

PRIMARY INDUSTRY ECONOMIC INTELLIGENCE UNIT

# THE FUTURE OF FOOD

Ministry for Primary Industries  
Manatū Ahu Matua



# Where we are now

*Many New Zealand firms are unaware of the opportunities for greater insight, and often this information is out of reach*

## Annual Turnover by Top 50 New Zealand Food & Beverage Industry Firms

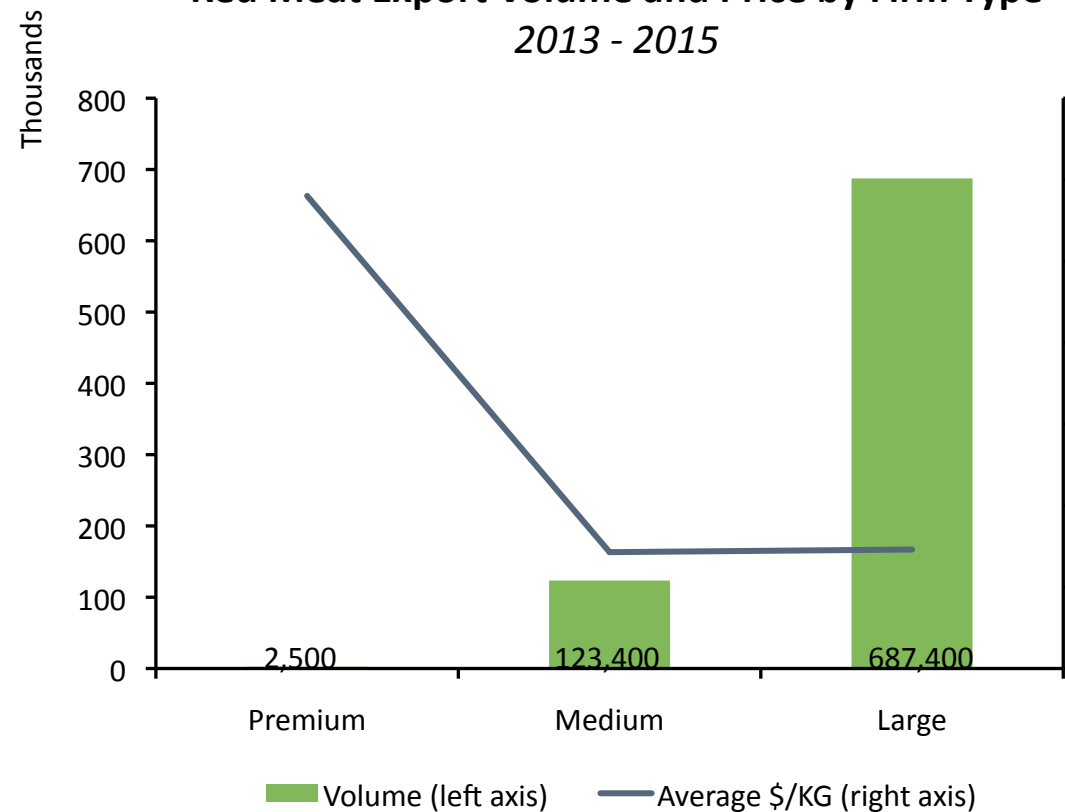
*FY 2012*



*Source: Coriolis*

## Red Meat Export Volume and Price by Firm Type

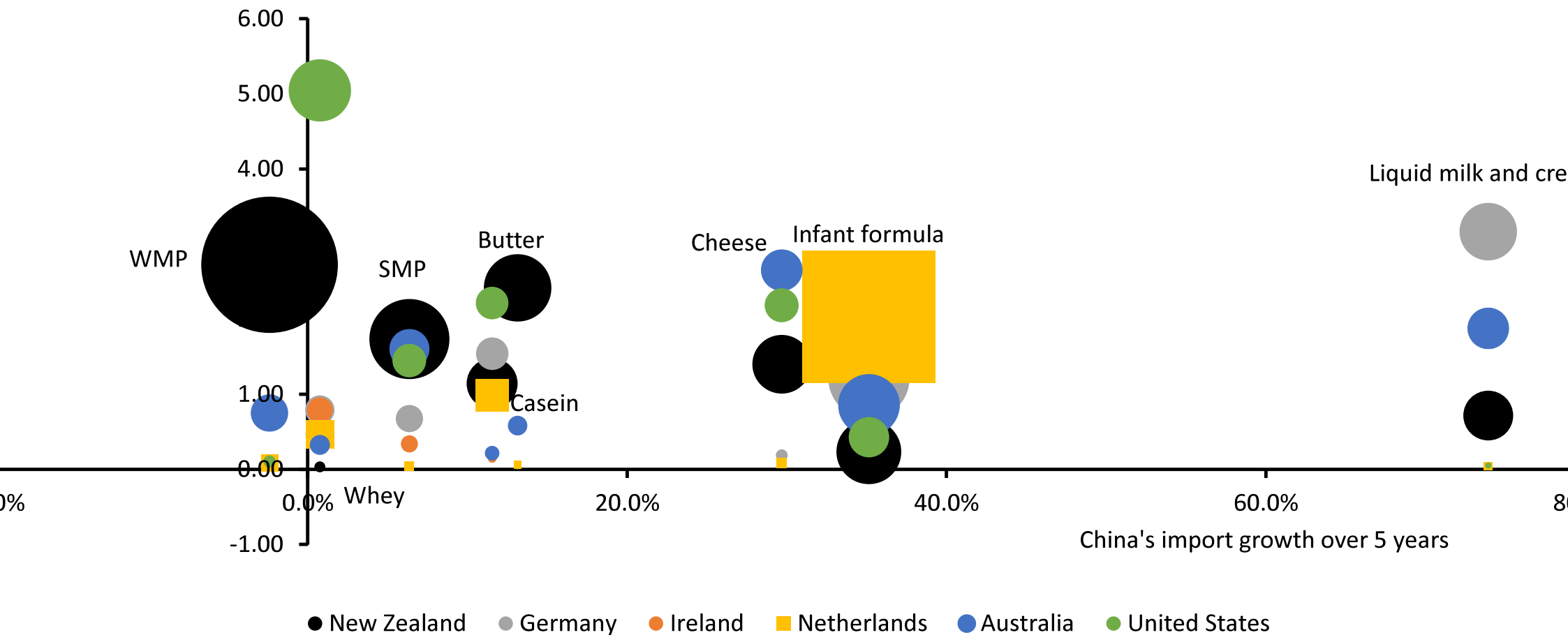
*2013 - 2015*



# Others Targeting the Same Prize

## Relative dairy specialities by country in the Chinese market

*Bubble size: 2015 import value*



# Listening to your consumers

11 of 12 people found the following review helpful

★☆☆☆☆ **First and foremost I commend people that want to eat ...**,  
October 27, 2014

By [REDACTED]

**This review is from:** [REDACTED] **Butter New Zealand, Unsalted.**

First and foremost I commend people that want to eat Grass Fed Butter which is a Nutritional Powerhouse, BUT [REDACTED] New Zealand Butter is NOT and HASN'T been fully Grass Fed since 2012.....They have moved their operations to the U.K and the Cows only eat Grass half of the Year than the other half they eat Grains.....That's why it doesn't taste the same anymore!!! [REDACTED] and Amazon should be ashamed of themselves calling it Grass Fed Butter if it is only Grass Fed half of the year. do yourself a favor and research it and purchase Grass Fed Butter from a Company that hasn't sold out for cheap products.

Help other customers find the most helpful reviews

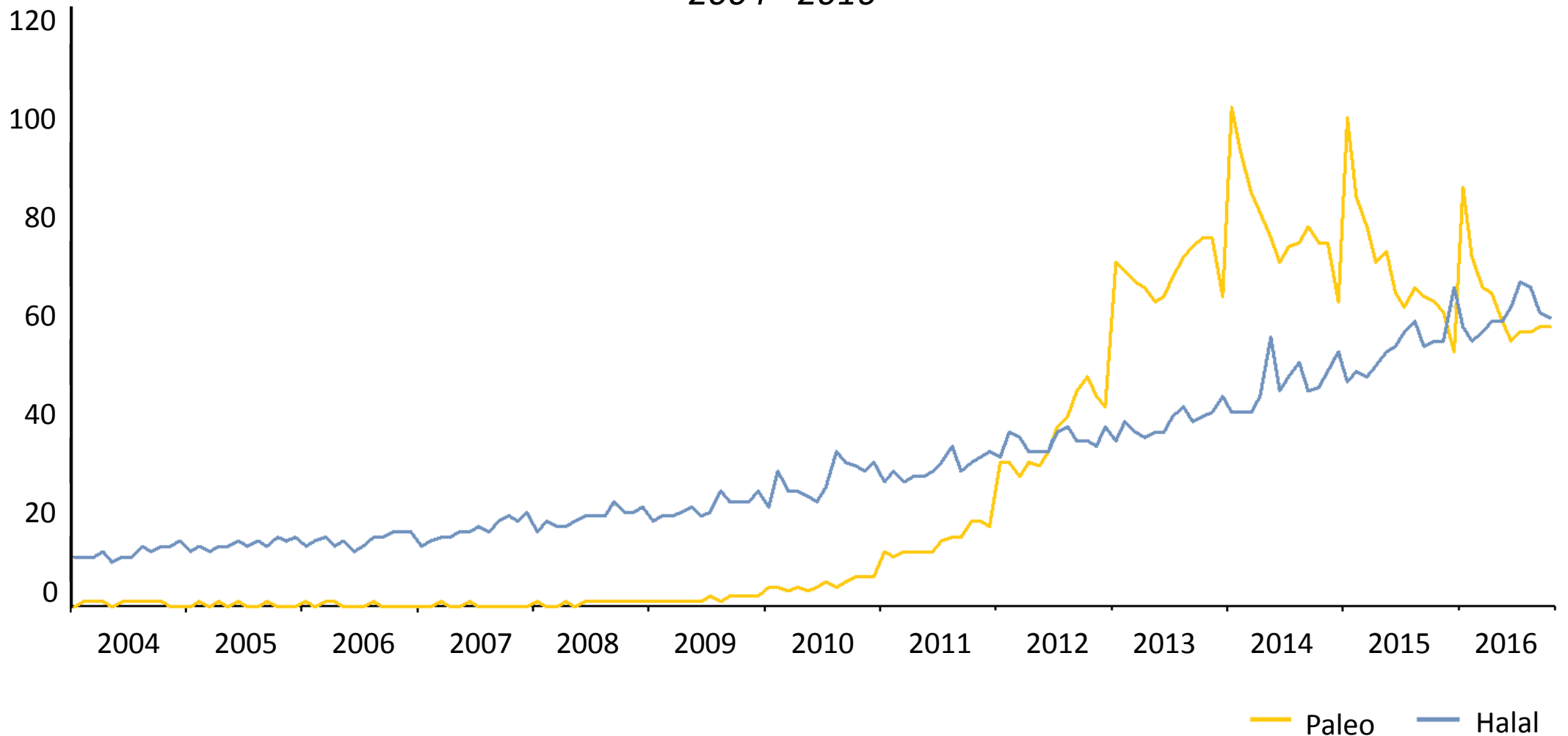
Was this review helpful to you?

[Report abuse](#) | [Permalink](#)

# Understanding their lifestyles

## Global Interest: Paleo & Halal

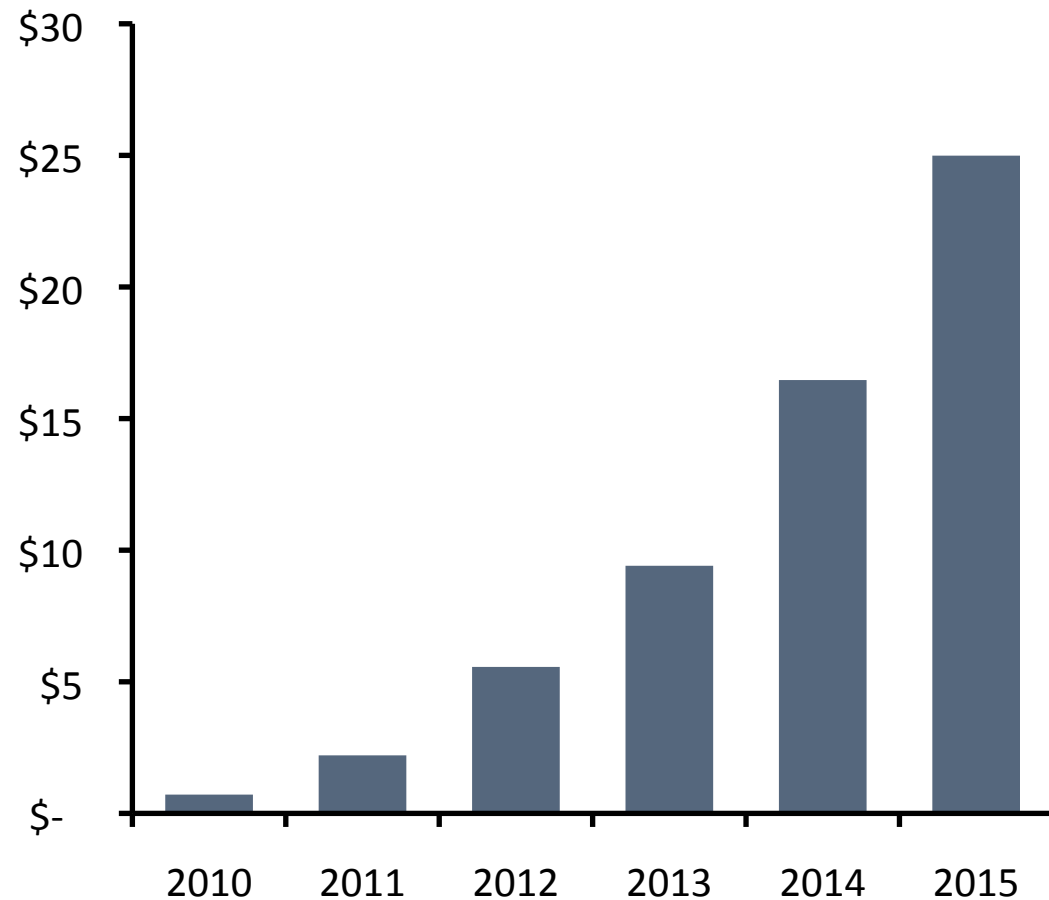
*2004 - 2016*



# E-Commerce: Understanding Channels

## China Food and Beverage Internet Retailing

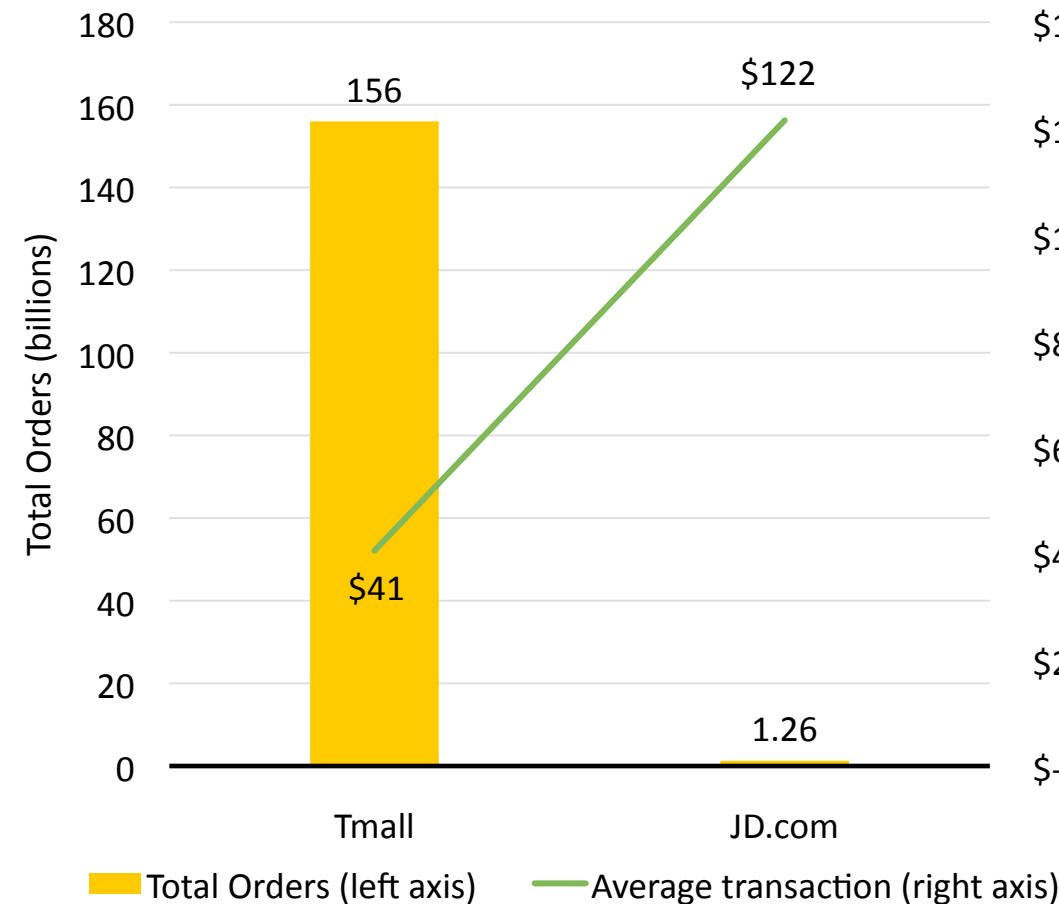
2010-2015



Source: Euromonitor

## Tmall and JD.com Total Orders and Average Transaction

2015





# Understanding their Lifestyles

ENVIRONMENT

*Seafood Superfood*



*Motivation for Eating*

*Celebrating Seafood*



*Motivation for Eating*



*Low-Priced Protein*

INDIVIDUAL

*Carefree Indulgence*



Attitudes towards Consumption

FUNCTIONAL

EXPERIENCE-BASED