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# INFLUENCER SWOT ANALYSIS PANEL

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April 22, 2013





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A frequently sought-after industry & client speaker. Todd shares insights on consumer shopping, buying and media consumption behaviors and attitudes to provide manufacturers and retailers with strategic vision to facilitate brand, category and retail sales growth.

## STRENGTHS OF WHOLESALE BAKING

- Big and important category with options for all meal occasions and linked to consumption for many important center-store and perimeter categories
- Stronger growth (versus rest of store average) in big and growing value retail channel
- Growth in a number of center store bread & baked goods categories
- Consumer response to front-of-pack label claims around grain type, multi-grain, and fiber presence

## WEAKNESSES OF WHOLESALE BAKING

- Losing sales in biggest retail channel
- Gains in value and convenience channels puts pressure on profits and requires diverse assortment
- Slower growth/bigger decline than most major departments
- Sales in big segments (fresh bread & fresh buns) suffering
- A number of issues in frozen baked goods
- Aging population – “first thing to cut out; not necessary”

# OPPORTUNITIES FOR WHOLESALE BAKING

- Adapting to tastes of changing demographics
  - ✓ Older (smaller packs, low carb, fiber content)
  - ✓ Diverse & young
- Connecting with growing retail channels and retailers
- Collaborating with complementary categories for integrated displays and consumer/shopper solution sets
- Connecting with growing parts of the store

# THREATS TO WHOLESALE BAKING

- Consumer response to front-of-pack label claims (low gluten free, carb-conscious and HFCS free)
- Increased supermarket focus on store perimeter
- Convenient consumer foods: product innovation moves closer to the point of consumption

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