

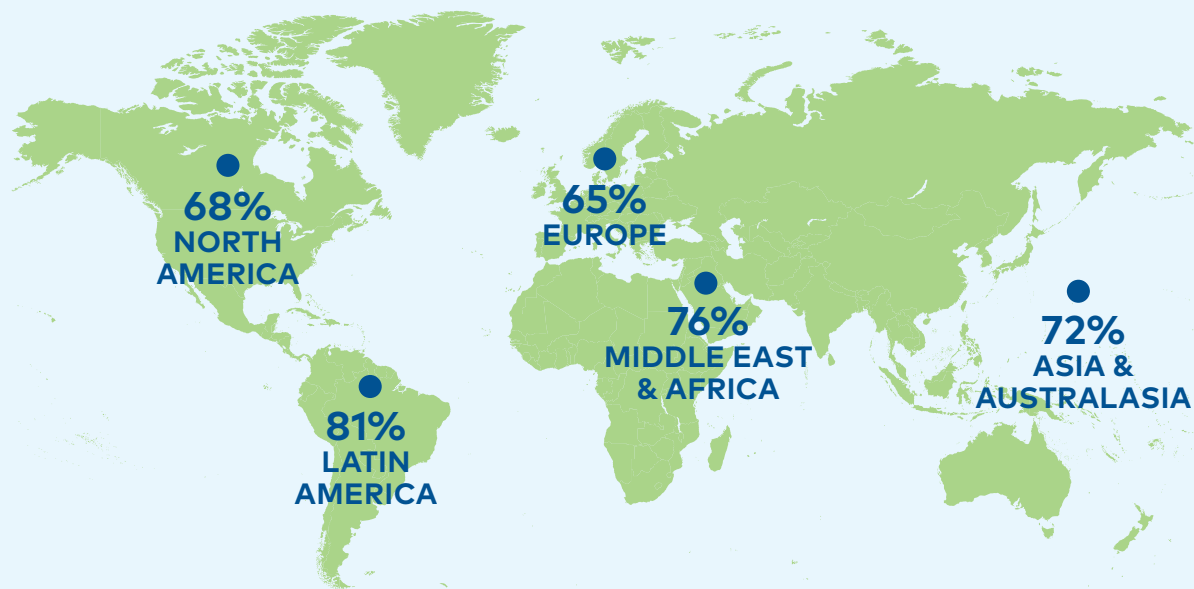
FAST FACTS

Just for me: Personalisation



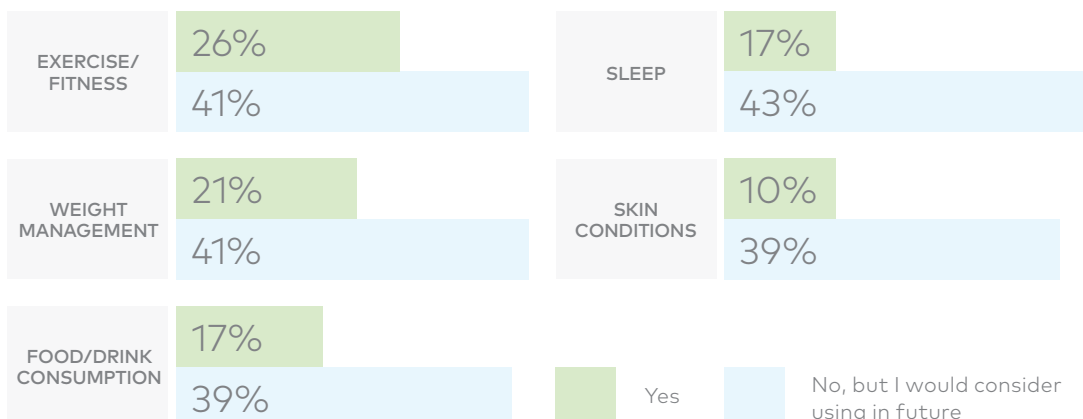
Today's digitally savvy consumers are taking their personal wellbeing into their own hands. They use digital tools that allow them to understand and keep track of their health and wellbeing needs. They choose and consume products based on the promise that it addresses their specific dietary requirements. The growing belief that diet cannot be "one size fits all" is gaining ground and expected to continue driving consumer demand across the food and beverages sector.

Globally, there is a strong appeal for personalised products customised to individual health needs¹



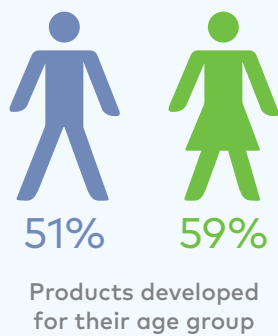
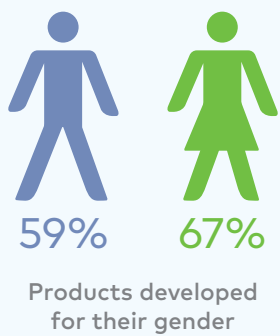
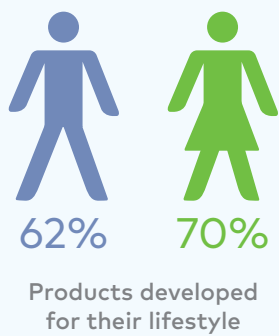
Digital accelerates personalisation trend

"Do you use digital tools (e.g. smartphone apps, wearable devices) to monitor/manage the following?"¹



Personalisation appeals across age groups, and more strongly to women

"How appealing are the following concepts to you?" (%)¹



Degrees of personalisation²

1. LIFESTYLE PERSONALISATION CONSUMERS

- Change their diet based on experimentation and avoidance (such as dairy-free, gluten-free, sugar-free)
- Make their own conclusions based on what they've read or heard, and what the tools tell them.
- Rely on their own ability to find information online from various sources (such as bloggers, media, and fitness gurus) and personalise this information based on their lifestyle.

2. TECHNOLOGY PERSONALISATION CONSUMERS

- A small but growing group, increasingly open to a more science based approach. Want full knowledge and understanding of their individual needs.
- Interested in adopting lifestyle changes based on results, either diet-related or disease prevention-related.
- Likely to engage with more intrusive personalised nutrition to discover their unique genetic profile, metabolism and disease risks via DNA tests or microbiome profiling.
- Sometimes motivated by medical reasons to follow specific dietary regimes (for example, for diabetes, cardiovascular diseases, irritable bowel syndrome).





Opportunities

1

Understand the need

Technology advances are driving the fragmentation of consumer health needs. Technology can also be a key enabler in the personalisation of consumers' needs. Manufacturers should make the most of this by harnessing the power of digital as a tool to help understand and predict future consumer behaviour.

2

Tailor product offerings

Building portfolios to accurately target ever-more-fragmented consumer groups is key for personalisation. Having a clearly positioned product, as opposed to one size fits all is key to success. Beyond product formulations, packaging and product formats or the use of the right distribution channels can also provide customisation.

3

Capitalise on technology to communicate

The evolution of digital technology and tools create opportunities to collaborate with tech companies and device makers. One to one delivery of marketing messages is also now possible. This will enable marketers to effectively target their real consumers compared to previous practice of mass communication.

Sources:

1. Global Data | GlobalData's Q3 global survey, 2016

2. New Nutrition | 10 Key Trends, 2018