Samfélagsleg ábyrgð
í sjávarútvegi
2.–3. NÓVEMBER Í HÖRPU

Retails:Time for change (again)

Julien COTTIER

SJÁVARÚTVEGS
RÁÐSTEFNAN
2023

PROSOL

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Prosol is France's fresh products distribution specialist with the mission of providing, for 30 years, a wide range of high-quality fresh food products at the best value for money. Prosol masters the entire value chain, from product sourcing to store operations.

To date, Prosol operates in over than 300 stores represented by 4 brands : Grand Frais (Prosol operates in the fruit and vegetable, dairy and seafood departments, with butchery and delicatessen handled by specialized partners), fresh, Banco Fresco and mon-marché.fr.

The company establishes solid and long-term partnerships with direct producers, without middlemen, and supports them in developing their farming methods to create a form of agriculture that is more respectful of soil and biodiversity.

Its mastery of ultra-fast logistics enables it to preserve the freshness and flavour of products from upstream to the stores, in the traditional concept of "halles".

THE SPECIALIST OF FRESH PRODUCTS

303 shops

45 shops

8 shops

6 workshops

THE DIFFERENCE : OUR CONCEPT


LE POISSON
FACILE À CUISINER
rôtis, pavés, poêlées, brochettes,
poissons entiers déjà préparés...


PROMOTION!


GRILLADES


POISSON FRAIS
PRIX MALIN
FILET DE MAQUEREAU


DÉCOUVREZ NOTRE GAMME SANS ARÊTES*
Cabillaud, Merlan, Lieu noir, Eglefin, Dorade Sébaste...


CREVETTES
ENTIÈRES - CUITES
CALIBRE
asc
PRIX MALIN


CHEZ CAROLINE, ON FINIT TREMPÉ DE LA TÊTE AUX PIEDS.
MAIS BON, SES MOULES SONT DÉLICIEUSES.
Caroline Beaulieu au Vivier-sur-Mer, 35
à nos côtés avec sa famille depuis 2010.
GRAND FRAIS
SÉLECTIONNEUR PASSIONNÉ DE PRODUCTEURS PASSIONNÉS
À CHAQUE PASSAGE CHEZ MICKAEL, ON SE PREND DES COUPS DE CORNES.
MAIS BON, SON FROMAGE DE CHÈVRE EST VRAIMENT FOU.
COUP DE COEUR du poissonnier !
Les Moules de Bouchot Label Rouge
Promotion
Les Moules de Bouchot Label Rouge
5,99 € la barquette de 1 kilo
Élevées en France
ARRIVAGE QUOTIDIEN DE POISSONS FRAIS
CRIÉES FRANÇAISES
PROMOTION
Apéritif
Épicerie
PRIX MALIN
9,90 € le kilo
Pêché en Atlantique Nord-Est


CHEZ JÉRÉMY,
ÇA COMMENCE
TOUJOURS
PAR UN COURS DE 5H
SUR LA MARMANDE.
MAIS BON,
SES TOMATES
SONT TELLEMENT
GOÛTEUSES
GRAND FRAIS
SÉLECTIONNEUR PASSIONNÉ
DE PRODUCTEURS PASSIONNÉS
PETIT TRAITÉ SUR LA MARMANDE
Jérémy Laville à Saint-Rémy-de-Provence, 13
à nos côtés avec sa famille depuis 1991.
PROMOTION
LA GOYAVE
LA FRAMBOISE
LA FRAISE


au plus près
de vos goûts.
! PROMO ! PROMO !
GORGONZOLA
~~1,65~~
Doux DOP*
1€,09 les 100g
Au lait pasteurisé de vache
Origine : Italie
*Denominazione di Origine Protetta soit 10€,90 le kg
(Appellation d'Origine Protégée)
LE COUP DE CŒUR
On affine
pour vous,
au plus près
de vos goûts.
Gorgonzola
AOP Cuillère

Agenda

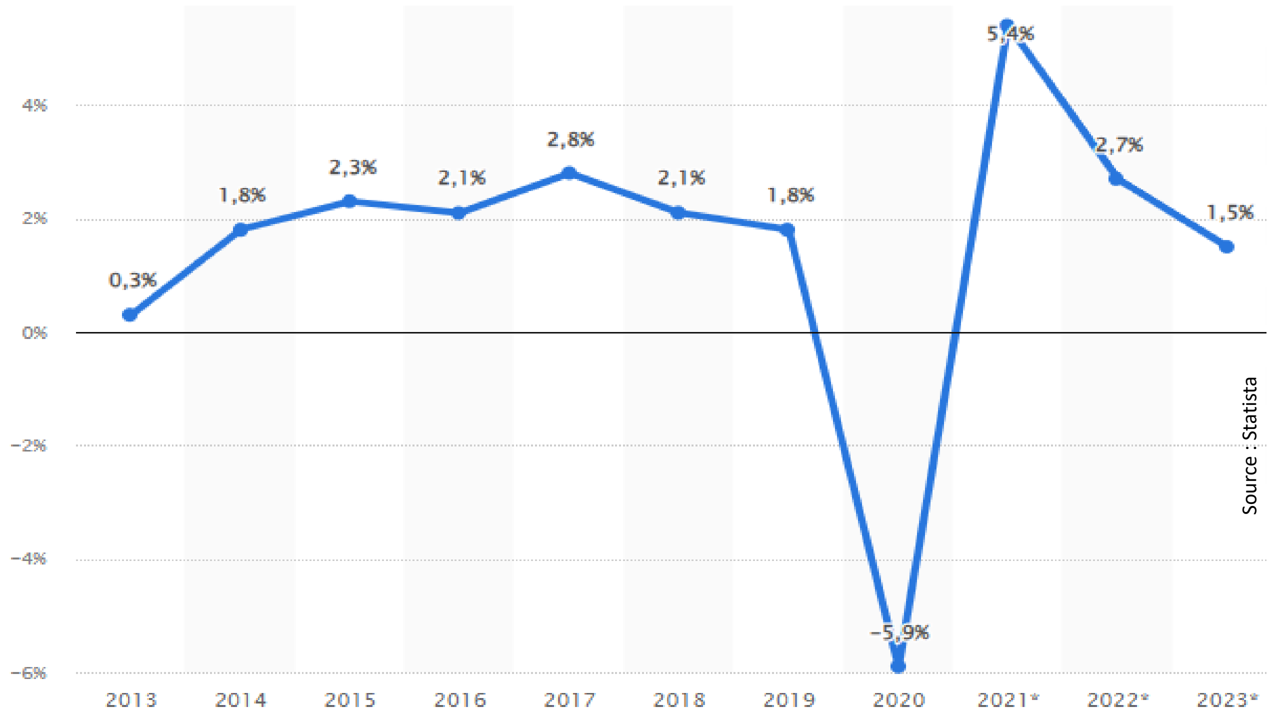
- Covid : Golden years for retails
- Crisis : end of mass consumption ?
- Questioning time for retails

COVID-19:GOLDEN YEARS FOR THE RETAILS

- **Context:**

- Start of the Covid-19 pandemic in China in November 2019, quick spread all other the World in 2020:
  - 6,9 millions of people passed away (WHO, May 2023)
  - All the countries have been touched
  - Economic crisis due to lockdown of worldwide economy and closing of many borders.

- A social and societal earthquake :
  - Health impact : disease (Covid) and future diseases with sedentary lifestyle, screen drug, etc.
  - Social impact : lockdown, increase of isolation. 1 out 4 couples in danger. Paranoia feeling.



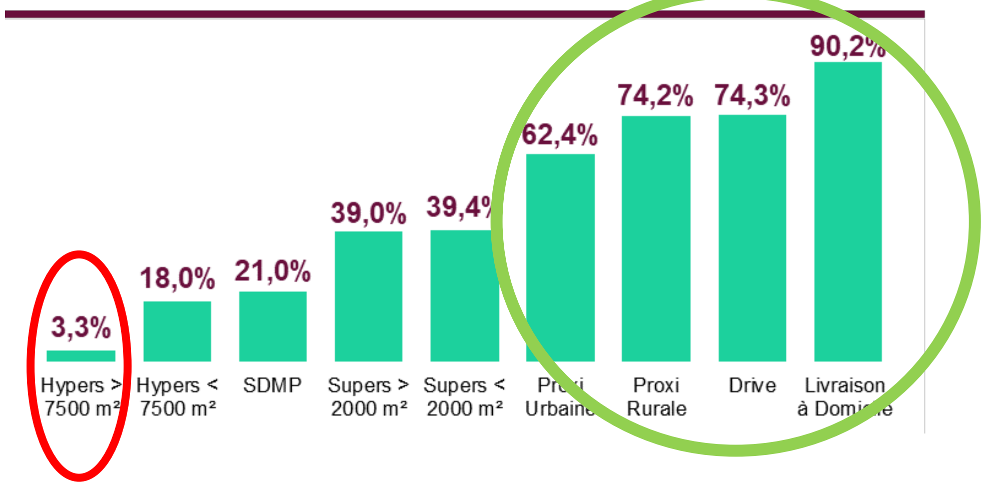
EU GDP evolution 2013-2023

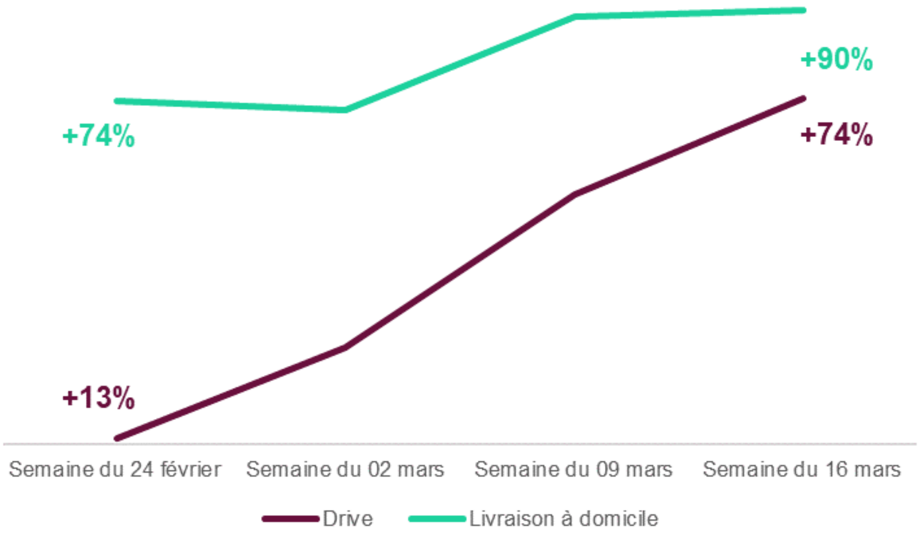
COVID-19:GOLDEN YEARS FOR THE RETAILS

- **About the consumption:**

- New trends:
  - Time to cook with relatives
  - Monopoly of the retails, only way to be outside
  - New way to sell with the locking of traditional fresh counter : grow of self-service (plastic = healthy)
  - Development of drive and home delivery classified as "essential services" by some governments with new consumers (40yo +).
    - +90% of turnover (vs n-1) instead of ''only''+3,3% for big supermarkets (Carrefour or Auchan).

Turnover evolution between 16 to 22 of March 2020 vs n-1 by distribution channel



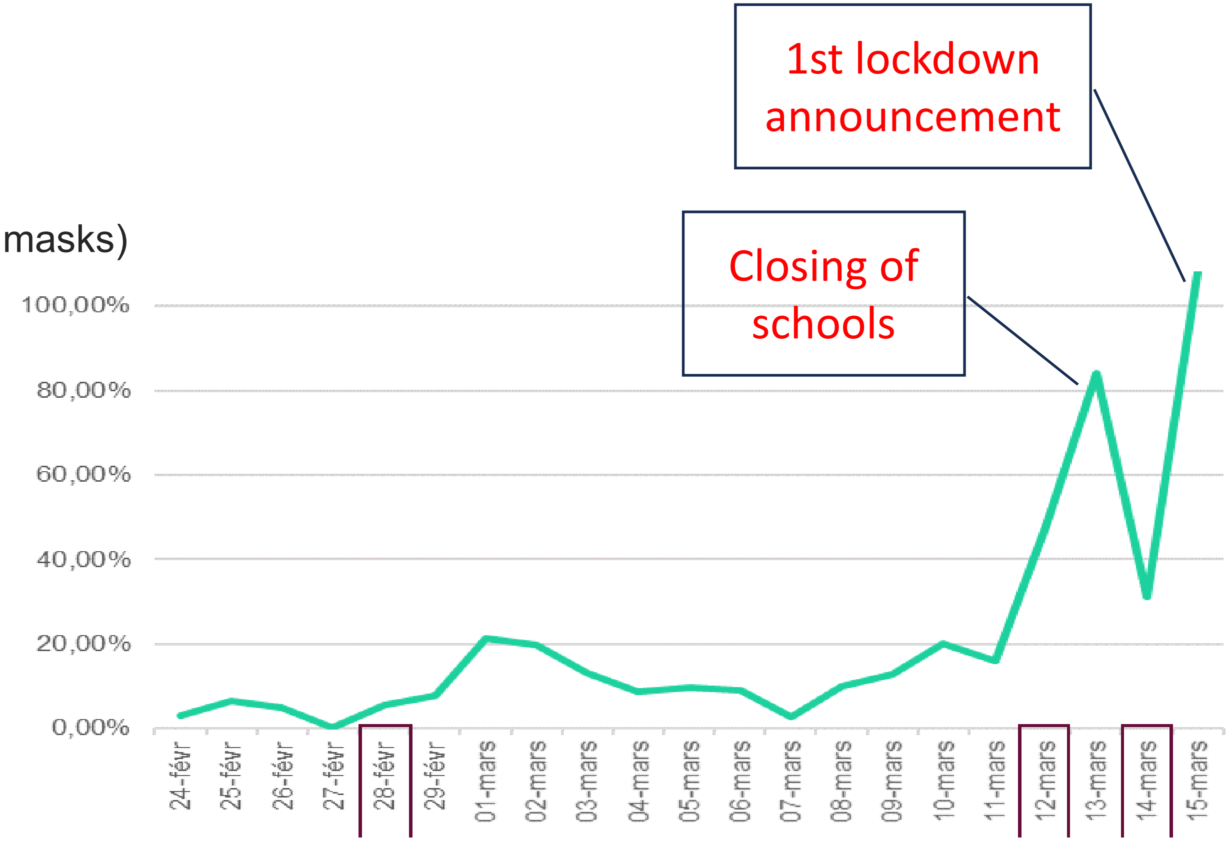


COVID-19:GOLDEN YEARS FOR THE RETAILS

- **About the consumption:**

- Pressure on the retails :
  - Lot of out of stock : stockpiling behaviour (toilet paper, pasta, masks)
  - Lack of manpower with isolation system of Covid
  - New organisation inside shops (vinyl curtains for cashier, floor stickers to indicate social distancing)

- The fundamental role of the retails in the society :
  - Not only the retails but also all the industry, especially food one.
  - Motto was to fulfil people fridges
  - Real attachment of the retail brands



Sales evolution of high consumption products February-March 2020 in France

CRISIS: END OF THE MASS CONSUMPTION?

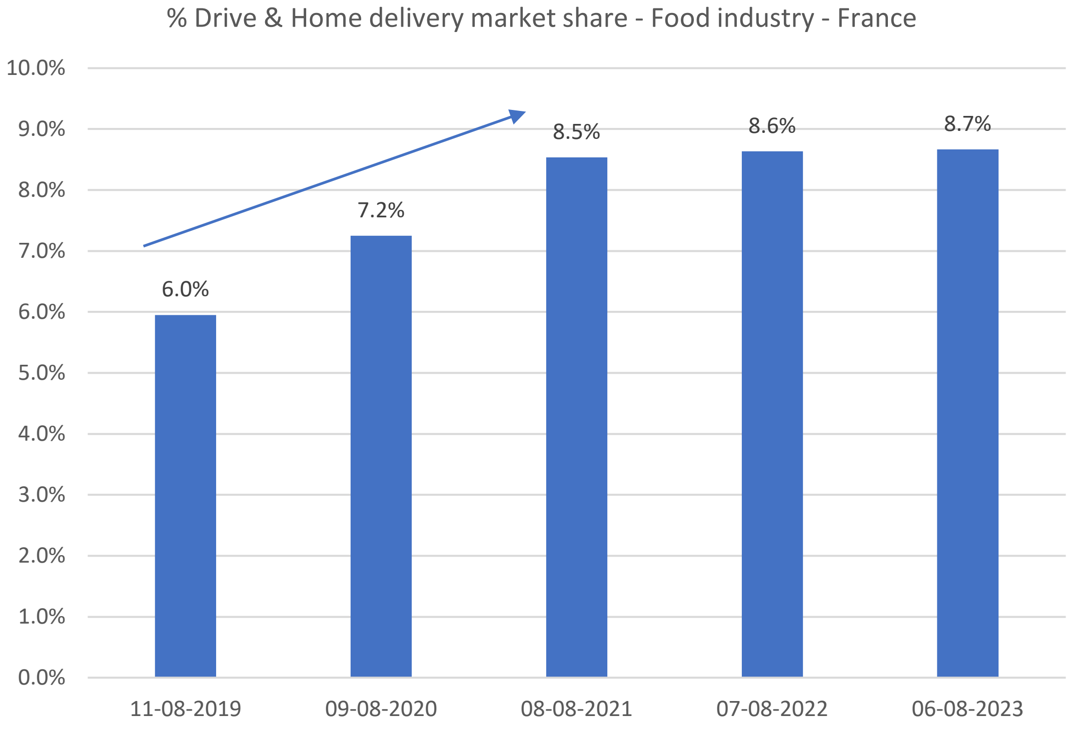
- **Post-covid: time to live again**

- Reopening of the tourism industry
  - End of the ''2 years retail monopoly''
  - Pressure on food market: need to supply rapidly empty fridges → high demand on damaged offer
  - China remains closed : premises of the inflation with boom on steel and energy prices
  - Pressure on workforce market : artificial full employment due to government action

    → Wage competition : premises of the inflation

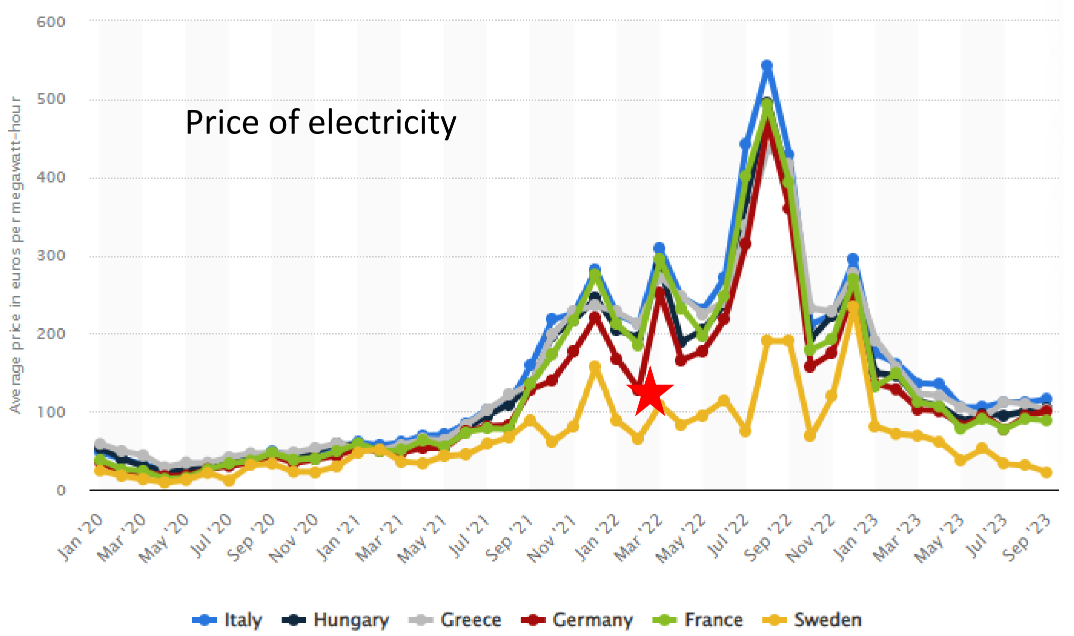
- New competitors:
  - During Covid, development of Online business in many sectors (Cinema to Netflix, physical meetings to Teams/Zoom…)
    - We saw an important growth of Drive or Home delivery.

    → Impact on the suburbs commercial area



CRISIS: END OF THE MASS CONSUMPTION?

- **War in Ukraine : February 2022** ★
- Ukraine: a leading producer of cereals (sunflower, wheat and corns) and has important mineral resources (iron, steel, uranium…).
- Lot of gas pipeline between Europe and Russia
- Huge impact on the global economy : sudden inflation of energy and all raw materials and pressure on cereal markets.



Price of common fish feed raw material over the last 5 years measured in USD per metric ton

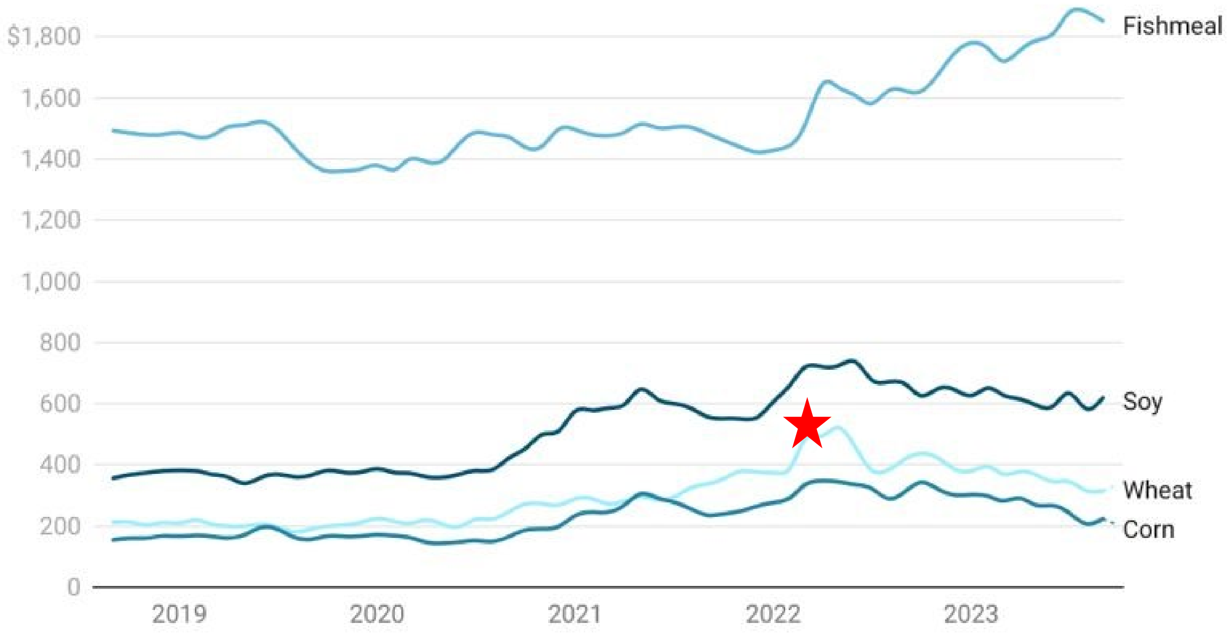
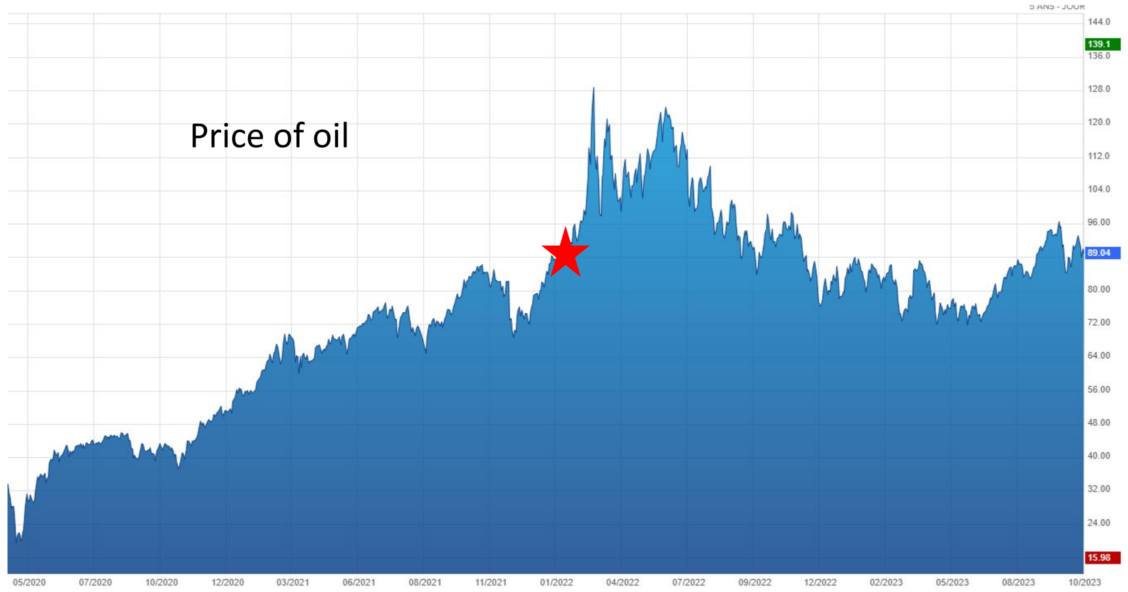
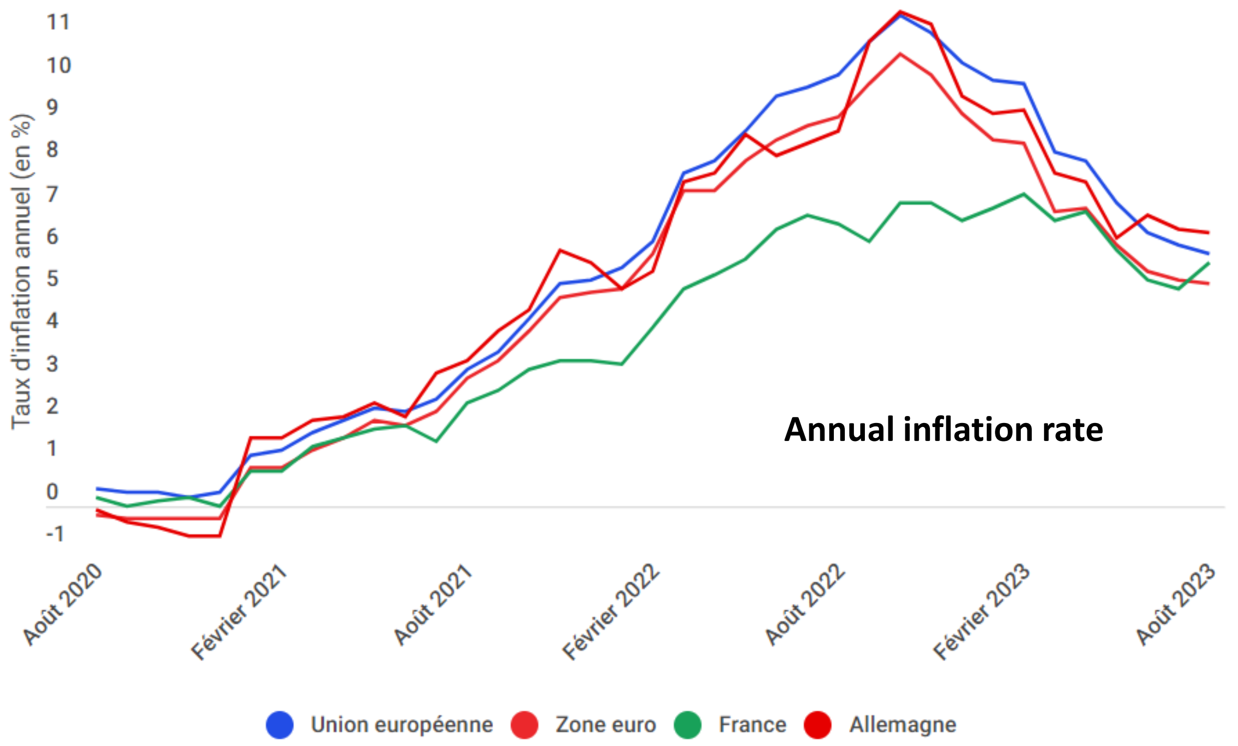


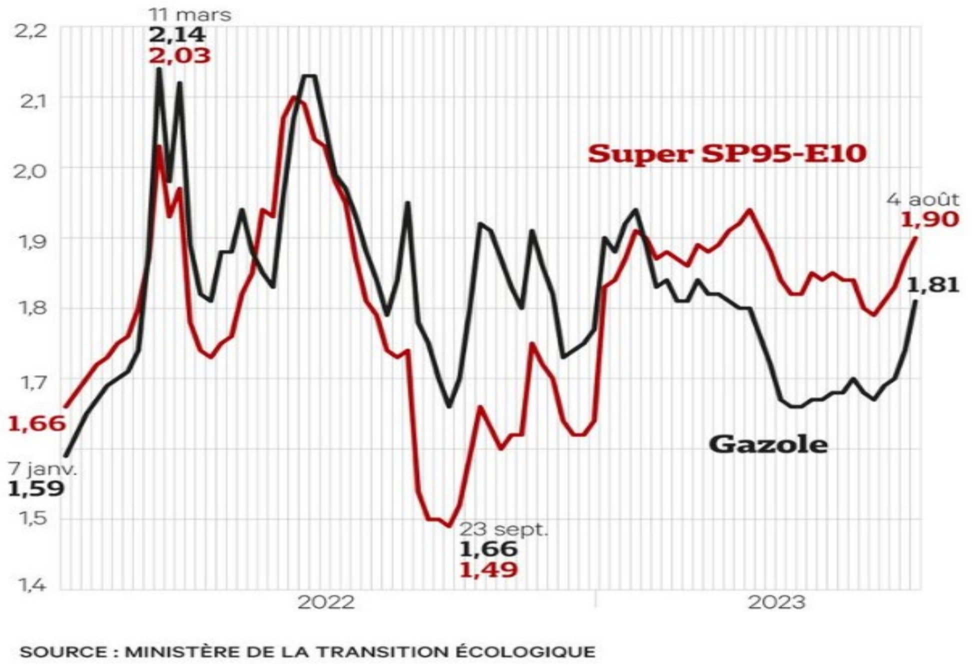
Chart: Manolin AS • Source: IndiMundi • Created with Datawrapper



CRISIS: END OF THE MASS CONSUMPTION?

- **Consequences: Inflation**
  - Inflation : has started during post covid with pressure on all the markets after 2 years off and has been accelerated by the War.
  - Main consequences for industry :
    - Increase of energy costs (electricity and gas)
    - Increase of raw material prices and shortages (cereals)
    - Increase of wages
    - Decrease of volumes
  - Main consequences for people :
    - Increase of energy cost (electricity and gas)
    - Boom of prices in supermarkets (+26%)
    - Drop of the purchasing power

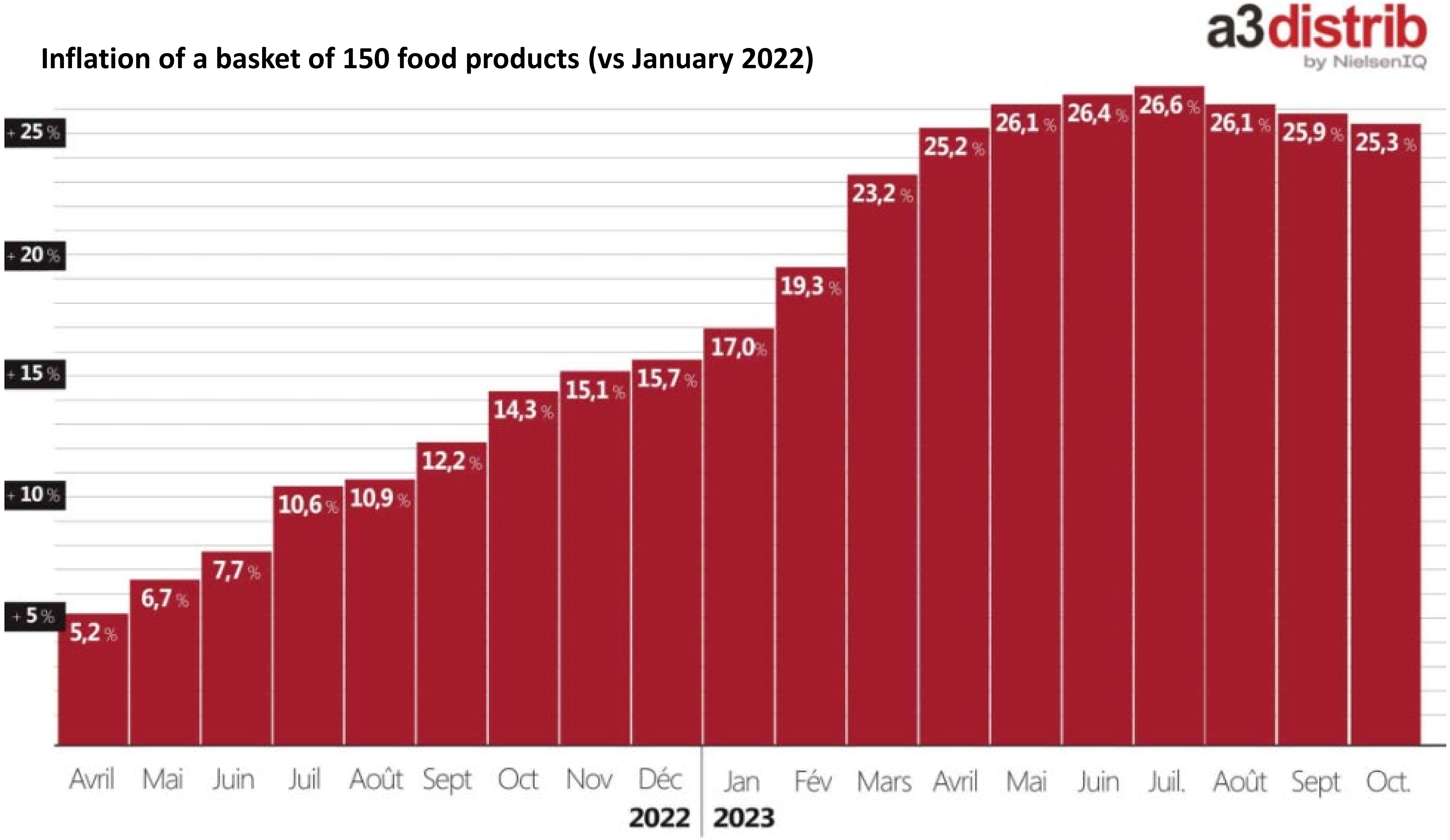




- Main consequences for retails
  - Increase of charges (energy, workforce, products)
  - Decrease of volumes

CRISIS: END OF THE MASS CONSUMPTION?

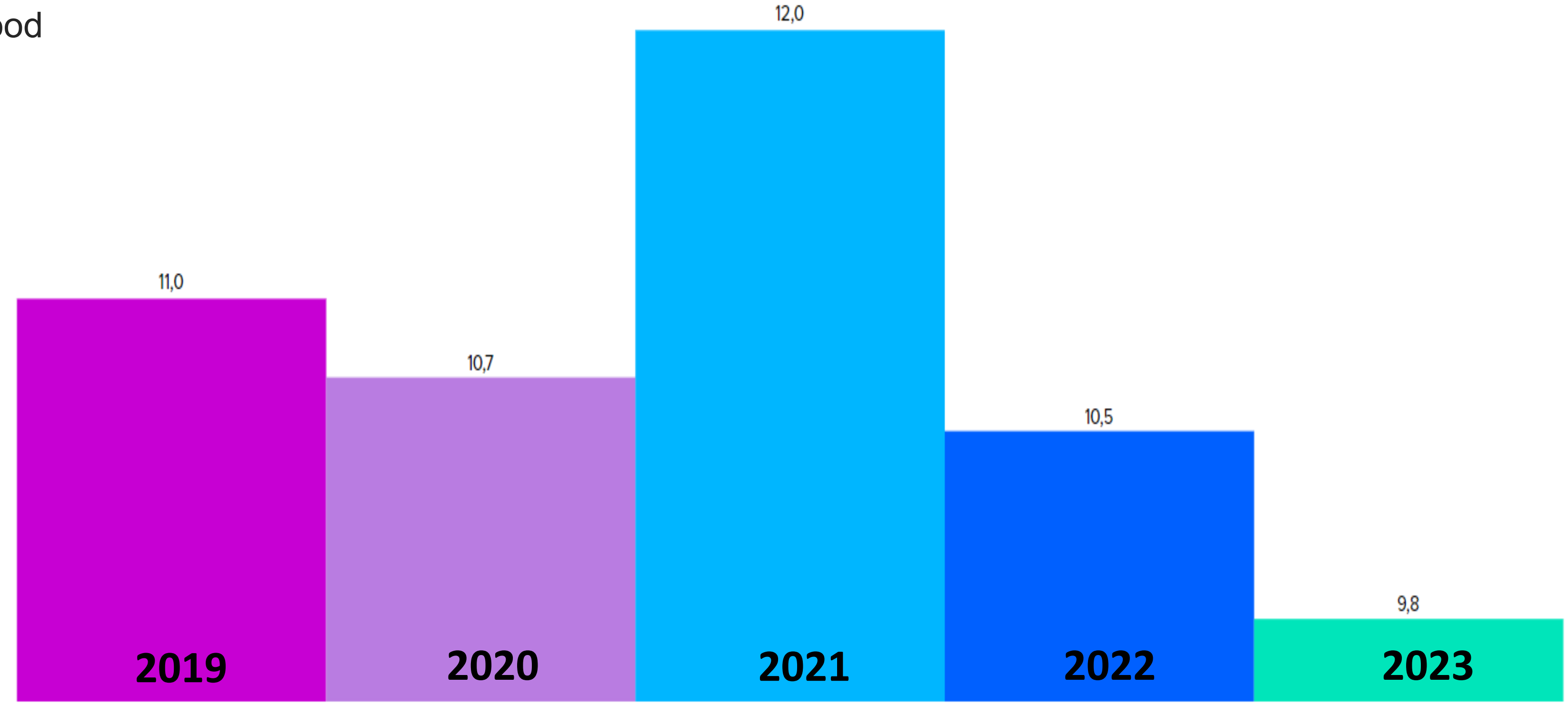
Inflation of a basket of 150 food products (vs January 2022)



QUESTIONING TIME FOR RETAILS

- **Changes on consumer expectations:**
  - Before Covid: priorities were focus on quality and origin: more local and producer to consumer concept.
    - Organic food supermarkets were booming, and historical retailers increased a lot their range of organic products.
    - Plastic bashing
  - During Covid:
    - Time to cook, more money to spend on food
    - Increase of prepacked products
    - Increase of online business
    - Producer to consumer
  - Crisis times:
    - Value for money products
    - Less importance given to origin or premium quality (organic sector in troubles).
    - Focus on promotion and opportunities
    - Essential products and private label
    - Hard time for restaurants

Purchase of fresh fish per year per people in France (kg)



Source : Kantar MyWorldPanel

QUESTIONING TIME FOR RETAILS

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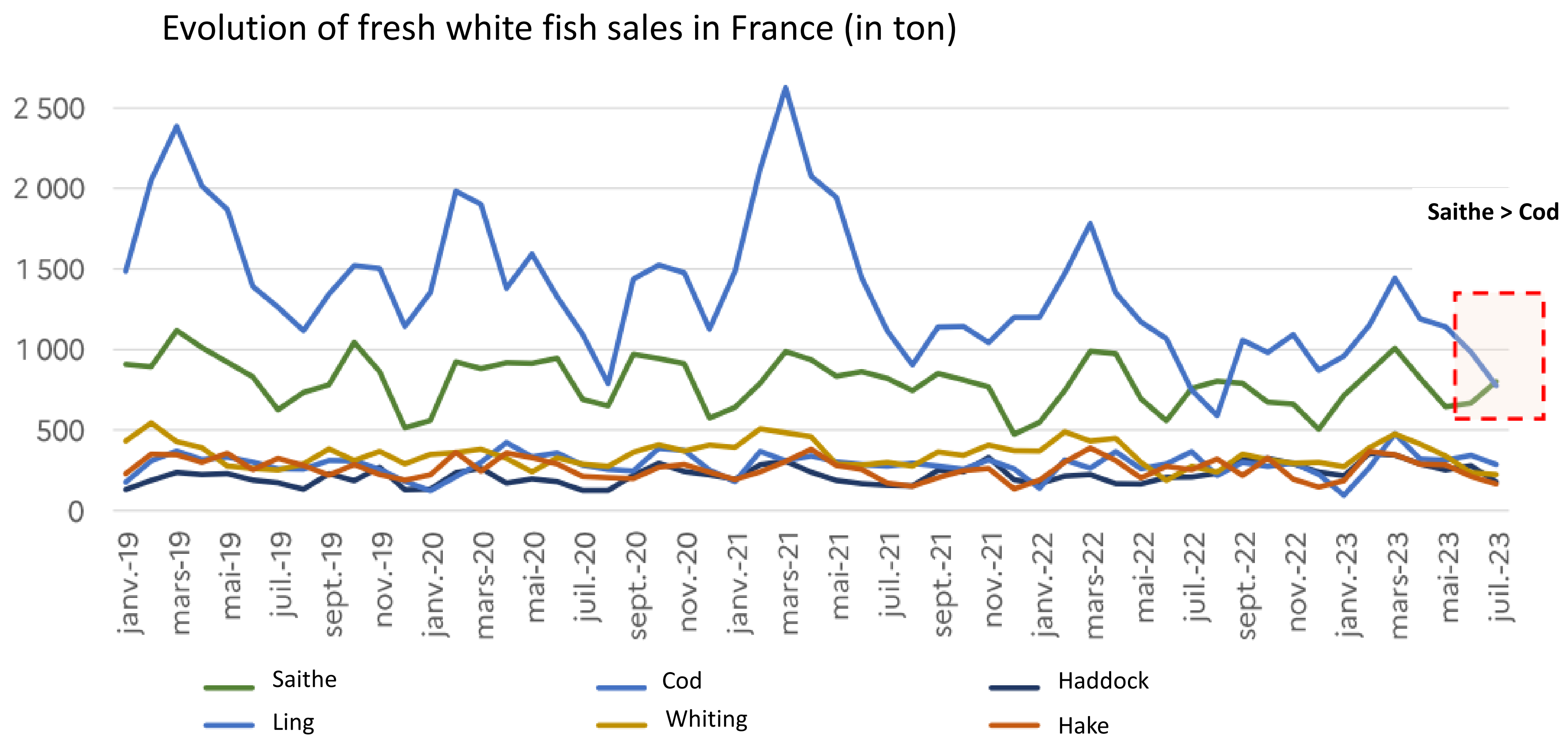

Source : Kantar MyWorldPanel pour FranceAgriMer

QUESTIONING TIME FOR RETAILS

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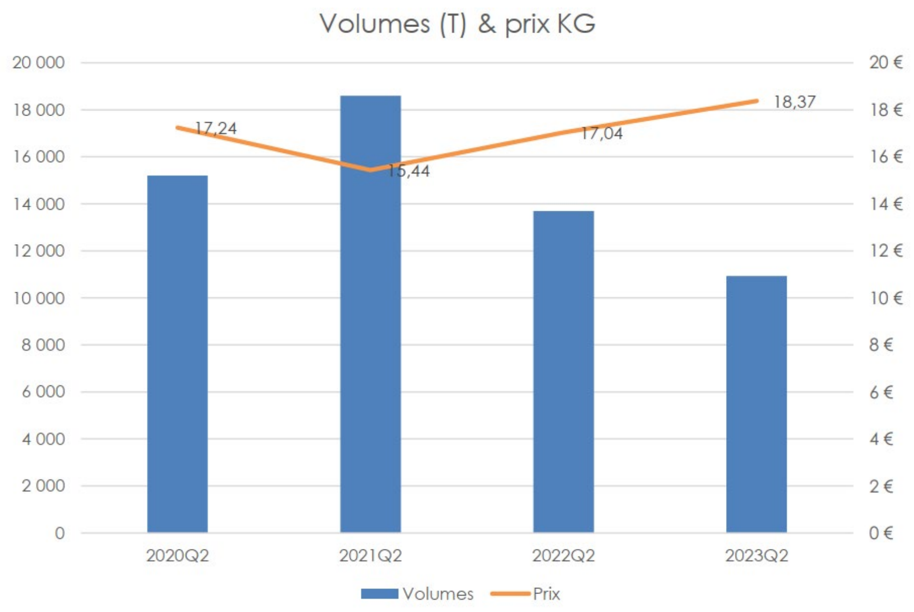
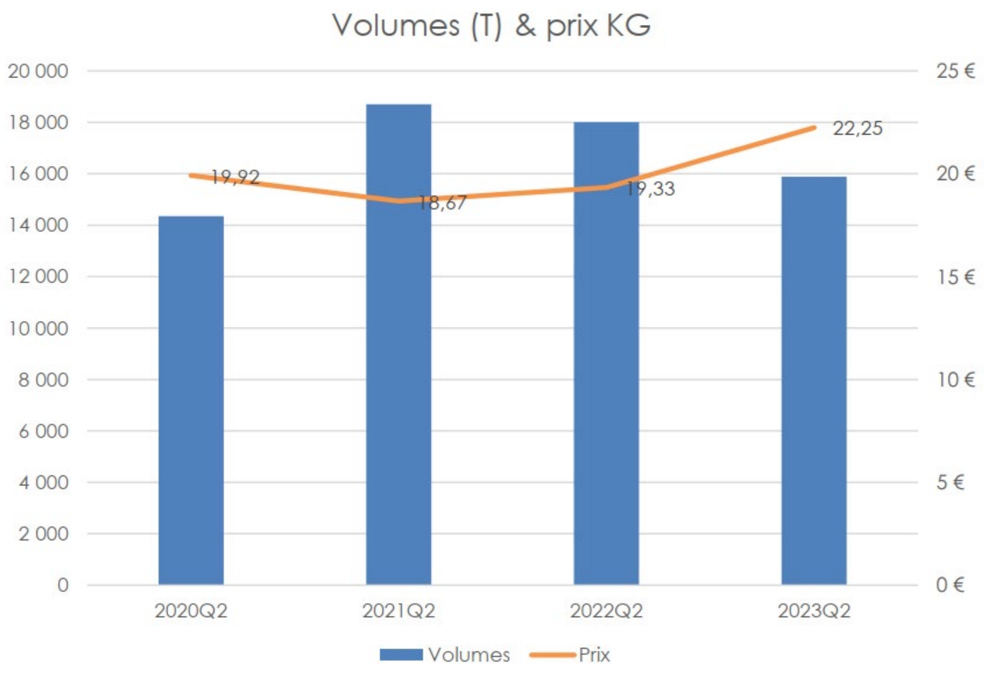


Traditional fresh salmon sales in France

Prepacked fresh salmon sales in France



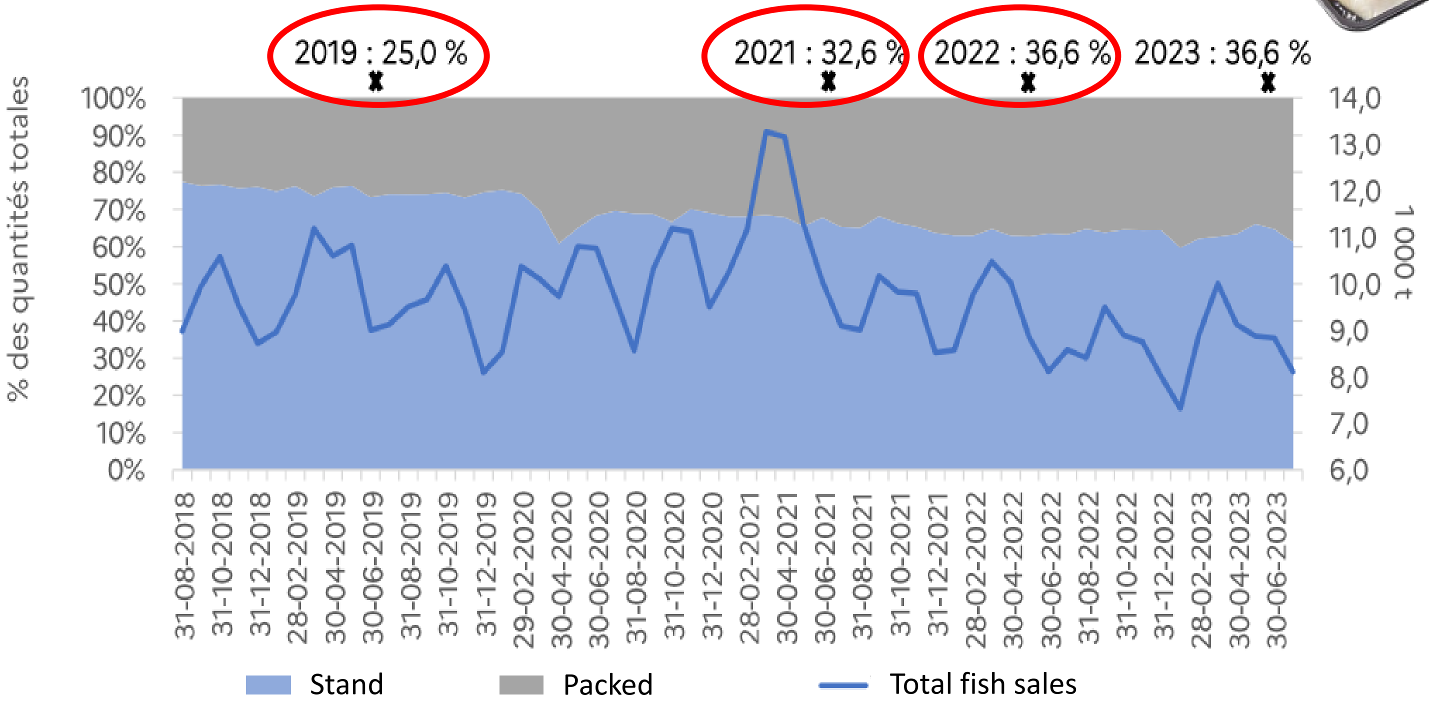
QUESTIONING TIME FOR RETAILS

- **To adapt or not, that is the question:**
  - Crisis has pushed all the retail companies to question themselves, to rethink their structural model and their image.
  - New trend of sales developed during covid and still important now : home delivery, prepacked products.
  - New trend: increase of the purchasing frequency but with diminution of the average ticket value.
  - Lot of fresh fish counters remained closed after Covid:
    - Cost of energy and waste of water
    - Hard to find experienced fishmongers
  - More and more shops turn into self-service in addition (or not) to the fresh counter.

  - The keys to come out the other side :
    - Flexibility and opportunity
    - Price killing image and communication
    - Listen to consumer expectations
    - Importance of the value for money
    - Break the routine and innovation (way to sell, range of products, service…)

  - Concentration wave :
    - 2020, Aldi bought Leader Price
    - Cora/Match bought by Carrefour in 2023
    - Casino, THE historical French retailers in bad situation

Share of prepacked fish sales in France



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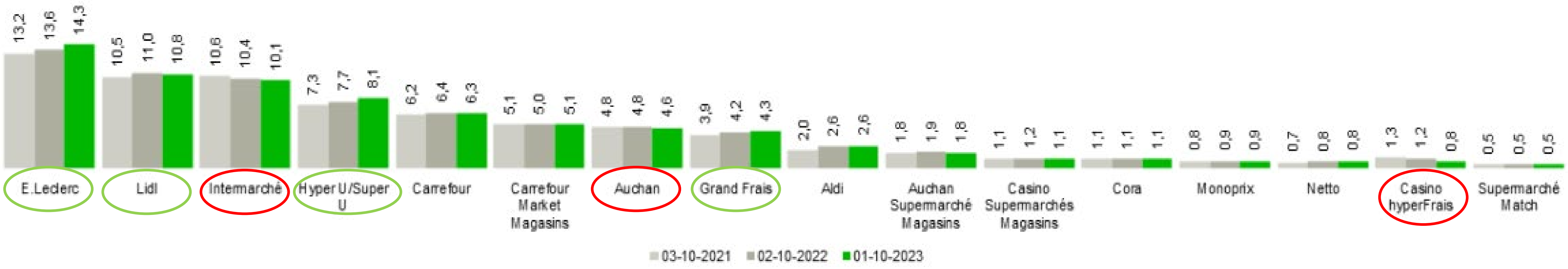
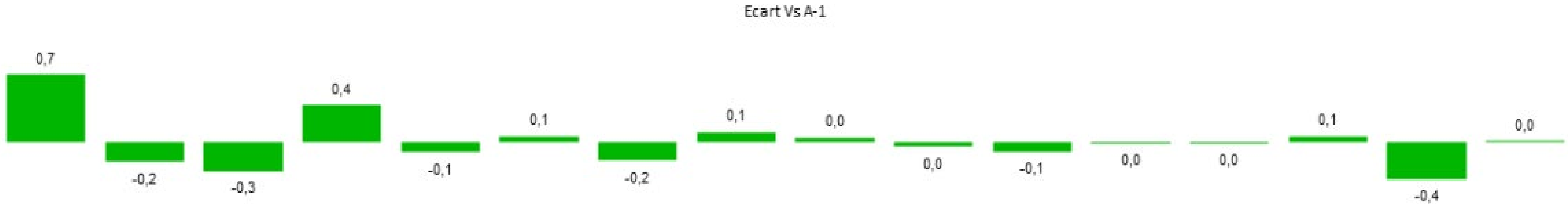
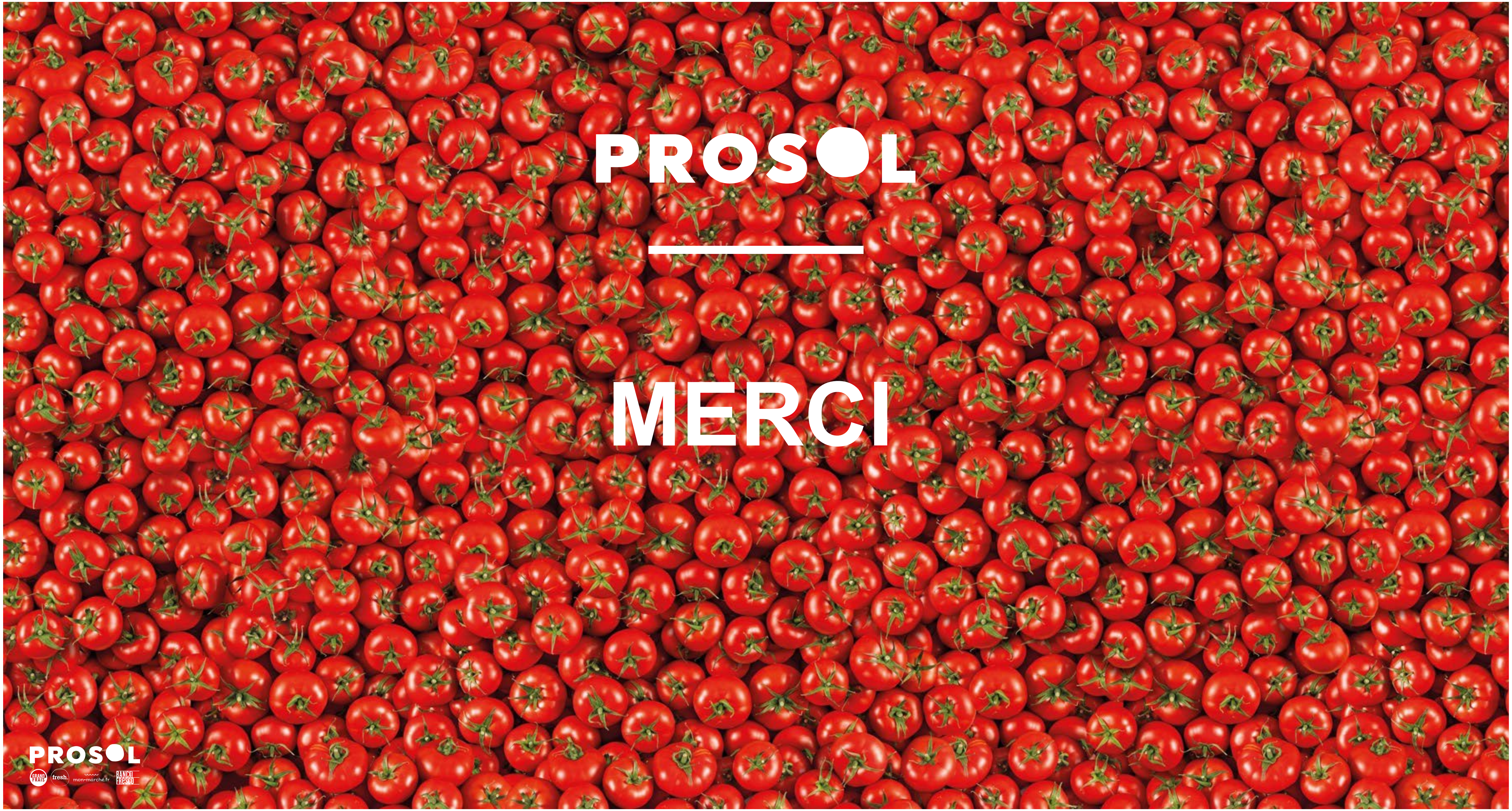
QUESTIONING TIME FOR RETAILS

Market share of French retailers – Fresh products





PROSOL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