



'CASHING IN' ON PASTA: GLOBAL OUTLOOK AND MARKET OPPORTUNITIES FOR 2013-2017

UNAFPA/IPO/SEMOULIERS CONFERENCE
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SENIOR FOOD ANALYST

ECONOMIC & GLOBAL DEMAND OUTLOOK

WESTERN EUROPE REVIEW

- KEY MARKET DATA
- CONSUMER TRENDS
- CASE STUDIES

EASTERN EUROPE REVIEW

- KEY MARKET DATA
- CASE STUDIES

OPPORTUNITIES OUTSIDE EUROPE

KEY TAKEAWAYS

Q&A



About Euromonitor International

- Global provider of Strategic Market Intelligence
- 11 Regional offices - 800+ analysts in 80 countries
- Cross-country comparable data and analysis
- Consumer focused industries, countries and consumers
- 5 - 10 year forecasts with matching trend analysis
- All retail channels covered
- Subscription services, reports and consulting

London



Chicago



Singapore



Shanghai



Dubai



Vilnius



Cape Town



Santiago



Tokyo



Sydney



Bangalore



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Living In Uncertain Times*

5.2%



2010

4.0%



2011

3.1%

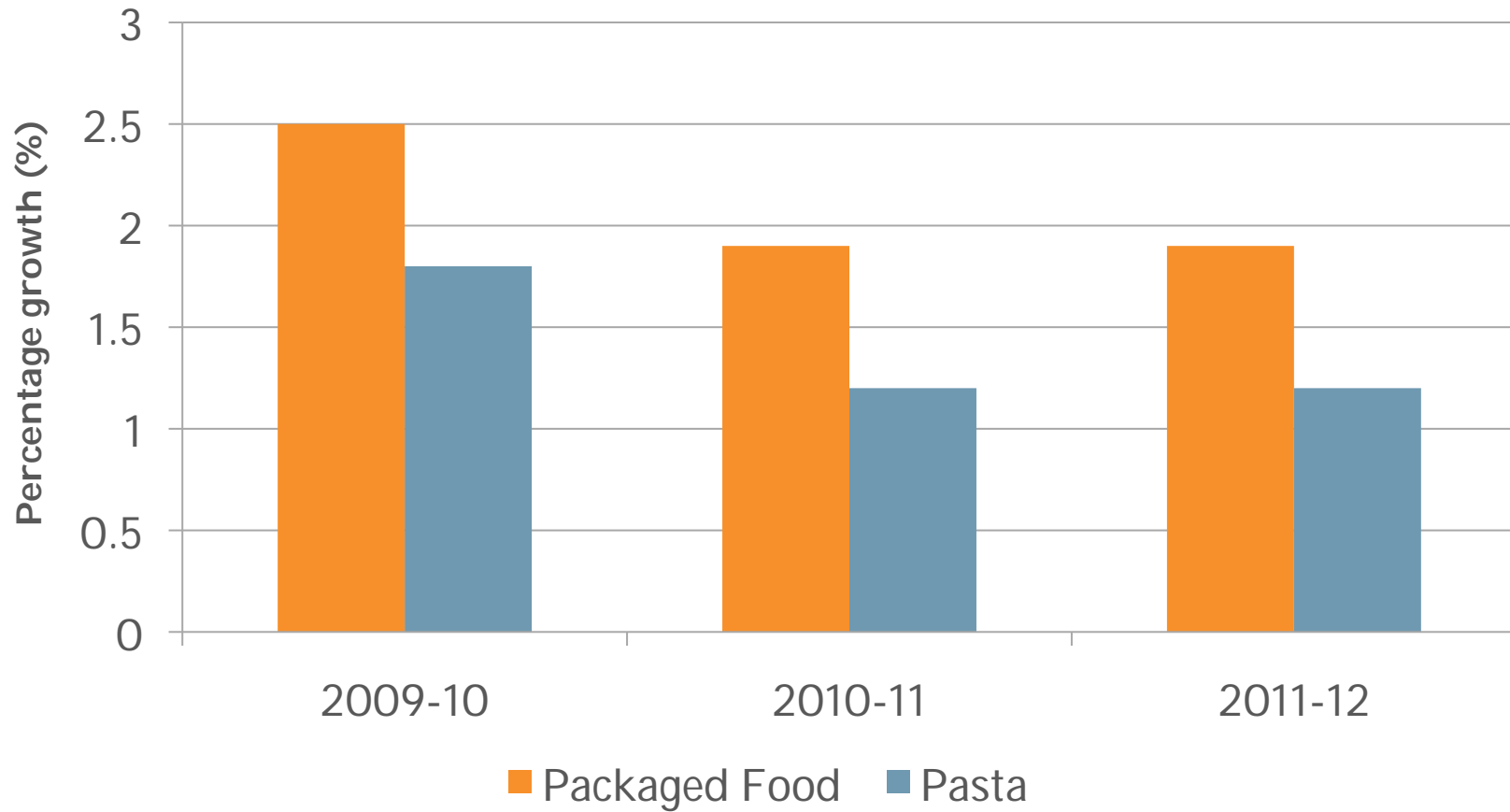


2012

*Global Real GDP Growth

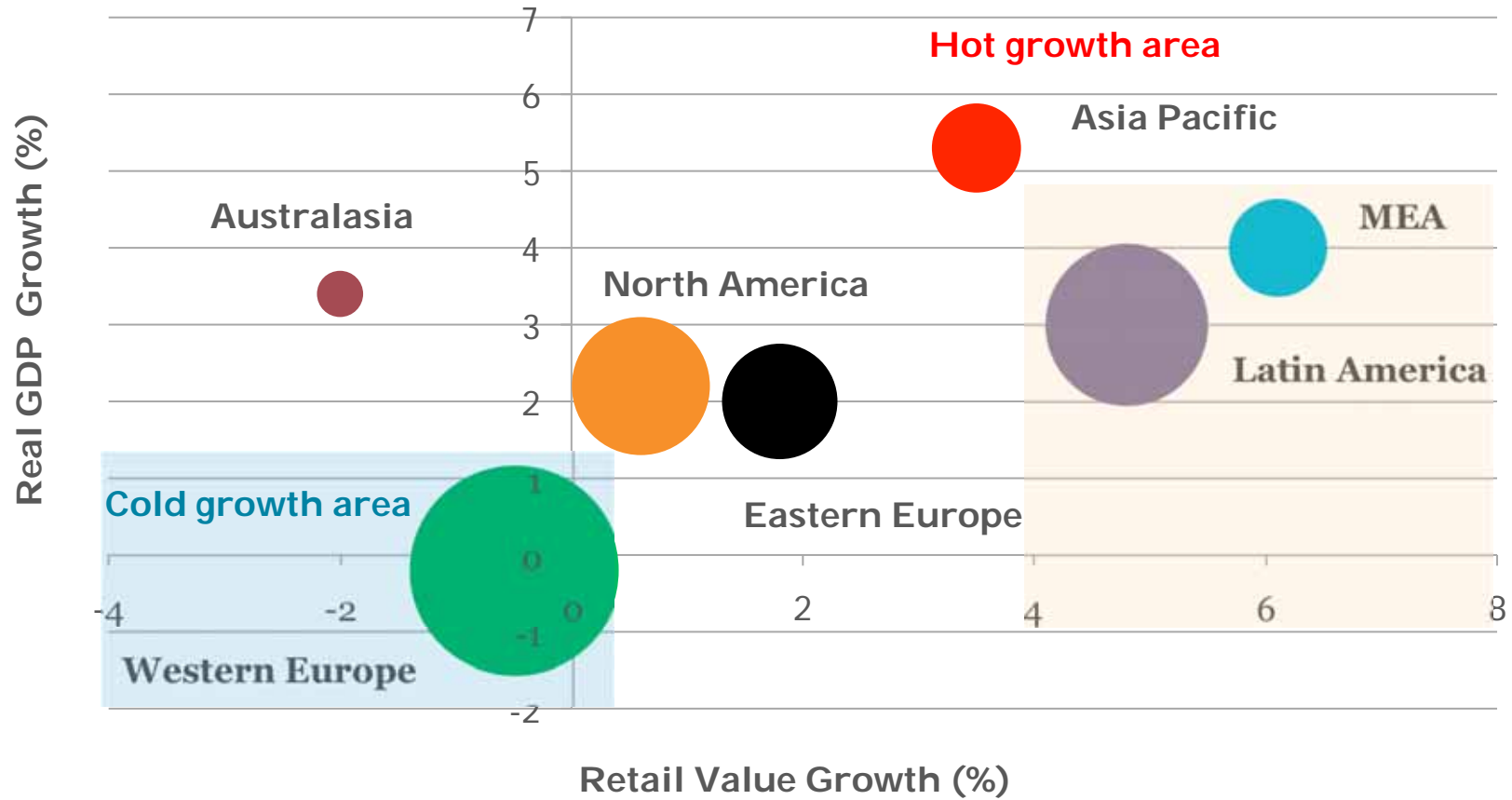
Pasta: On the Footsteps of Packaged Good

Retail Volume Sales Packaged Food Versus Pasta Global Level



Western Europe in 'Cold Growth Area'

Pasta Retail Value Versus Economic Growth by Region



2012 Constant Prices - Fixed 2012 Exchange Rates.

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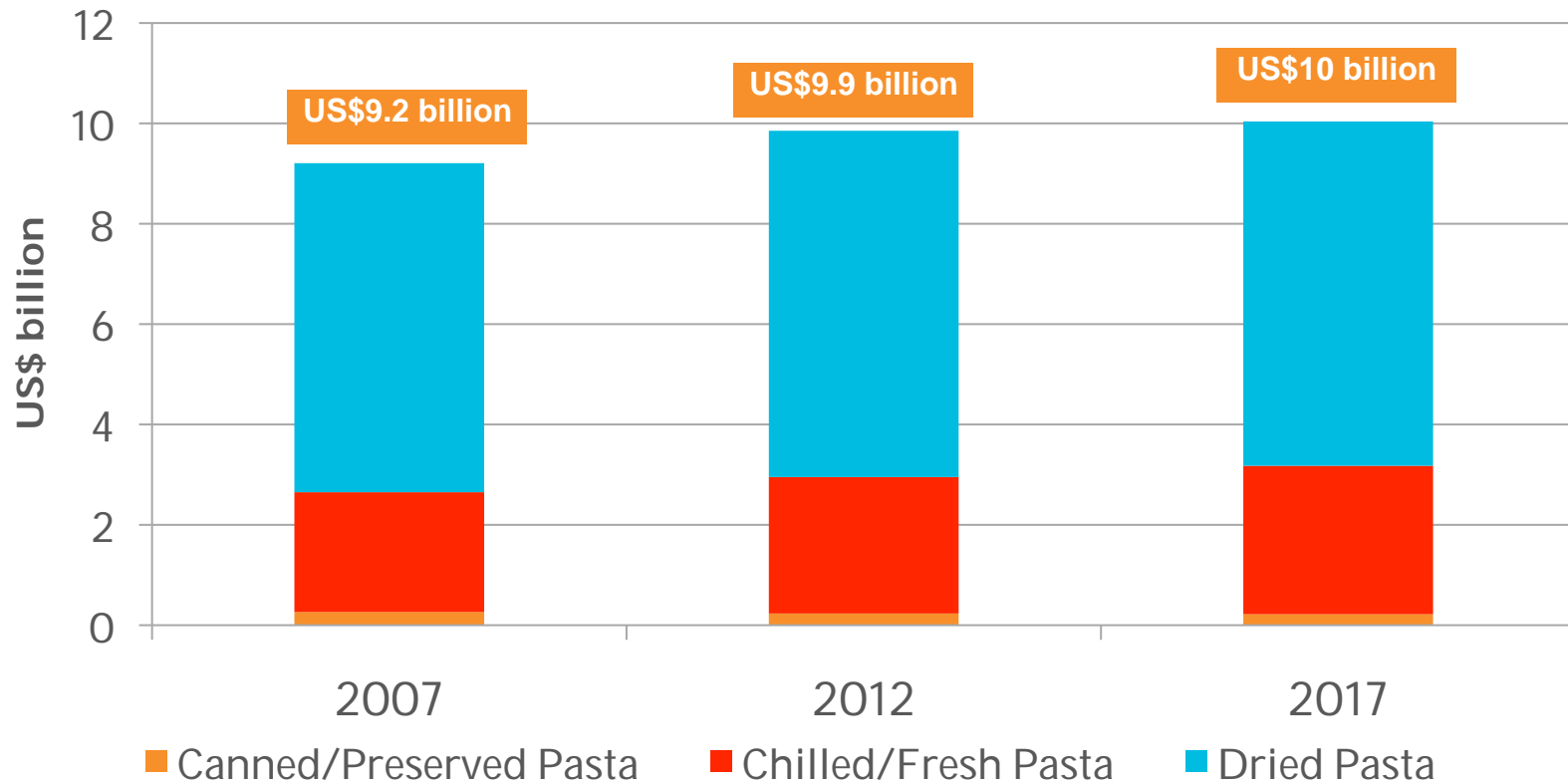
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Stagnation Looms Ahead

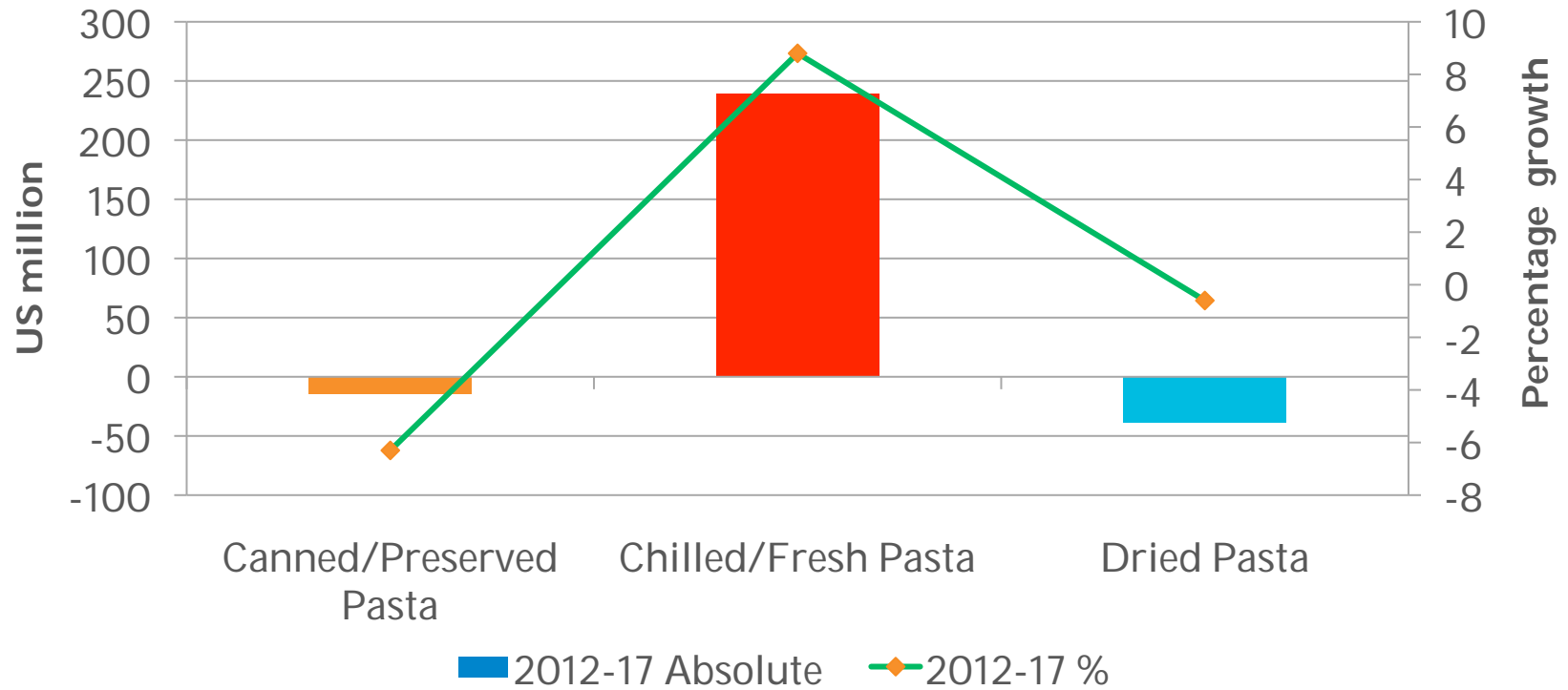
Pasta in Western Europe. Retail Value Sales.



2012 Constant Prices - Fixed 2012 Exchange Rates.

Fastest Growth Projected for Chilled/Fresh Pasta

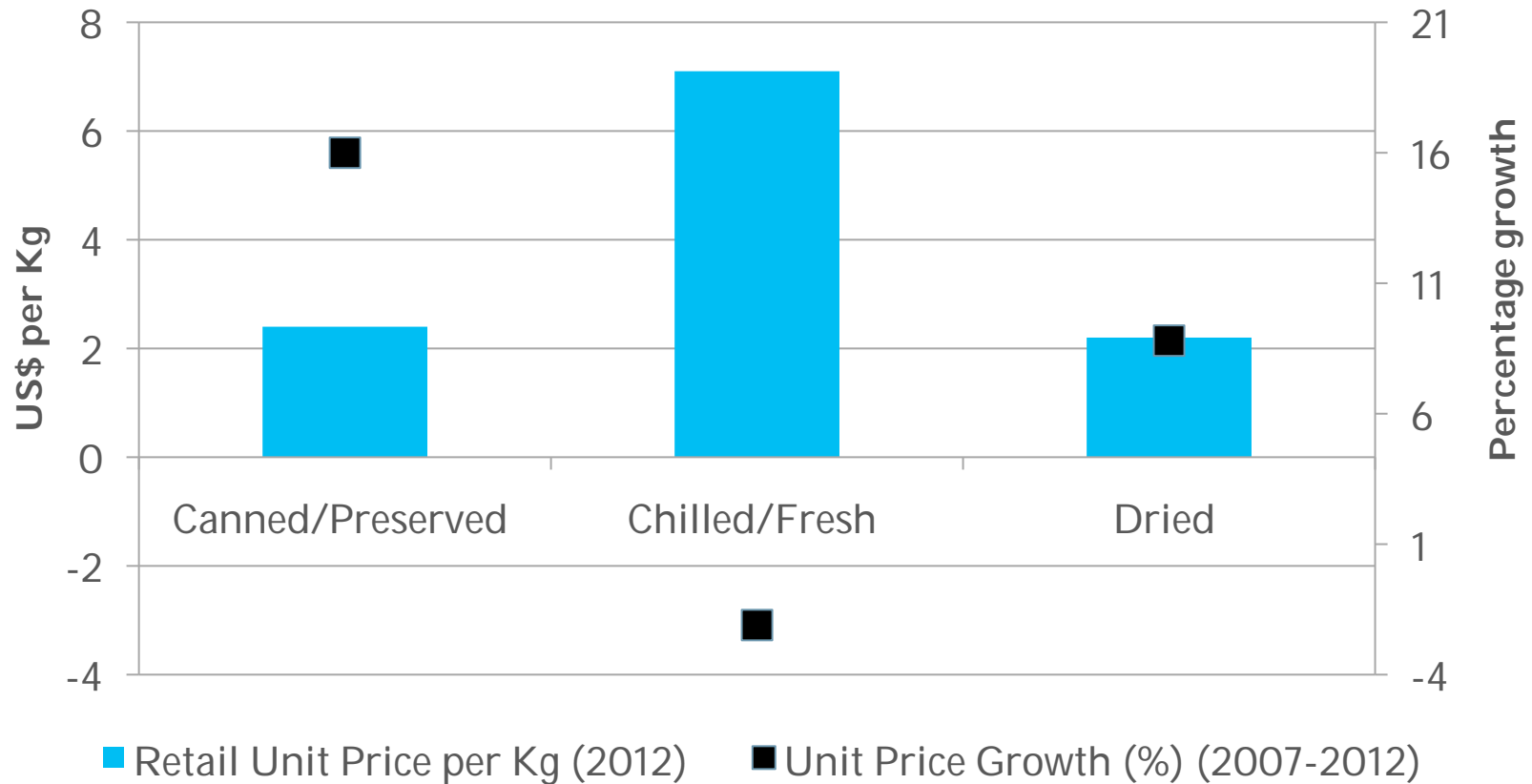
Pasta in Western Europe. Retail Value Growth (%).
2012 -2017 Forecast.



2012 Constant Prices - Fixed 2012 Exchange Rates.

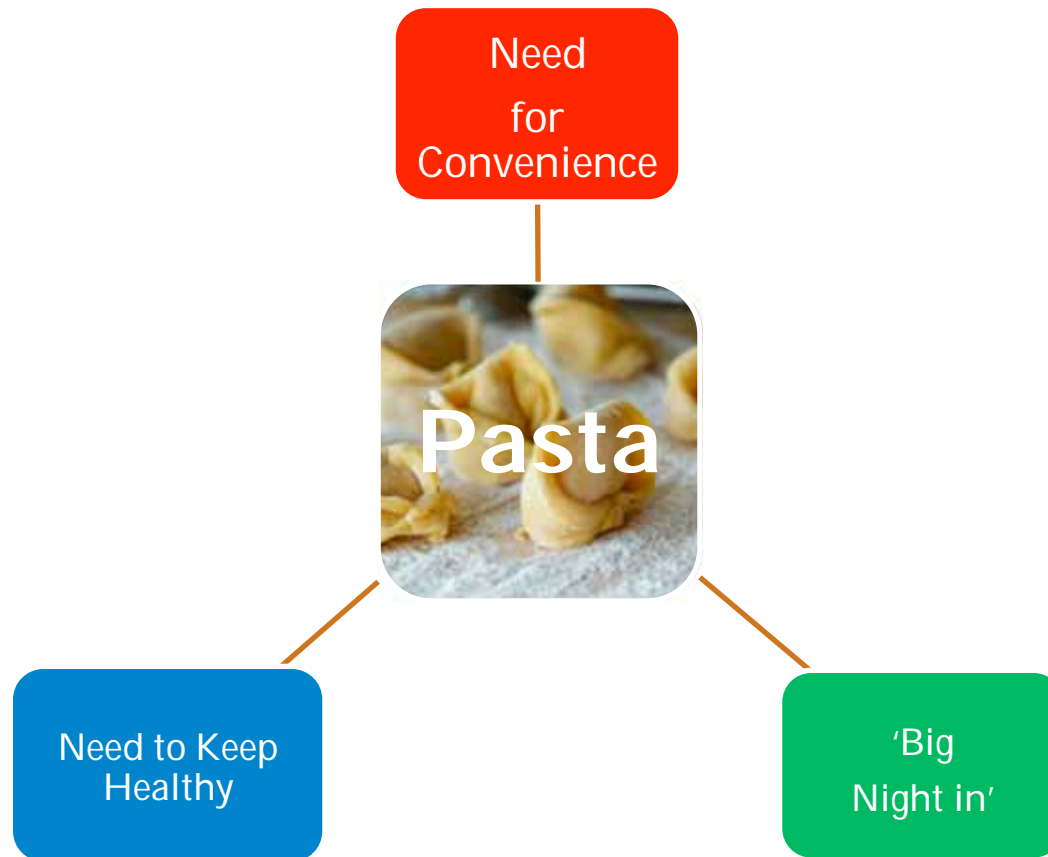
Downward Price Pressure on Chilled/Fresh Pasta Offerings

Pasta in Western Europe. Unit Price Analysis.



2012 Constant Prices - Fixed 2012 Exchange Rates.

Western European Consumer Behaviour in a Crisis



Need for Convenience



Size matters...in Pasta

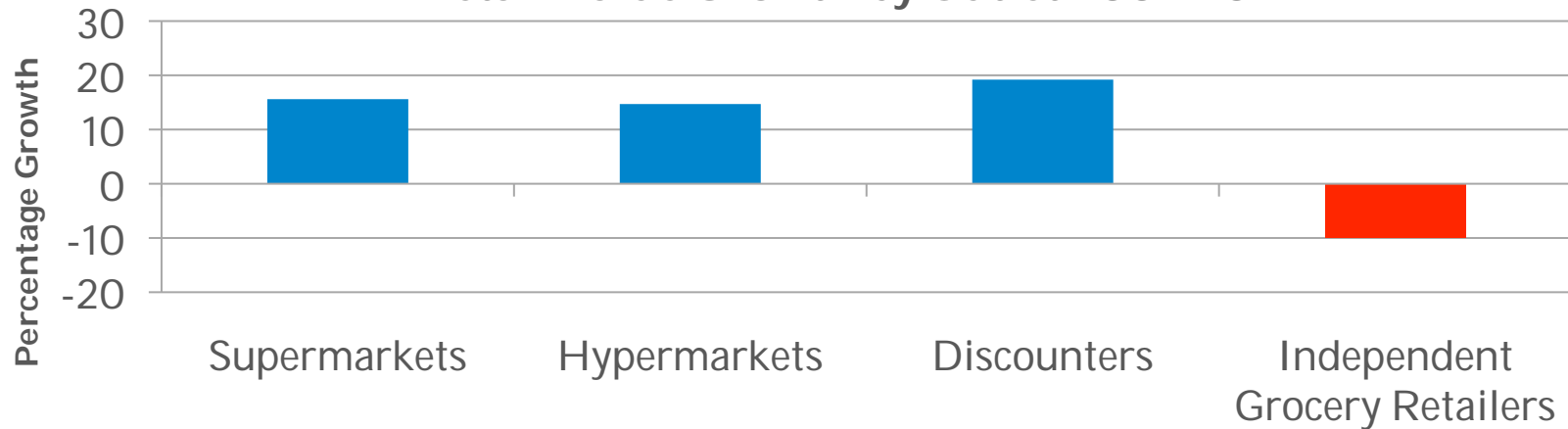
- Smaller outlets lose share ...to everyone else
- Supermarkets and Hypermarkets stand up to discounters




Internet retailing still a niche but....

- Retailers making increasingly easy-to-use online shopping platforms

Pasta in Western Europe
Retail Value Growth by Outlet 2007-2012



Need for Health



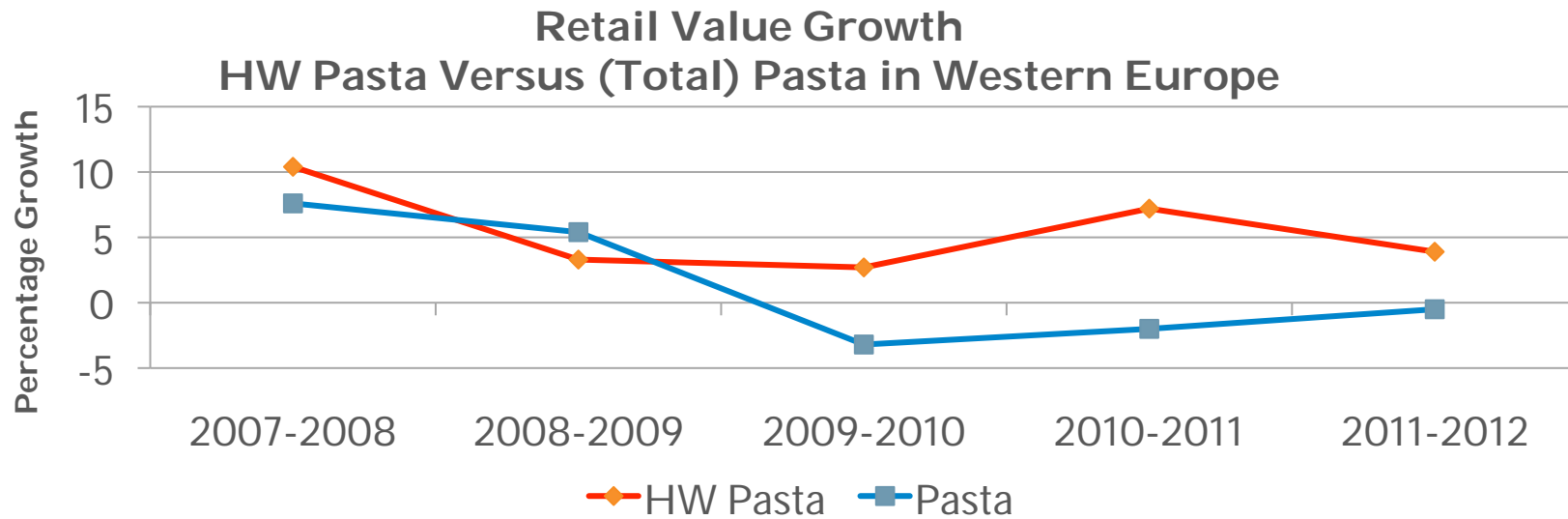
Health is growth driver

- Healthy formats' benefits pay off
- Manufacturers seize opportunity to create added value



Put your money where your health is

- Organic (+47%) and gluten-free (+43%) formats see significant growth between 2007-2012
- High fibre formats add US\$84 million to market in five years



Big Night in



Let's cook it at home

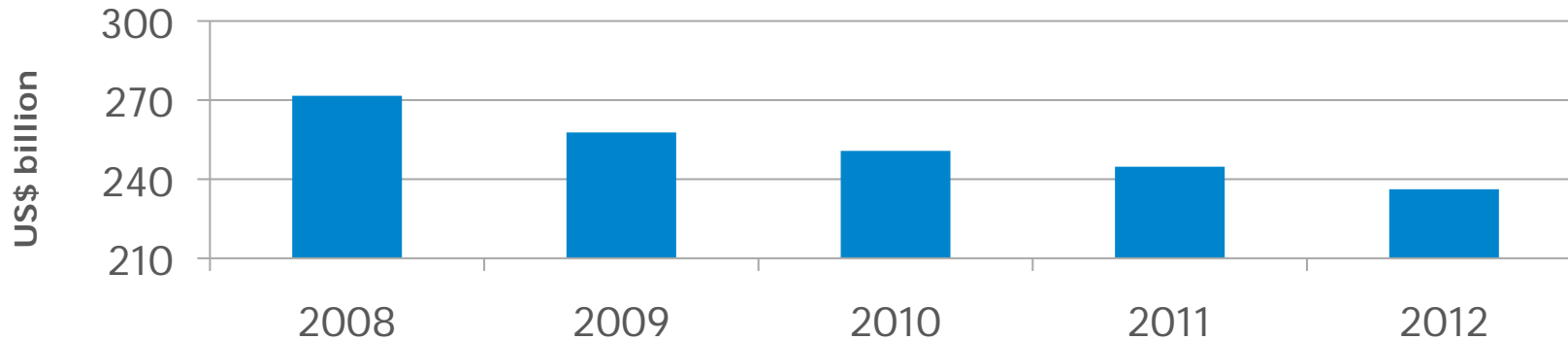
- Challenging economy underpins 'home-cooking' trend.



Italian cuisine gains in popularity

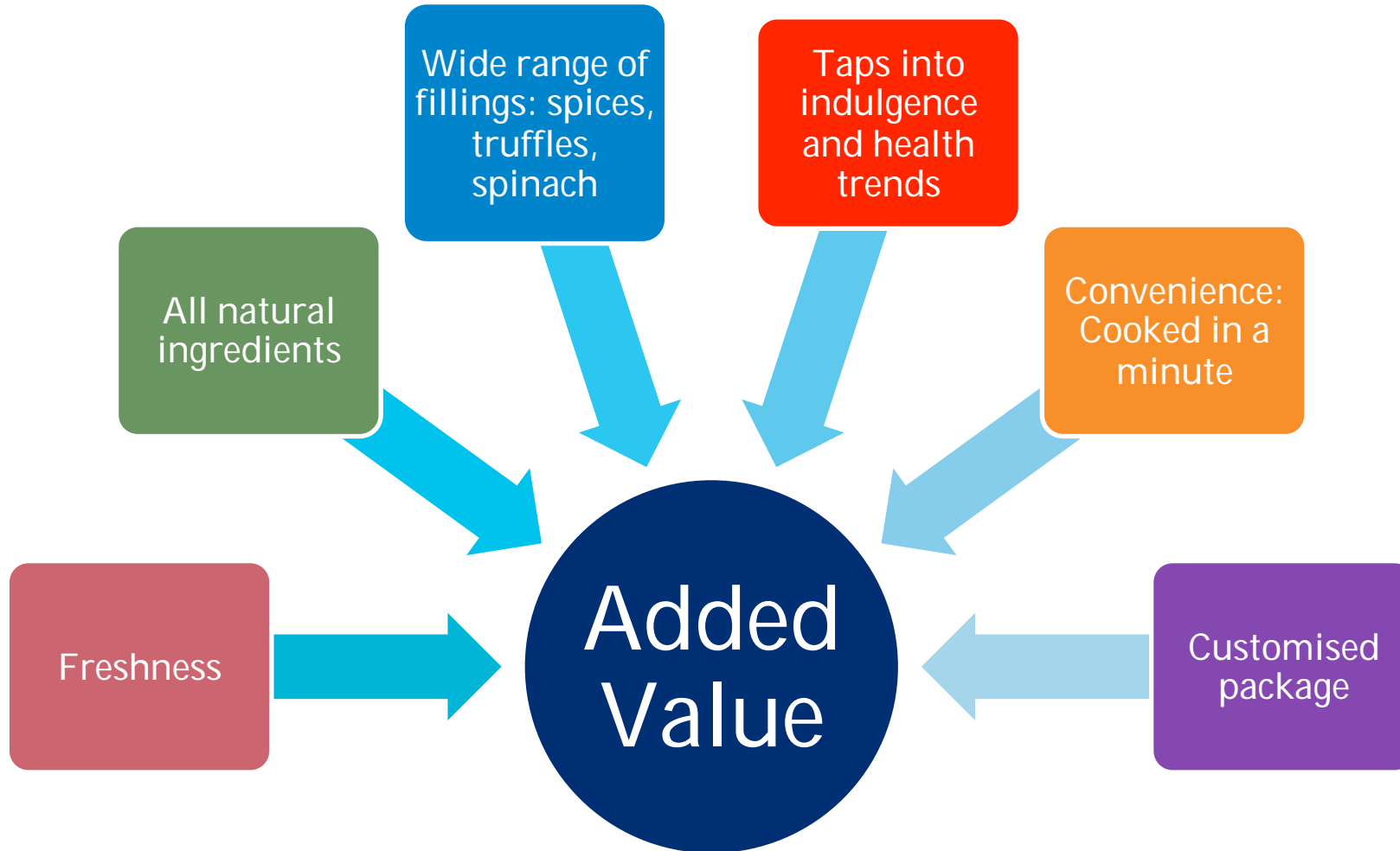
- 'Free training' through television programmes

Total Retail Value Sales through Restaurants in Western Europe



Constant 2012 Prices/ Fixed 2012 Exchange Rates

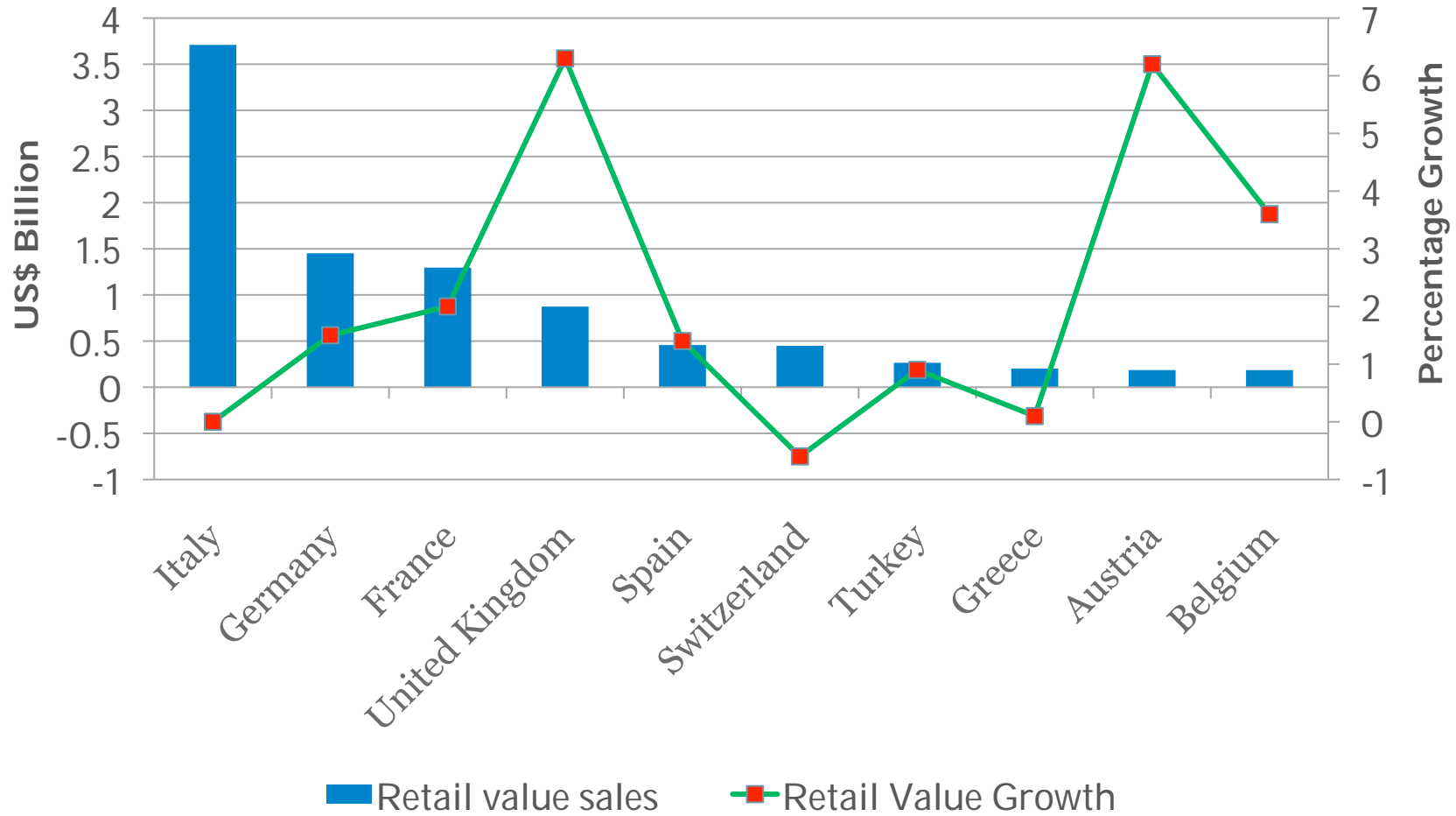
Six Rings to Bind them All...to Success



Fact: 50% of 2012-2017 projected growth retail value growth in Chilled/Fresh Pasta coming from UK and Germany!

UK and Austria: Hot Markets

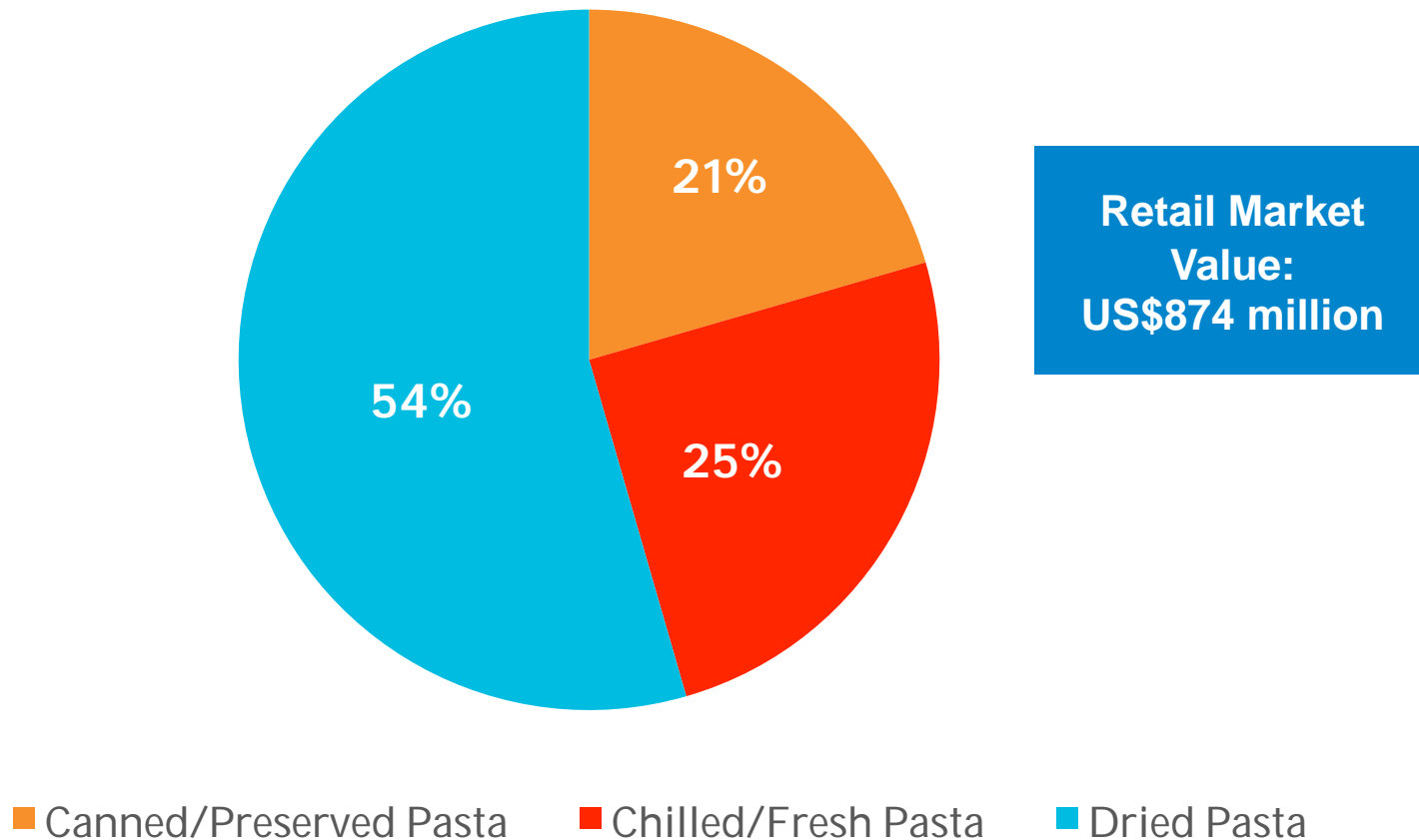
Top Ten Pasta Markets.
Retail Value Growth (%) 2012.



Constant 2012 Prices/ Fixed 2012 Exchange Rates

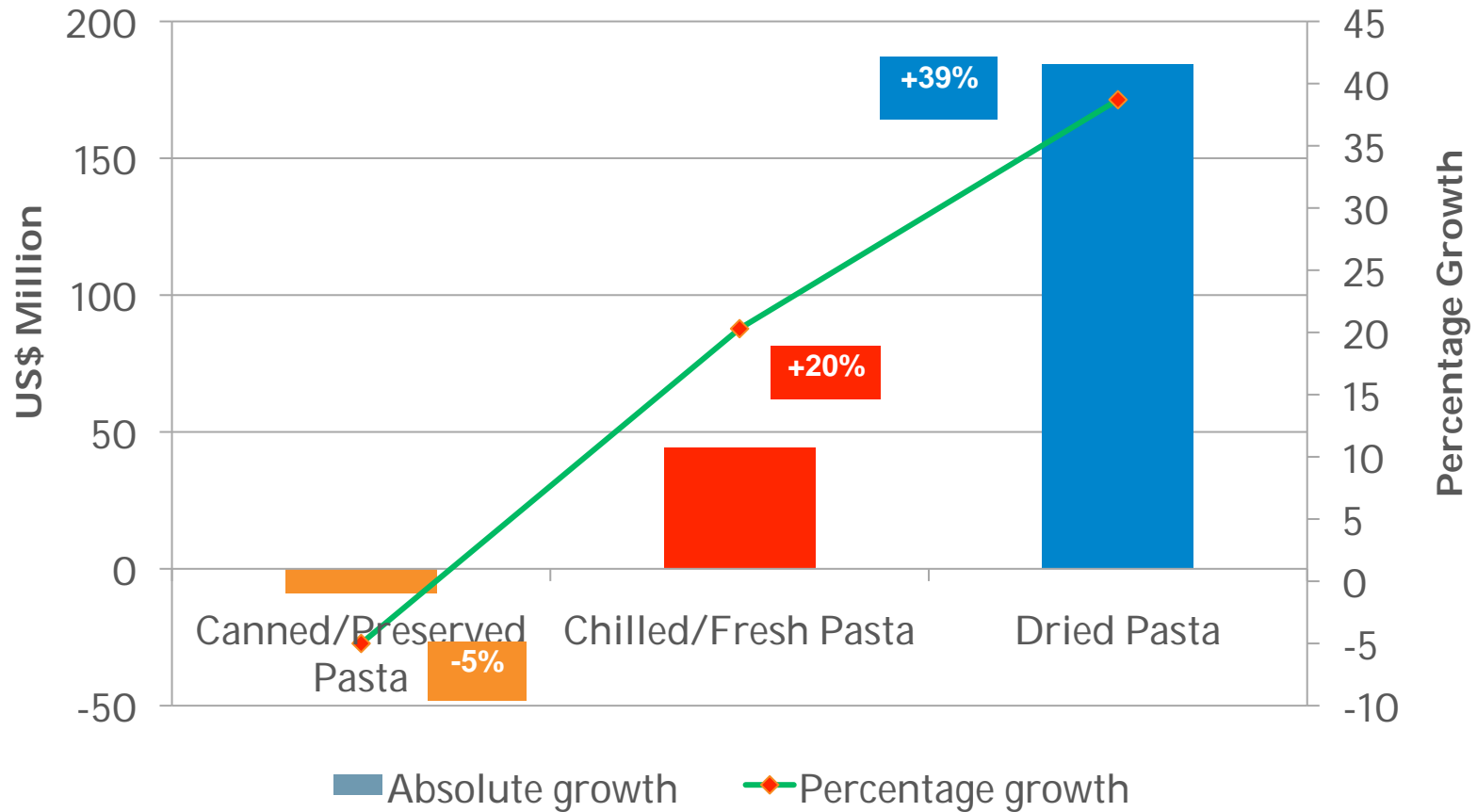
Chilled Formats Account for a Fourth of Sales in UK

Pasta in UK. Retail Value Sales Breakdown 2012.



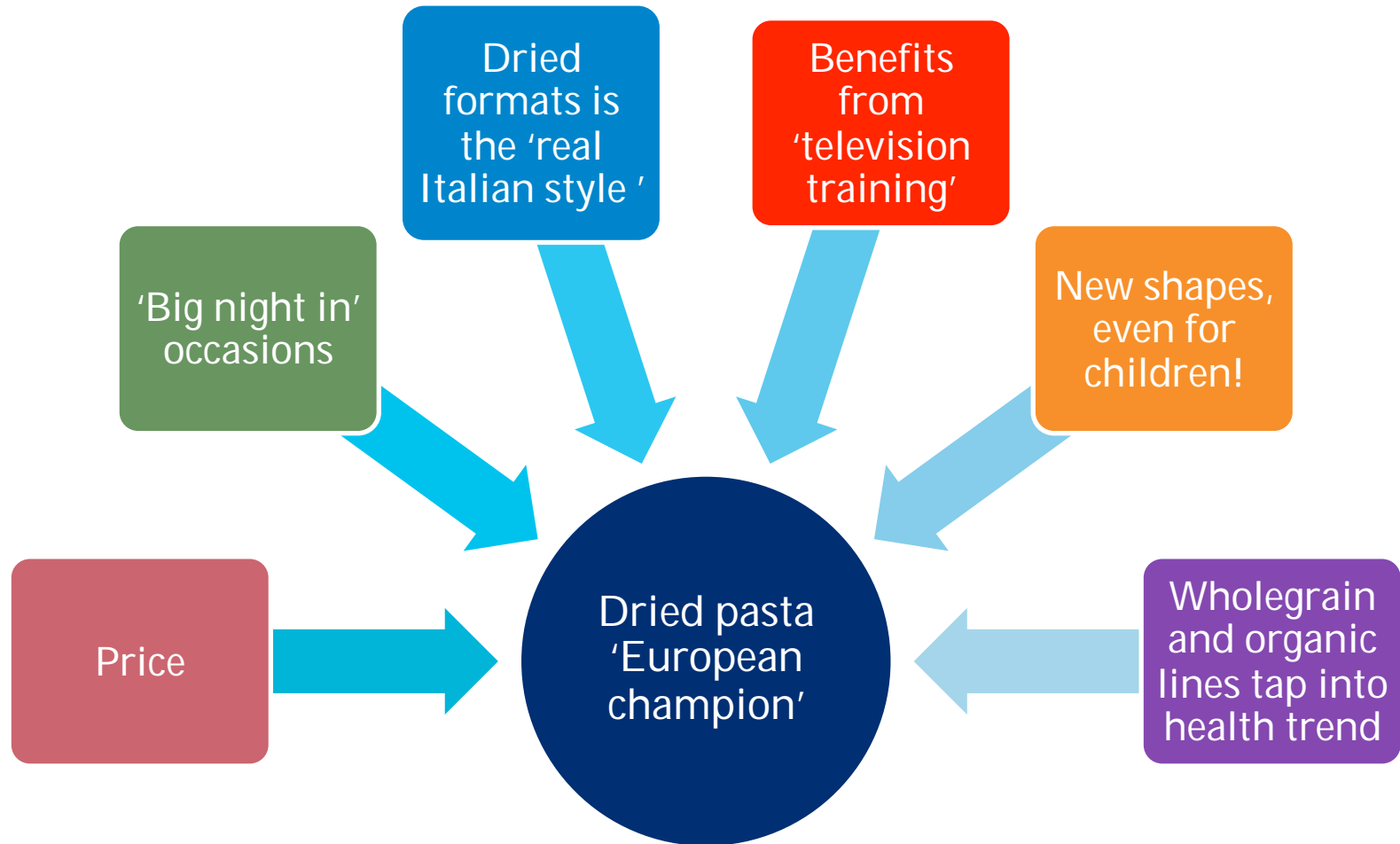
Dried Pasta to Show Strongest Performance

Pasta in UK Retail Value Growth Projections: 2012-2017



Constant 2012 Prices/ Fixed 2012 Exchange Rates

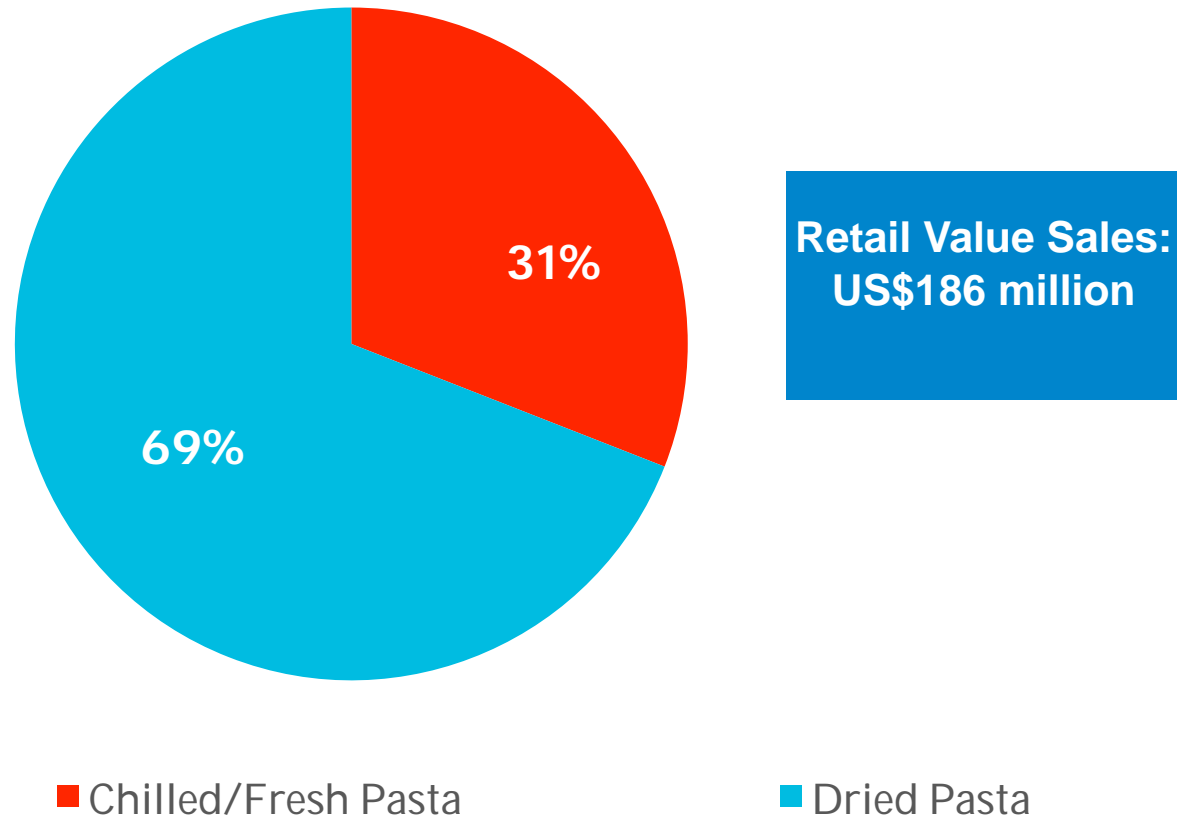
United Kingdom: The 'One' for Dried Pasta



Fact: High-fibre pasta projected to add US\$9 million to market between 2012-2017, to total US\$34 million

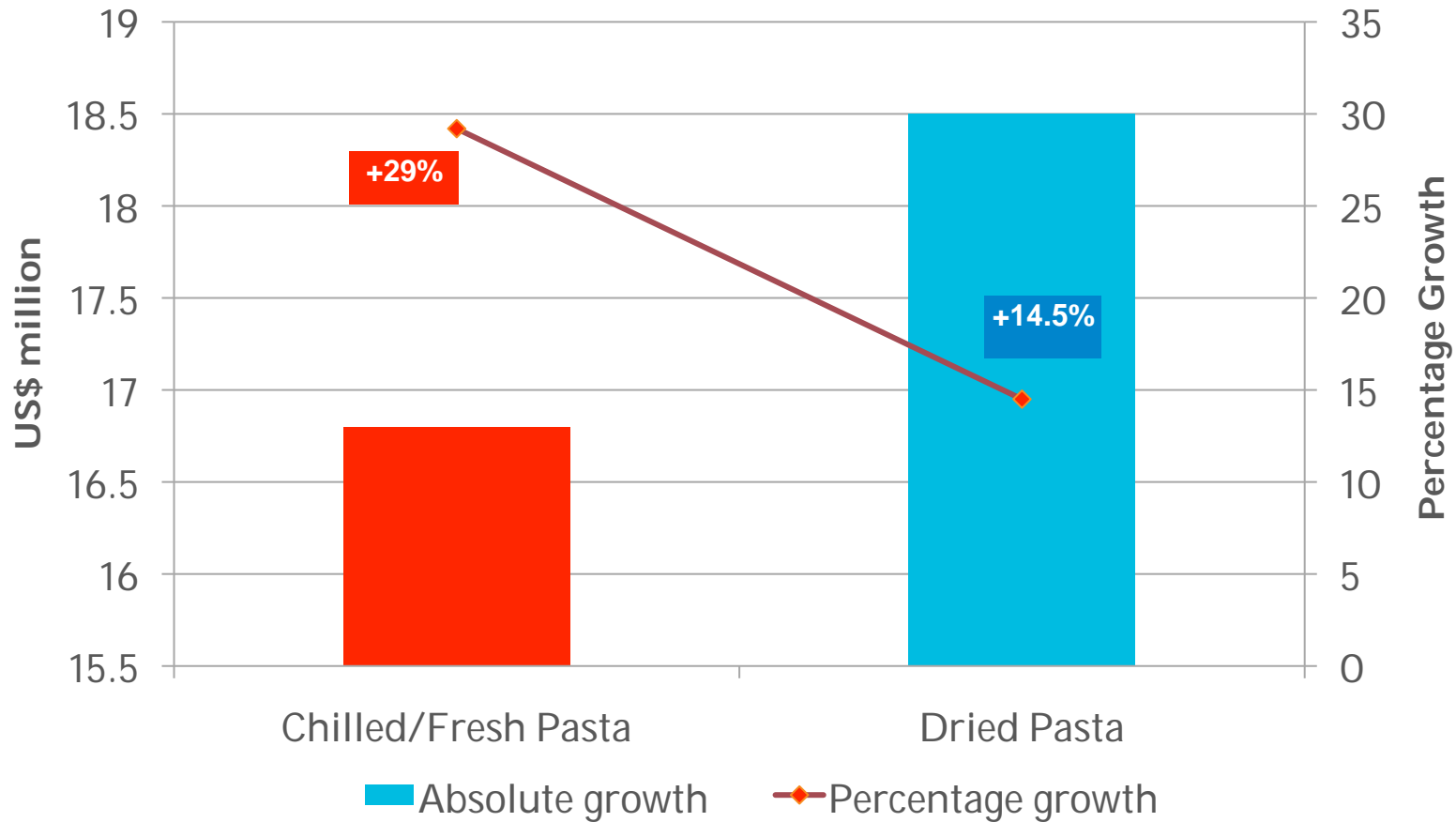
Dried Formats Account for Two Thirds of Sales in Austria

Pasta in Austria. Retail Value Sales Breakdown 2012.



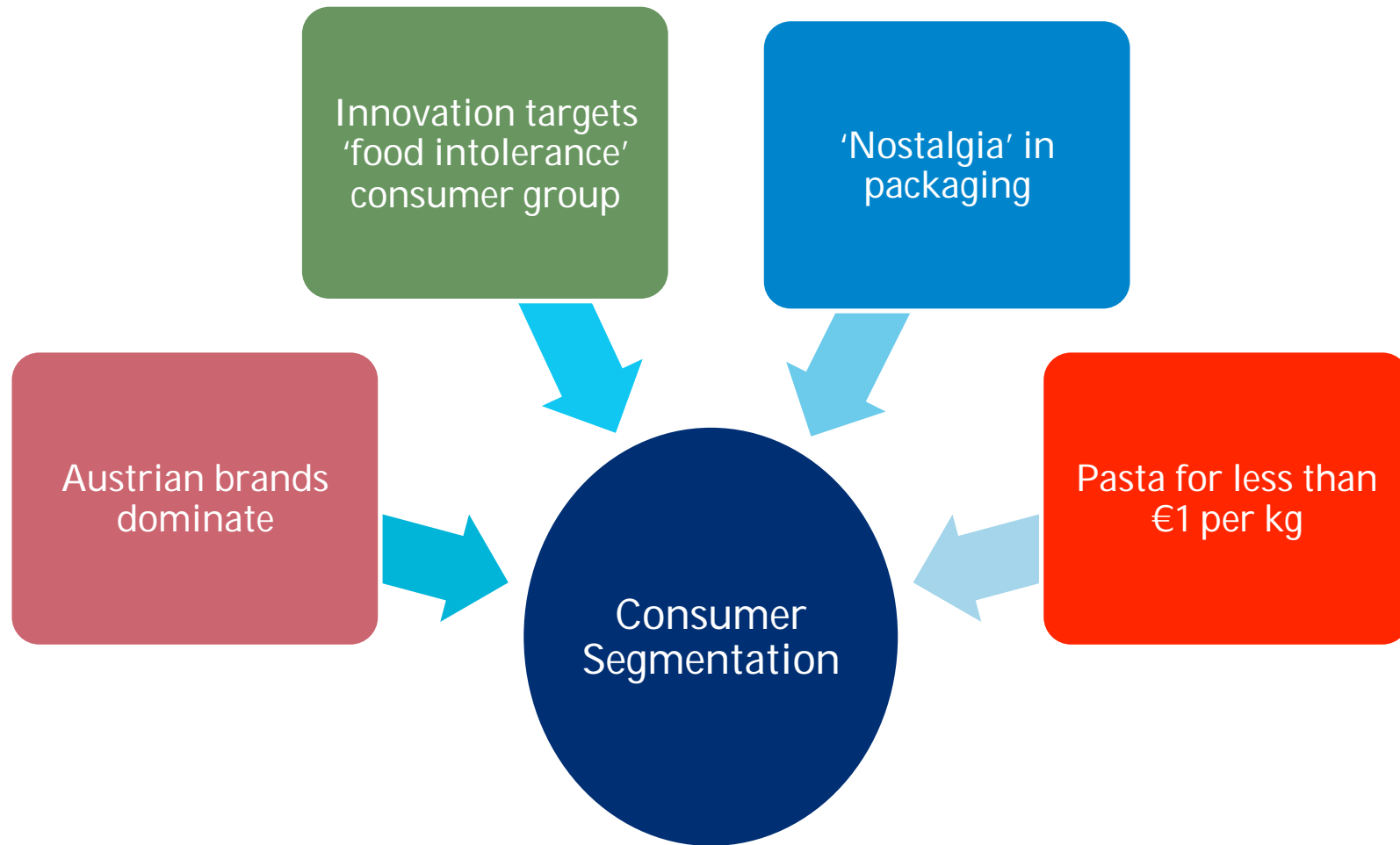
Chilled Pasta Takes Fast Train...to the Future

Pasta in Austria Retail Value Growth Projections: 2012-2017



Constant 2012 Prices/ Fixed 2012 Exchange Rates

Something for Everyone



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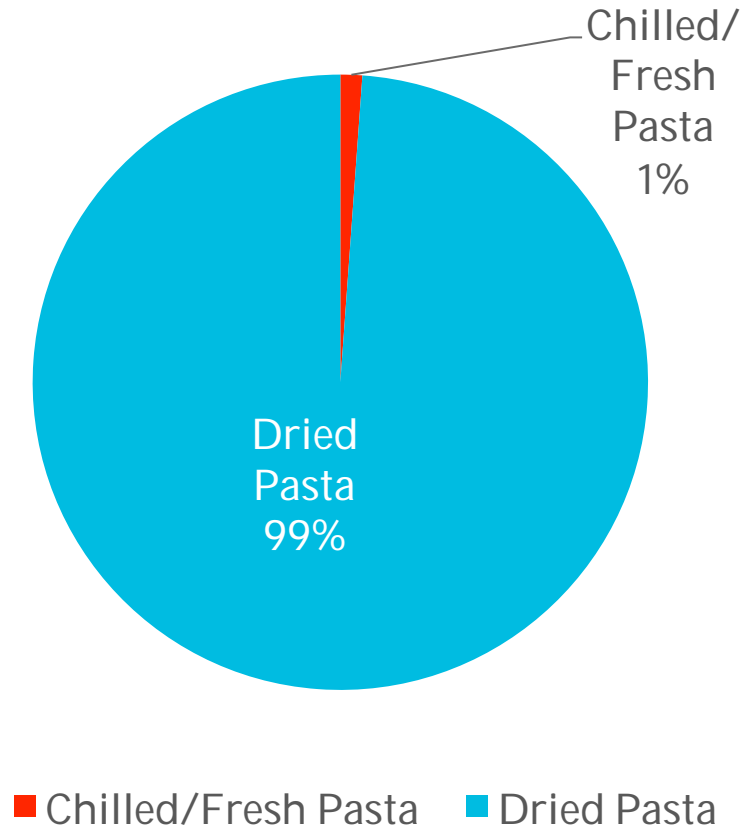
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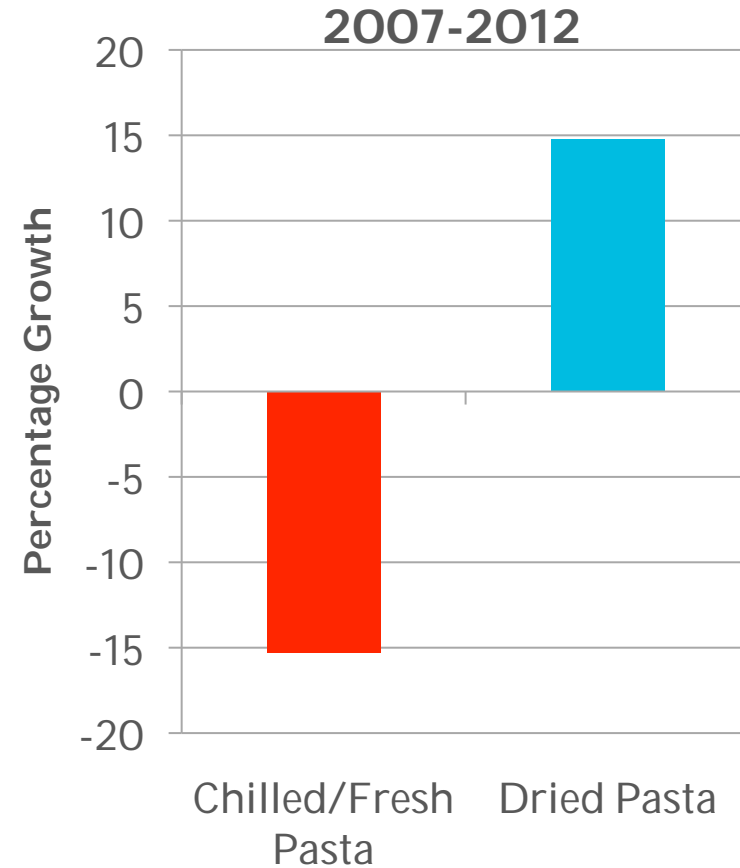


'Dried Eastern Europe'

Pasta in Eastern Europe Retail Value Breakdown

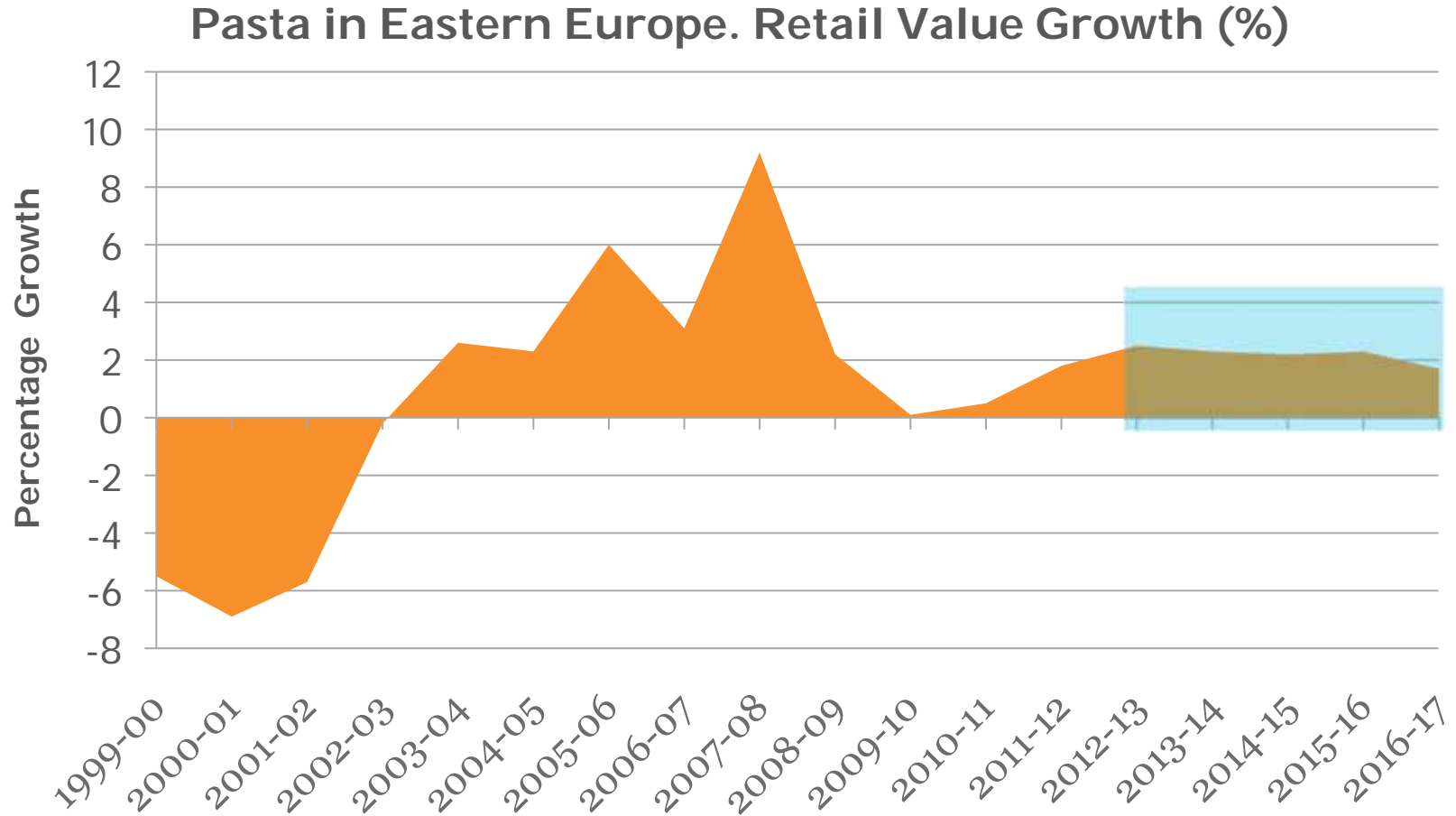


Pasta in Eastern Europe Retail Value Growth 2007-2012



Constant 2012 Prices/ Fixed 2012 Exchange Rates

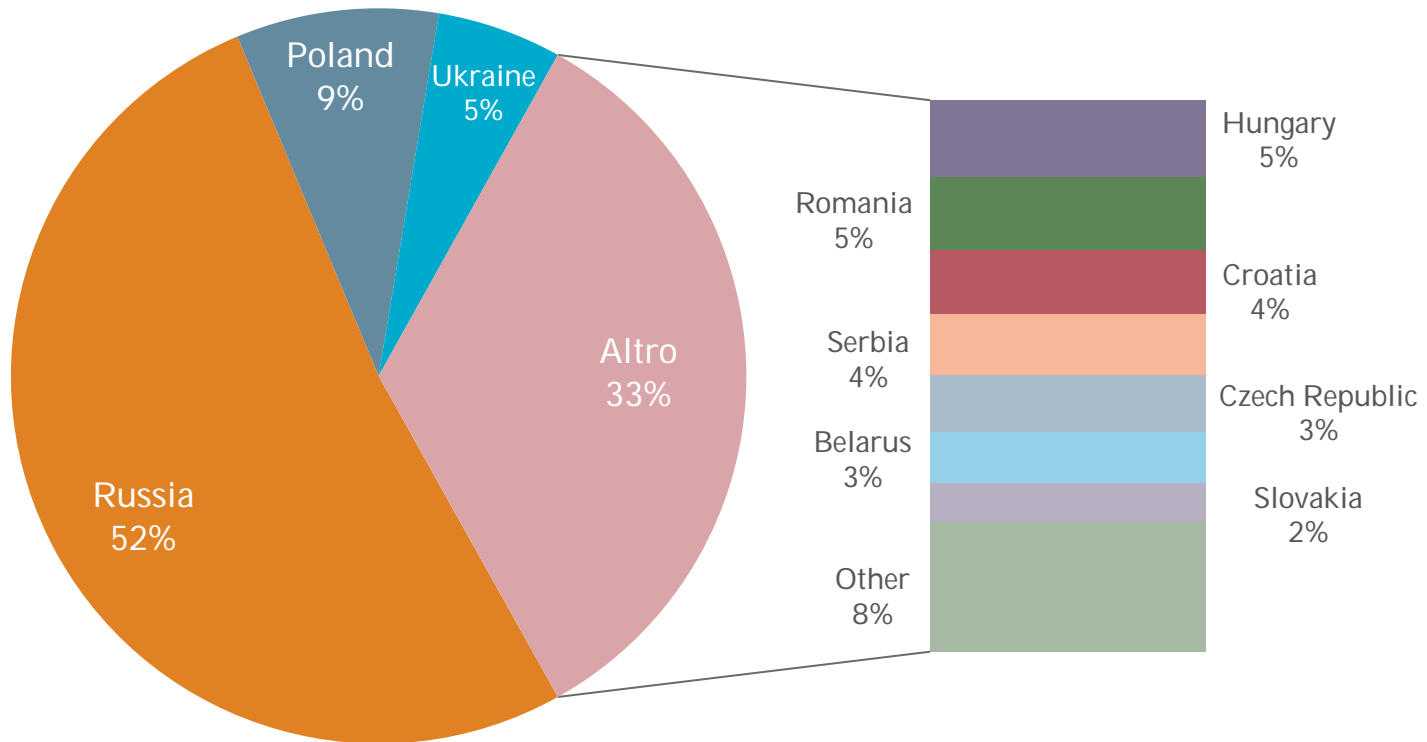
Steady Expansion Projected over 2012-2017 Period



Constant 2012 Prices/ Fixed 2012 Exchange Rates

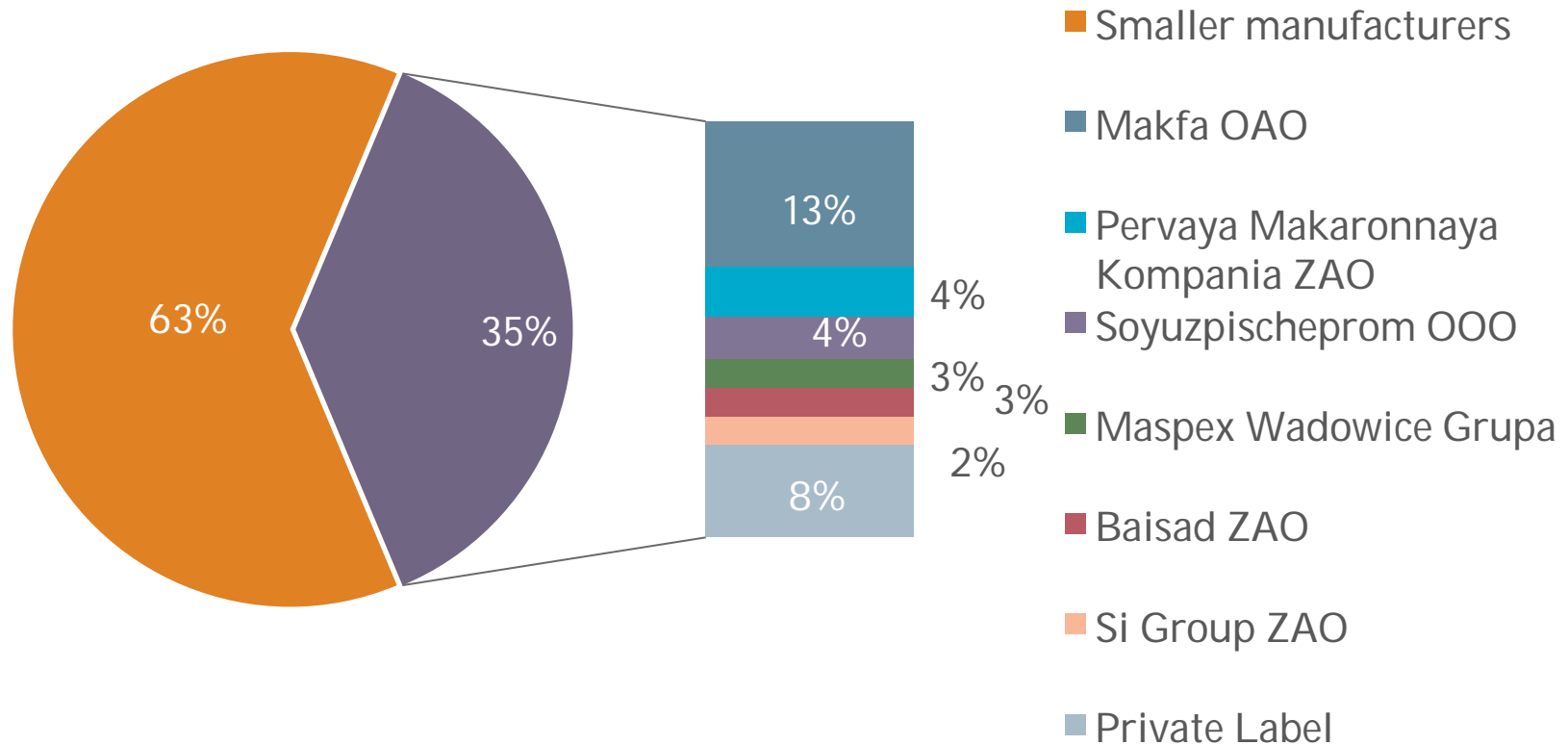
Two Thirds of the Market for Three Players

Pasta in Eastern Europe.
Retail Value Breakdown by Country 2012.



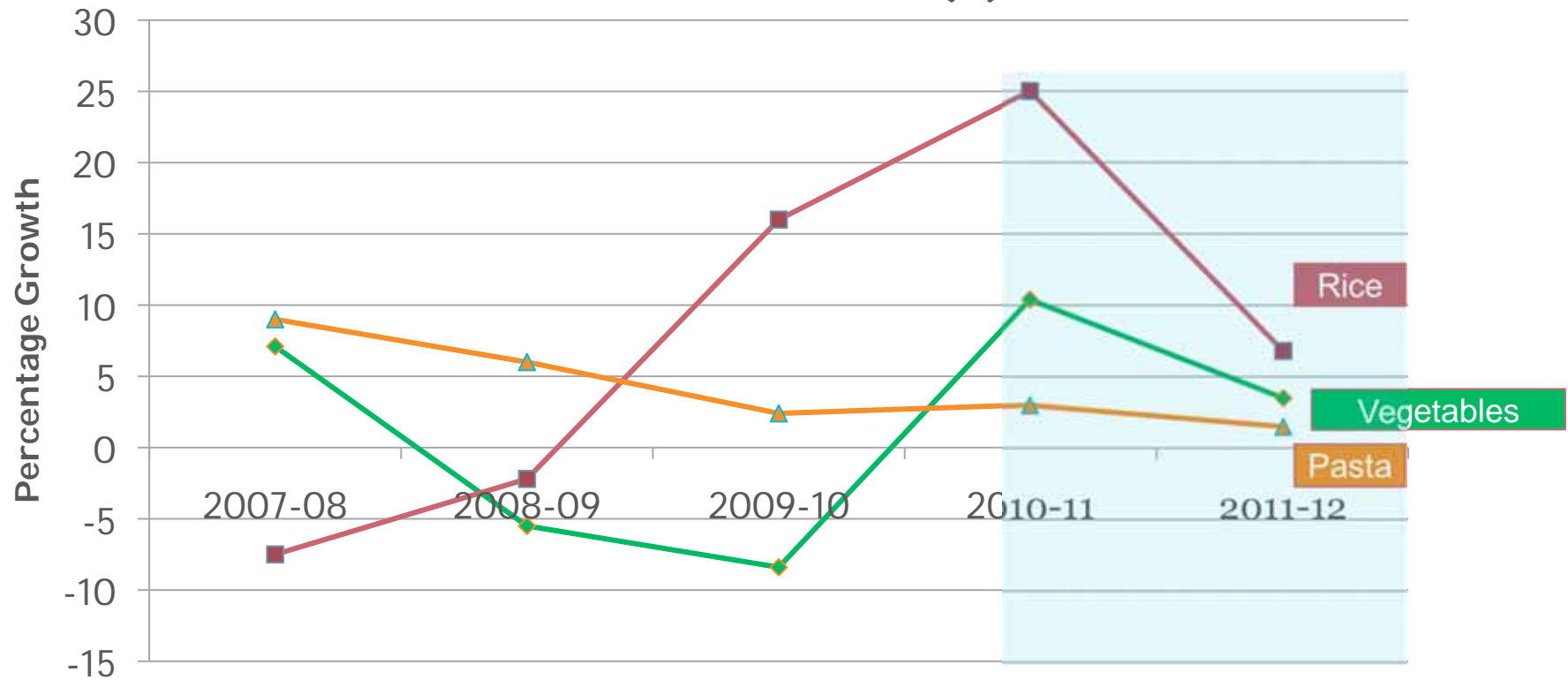
Small Manufacturers Dominate Competitive Landscape

Pasta Eastern Europe. Company Shares (%). Retail Value (2012)

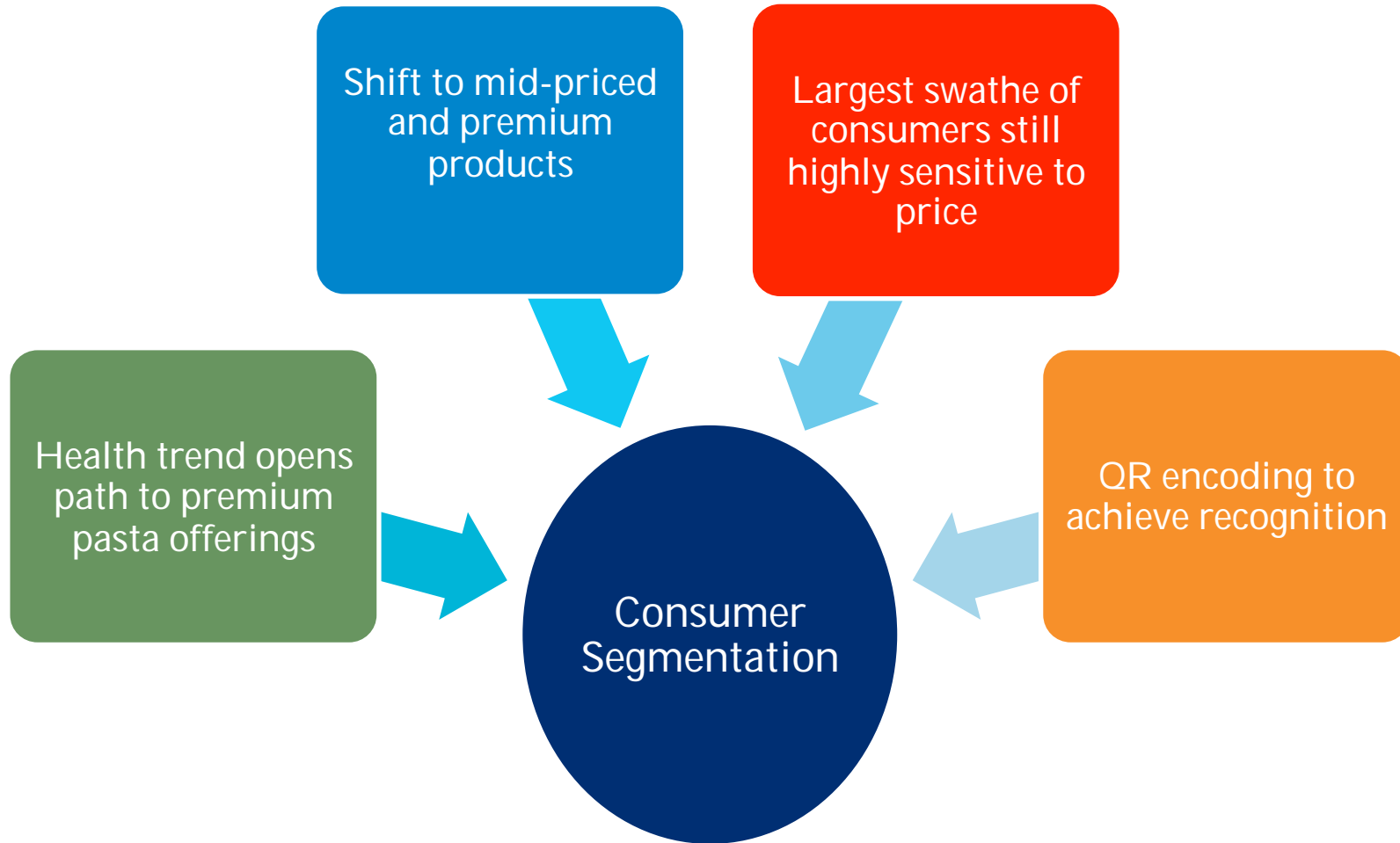


Rice: The best Russian 'Set-aside'

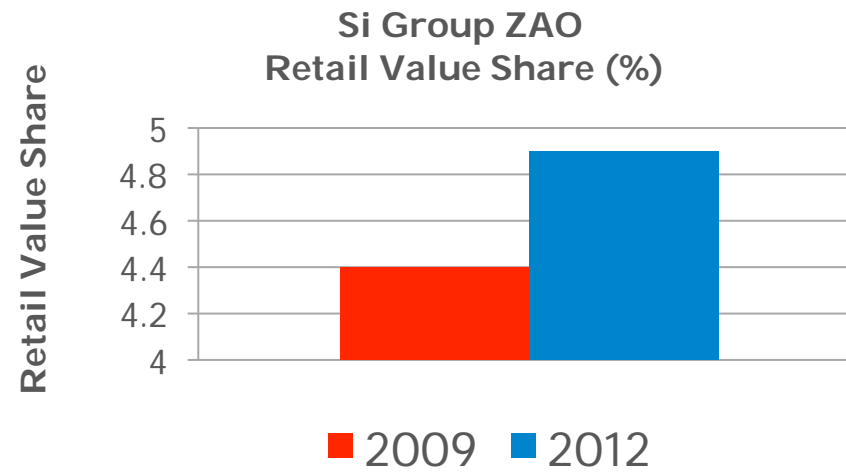
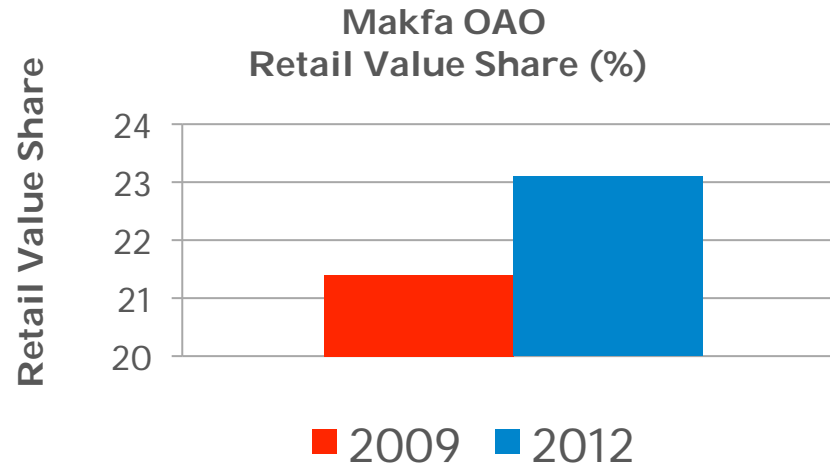
Pasta Versus Rice and Vegetables in Russia.
Retail Volume Growth (%)*



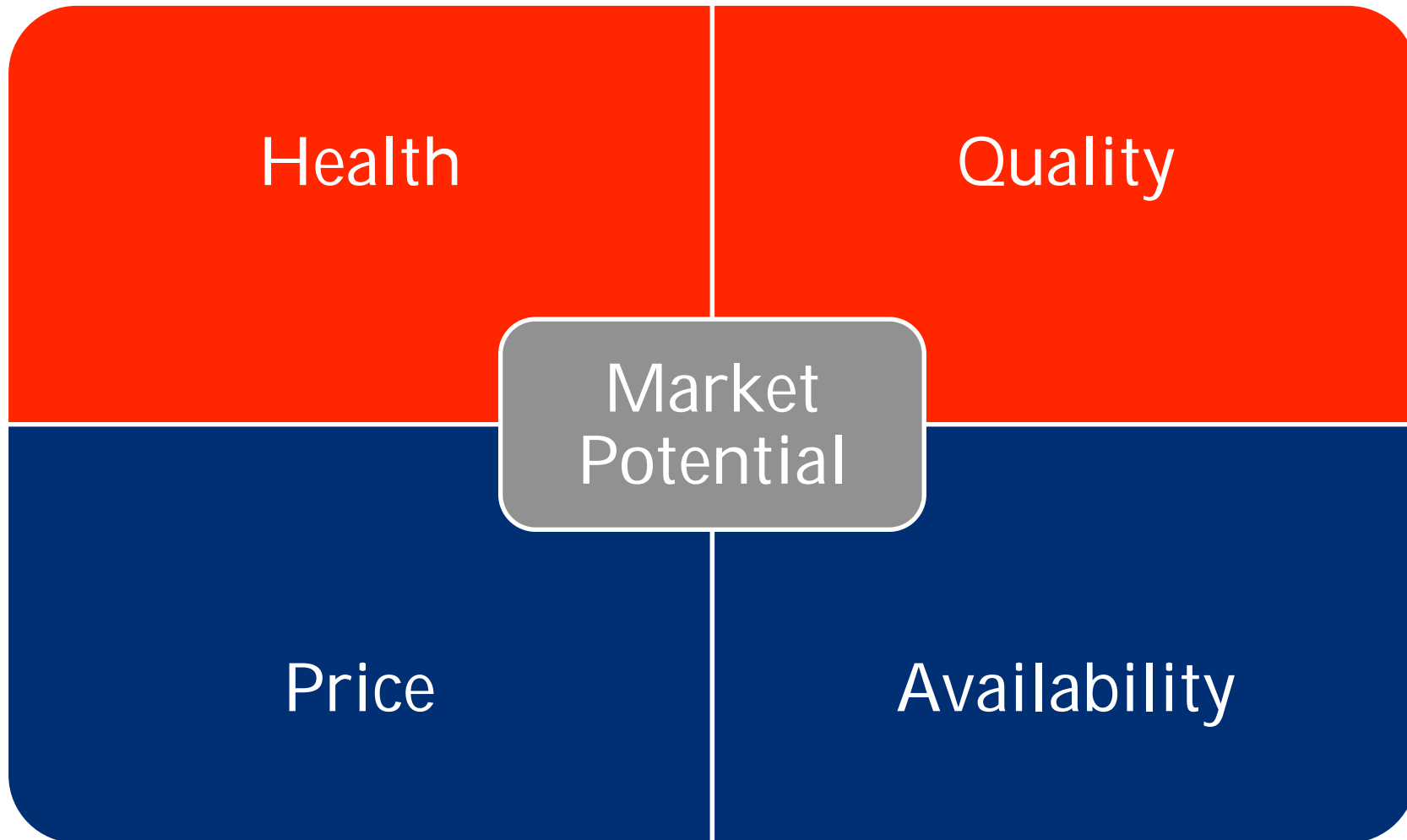
One Product for One Consumer at One Price



Russian Domestic Brands Cash in on Advertising and Innovation



Drivers and Challenges for Pasta in Eastern Europe



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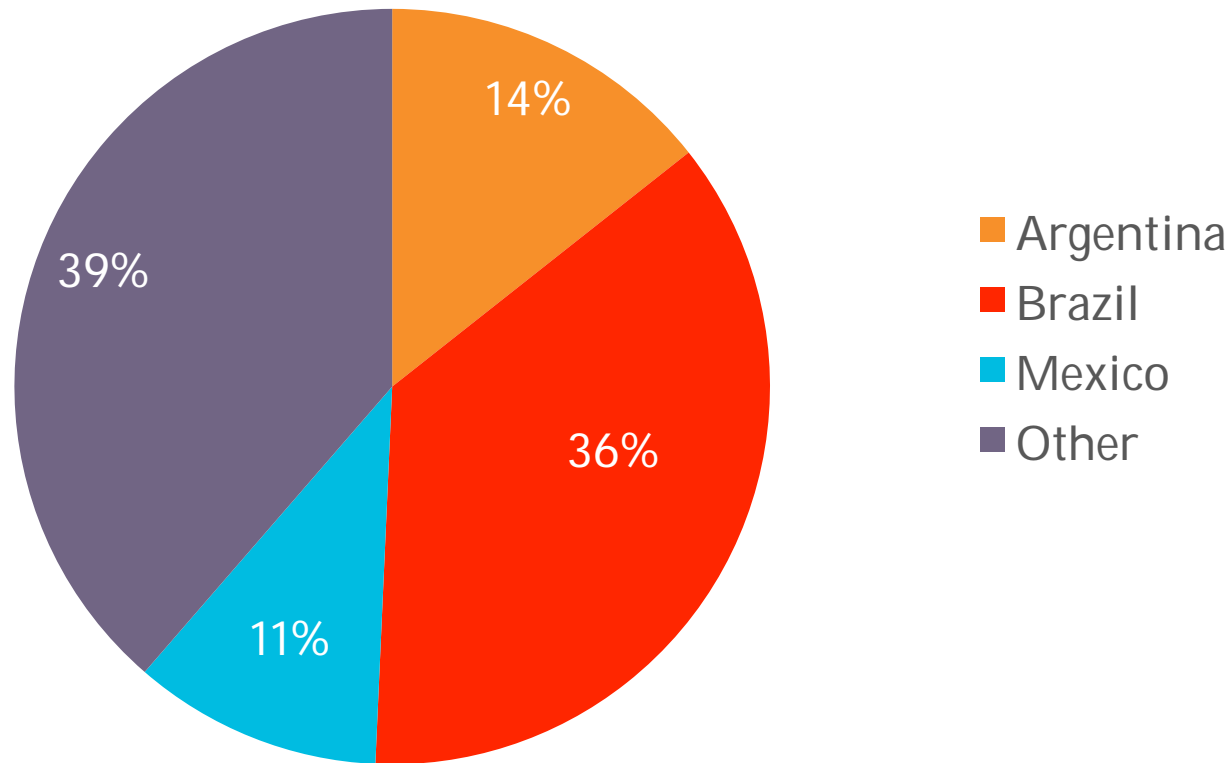
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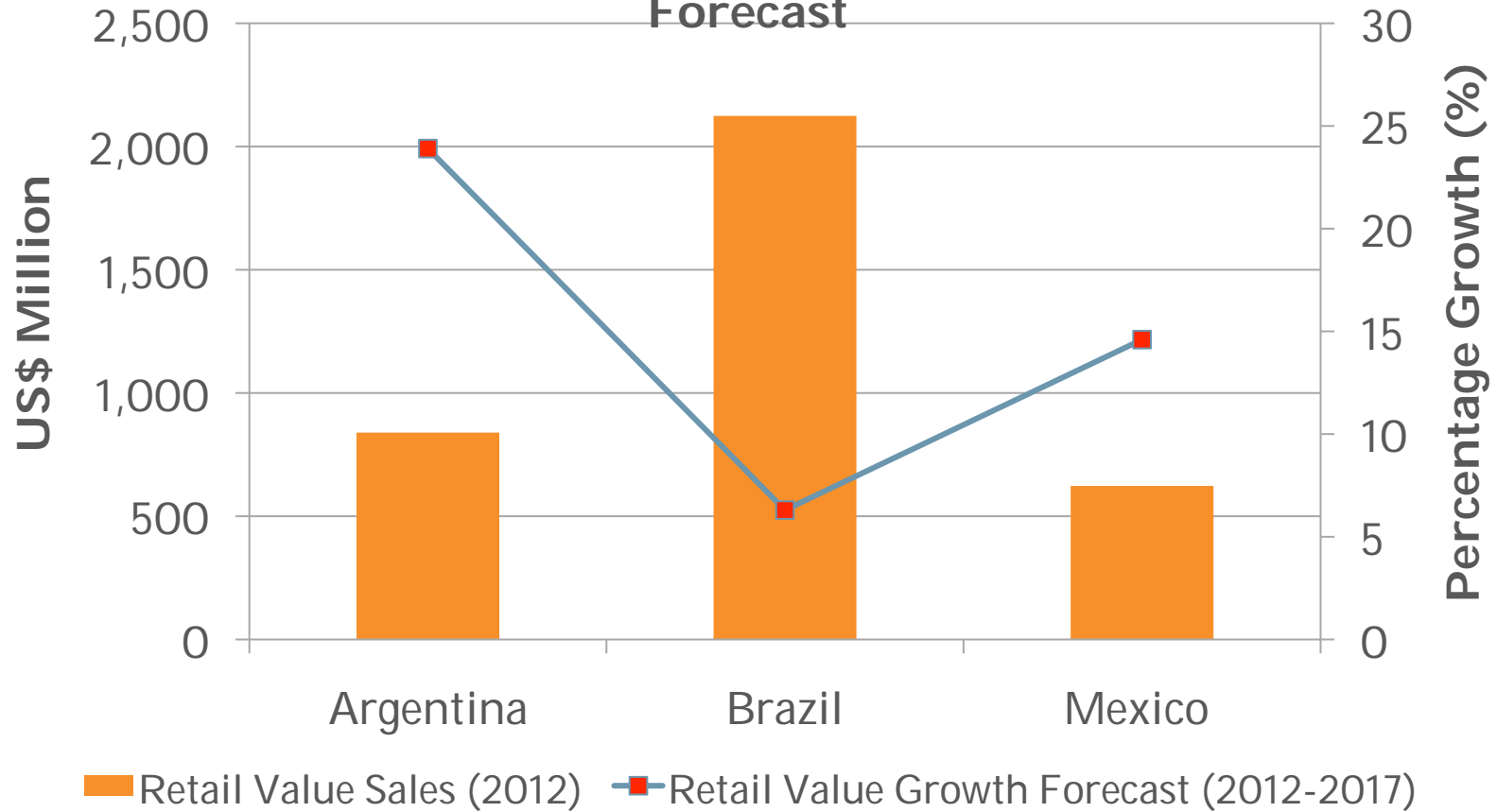
Argentina, Brazil and Mexico are Largest Markets

Retail Value Pasta Sales in Latin America.
Regional Breakdown by Country. 2012



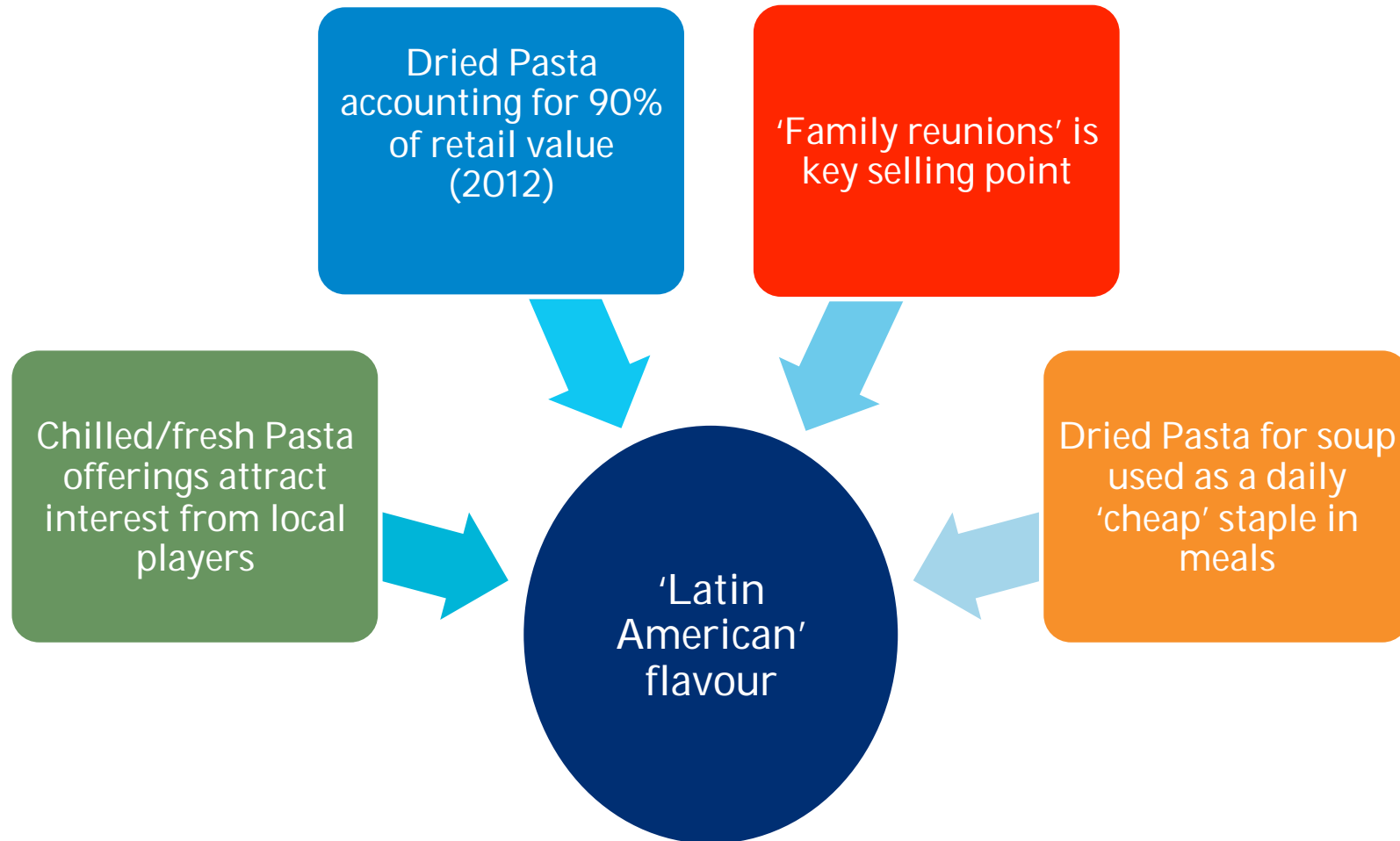
Highest Potential Growth in Argentina

Pasta in Latin America.
Retail Value Sales (2012) Versus. 2012-2017
Forecast



Constant 2012 Prices/ Fixed 2012 Exchange Rates

Latin America Pasta Consumers Add Their 'Own Flavour'



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Key Takeaways

Western Europe: Largest Potential in Premium formats

Eastern Europe: Strike Balance between Quality and Price

Latin America: 'Perfect for Families'

All Markets: Think of Health, Think of Profit



THANK YOU FOR LISTENING



Want to know more? E-mail me or let's talk in the break

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