

Belgium

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Living Consumer Intelligence | business.yougov.com





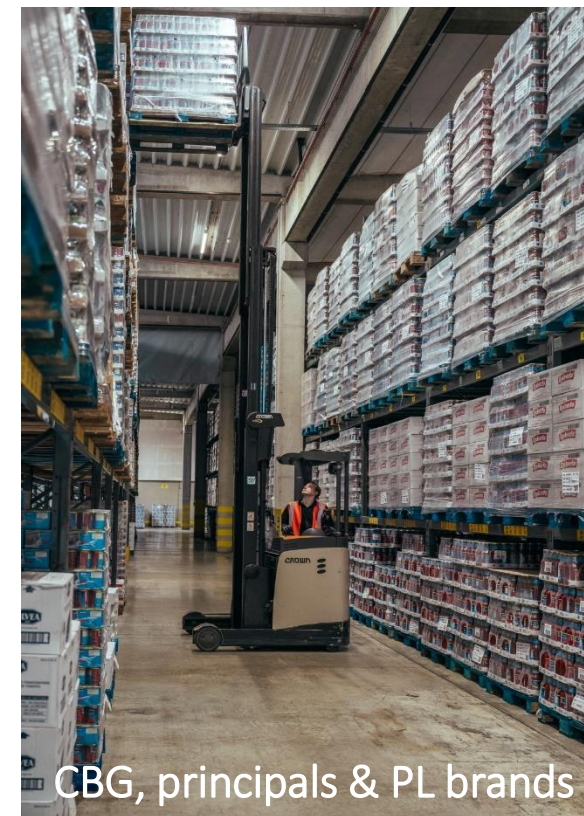
House of good food !

Since 1945

Charlier-Brabo Group, a family-owned commercial company since 1945

Sustainable partner for retail, foodservice & industry.

With our 'House of Good Food', we manage the complete supply chain (sourcing, sales & marketing) of CBG, principals brands and private label



CBG, principals & PL brands



Sales & marketing



79

years of experience



70

employees



20.000

square metres of working space



575

products



29

partner countries

Charlier-Brabo Group

Respond proactively
to evolving insights



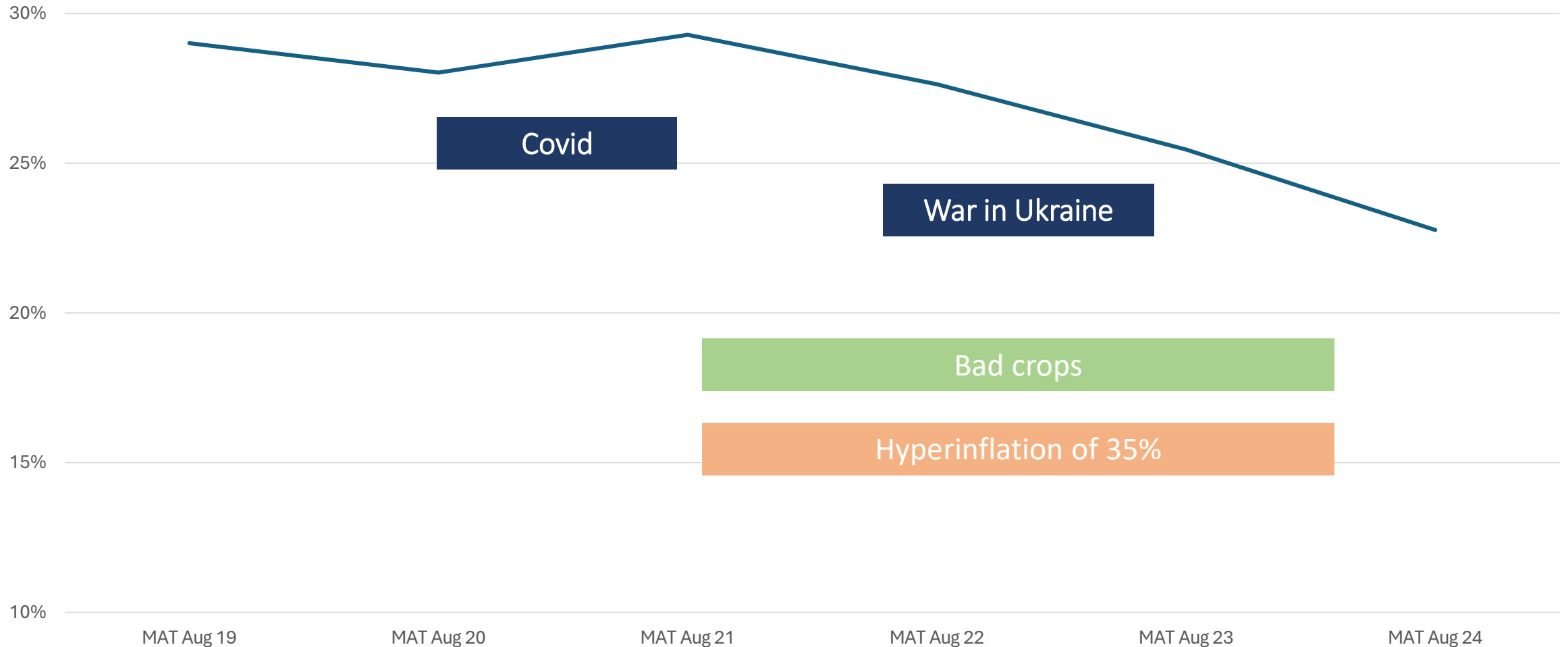
What does the
consumer expect from
Elvea after 2022?



Elvea's marketshare is challenged : we lost marketshare in value due to external factors



Evolution marketshare Elvea (total market)



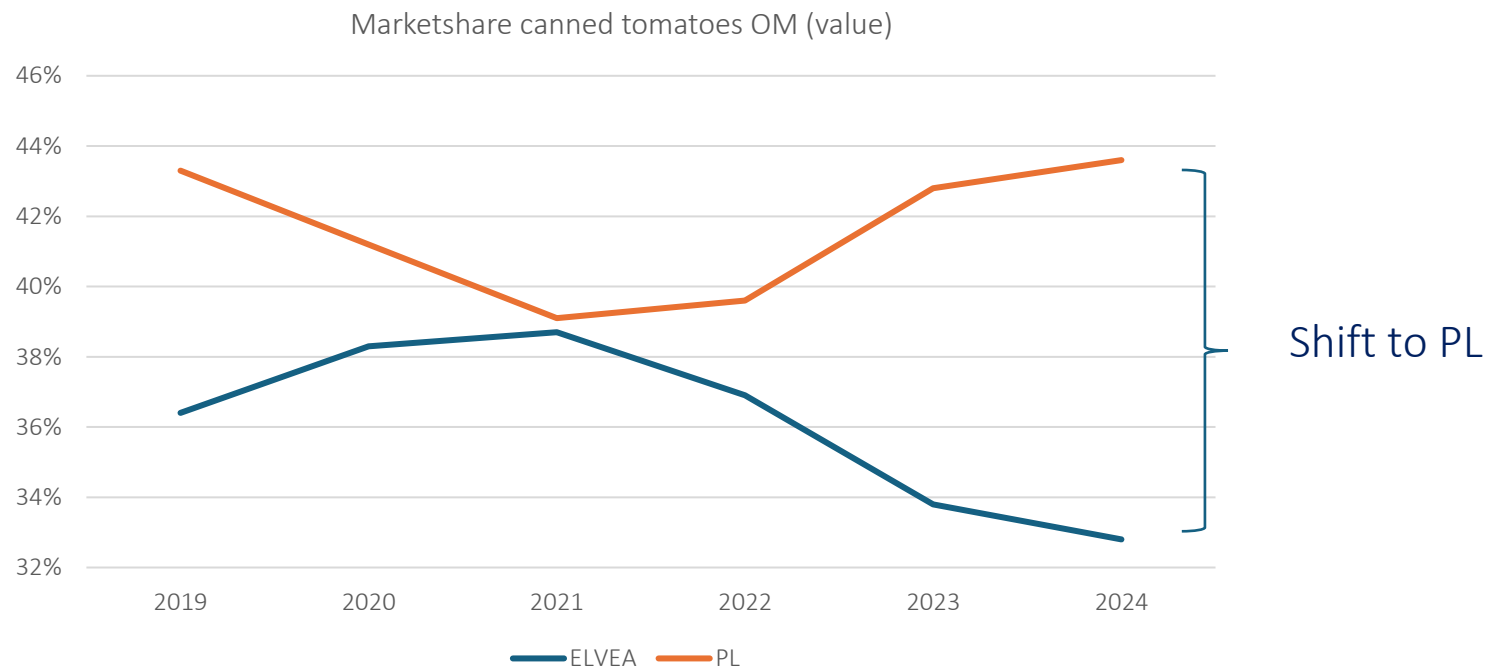
YouGov insights 2023



YouGov

- Unique buyers base (loyalty 46%)
- Superior quality
- Most premium brand within the market

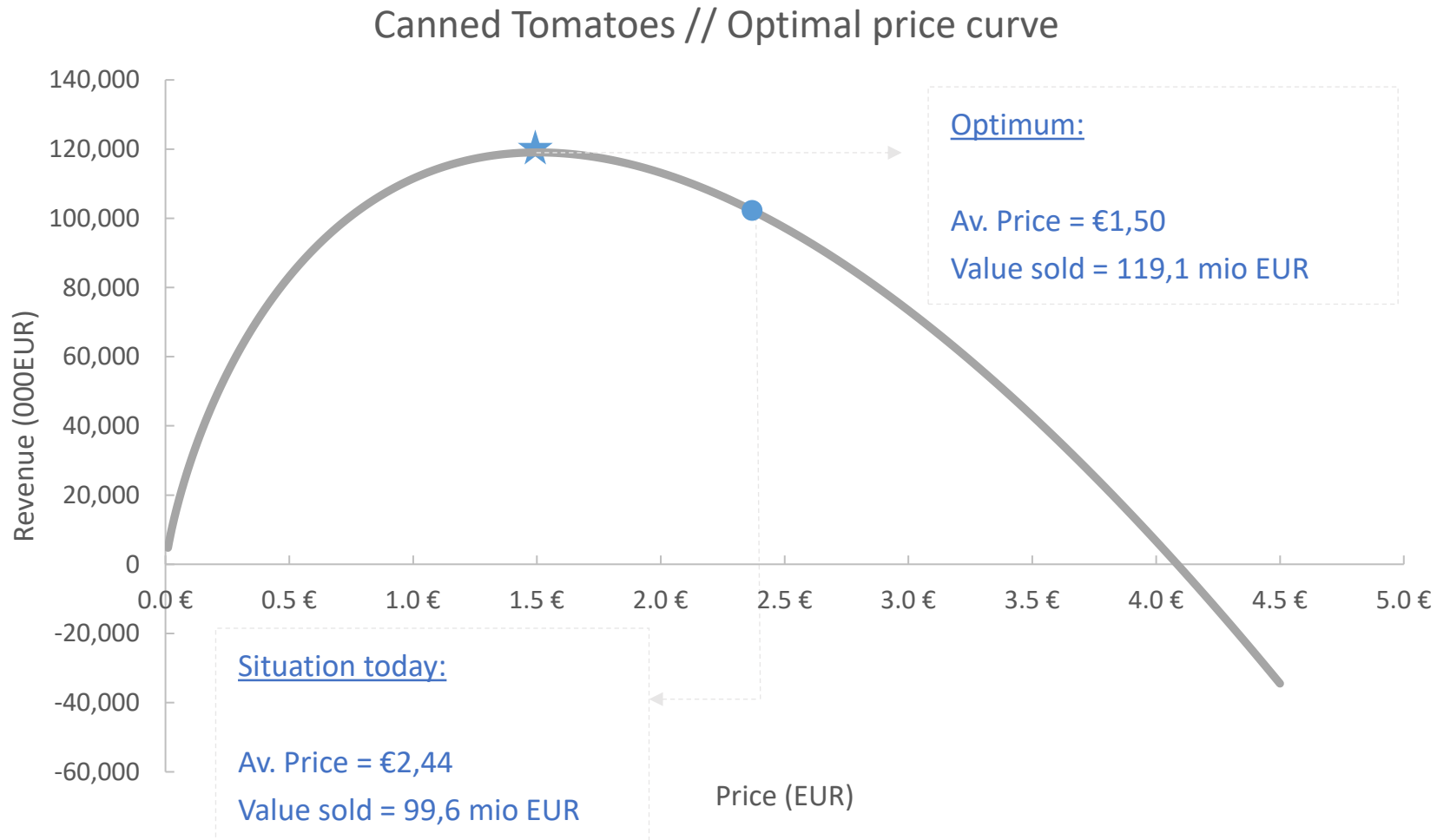
However, **not** at any price :



What are the latest
YouGov insights on
Elvea's consumers?



Optimal pricing – canned tomatoes



- The **Canned Tomato** category has become elastic, implicating that volumes will react strongly on price changes.
- The elasticity within Elvea's range varies by product.
- However, it is the retailers, not Elvea, that determine the pricing point for Elvea's products.



What are the
implications for the
future?



What are the implications for the future



Climate change

- Crops are no longer reliable
- Shortages in tomato supply
- Unexpected inflation





ESG goals

Demands the required investments

Price elasticity canned tomatoes

PRICE ELASTICITY

- Canned tomatoes are proven price elastic products (YouGov)
- We already have reached our limits towards pricing (YouGov)
- The inconsistency of harvests will persistently influence pricing

Promotion trap in Belgian retail

- Consumers will not consume more canned tomatoes due to a stronger promotion
- 1+1 promotions bring no added value to the category
- 1+1 promotions are not sustainable
- The inconsistency of tomato harvests, current climate change and ESG goals do no longer permit a further increase in promo pressure



Elvea's strategy

1. Continue brand support & communication
2. Focus on innovation
3. Maintain its promo policy (don't fall in promotion trap)
4. Invest in sustainable business
5. Closely monitor price elasticity
6. Implement its ESG commitment (SBTI)

Thank you



Thank You

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