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FOR IMMEDIATE RELEASE

**FROM SPAGHETTI BOLOGNAISE TO PAD THAI...
PROFILING AUSTRALIAN SHOPPERS IN 2050**

Nielsen reveals how cultural diversity through changing immigration, population growth and ageing consumers will profoundly impact the Australian retailing in the next four decades

June 23, 2010, Australia: According to the latest research from The Nielsen Company, the profile of the Australian shopper is rapidly evolving and retailers and manufacturers in the Australian retail trade will need to develop strategies that accommodate growing ethnicity, population increases and an ageing society in order to succeed in the future.

The results from Nielsen's 2010 ShopperTrends Report – *The Future of Retailing* were shared with around 1,000 delegates from the FMCG, Liquor and Fresh Produce sectors at the inaugural 2010 Coles Nielsen Vendor Forum events held in Melbourne last week on Thursday, 17 June at the Crown Promenade, and at the Sydney Convention and Exhibition Centre on Friday, 18 June.

'*Working together for the Shopper of Today and the Future*' was the theme of the Vendor Forum and featured keynote speakers from Coles Senior Management Team including: John Durkan, Merchandise Director; George Wright, General Manager – Merchandise Support; and Diane Shelton, General Manager Customer Knowledge and Insights; as well as research insights from Nielsen's Executive Leadership Team.

"We are pleased to be hosting this important information session with our colleagues at Nielsen. It is important that Coles takes the opportunity to share with our key suppliers our vision around how we are responding to the needs of the shopper of today and the future. Our alliance with Nielsen is in recognition of the value we see in our trading partners having a well rounded and detailed understanding of their categories and our shoppers. Such customer insights will ultimately enhance our trading relationships to ensure we deliver for our customers," said John Durkan, Merchandise Director, Coles



Key highlights from the 2010 Nielsen ShopperTrends Report revealed that migration from Asia is gathering pace. In 2006, seven percent of the population was born in Asia, and based on current migration trends – their representation could rise to 21 percent by 2050.

This has a huge impact on Australian eating habits with Nielsen research showing that Thai cuisine is already the second most popular type of cuisine eaten out-of- home (behind traditional Australian) among Aussie households; followed by Italian, Chinese and Japanese cuisine. Furthermore, the penetration of Asian food items in Australian family pantries has grown by two percent (equivalent to an additional 268,000 households) since 2007; representing a major opportunity for grocery manufacturers and retailers to provide simple and convenient Asian meal solutions as this cuisine evolves to become a staple among Australian households.

Lee Naylor, Executive Director, Nielsen Consumer Research – Pacific, who presented the key findings from the report said: “From a supplier and retailer point of view, it is critical that we understand how ethnicity impacts how people shop. Even more important is to understand how this will impact on the demand for products and how we maximize the opportunities these trends will present to the trade in the future.”

“Over the past 50 years, we have seen Australian households adopting Mediterranean cuisine as part of their everyday menu. However, as Asian migration continues to grow over the next few decades – this will impact what we eat, how we shop and what we buy. The absorption of Asian dishes in will happen more quickly if retailers and manufacturers understand how current and new Aussies think about cooking,” commented Naylor.

Coles has already made successful inroads in its quest to encourage consumers to cook exciting meals in the home using supermarket ingredients. Coles’ ‘Feed your Family for under \$10’ campaign with celebrity chef Curtis Stone has been hugely successful, and has resulted in dramatic sales lifts of various cooking ingredients.

“We have seen dramatic surges in sales of ingredients ranging from diced pork, rib roasts, salmon fillets and spices, as featured in the Curtis Stone recipes,” said Simon McDowell, Coles Marketing Director.

“Consumers are clearly interested in cooking exciting meals at home. Coles has responded to this trend by providing an outlet where they can easily purchase quality ingredients, and a little extra help to make inspirational dishes with simple recipes,” said McDowell.



About the 2010 Nielsen ShopperTrends – *The Future of Retailing Report*

The Nielsen ShopperTrends Report is the most authoritative shopper and retailer insights report. It provides important information on who shops where and why, and allows retailers to recognise their strengths and weaknesses by developing appropriate strategies to secure a larger share of shoppers' spend.

The 2010 Nielsen's special edition looks at how the growing and changing make up of the Australian population over the next 10 years and beyond will influence and shape the future of the retailing environment for tomorrow's shoppers.

For more information on the report, please contact your Nielsen representative or email jo.burns@nielsen.com

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