



FOOD BUSINESSES MARKET INSIGHTS AND ANALYSES

At Nutrition Business Strategies our mission is to give our clients specific market insights for making the best decisions on how to develop their business.

With over 30 years of specialising in healthy food and beverage culture, we amplify the industry trends, address the consumer's voice, and deliver powerful insights and understandings to the world's leading food, beverage, ingredient, and supplement companies. Market experts on ingredient: Nutraceuticals and Plantbased Proteins.

**MARKET MAPPING
INDUSTRY ANALYSIS
COMPETITIVE ANALYSIS
CONSUMER SURVEYS
GO TO MARKET PLANNING**



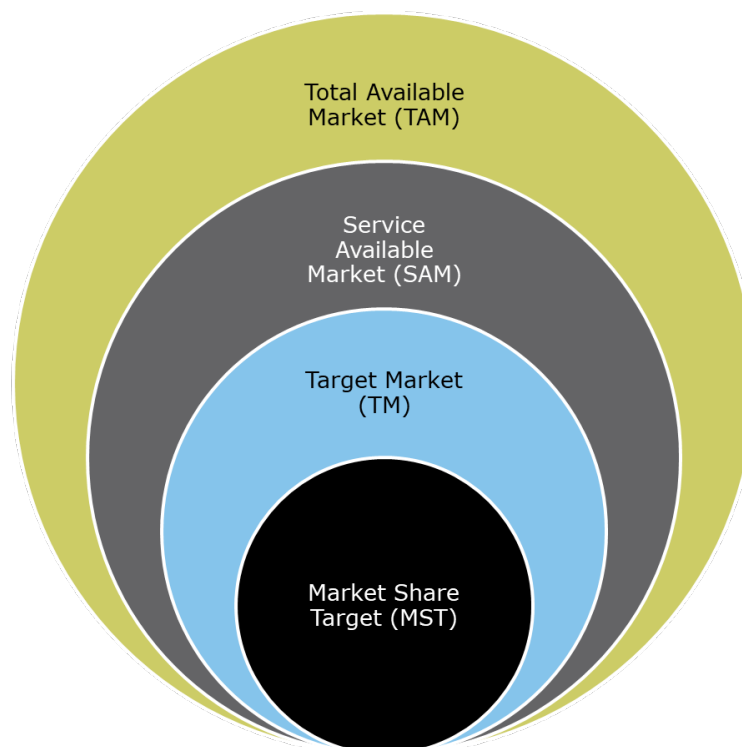
METHODS

We arrange two workshops.

1. In first workshop, we define targets.
2. Then we do a deep dive investigation based on a mutually defined brief covering visions and goals.
3. Our next session presents our findings and moderates everyone's discussions to decide necessary sales and marketing strategies, resulting in a go-to-market, marketing, and sales focus plan.

We are asking many questions to establish what your go-to-market strategy should entail. We will precisely describe methods in detail in each report.

MARKET MAPPING - INDUSTRY SEGMENTATION



We deep dive by together defining the following insight needs. As we go deeper and deeper, some of the data will be modelling on an 80:20 basis (20% exact data modelled to 100% market)

- Geography by Continents, Countries, or Regions
- Values and Volumes
- Product Sectors, Product Technology, Product Compositions and Positioning (Premium, Discount, Private Label), Service Categorisations (Retail, B2B Service, Online Shops, Multi-Level Marketing)

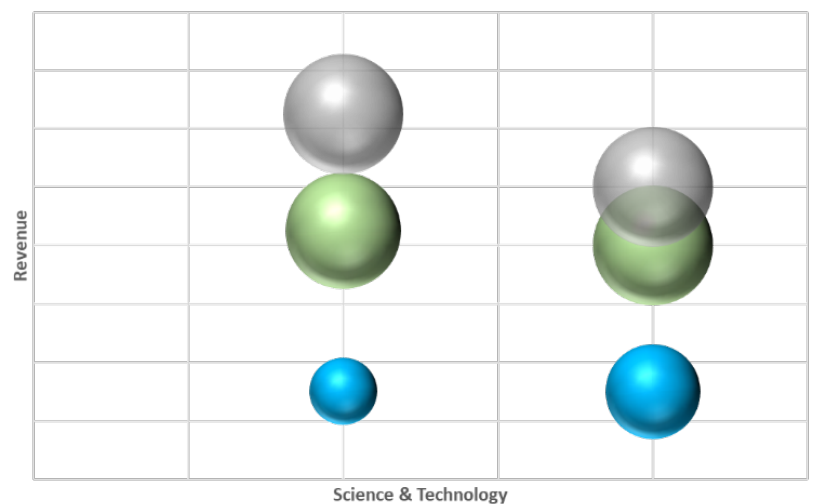


- **Total Available Market** – Represents Global Market split on Geography, Split on Volumes and Sales Values
 - **Serviceable Available Market** – A Subset that represents geographical reach, available product sectors, modelled volumes, and values in this market
 - **Target Market** – A subset that represents selected product and industry sectors, modelled volumes, and values

COMPETITIVE LANDSCAPE

When you start a new business activity within the health food industry, whether B2C or B2B, there will always be competition out there.

You may well be aware of some of these competitors. However, it is valuable for building your outreach strategy to understand the whole picture. There may be competitors in the global market that you may not know. We find them via patent search and industry forums. Small companies may have a solid revenue to bolster them in price competition.



Companies may sell similar products or even offer the same benefit to your designated clients. It may be worth assessing their market position in-depth to ensure that you do not get surprises later. It is also good to know their financial strength and technology in the production process, patents, regulatory registrations, branding, and how they communicate with their clients. A competitive survey will assist you in building a more robust marketing plan and a more informed sales activity.

We work with you to establish an overview of:

- **Direct competitors** -Products, Science & Technologies
- **Supply Chain** – Raw Material and Production Controls
- **Sales Channels** – Distributors, Agents, Account Managers, and Key Accounts
- **Messaging** – PR and Marketing Effort
- **Uniqueness** - Patents & Market Positioning



SWOT Analysis

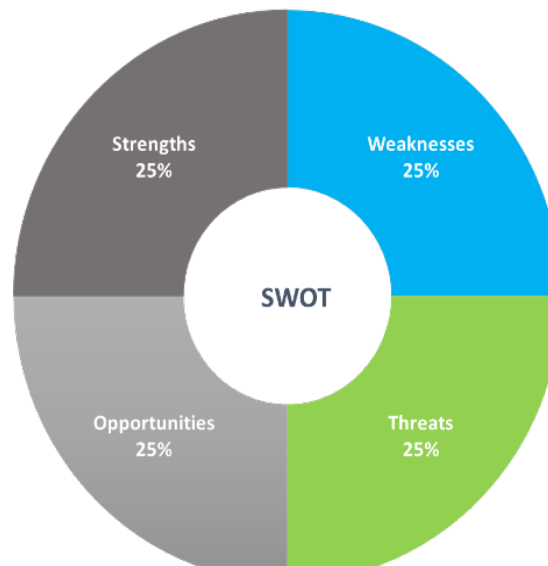
- **Strengths** – What strengths does the company have now and how will these strengths evolve moving forward?
- **Weaknesses** – What are the deficiencies in the services? Which areas of the business should be improved first?
- **Opportunities** – How can the business leverage partnerships and new innovations to grow the business? Which other segments of the industry would the company consider entering in future?
- **Threats** – Are there external factors (controllable and uncontrollable) that could potentially stifle cash flow or business growth?

STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership



WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand

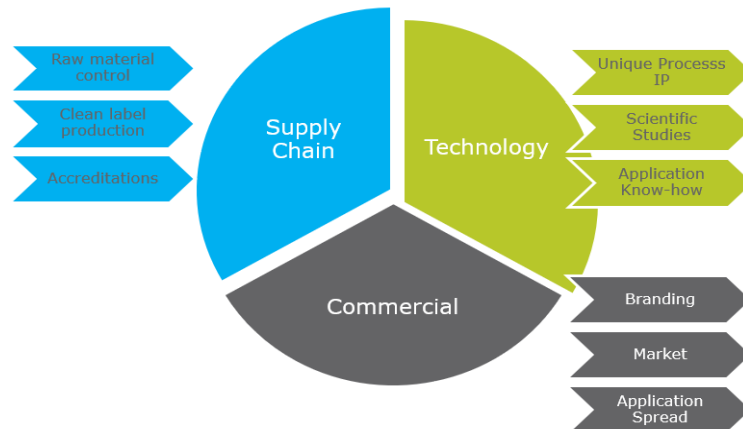
Once the SWOT analysis is complete, consider the following aspects of the business:

- How will the business' strengths help capitalise on available opportunities while minimising threats?
- How will the business' weaknesses prevent it from maximising on these opportunities?
- How will the business' s weaknesses expose it to threats?



INGREDIENT ANALYSIS

Our proprietary benchmarking analysis of your ingredient product or choice for NPD formulation can be assessed by a model to compare alternative ingredient choices.



PORTER'S FIVE FORCES (DYNAMICS)

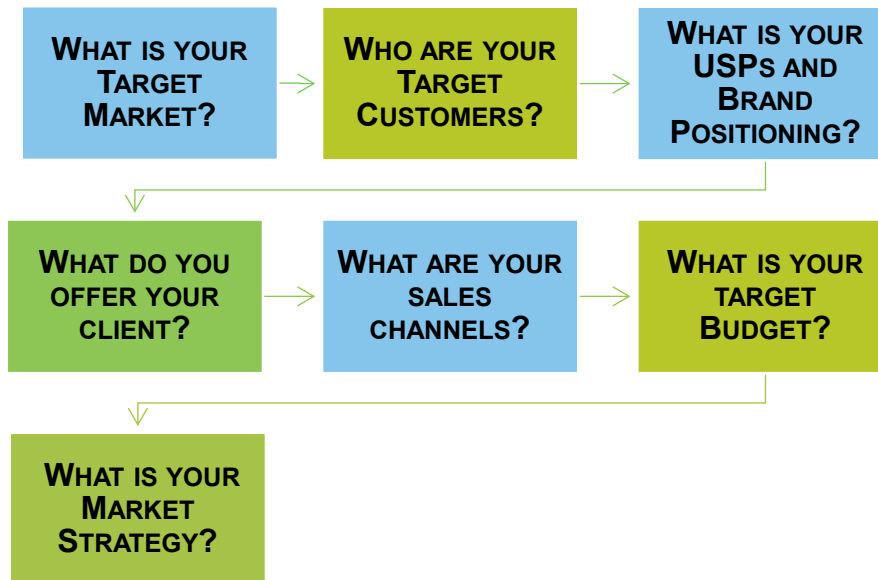
We present your business project in a well-established model, a method of analysing the operating environment of a competition of a business. It draws from industrial organisation economics to derive five forces that determine the competitive intensity and, therefore, the attractiveness of an industry in terms of its profitability.





GO TO MARKET & GAP ANALYSIS

As part of a workshop, we will discuss the seven most important questions in detail.



Then we create a strategic G2M operational plan and scrutinise it to establish actions in need of resource or outside expertise.

STRATEGIC VS CONCEPTUAL

You can perform a concrete gap analysis that looks at the real world or a conceptual one that examines hypothetical scenarios. Conversely, we use facts and data for a factual analysis. While you can use the same template in both exercises, you will need to make assumptions about which parameters to use when performing a conceptual gap analysis.

STRATEGIC VS OPERATIONAL

A gap analysis can be strategic and focus on the overall organisation and the planning and execution at that level, or it can be operational and focus on the day-to-day work of a team or department. Since both methods are based on real-world situations, there is no need to make assumptions.



CONSUMER INSIGHTS

If your company is selling directly to consumers (B2C), it is crucial to understand what consumers think of your product and the category. This will help you sharpen your advertising and communication strategies. Even if you are selling B2B, it is vital to understand how consumers think about an ingredient or a product, as they eventually drive the demand for your B2C client. Understanding which consumer profile is most attracted to your product is also important. We facilitate pan-European consumer studies in two ways direct surveys or product pick up and analysis.



ONLINE SURVEY:

We have access to more than 250 million respondents, engaging them via more than 140k Apps partners in more than 160 countries. Our tool respects data privacy rules. At Nutrition Business Strategies, we focus on European consumers. We screen the respondents according to agreed criteria and work with you to build a questionnaire with single or multiple selection questions, open-ended questions, ratings, choice matrices. We make the queries in the following languages: English (UK), German, French, Italian, Spanish or by your choice. We can segment respondents in many different ways, such as Nationality, Consumer Age (Generations), Gender, Demographics (Education, Income, Employment Status).

PRODUCT PICKING:

Today, consumer health products are increasingly sold online. Our online stringers have access to the largest online marketplaces in Europe to purchase or capture product pack pictures and product attributes. We access all major supermarkets, gym shops, online drugstores and can provide you with a product report analysing:

Pricing, Product Claims, Product Composition: Ingredient listing, Nutritional profiles, Consumer consumption Advice



INDUSTRY EXPERT FEASIBILITY INPUT

We use our network of food and nutrition industry seniors to get pointers on how they see your opportunity for marketing your products. This is achieved by establishing the Unique Selling Propositions of your products and asking them how they interpret your propositions. We perform kind of focus groups by doing one-to-one interviews recording specific comments to your value proposition or sending out a particular questionnaire, asking about how they see the market and product in terms of various parameters, such as:

- Consumer Demands and Sentiments



- Rating Marketing Claims
- Market Dynamics and Relevant Sectors
- Importance of Sourcing, Quality and Production Technologies
- Pricing, Profitability and Economic Feasibility

A feasibility report is designed for your board or investor presentations and based on some of the formerly mentioned studies.

THE FULL PROCESS



Contact us to discuss how we can help your business in the European market.

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