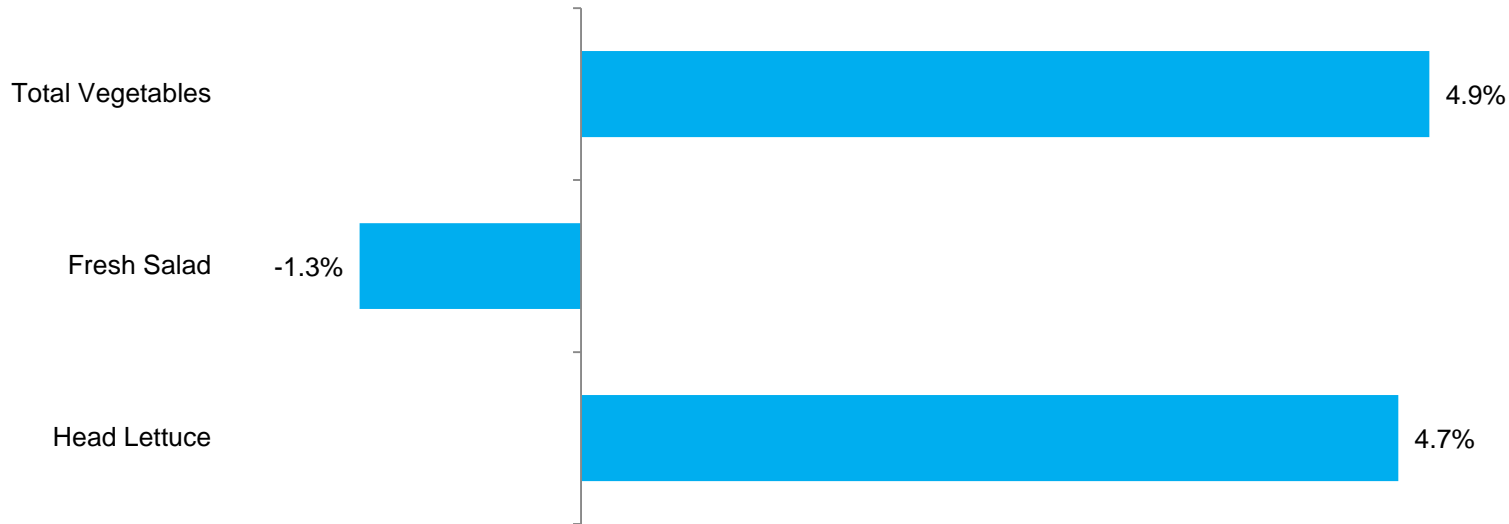
Total Vegetables, Fresh Salad & Head Lettuce | Dollar and Volume Sales Change | 52 weeks to 22/02/2020 vs Prior Year



FRESH SALAD SAW LOWER AVERAGE PRICES IN THE LATEST 52 WEEKS

Fresh salad saw strong dollar sales despite a decline in average price per kg

Total Vegetables, Fresh Salad & Head Lettuce | Average Price Per Kg Change | 52 weeks to 22/02/2020 vs Prior Year



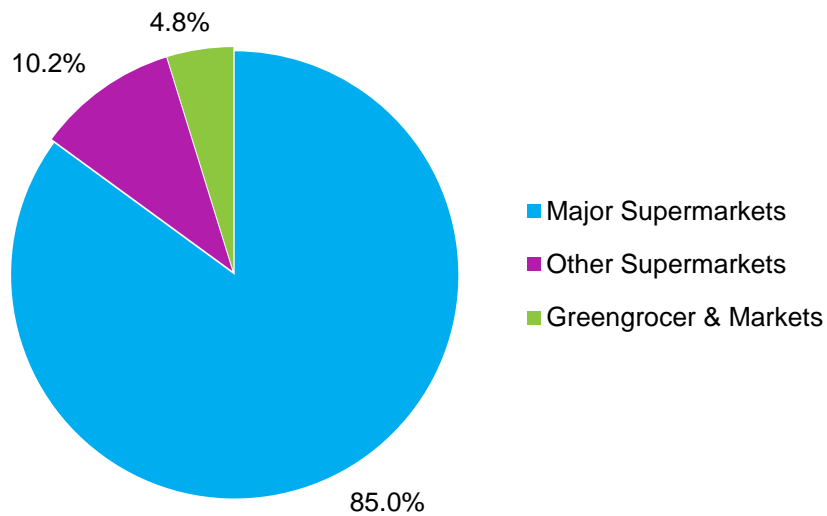
Source: Nielsen Homescan | Fresh Salad includes single leaf mixes, mixed leaf packs, salad kits & Ready to Eat Salad Bowls

FRESH SALAD DOLLAR GROWTH WAS DRIVEN BY MAJOR SUPERMARKETS WHO SAW DOLLAR SALES GROWTH OF 10.8%

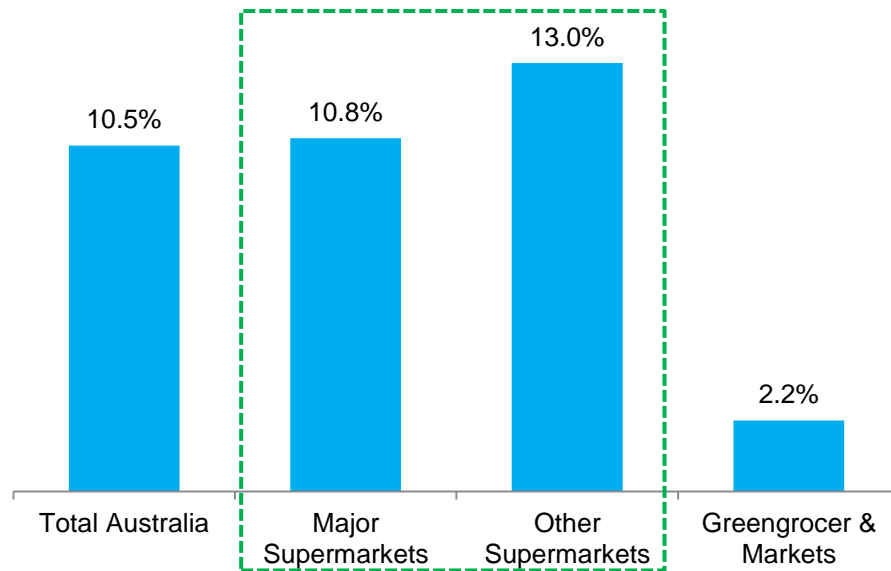
Other supermarkets saw the highest dollar sales change but only account for a small portion of all fresh salad sales

Fresh Salad | Retailer Dollar Share & Change | Total AUS | 52 weeks to 22/02/2020 vs Prior Year

Retailer Dollar Share of Trade



Dollar Sales Change

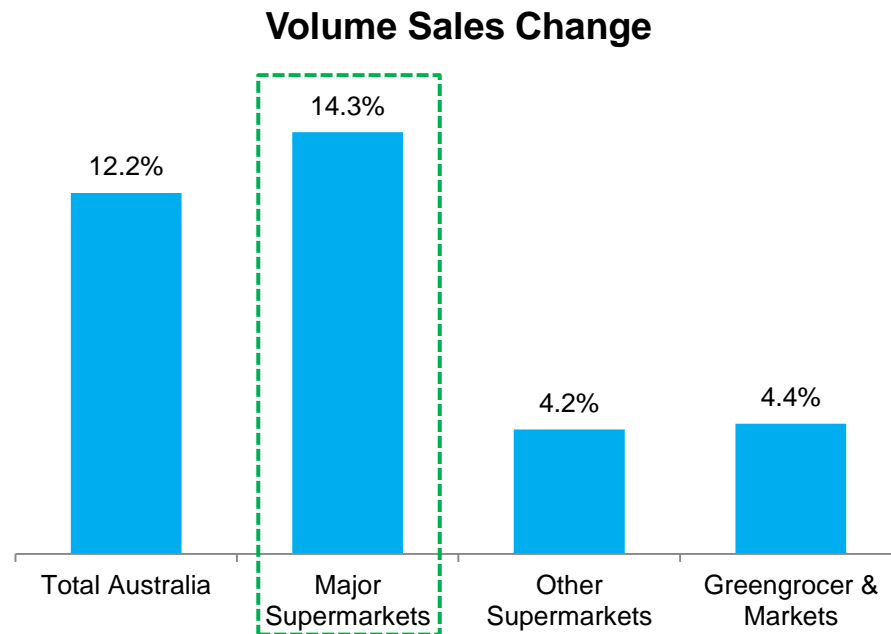
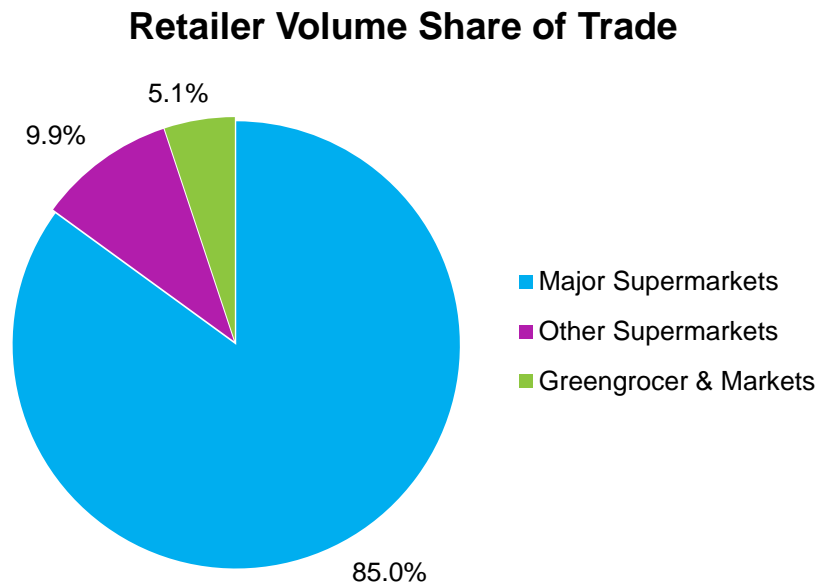


Source: Nielsen Homescan | Major supermarkets comprise Coles, Woolworths and Aldi | Other supermarkets are all other full service supermarkets excluding Woolworths, Coles, Aldi, IGA | Fresh Salad includes single leaf mixes, mixed leaf packs, salad kits & Ready to Eat Salad Bowls

MAJOR SUPERMARKETS GREW AT A FASTER RATE (14.3%) COMPARED TO TOTAL AUSTRALIA (12.2%) IN TERMS OF VOLUME SALES

Major supermarkets account for the majority of fresh salad dollar and volume sales share with 85.0%

Fresh Salad | Retailer Dollar Share & Change | Total AUS | 52 weeks to 22/02/2020 vs Prior Year



Source: Nielsen Homescan | Major supermarkets comprise Coles, Woolworths and Aldi | Other supermarkets are all other full service supermarkets excluding Woolworths, Coles, Aldi, IGA | Fresh Salad includes single leaf mixes, mixed leaf packs, salad kits & Ready to Eat Salad Bowls

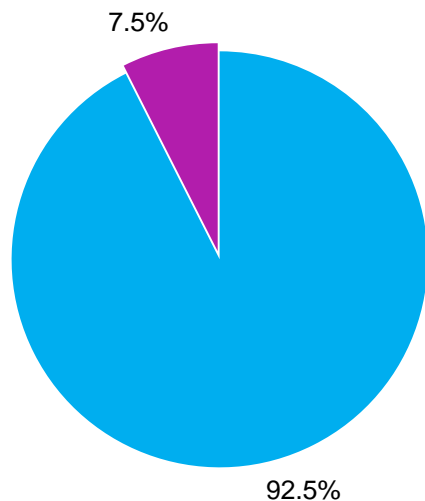
PACKAGED SALADS VS LOOSE LEAF IN MAJOR SUPERMARKETS

PACKAGED SALADS MAKE UP 92.5% OF ALL FRESH SALAD DOLLAR SALES IN MAJOR SUPERMARKETS AND GREW QUICKLY WITH 12.1%

Loose leaf saw a decline (-3.7%) in dollar sales and are losing dollar share to packaged salad

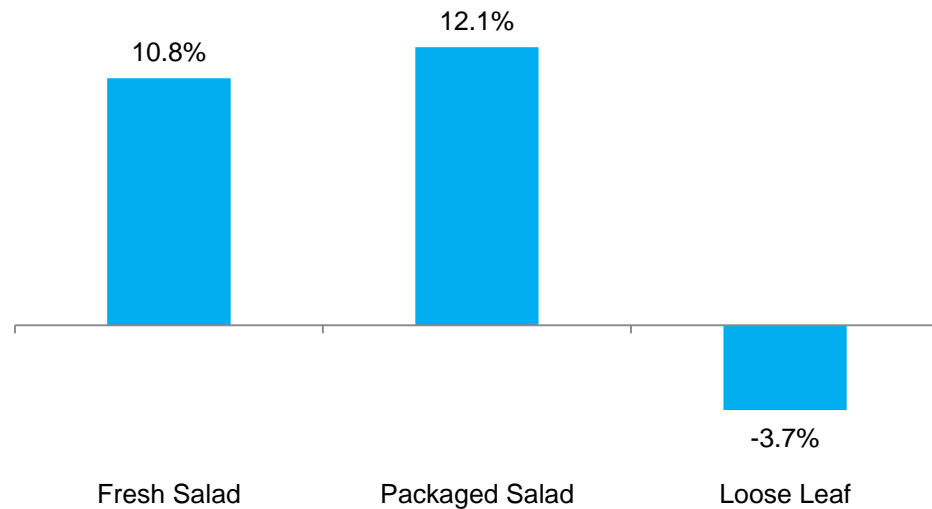
Fresh Salad | Major Supermarkets | Dollar Sales Share & Change | 52 weeks to 22/02/2020 vs Prior Year

Fresh Salad Dollar Share



■ Packaged Salad ■ Loose Leaf

Dollar Sales Change



■ Dollar Sales Change

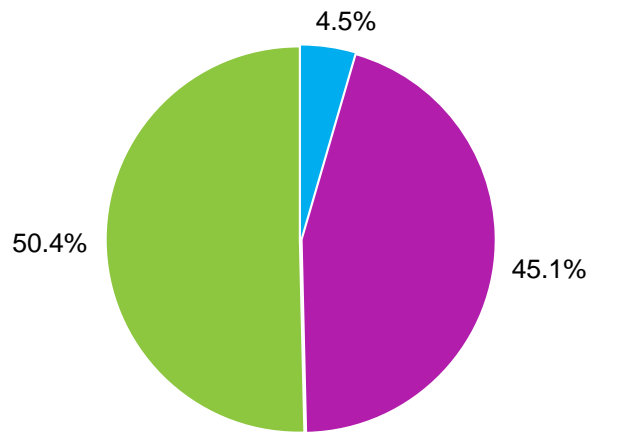
Source: Nielsen Homescan | Major supermarkets comprise Coles, Woolworths and Aldi | Fresh Salad includes single leaf mixes, mixed leaf packs, salad kits & Ready to Eat Salad Bowls

LARGER (251G OR MORE) PACKAGED SALADS ACCOUNT FOR HALF OF ALL PACKAGED SALAD DOLLAR SALES AND WERE THE KEY CONTRIBUTOR TO GROWTH

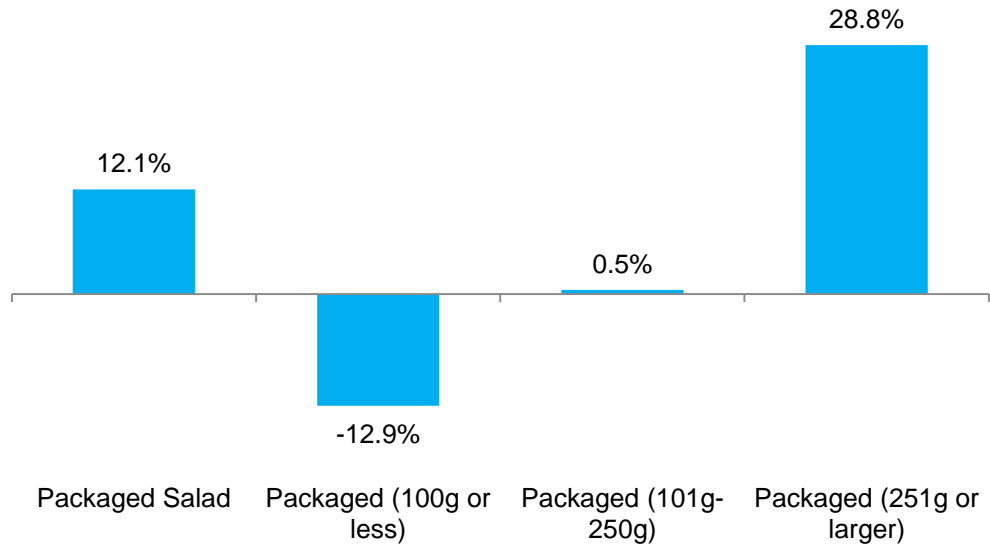
Smaller (100g or less) package saw a -12.9% decline in dollar sales

Packaged Fresh Salad | Major Supermarkets | Dollar Share & Sales Change | 52 weeks to 22/02/2020 vs Prior Year

Packaged Salad Dollar Share



Dollar Sales Change



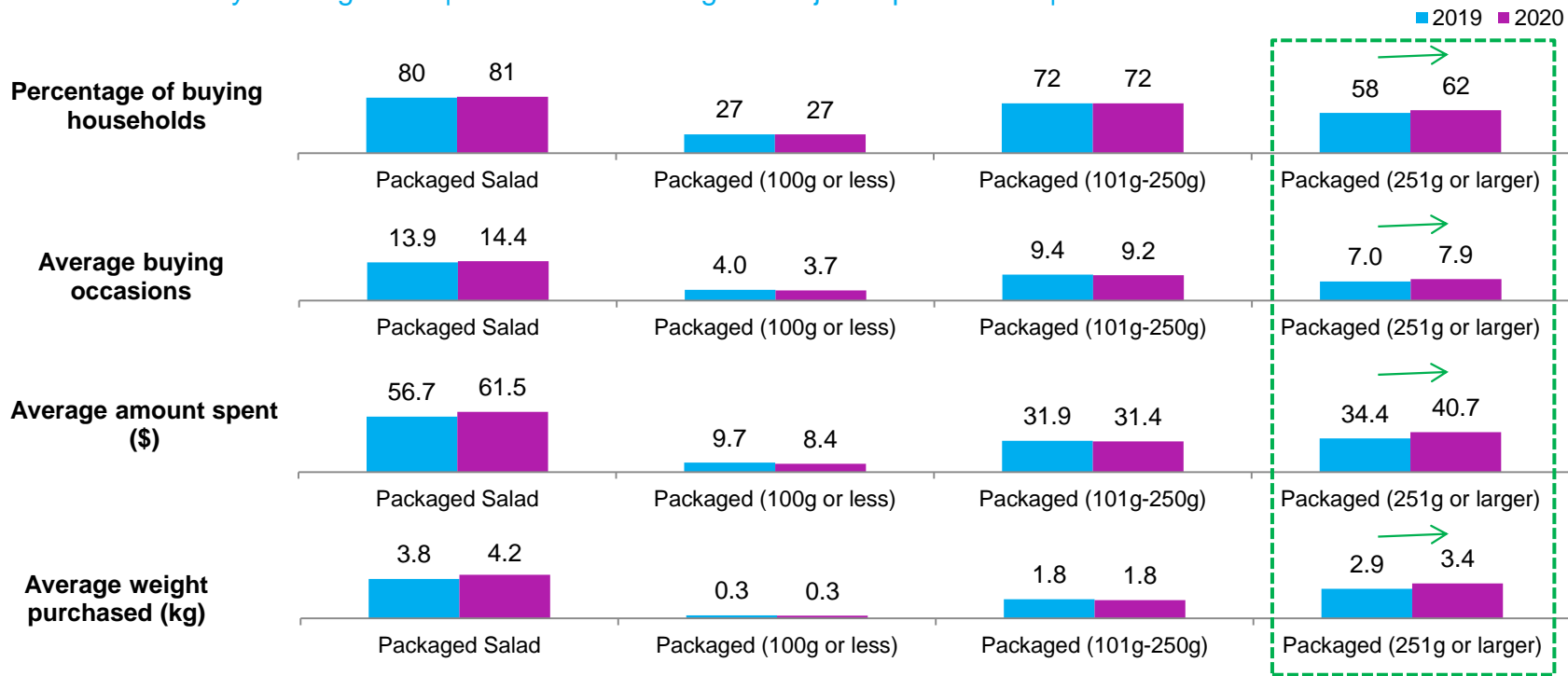
- Packaged (100g or less)
- Packaged (101g-250g)
- Packaged (251g or larger)

Source: Nielsen Homescan | Major supermarkets comprise Coles, Woolworths and Aldi | Fresh Salad includes single leaf mixes, mixed leaf packs, salad kits & Ready to Eat Salad Bowls

LARGER (251G OR MORE) PACKAGED SALAD GROWTH WAS DRIVEN BY AN INCREASE IN ALL KEY DRIVERS

Number of buying households remained stable across all pack sizes with the exception of larger (251g or more) pack salads

Fresh Salad by Package Size | Dollar Sales Change in Major Supermarkets | 52 weeks to 22/02/2020

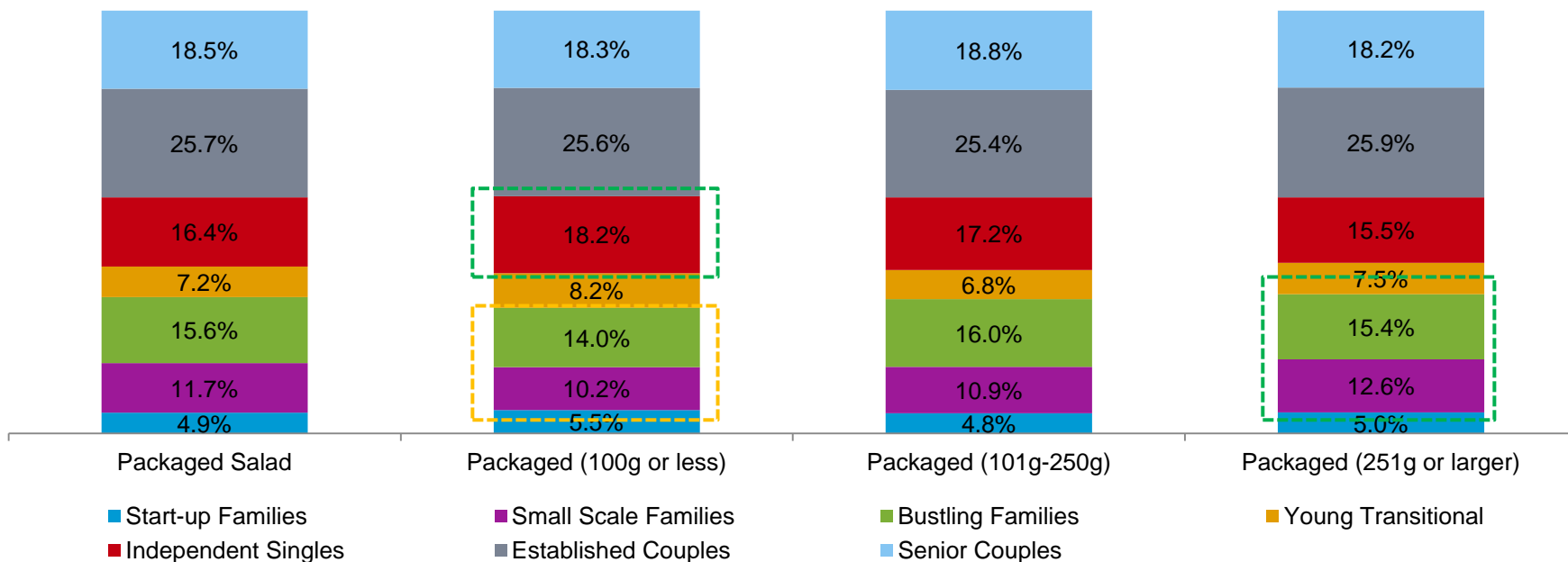


Source: Nielsen Homescan | Major supermarkets comprise Coles, Woolworths and Aldi | Fresh Salad includes single leaf mixes, mixed leaf packs, salad kits & Ready to Eat Salad Bowls

SMALL SCALE AND BUSTLING FAMILIES SKEWED TOWARDS LARGER (251G OR MORE) PACKAGE SALADS COMPARED TO SMALLER SIZES

Independent singles over-represented in small (100g or less) packaged salads compared to other sizes

Packaged Salad | Major Supermarkets | Dollar Sales Contribution by Lifestage | 52 weeks to 22/02/2020



Source: Nielsen Homescan | Major supermarkets comprise Coles, Woolworths and Aldi | Fresh Salad includes single leaf mixes, mixed leaf packs, salad kits & Ready to Eat Salad Bowls

FRESH SALAD VS HEAD LETTUCE BY REGION

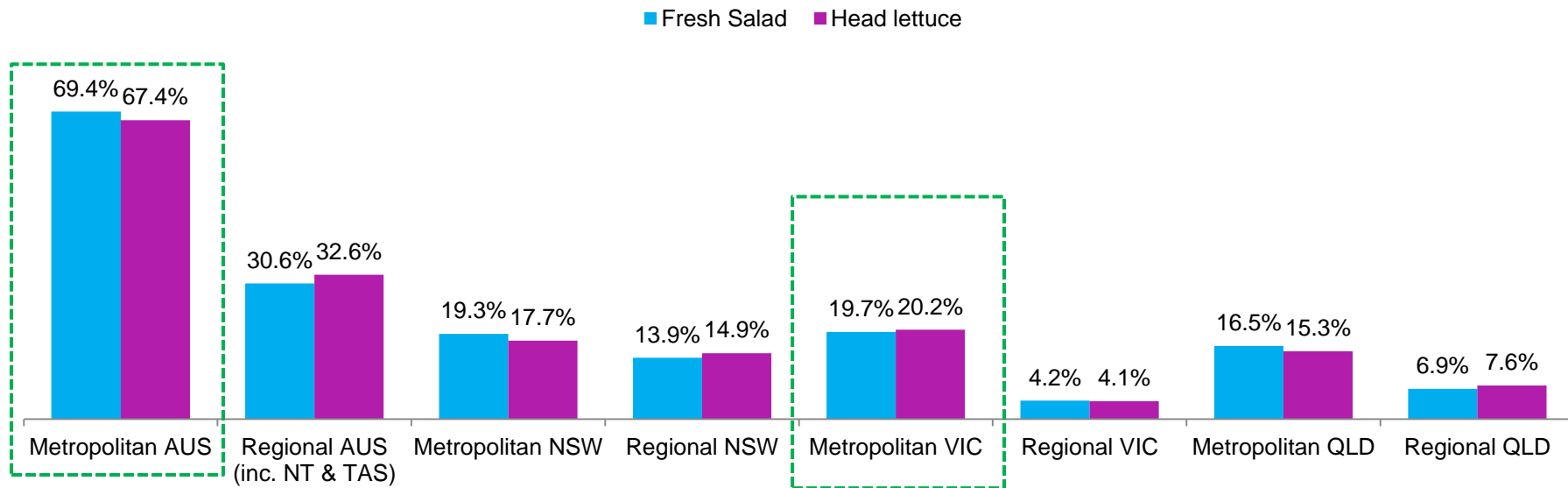
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FRESH SALAD IS SKEWED TOWARDS METROPOLITAN COMPARED TO HEAD LETTUCE

Metropolitan VIC saw the highest dollar sales contribution for both Fresh Salad & Head Lettuce

Fresh Salad vs Head Lettuce | Dollar sales contribution by Region | 52 weeks to 22/02/2020



WHAT SHOPPERS THINK

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FRESH SALAD'S QUALITY, FRESHNESS & FREE FROM BLEMISHES/SMALL MARKINGS RATED LOWER THAN THE VEGETABLE AVERAGE

Focus on quality and freshness of fresh salads to increase buyers and purchase frequency

HOUSEHOLD VEGETABLE RATINGS OF QUALITY, VALUE FOR MONEY & OVERALL RATING

	Fresh salad	Broccoli (all)	Kale	Parsley	Pumpkins	Spinach	Sweet corn	Vegetable Average
Overall Rating	7.5	7.7	7.2	7.5	8.0	7.7	8.1	7.7
Value for money	8.0	8.4	8.1	7.9	8.8	8.4	8.8	8.4
Right portion size / right pack	8.7	8.9	8.4	8.3	9.1	8.9	9.2	8.8
High quality	8.4	8.7	8.7	8.8	9.1	8.9	9.0	8.8
Freshness	8.4	8.9	8.9	8.8	9.3	9.0	9.2	8.9
Free from blemishes / small markings	8.2	8.8	8.7	8.8	8.9	8.8	9.1	8.8
Vibrant colour	8.7	8.9	8.8	8.9	9.0	9.2	9.1	8.9

N.B: Vegetable Average represents competitive set vegetables from the table above.

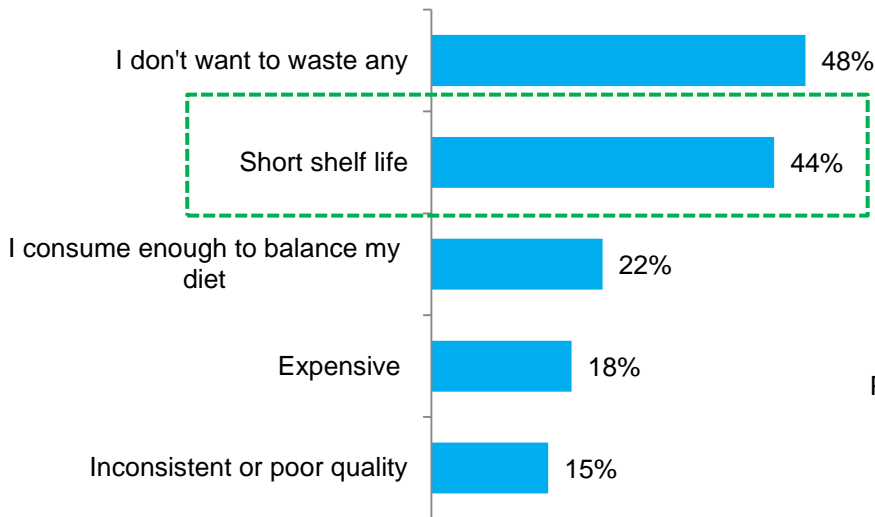
Q2: On a scale of 0 to 10, how would you rate Fresh salad overall?

Q35: On a scale where 0 is poor and 10 is excellent how would you rate Fresh salad on the on the below attributes?

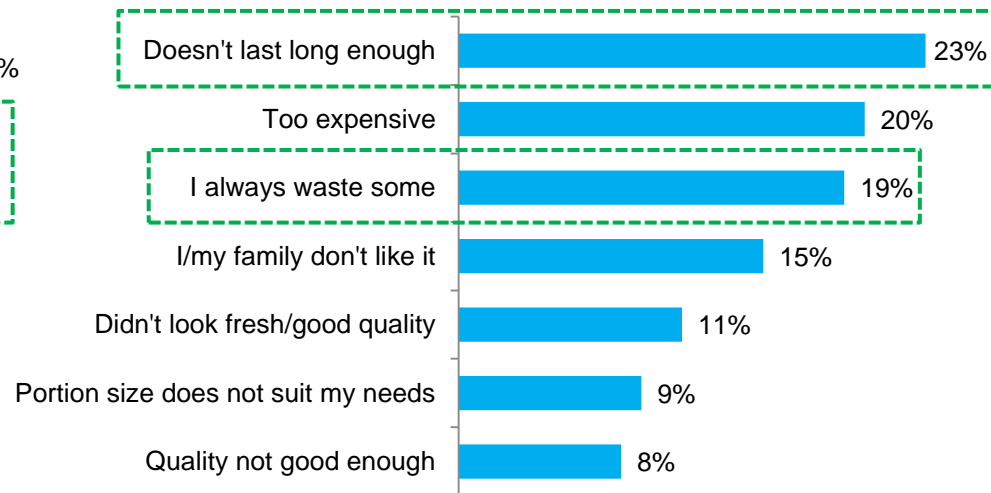
WASTAGE AND SHELF LIFE ARE THE MAIN BARRIERS TO PURCHASE FOR EXISTING AND NON BUYERS OF FRESH SALAD

Package design and innovation to target waste and shelf life would be an opportunity for fresh salad to attract more buyers

Barrier to Purchase



Non buyers barriers to purchase



Q9. Which of the following reasons best describe why you don't buy Fresh salad more often? (multi-answer)

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.

nielsen

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