

# Retail Trends



**NEW WORLD**



**Gilmours**  
WHOLESALE FOOD & BEVERAGE

Brigit Corson Head of Produce and Butchery  
Foodstuffs North Island



**Price/Competitive**

Private label

**Challenging/Difficult**

Overregulated

Unprecedented  
Opportunistic

**Post COVID/Recovering**

Negotiation  
Focused

Omnichannel  
Sustainability

**Cost Resilient**

Consolidating

Slower Polarized  
Supply chain

War

**Inflation**

**Changing/Uncertain**

# Customer Sentiment



**61%** in a precarious financial situation  
(+3% vs last qtr)



**36%** financial situation will worsen  
(-5% vs last qtr)



**42%** planning to spend **LESS** on the Christmas food budget compared to last year  
(+10% vs last qtr)

# Customer Concerns



**74%** Cost of Groceries  
(+2% vs last qtr)

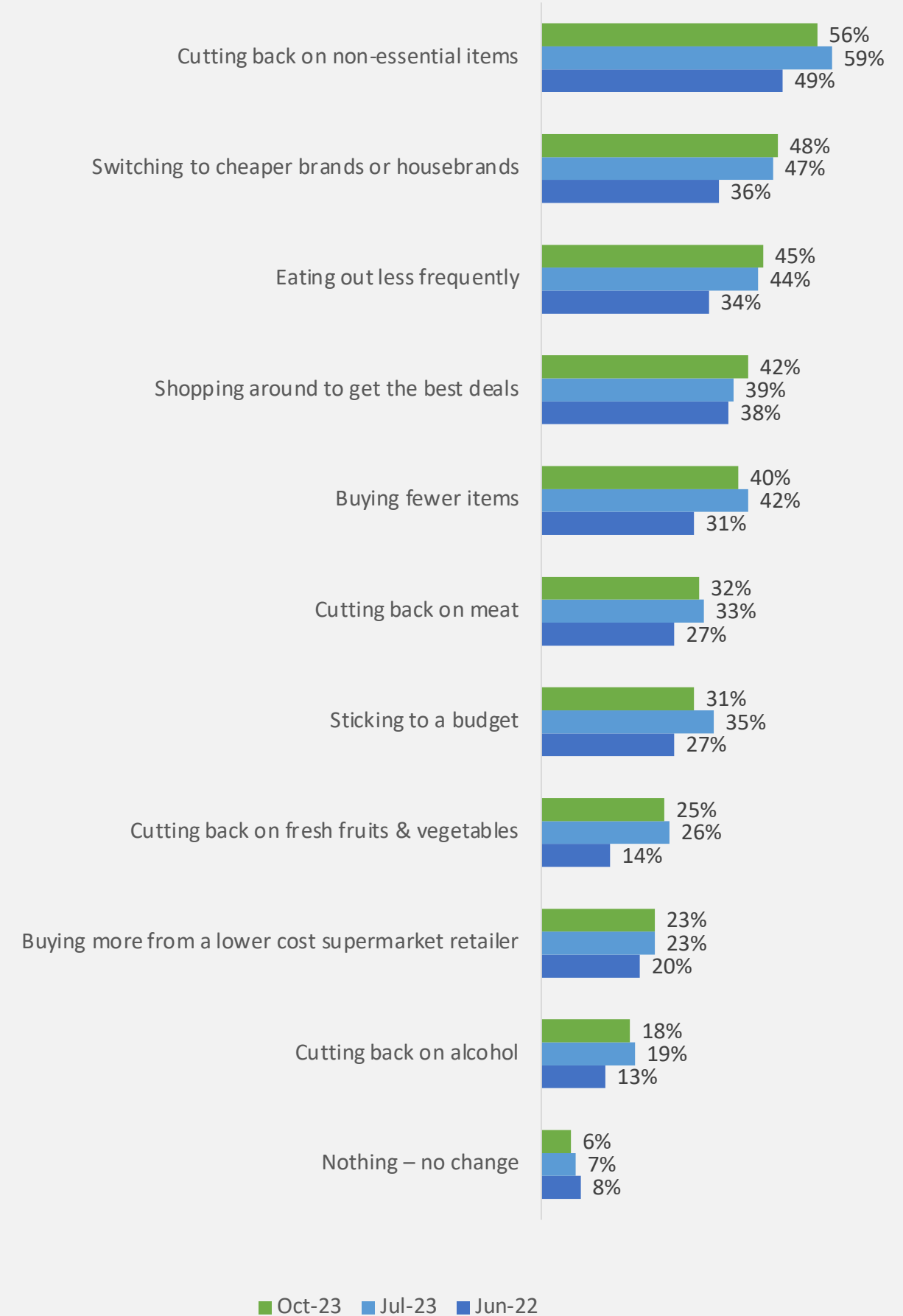


**36%** Petrol  
(+8% vs last qtr)



**31%** Crime  
(-7% vs last qtr)

# Changes in behaviour



# What's Happening Globally?



- 45 per cent of people have switched to private label
- 3 in 5 have stopped buying snacks from shopping lists, including chocolates, desserts and premium nuts.
- 42 per cent of Aussies switching to cheaper cuts of meat,
- 40 per cent of people have cut back on food delivery, and the same number of people said they were consuming more home-cooked meals and reducing food wastage by eating leftovers.
- The biggest cost increases to the latest quarterly figure was seen in fuel costs, which rose 7.2 per cent. Electricity also lifted by 4.2 per cent while rents were up by 2.2 per cent.\*



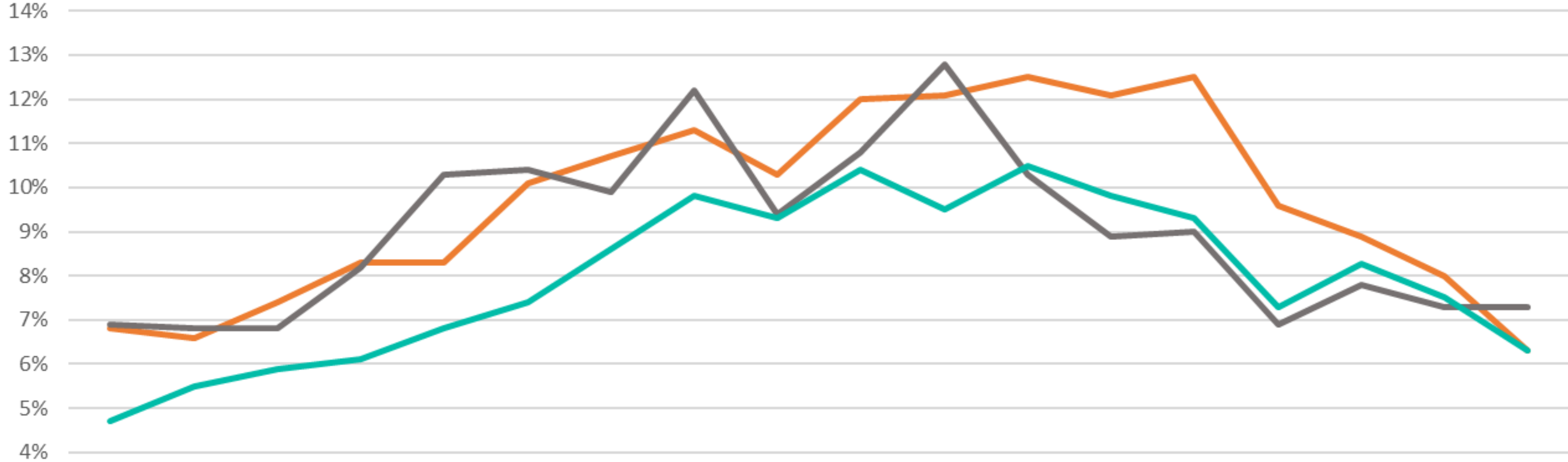
- Expecting normalisation of price and volume
- Search for cheaper food is prevalent
- Continued margin and cost pressure
- Downtrading of customers 67%
- Differentiating with PL 60%
- Product sustainability 52%



- 72% of Americans changing their grocery shopping habits due to high inflation and food costs
- 76% of households are shopping for more discounted food
- 58% of households are shopping at less expensive food retailers
- 42% of respondents are shopping for less food at a time
- 17% of households are eating more food past its prime
- 63% of respondents said they are throwing away more food than they would like^

# The Macro Economic Environment remains a Challenge

Food Price Index - Monthly YoY Growth %

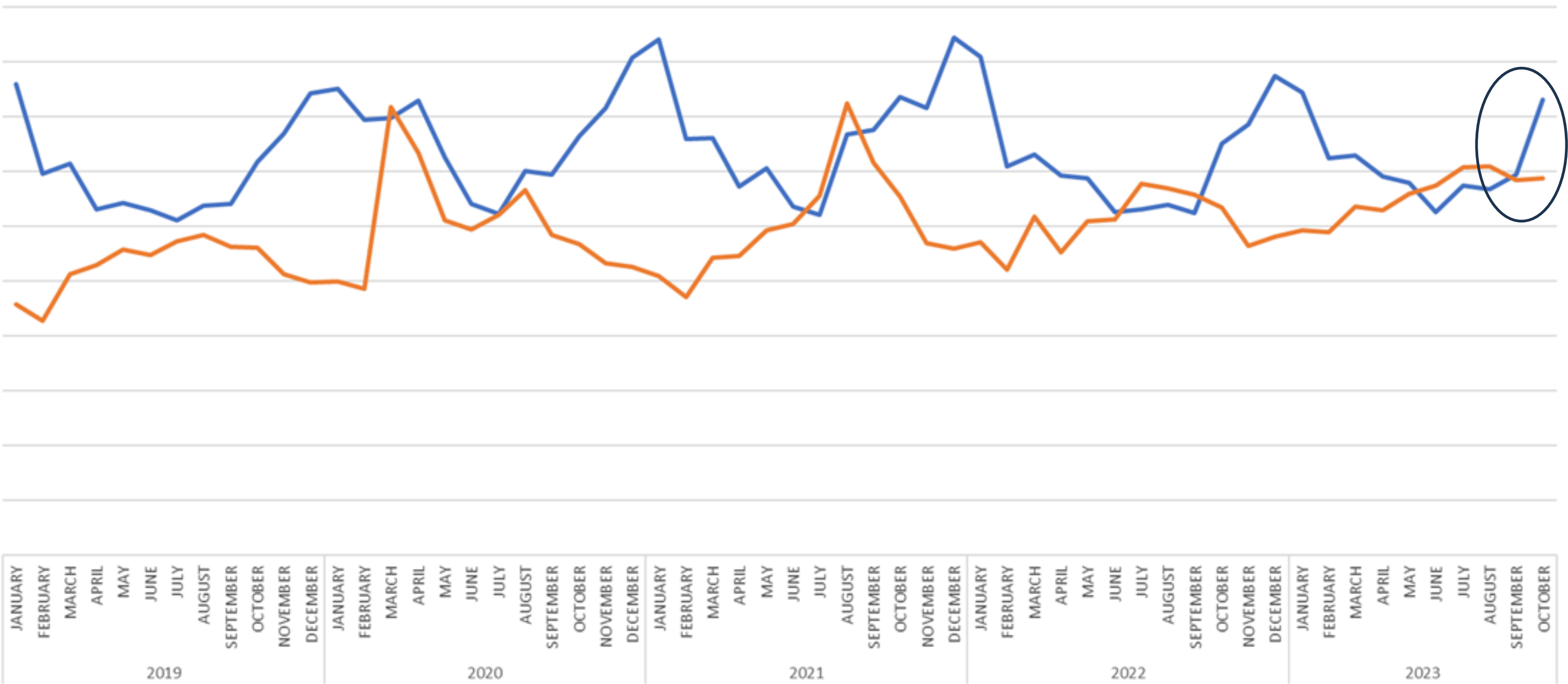


	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Stats NZ Food Price Index	6.8%	6.6%	7.4%	8.3%	8.3%	10.1%	10.7%	11.3%	10.3%	12.0%	12.1%	12.5%	12.1%	12.5%	9.6%	8.9%	8.0%	6.3%
FSNZ supplier costs (FPI calcs)	6.9%	6.8%	6.8%	8.2%	10.3%	10.4%	9.9%	12.2%	9.4%	10.8%	12.8%	10.3%	8.9%	9.0%	6.9%	7.8%	7.3%	7.3%
FSNZ retail prices (FPI calcs)	4.7%	5.5%	5.9%	6.1%	6.8%	7.4%	8.6%	9.8%	9.3%	10.4%	9.5%	10.5%	9.8%	9.3%	7.3%	8.3%	7.5%	6.3%



# Frozen versus Fresh, what's changed?

Fresh vs Frozen Sales Quantities (4 Year)



Great supply showing up in accelerating volumes

Department  Fresh Frozen

# Inflation is driving what our customers need from us



**Value for Money**



**Out of Home**



**Ease & Convenience**



**Health & Wellness**



**Digital Opportunity**



**Conscious Consumer**



FRUIT & VEGETABLES

Thanks for your time



# Questions?

You do the *click*  
we do the pick

NEW WORLD  
new world