

Fruit & Veg Retail Trends



Woolworths New Zealand

November 2023

Woolworths 



Current & Future Trends

**Flight to
Value**

Convenience

Value Chain

Technology

Challenging Economic Climate

Inflation rate falls to 5.6% as economic cooling continues

Mortgage pain: ANZ follows ASB with another round of interest rate hikes



NZ records \$2.3b Aug trade deficit on weak China demand

BusinessDesk

Inflation, weak economy likely to hit household spending power further - ASB



Quality + Price = Value

Price Value



Quality Value



Price Value



Meaningful Value on Commodities

Price Trust

Quality Value

Flavour



Appearance



Shelf Life



Consistency



Better Together

- Tough for Growers
- Challenge what we have always done
 - More alignment to support quality & price value
 - Growers programs
 - Commitment
 - Planned for future growth



Convenience

- Kiwi's increasingly time poor
- Customers still seeking convenience
- Quality/Value
- Strong Growth; e.g. cut fruit



Convenience

Not just processed...



Varieties



Pack Size

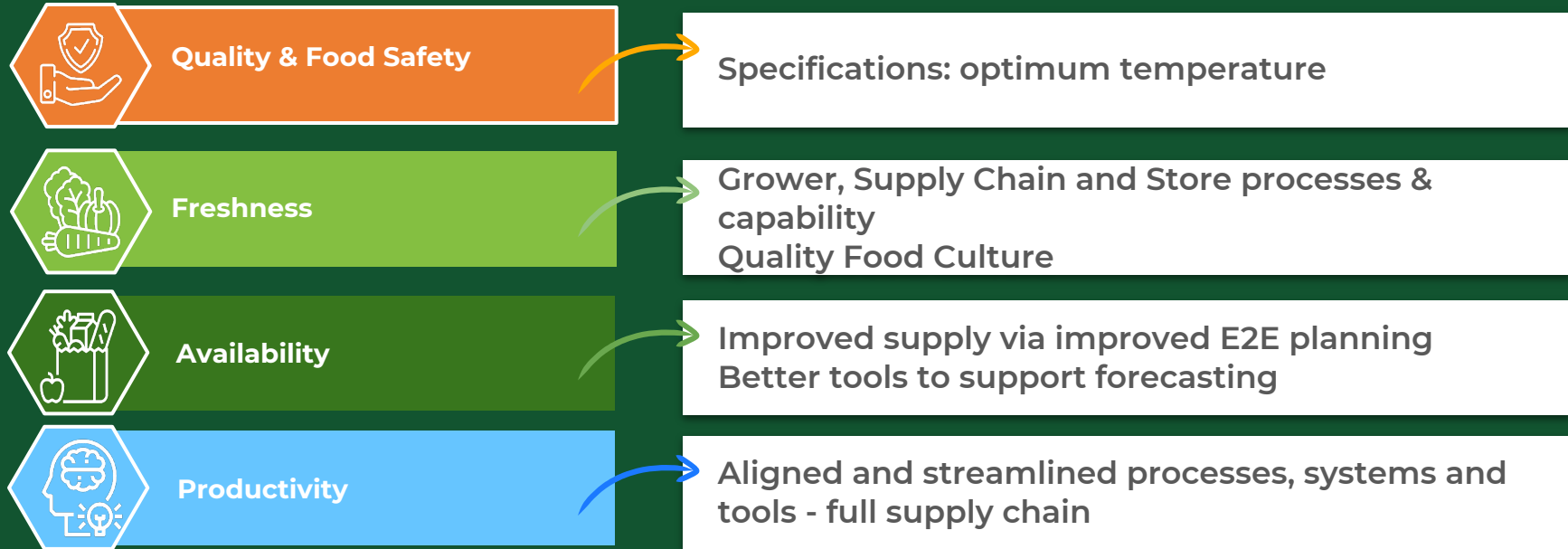


Format



Shelf Life

Value Chain



Technology



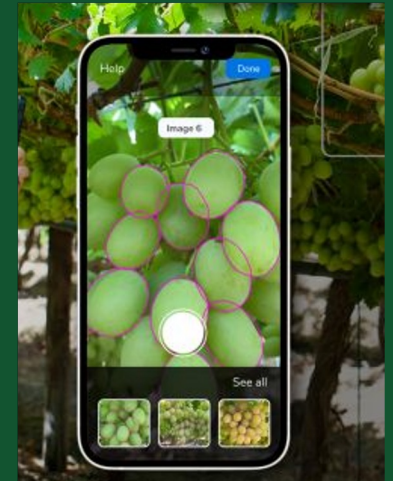
Smart
Temp
Tracking



Stock
Loss
Management



Smarter
Forecasting



Quality
Checks

Thank you

