

Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Russian Savory Snacks Market

FD0018IS

Insight Report
April 2014



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Reasons to buy this report

This report brings together consumer analysis and market data to provide actionable insight into the behavior of consumers. This is based on Canadean's unique consumer data – developed from extensive consumption surveys and consumer group tracking – which quantifies the influence of 20 consumption motivations within your industry.

Consumer trends analysis

An overview of the key demographic groups driving consumption in your industry, and what their motivations are for doing so. This enables the reader to identify the most important trends within the market and also determine whether beliefs over what influences consumer behavior within the category are accurate.

Market sizing

Market value and volumes are given over 2008-2018 for ten leading countries across the globe. Coverage includes major European markets, the US, and the emerging markets of Brazil, Russia, India, and China.

Demographic analysis

Key demographic groups driving consumption within the US market are identified. The figures showcase the number of Dairy occasions attributed to specific age groups and genders, as well as identifying whether these demographic groups "over" consume in the category.

Product innovation examples

Examples are provided of innovative international and country-specific product development within your industry, with analysis of how these products effectively target the most pertinent consumer need states.

Recommended actions

Strategic recommendations of how to capitalize on the evolving consumer landscape are offered, allowing product and marketing strategies to be better aligned with the leading trends in the market.

Future outlook

The report provides insight to highlight the "so what?" implications behind the data, and analysis of how the need states of consumers within your industry will evolve in the short-to-medium term future.

Key Findings: The Russian Savory Snacks market is driven by a desire for fun, indulgent, affordable products for social occasions and me-time

There are a number of reasons why consumers turn to **Savory Snacks** and a number of reasons they don't. It is crucial for manufacturers to understand what consumers want from the actual products that they purchase

Low-budget option:

Savory Snacks are considered by consumers to be an inexpensive way of treating themselves.

Time-scarcity:

The busy lifestyles of consumers means they are looking for energizing snacks as well as alternatives to traditional meals.

Experimentation:

Consumers desire novel flavors and tastes of Savory Snacks fit for diverse occasions.

Party food perception:

Due to their fun nature, Savory Snacks have traditionally been served during social events: parties, picnics, and gatherings.

Me-time indulgence:

Consumers look to Savory Snacks for tasty treats during moments of relaxation and me-time.

DRIVERS OF CONSUMPTION

INHIBITORS OF CONSUMPTION

Freshness:

Consumers tend to opt for bakery snacks as "fresh", as well as convenient substitutes for Savory Snacks.

Competition with other categories:

Categories such as Dairy and Confectionery directly compete with Savory Snacks as an alternative snack.

Health:

Savory Snacks are inherently associated as being unhealthy due to their high calorie, sodium, and fat content.

Safety:

Increased concerns about the use of artificial additives in Savory Snacks lead to consumers seeking alternatives.

Age restricted demand:

Older consumers and parents of young children tend to avoid buying Savory Snacks, opting for nutritional substitutes instead

There were XX.X billion Savory Snacks occasions in Russia, with consumption higher among women and older consumers



In **Russia**, there were **XX.X billion Savory Snacks** occasions in 2012
 This equates to **XX.X Savory Snacks** occasions per person per year



This can be broken down into:

GENDER



Women:
 Occasions: **XX.X billion**
 Per person: **XX.X**



Men:
 Occasions: **X.X billion**
 Per person: **XX.X**

Russian males, on average, have a lower number of Savory Snacks occasions per year compared to females, with women feeling the demands of their work, personal and family lives and looking to Savory Snacks for convenient, indulgent food solutions.

AGE GROUPS



Kids & Babies
 Occasions:
X.X billion
 Per person: **XX.X**



Tweens & Early Teens:
 Occasions:
X.X billion
 Per person: **XX.X**



Early Young Adults:
 Occasions:
X.X billion
 Per person: **XX.X**



Older Young Adults:
 Occasions:
X.X billion
 Per person: **XX.X**



Pre-Mid-Lifers:
 Occasions:
X.X billion
 Per person: **XX.X**



Mid-Lifers:
 Occasions:
X.X billion
 Per person: **XX.X**



Older Consumers:
 Occasions:
X.X billion
 Per person: **XX.X**

While Tweens & Early Teens are the most devoted to the sector, with the highest per capita consumption, consumers aged 55 and over have the highest number of Savory Snacks occasions per year in Russia due to the large size of the demographic. This age group is the most budget-oriented and can be targeted with good value Savory Snacks.

Despite rising income levels, Russian consumers remain cost-conscious and continue to demand low-price Savory Snacks



Degree of influence the Value mega-trend has on demographic groups



Gender

Overall, women's consumption, at 27.2%, is affected more by the mega-trend more than men's, at 24.8%. This reflects how women use the sector as a staple treat and are driven by value, while men, who approach the sector as an occasional treat, are more likely to trade up for a more indulgent experience.

Age groups

The Better Value For Money motivator peaks among Older Consumers, as this age group has a limited income and therefore more budget-conscious. The sub-trend affects Kids & Babies the least, as their parents use the sector as a treat, and do not want to compromise on taste or safety.

How the Value mega-trend will evolve

As consumers perceive Savory Snacks as a staple treat, the need for value for money will continue to motivate them to look for better deals. Private labels and smaller brands have an opportunity to compete with brands by offering more sophisticated range.

Russia's growing economy and rising disposable incomes will create more opportunities to develop value-added products. Indulgence is the leading trend and that is where consumers are motivated to trade-up. Manufacturers should target this need with innovations in flavors, textures, and cross-category promotions that offer indulgent experiences, such as spicy snacks paired with chilled carbonated drinks. The Popcorn category is the least affected by the sub-trend, meaning that's where consumers are less likely to look for price justification, presenting manufacturers with opportunities to enhance the category's premium appeal and promote the indulgent and fun experience provided by the products.

Manufacturers of Savory Snacks are innovating across categories to target growing needs of the Russian consumers



Innovative Russian launches in the Savory Snacks sector



Brand: Sochi2014.ru

Manufacturer: MOK-Proizvodstvo

Launched: Russia, 2013

Trend: Connection

To celebrate the Winter Olympic games in Sochi in 2014, MOK- Proizvodstvo has launched a licensed range of snacks in small T-shirt shaped packs. The items allow consumers to feel part of multinational event.

Brand: Lays

Manufacturer: Frito Lay

Launched: Russia, 2013

Trend: Indulgence, Connection

In 2013, Frito Lay launched a “Select New Russia’s Flavor” campaign with introduction of two local flavors, Potato & Dill and Homemade-Style Lecho (spicy vegetable mix), encouraging consumers to vote for their preferred flavor in order to keep it on the shelf.

Brand: Ciko

Manufacturer: Biz Fruts OOO

Launched: Russia, 2013

Trend: Technology Uptake

According to the company’s promotional materials, due to a new production technology Ciko’s new Deluxe Sunflower Seeds are salted only inside, as opposed to salted shells, which will prevent consumers getting salt residue on their lips and fingers

Brand: Lays Strong

Manufacturer: Frito Lay

Launched: Russia, 2013

Trend: Indulgence, Experience Seeking

Frito Lay has introduced a ‘Strong’ range, aimed to be consumed with beer. The range features flavors of products that claim to be “ideal” when paired with beer, including Smoked Cheese, and Aspic & Horseradish. Additionally, the range is said to have a more saturated flavor.



Manufacturers need to develop products targeting a fragmenting market

Potato Chips are expected to grow:

The Potato Chips category is expected to register the fastest growth by volume, at a CAGR of 8.1%. This presents opportunities for manufacturers to target demand with indulgent snack offerings. Innovations with flavors, shapes, textures, and elements of fun will find a receptive audience.

Targeting Older Consumers with Healthier Snacks:

In 2013, consumers aged 55 years and over outnumber those under 15 years old by 2.7 times. As they age, consumers become more health-conscious, yet find it hard to break habit. “Better-for-you” snacking in an indulgence-driven category will be important.

Defending against private label:

Economic uncertainty causes consumers to shop around for better deals and turn to private labels for better value for money. To defend against private label, manufacturers should constantly innovate and experiment with novel shapes, positioning, and flavors.

Product: Crik Crok
Launched: Italy, 2013
Manufacturer: Ica Foods Spa



The product contains “classic” and novel blue-colored chips. The product also claims to be rich in antioxidants and proteins, free from GMO and artificial colors or preservatives.

Product: Walkers
Launched: UK
Manufacturer: Walkers



The item claims to contain 70% less fat, while having “exceptional taste”, offering health-conscious consumers an attractive snack option.

Product: Idea Sunflower Seeds
Launched: Russia, 2011
Manufacturer: Sunfoods



Sunfoods has launched a range of sunflower seeds, including an Energy boosting variety, enriched with taurin and guarana, as well as a chocolate variety, positioned as an anti-depressant.

This report is comprised of two data research programs

MARKET DATA

- **Method:** analyst triangulation of consensus numbers based upon comprehensive primary and desk research as part of an international research programme.
- **Coverage:**
 - 50 Countries fully researched
 - 7 Savory Snacks categories
 - 8 channels
 - Value and Volume data
 - Internationally comparable data
 - 100% standardized definitions

CONSUMER DATA

- **Method:** extensive consumption surveys and consumer group tracking with strict age and gender quotas to ensure nationally-representative results.
- **Coverage:**
 - 10 Countries
 - 20 Consumer Trends
 - 26 Consumer Groups
 - 7 Savory Snacks categories
 - Integrated market sizing at the country and category level
 - Interim 2013 Consumer data generated by mapping 2013 Market size data onto 2012 Consumer data consumption values

Details on the methodology for both of these research programs can be found in the Appendix.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the UK Savory Snacks Market

As an effect of the recessionary environment in the country, people are eating out less and entertaining more at home, engaging in indulgent snacks as an affordable treat to offer friends and family. Savory Snacks are relatively low cost, even for more premium offerings, making them an attractive way of treating oneself regardless of the occasion.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Brazilian Dairy Food Market

Brazilians select Dairy products based on their ability to meet age-specific needs. This doesn't just apply to children, with older adults increasingly aware of their specific nutritional needs. Although poverty rates have declined rapidly in Brazil, the low income of many consumers means they will seek out the best value for money products.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the French Savory Snacks Market

The hectic lives of French consumers will continue to influence Savory Snack consumption in France, with time-scarce consumers looking for quick, convenient food solutions. French consumers is driven by the pursuit of pleasure and indulgence, with products that offer decadent flavors and textures experiencing demand as indulgent on-the-go treats.