



Welcome to our AHFES Webinar

Supporting you to develop
& market Healthy Food &
Drink Products

 **Interreg**
Atlantic Area
European Regional Development Fund



Who are AHFES & how can we help your business ?



- The Atlantic Area Healthy Food Eco-Systems Project
- Supporting you to successfully bring healthy food and drink products to market
- With training & services created to help you grow your food or drink business
- Available free to SME's in Wales, Northern Ireland, Ireland, Spain, France & Portugal who register with the AHFES partner in their region
- Created & funded by the European Union under the Interreg Atlantic Area Funding Programme

House Keeping

- As this event is in Webinar mode all attendees are muted with camera off
- Which means that we can't see or hear you!
- We will be very happy to answer questions at the end of the presentations
- So we would encourage you to please use the **Q&A box** to submit your questions
- There is also a **Chat box** which can be used to chat with other participants
- We will be recording this session and will be posting on our website at (www.afhesproject.com) so you can access the information after the webinar
- If you accidentally leave the webinar, you can re-join using the same link

What Training Will Be Available ?

**Consumer
Insight and
Market
Understanding**

**Product
Lifecycle
Management**

**Market
Development**

**International
Market
Development**

**Product
Development
& Critical Path
Management**

- 5 Training Programmes will be launching throughout 2021
- Each with training modules focussing on specific topics of interest to businesses developing, launching and managing products in the healthy food & drink sector
- Training packs, webinars and helpful checklists, templates to help you put what you learn into action
- Available to SME's in Wales, Northern Ireland and regions of Ireland, Spain, France & Portugal
- Register your interest with us to be kept up to date with webinars and training launch dates

LG1

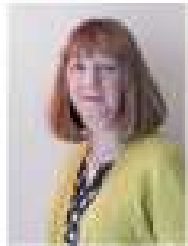
Slide 4

LG1

should this be regions of Ireland, Spain, France and Portugal?

Linda Grant, 19/01/2021

Your Webinar Hosts Today



Alison Haselgrove

Alison has over 35 years experience in the Food Industry, both running Buying Teams at a major UK retailer and as Product Development Director in fresh & frozen food manufacturing. Leading an award winning, busy team she typically launched over 100 new & reformulated products each year for supermarkets & food service customers. Having established her own consultancy in 2019, Alison is now a Senior Associate at BIC Innovation working on the AHFES Project in Wales, and supports the growth of food & drink businesses through research & training.



Harry Hamilton

Harry has been involved in the food and drink industry for 30 years. He has worked in business development for all that time and during his career has worked for some of Northern Ireland's biggest food companies such as Moy Park, Dale Farm and Irwin's Bakery. During his time with NIFDA Harry has managed a range of international projects; working on topics as diverse as Export Development, Skills Training, sector attractiveness of NI food manufacturers, cluster building and collaborative network development, working with other stakeholders to achieve common goals and targets.



Jane Walsh

Jane is a Health Psychologist and Director of the Mobile Technology & Health (mHealth Research Group) and leads an innovative research programme of over €10m as PI/Co-Applicant including: Horizon 2020, HRB, Irish Cancer Society and SFI. In 2020 Jane was awarded the President's Award for Research Excellence (Established Researcher) and the Dean's Award for Research Impact in recognition of her work. She is the Co-Leader of the Health and Wellbeing Cluster in the Whitaker Institute, serving on the Research Advisory Board for the Irish Cancer Society; also an Associate Editor of the Journal Psychology & Health and on the Editorial Board for International Journal of Behavioural Medicine & the British Journal of Health Psychology. She is former Chair of the Psychological Society of Ireland (PSI) Division of Health Psychology and is an active member of the European Health Psychology Society.

Consumer Insight & Market Understanding

- Launching with our introductory Webinar today !
- Looking the benefits of Consumer Insight and Market Intelligence
- Some ideas on how to access information and use your understanding to make informed decisions to develop & manage your healthy food & drink products
- 8 Training modules are available in this 1st Programme

Consumer Insight

Market Understanding

Using Benchmarking Techniques

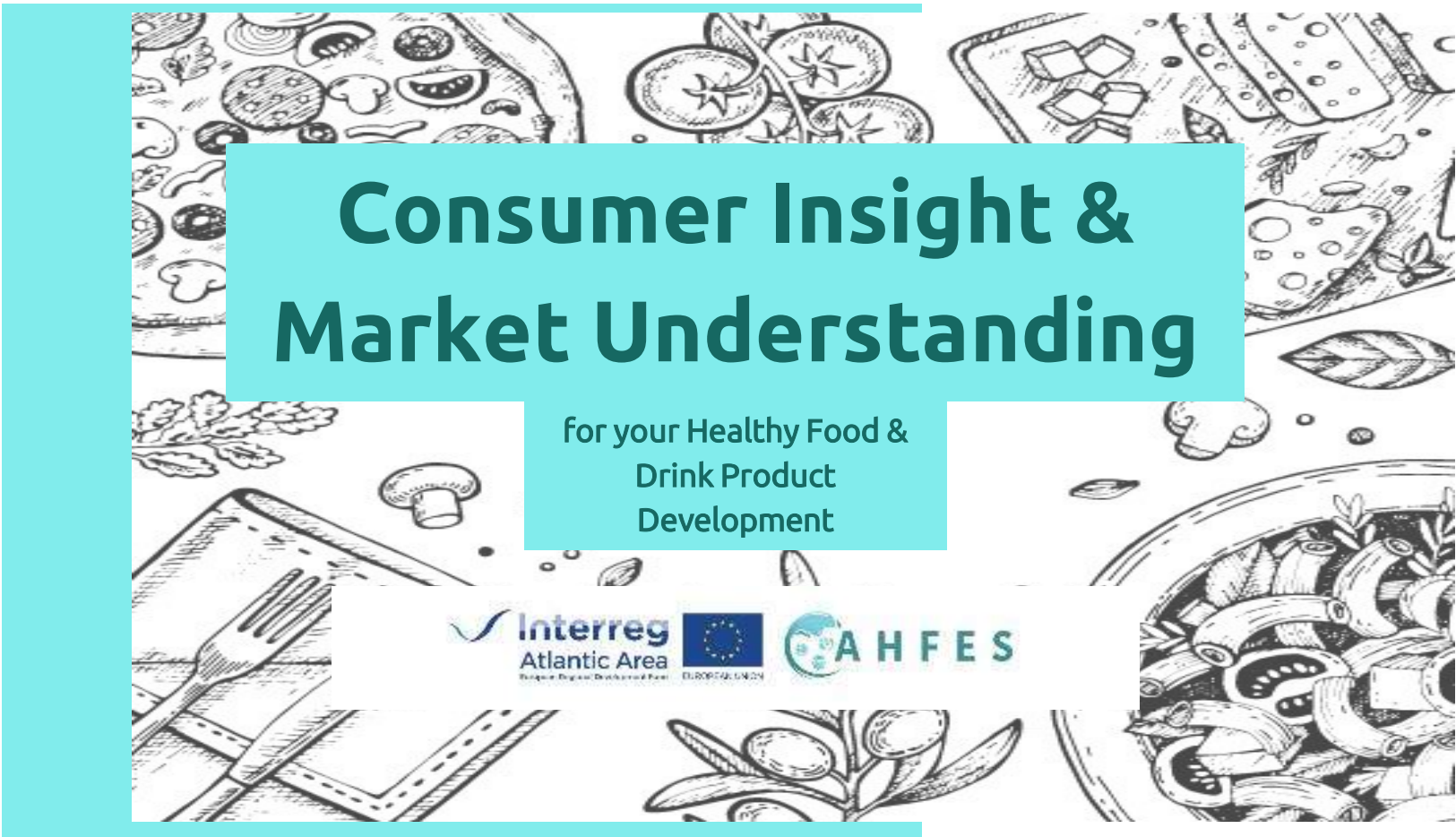
Creative Ideation

Selecting Sparkle Ideas

Defining Your Brand Values

Legal Aspects of Development

Tailoring Products to Markets



Consumer Insight & Market Understanding

for your Healthy Food &
Drink Product
Development

 **Interreg**
Atlantic Area
European Regional Development Fund



 **A H F E S**

In the Webinar ..

1.

Why carry out research ?

Who, what, why, where and when?
Making sure you have all the facts.

2.

Sources of market & consumer insight

Regional Government business Information Centres
Online Resources

3.

Personalisation - attitudes & reviews

What are your customers needs, desires & turnoffs ?

Slide 8

LG2

the pale grey text under each heading is hard to read

Linda Grant, 19/01/2021

LG3

In the Webinar ..

4.

Personalization is Key

Find the information that relates to your sector, your customer & your products

5.

Create personas & changing consumer attitudes towards food claims

Your goal in developing buyer personas is to build a composite 360-degree snapshot of each of your target customer profiles.

6.

Key Takeaways

Feedback – Questions

Slide 9

LG3

the pale grey text under each heading is hard to read

Linda Grant, 19/01/2021

Why?

Because you need to know..

Where are the best markets for you?

What are your competitors up to?

Who would make reliable business partners?

How can you save yourself time & money by using accurate market data?



Research Markets, Competitors & Your Customers

The 5 W'S

Who, what, why, where & when?
Make sure you have all the facts.

Get Their Attention

Understand how and where
to present products to the
buying public.

The Fixer

Consumer insights can help try
to find a problem that the
company can solve.

Business Deveopment

Market research is critical to
business development.
Up to date and accurate research
can help you to plan the growth of
your business activities
effectively.

Keep Their Attention

Consumer insights provide
understanding that leads to
targeted marketing on a
more direct and personal
level.

Strategies

Businesses must gather consumer
insights to implement effective
consumer marketing & product
development strategies

What's Good To Know About My Market ?

Check out our
Market Insight
Training module
for more
information !



Market Information

Is the market well documented ?
How can I access this information ?
Do I need to conduct my own research ?



Market Size

How big is the market ?
What is it worth ?
Is there a standard definition of the sector boundaries ?



Market Growth

Is the market growing or declining ?
How fast ?
Where ?



Market Maturity

Is this a mature & established market ?
Is it commoditised ?
Or a new sector at the early adoption stage ?

What's Happening In My Market ?

Check out our
Market Insight
Training module
for more
information !



Market Dynamics

What is driving change in the market ?
How is it evolving ?



Market Opportunity

Are there gaps in the market ?
Would my concept fill these well ?
Where might my business fit in and be profitable ?

LG4



Market Players

Who are the largest players ?
Who is disrupting the market ?
Who is leading innovation ?
Can I compete cost effectively with them ?



Market Access

Who controls the sales channels ?
Will my business be able to access these ?
Are there significant technological, legal or financial barriers to bringing products to market ?

Slide 13

LG4

added "and be profitable"

Linda Grant, 19/01/2021



Where Can I Get Information ?

Regional Government business Information centres.

Usually have extensive market research and worldwide company directories that are available for use by local businesses

Online contains a vast amount of information

Online Journals / Blogs / Editorials & Articles

Sample reports from research bodies like Mintel, IDG, Euromonitor

Examples of the reports available at Invest NI Business Centre



Business Support,
Invest Northern Ireland
www.investni.com
Tel: 0800 181 4422

Euromonitor	Provides data & insights on industries, economies and consumers worldwide.	Worldwide
Frost & Sullivan	Industrial, energy, healthcare and ICT sectors.	Worldwide
IBIS World	UK & Ireland industry research reports.	UK & World
IGD	Strategies and operations of consumer goods retailers around the world.	Worldwide
Mintel	Food and drink, retail, e-commerce, leisure, lifestyles, technology and consumer.	UK & Ireland
Mintel Insights & Global New Products database (GNPD)	Global product innovation tool providing information on competitor activity, category awareness and idea generation.	Global
Plimsoll	Market reports and analysis across all sectors.	UK
Simply Docs	Legal agreement templates e.g. for agents and distributors.	UK

Sources of Market Insight for Welsh and Irish SME's



Welsh businesses can join the Food & Drink Wales's Members Area to access market information supported by the Welsh Government's Food Division

BORD BIA
IRISH FOOD BOARD

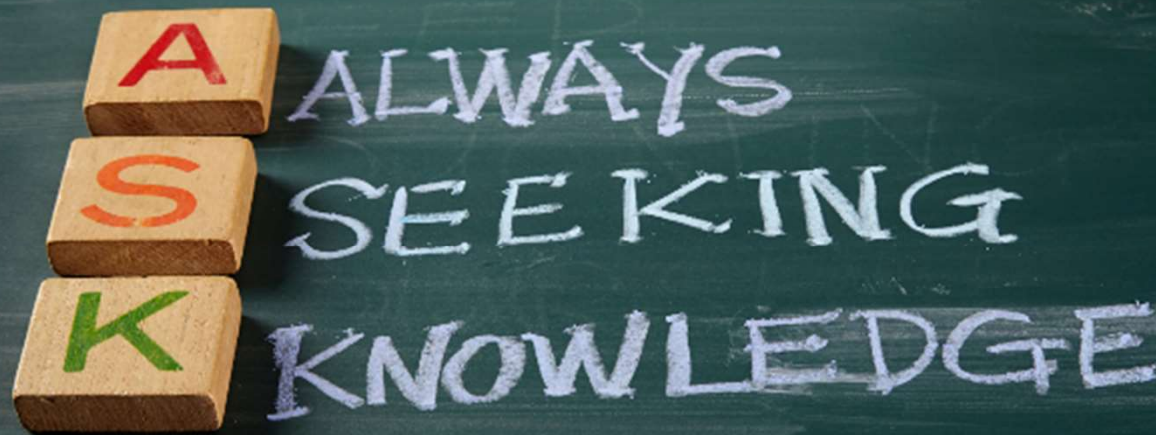
In Ireland Bord Bia's Small Businesses support is available to SME's who register with them and have a range of Insight Reports also freely available.

Using Consumer Insight



Consumers

**Don't tell them what you have,
ask them what they want !**



Slide 18

LG6

feels disjointed to go from the regional contacts slide to this one - does there need to be a title slide between if we're now moving into a "taster" of the consumer insight

Linda Grant, 19/01/2021

Consumer Attitudes & Expectations about Health & Food Are Evolving

Natural

Products including those that are GMO-free, have no artificial colouring/ flavours and are deemed all natural.

Shifting

The consumer focus on the role diet plays in their whole health & wellbeing - not just weight management.

Desirable

Consumers are increasingly seeking Functional foods including high in fibre and protein, whole grains or products fortified with vitamins or minerals like calcium & magnesium

Healthy Food

"As medicine" is becoming increasingly desirable - if it can either promote good physical & mental health and/or reduce disease

LG7

These Factors Are Accelerating Trends

Health Now, Healthy Future

Consumers are concerned with prevention rather than treatment, willing to invest time, money and effort now to ensure they age healthily and enjoy good health & energy levels in later life.

Positive Thinking vs. Less Of

Regarding healthy food, customers are drawn to attributes that focus more on what the food contains, versus what it doesn't

Plant Based Innovation & Flexitarianism

Since 2018 there has been a steady rise in flexitarians, consumers who eat both meat-based and plant-based protein as well as meat avoiders.

Plant based foods & drink innovation is rapidly evolving to less processed options and plant-based meals are growing the fastest on menus.

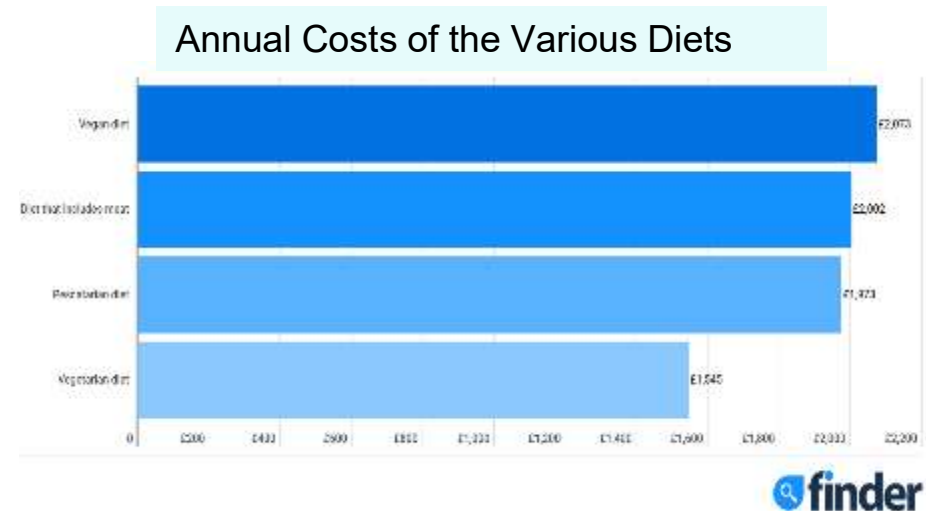
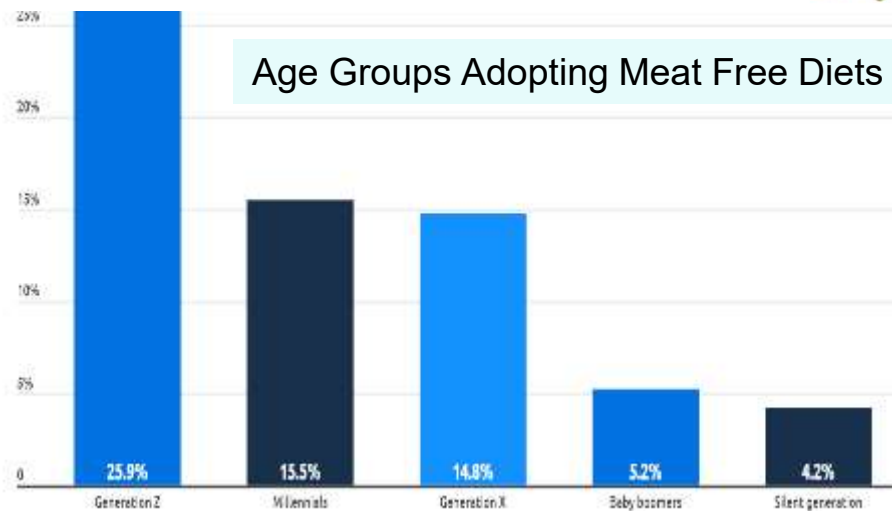
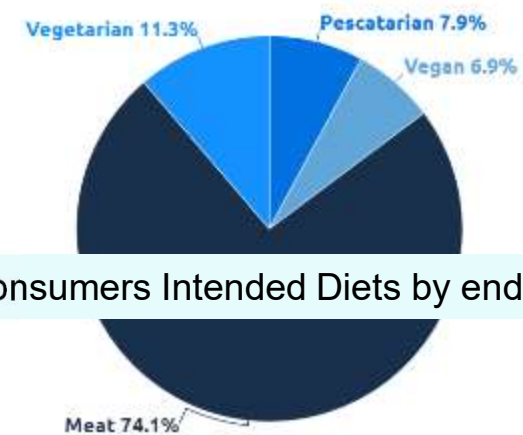
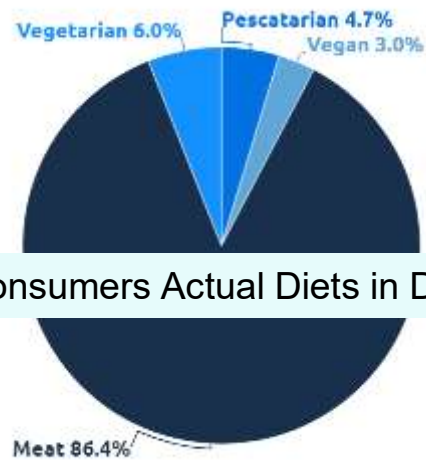


Slide 20

LG7

can we replace this with a more up to date source

Linda Grant, 19/01/2021



Relevant & Honest

Your business needs to be credible to your customers

Areas of concern

Consumers are sceptical when it comes to food manufacturers' claims. "The claim has to be credible. Consumers are very savvy"

Claims on products might relate to either reducing disease and/or promoting good health – but there are legal restrictions on what you can say

The perception that healthy food is too expensive has been a barrier to purchasing

Current Trends

Health is front and centre in consumers minds and the category appears to have serious stamina

Consumer mindsets have shifted and they are ready to pay more for products that claim to boost health and weight loss

88% are willing to pay more for healthier foods, and this is across all demographics

Source : <https://www.forbes.com/sites/bridgetshirvell/2019/10/21/10-food-trends>

Personalisation can be key to successfully targeting your products

Diet influences well-being

Ingredients choices and a market positioning that are meaningful to your customers is integral to your healthy food business

Monitoring food intake to maintain health

Consumers want their food to have an increasingly wide range of benefits and are using new technology to actively track their progress and outcomes

Proliferation of specialised diets

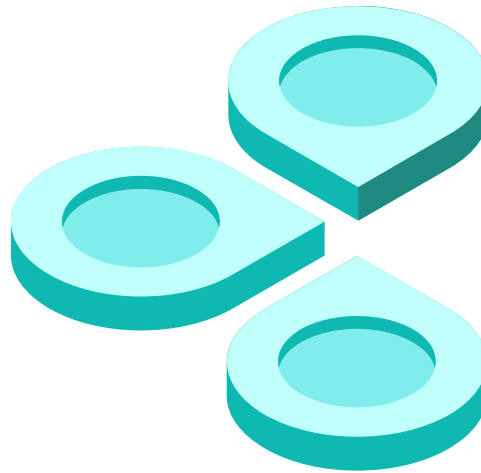
Consumers look for nuanced claims that communicate specific attributes which appeal to them on health and wellness, ethical and environmental levels

Key Insight...on Indulgence !

However Healthy - It still has to taste great !

Aspirational Component

Consumers want both healthy and indulgent products. So large fries & diet soda will probably still be on the menu !



Understanding

Consumers need to understand a food's nutritional value - in helping to lower blood pressure, for example - as well as addressing overall health risk.

Adaptability

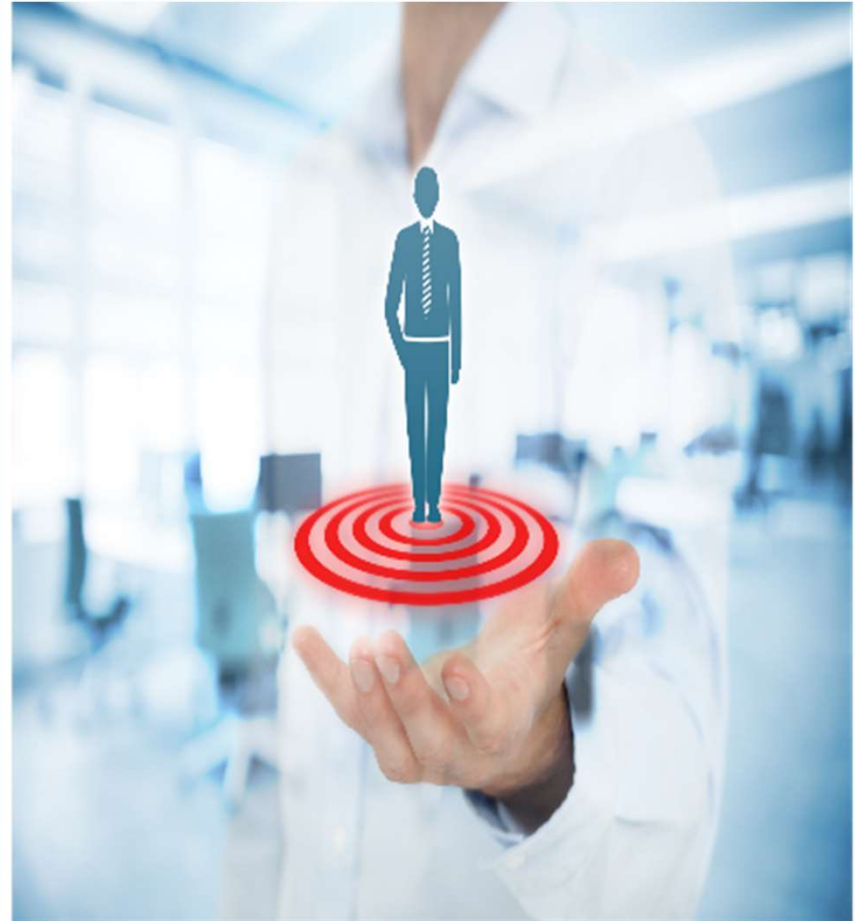
No longer are healthy food and delicious food mutually exclusive, and industry trends are reflecting that by offering multiple benefits.

Create Personas

Building a richer understanding of your customers is a key logical starting point

This is best achieved by creating consumer personas

Avatars of your target customers that help to conceptualise them as real human beings with individualised needs and desires.



LG8

MOBI DAY

PERSONA TEMPLATE

AGE 30
OCCUPATION Product Brand Manager
STATUS Single
LOCATION New York, NY
TIER Enthusiast
ARCHETYPE The Idealist

GOALS:

- To grow a strong industry reputation
- To build an audience portfolio
- To keep track of everything

FRUSTRATIONS:

- How distracted I am
- Data creation
- Peer communication

BIO:

I've been a day job at a research center, but on the side I've always all kinds of production work for up-and-coming artists. I've never been able to leave something new and who often rely on their support for their friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she has to be creative in finding their ways to look back. Because she works alone and in her home, she has to be everything.

PERSONALITY:

Extroverted, Introverted, Sensing, Intuitive, Thinking, Feeling, Judging, Perceiving

TECHNOLOGY:

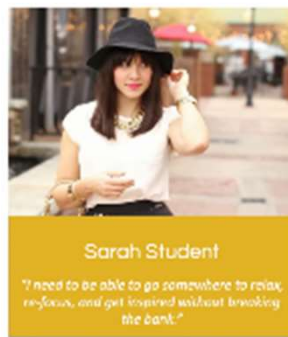
IT skills, Software, Mobile Apps, Social Networks

BRAND AFFINITIES:

Audi, Coca-Cola, Sony

QUOTE:

"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early morning, she gets up and describes her daily routine, to the her coffee.
- She goes to school all day, and in the evening and works on her assignments.
- She has a car that keeps her grounded with a sense of responsibility.
- She is a creative as a student.
- Her house is never in order, her fridge is empty and she's a huge fan of a good cup of coffee.
- She has the habit of being everywhere.

Coffee Shop Marketing Persona

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Intern or Design Student, Part-Time Worker

FINANCES

- Fixed old income of \$20,000
- She is a part-time worker, but she's not sure if she's going to stay in the city or move to a different city.
- Problems to live her credit / debt cards

ONLINE BEHAVIORS

- Facebook is her favorite
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on food, new restaurants or restaurants

WHAT SHE'S LOOKING FOR

- A place to decompress after a hectic week
- A quiet place to study where she's not distracted by her noisy room
- A good deal to make her life better about purchases
- A sense of style to make her look good
- Good non-alcoholic or alcoholic drinks

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, Peet's Coffee, American Eagle, Target

HOPES & DREAMS

- Become a successful interior designer
- Travel the world
- Have the ability to be able to pick up and go to the moon
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Have a smartphone that's working and reliable
- Double and extra
- Provide a job board / inside the coffee shop for freelance jobs
- Give something with plenty of changing options
- Order drinks online or through an app
- Social media engagement incentives for discounts

Building Customer Persona profiles

Age
Personality
Lifestyle Choices
Health Aspiration & Concerns

Career & Finances

What might motivate them
Who influences them
Frustrations
What might turn them off

Favourite Brands

How often they are Online
Their choice of social media
Do they watch TV / Stream
Where do they Shop or Exercise

Slide 26

LG8

would be good to have food related personas even if you made them up!

Linda Grant, 19/01/2021

Customer Personas

can focus your mind as you develop your product strategies

Demographics

Female
50's
Married
No kids at home
Suburban dweller

Wellbeing
Wendy



Lifestyle

Working
Busy social life
Likes travel, nature, gardening
Appreciates good food

Jobs , Pains & Gains

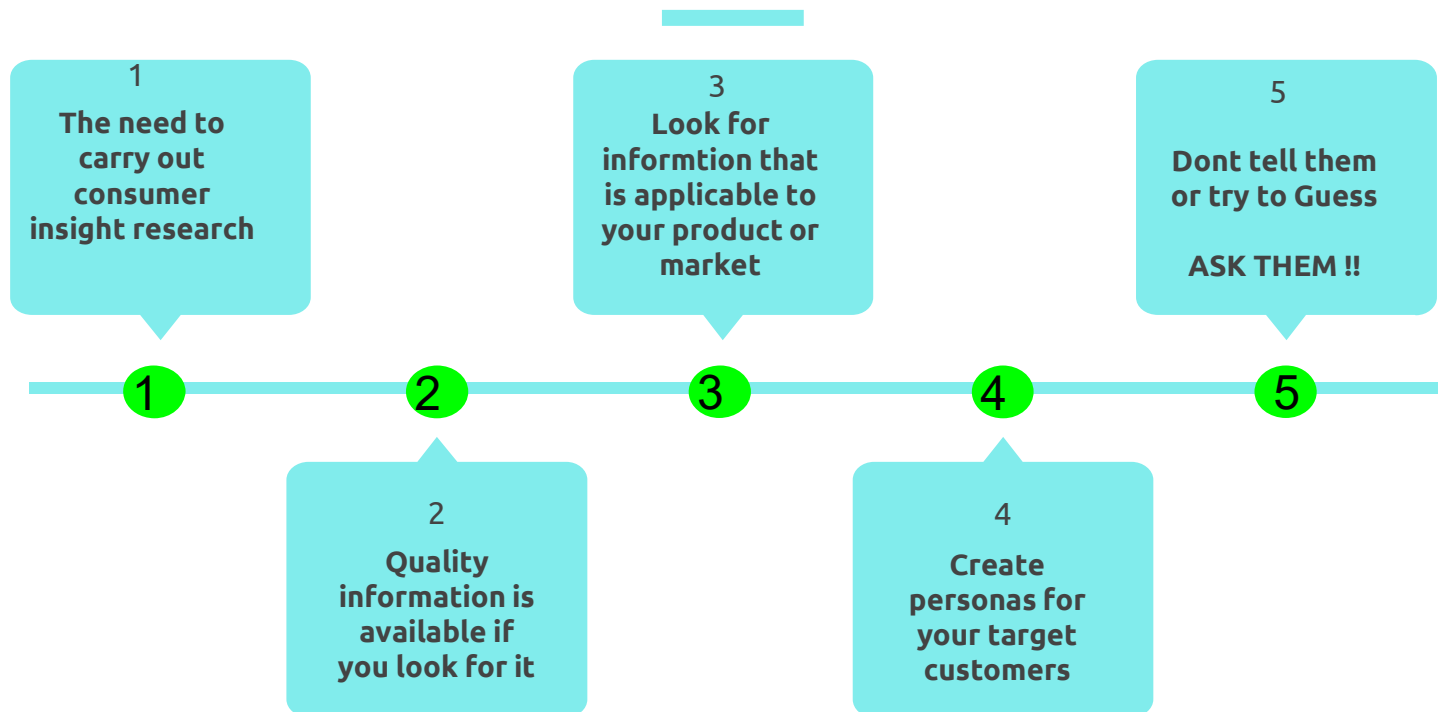
Wants to maintain a healthy weight
Not sporty but wants to be flexible & fit
Relies on packed lunches but no fridge available
Wants to be seen eating natural healthy foods

Reaching Wellbeing Wendy

Shops in an upmarket supermarket or local Farmer's Markets & Online
Reads mid-market women's magazines
Uses Facebook & Instagram
Does Yoga & Pilates classes on YouTube

Example Customer Persona for Fictitious Business – Namaste Natural Nutrition

Key Takeaways



Takeaways



More is More

Consider how to introduce products that add real value to consumers' lives.



Trendsetter

Be a trendsetter. Get ahead of the trends, don't wait for requests to come in



Perceptions

Change perceptions. Fight the idea that healthy food has to be boring and tasteless or expensive.



More Change

Health is kind of a moving target for the industry and for people—the only thing we can say for sure is that more changes are on the way

Consumer insights tell us...

Consumers look for nuanced claims that communicate specific attributes related to their health and wellness, ethics, and environmental concerns.

Consumers want their food to have an increasingly wide range of benefits – but it has to taste good too !

Consumers will pay more for food that delivers the benefits it claims.



20 Questions to Help You Explore the 5 Ws !

1. **Who** is your ideal customer?
2. **What** do they struggle with?
3. **What** does your ideal customer really want?
4. **Who** is currently buying from you ? **Where** are they buying ? **When** do they buy ?
5. **What** benefits do your customers perceive in your products ? **What** do customers make of your product?
6. **Why** do people buy from you? **What** value or need does it fulfil?
7. **Why** are other people not buying from us?
8. **Who** could buy from you in the future? **Where** would they buy ?
9. **What** would make you a perfect brand?

Slide 31

- LG13** change heading to: "20 x 5: 20 questions to help you answer the 5 Ws"
Linda Grant, 19/01/2021
- LG15** Or something like that!
Linda Grant, 19/01/2021
- LG17** same issue with the non-bold grey text - its quite hard to read with sore eyes!
Linda Grant, 19/01/2021

They Questions Well Worth Answering !



10. **What** single aspect about your brand makes it stand out and makes customers trust you?
11. **What** is the best way to communicate with the kind of people you are trying to reach?
12. **What** improvements could be made to your products have a wider reach?
14. **What** product improvements should be made to ensure a superior user experience?
15. **What** is the right price to charge?
16. **Where** should you be selling your products ?
17. **What** is the vision for the brand?
18. **What** is the way to ensure you reach that vision?
19. **What** should / could you branch out into to avoid stagnation or imitation by competitors?
20. **What** bundled products could you offer in conjunction with yours?

Slide 32

LG14

see comment for previous slide

Linda Grant, 19/01/2021

For a more in-depth look at using
Consumer & Market Insight
in your business as well as a range of
other helpful training, why not take
advantage of the
8 AHFES Training Modules now
available in this 1st Programme

Consumer Insight

**Market
Understanding**

**Using
Benchmarking
Techniques**

Creative Ideation

**Selecting Sparkle
Ideas**

**Defining Your
Brand Values**

**Legal Aspects of
Development**

**Tailoring
Products to
Markets**

Slide 33

LG16

looks odd to have 1 bullet point in the middle - combine with the heading and centre

Linda Grant, 19/01/2021

Don't forget !
**Let us know how to contact you about
more helpful training planned throughout 2021**

**Consumer
Insight and
Market
Understanding**

**Product
Lifecycle
Management**

**Market
Development**

**International
Market
Development**

**Product
Development
& Critical Path
Management**

- 5 Training Programmes will be launching throughout 2021
- Each with training modules focussing on specific topics of interest to businesses developing, launching and managing products in the healthy food & drink sector
- Training packs, webinars and helpful checklists, templates to help you put what you learn into action
- Available to SME's in Wales, Northern Ireland and regions of Ireland, Spain, France & Portugal
- Register your interest with us to be kept up to date with webinars and training launch dates



**This project is co-financed by the
European Regional Development Fund
through the Interreg Atlantic Area
Programme**



Acknowledgements

Presentation template by [Slidesgo](#)

Icons by [Flaticon](#)

Images & infographics by [Freepik](#)