

Processors and retailers

Survey overview

Processors

Different categories		IDI number
Categories of products with H&N claim	Jam for persons suffering from diabetes	-
	Yoghurts with probiotics	-
	Milk enriched with vitamins and minerals	-
	“Light margarine” with reduced fat content	-
	Fruit juice enriched with vitamins	-
	Other products (Diet yoghurt)	3
Company size (number of employees)	Small companies (up to 50)	1
	Medium-size companies (50-250)	2
	Large companies (more than 250)	-
Market position	Market leaders	1
	Market followers	2

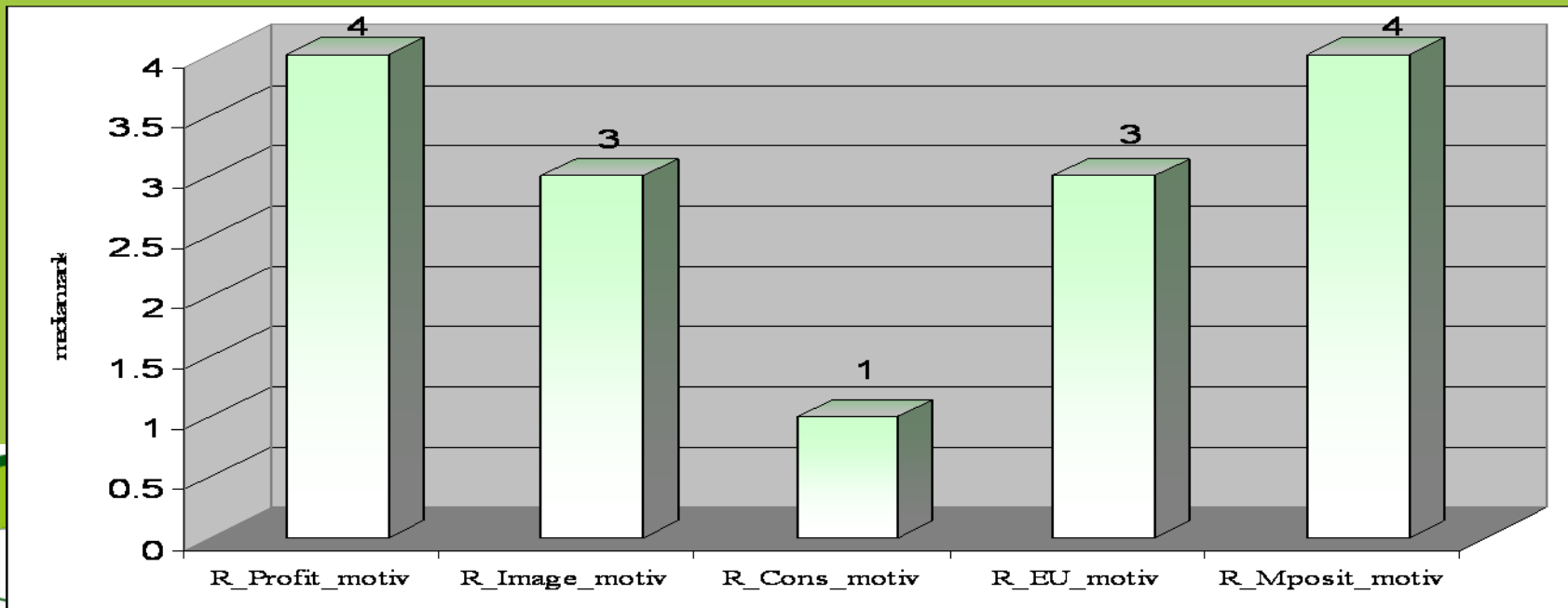
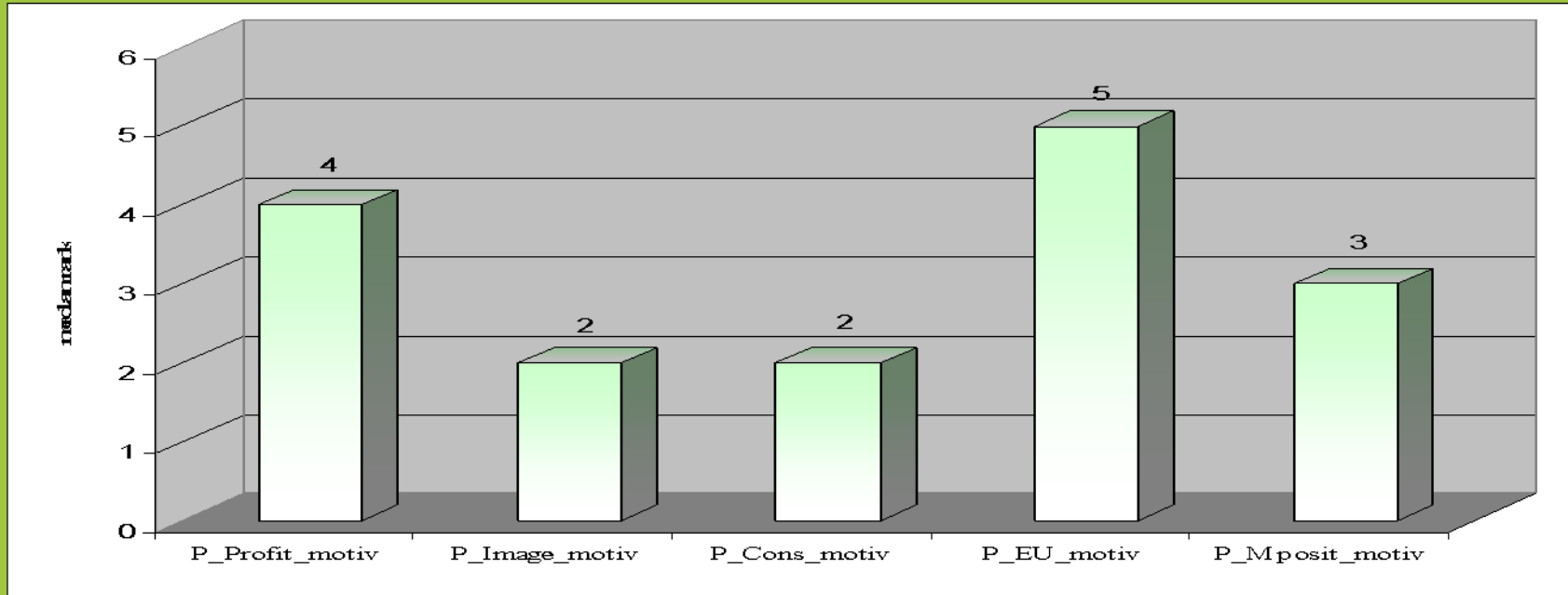


Retailers

Characteristic	Structure	IDI number
Categories of products with H&N claim	Jam for persons suffering from diabetes	2
	Yoghurts with probiotics	1
	Milk enriched with vitamins and minerals	2
	“Light margarine” with reduced fat content	3
	Fruit juice enriched with vitamins	2
	Other products	-
Company size (number of employees)	Small companies (up to 50)	1
	Medium-size companies (50-250)	1
	Large companies (more than 250)	3
Retail format	Hypermarkets, supermarkets and mini-markets	3
	Supermarkets and mini-markets	2



Motivation to sell N&H products



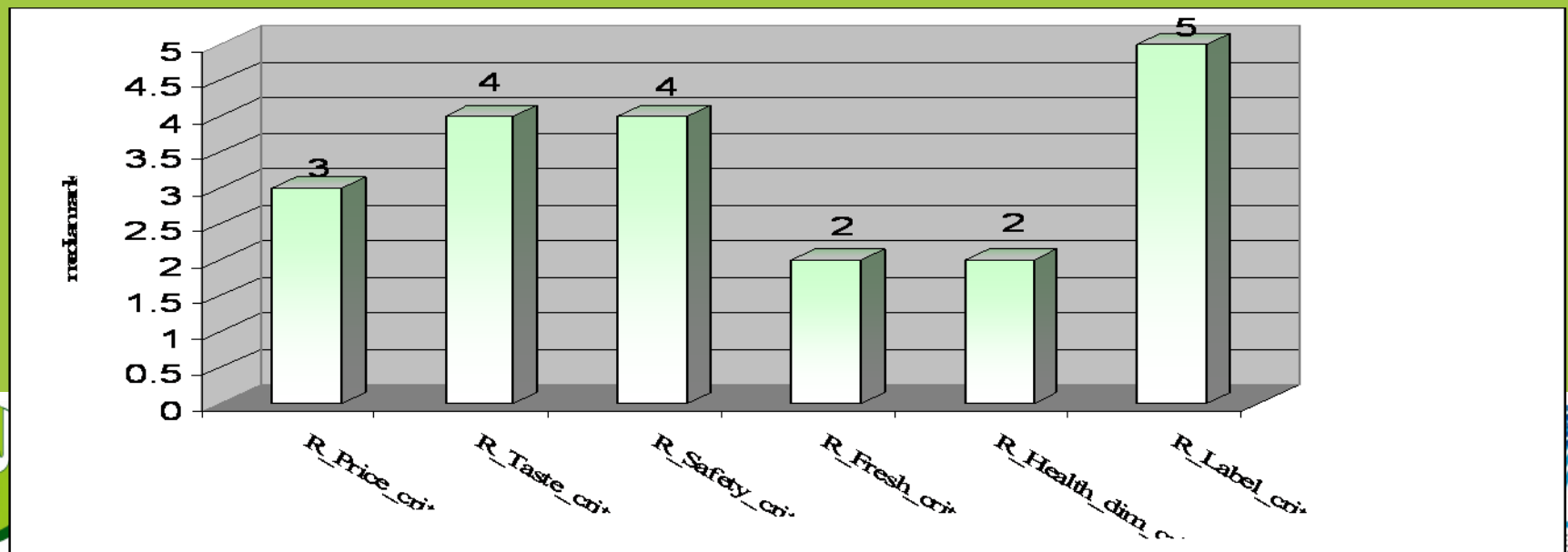
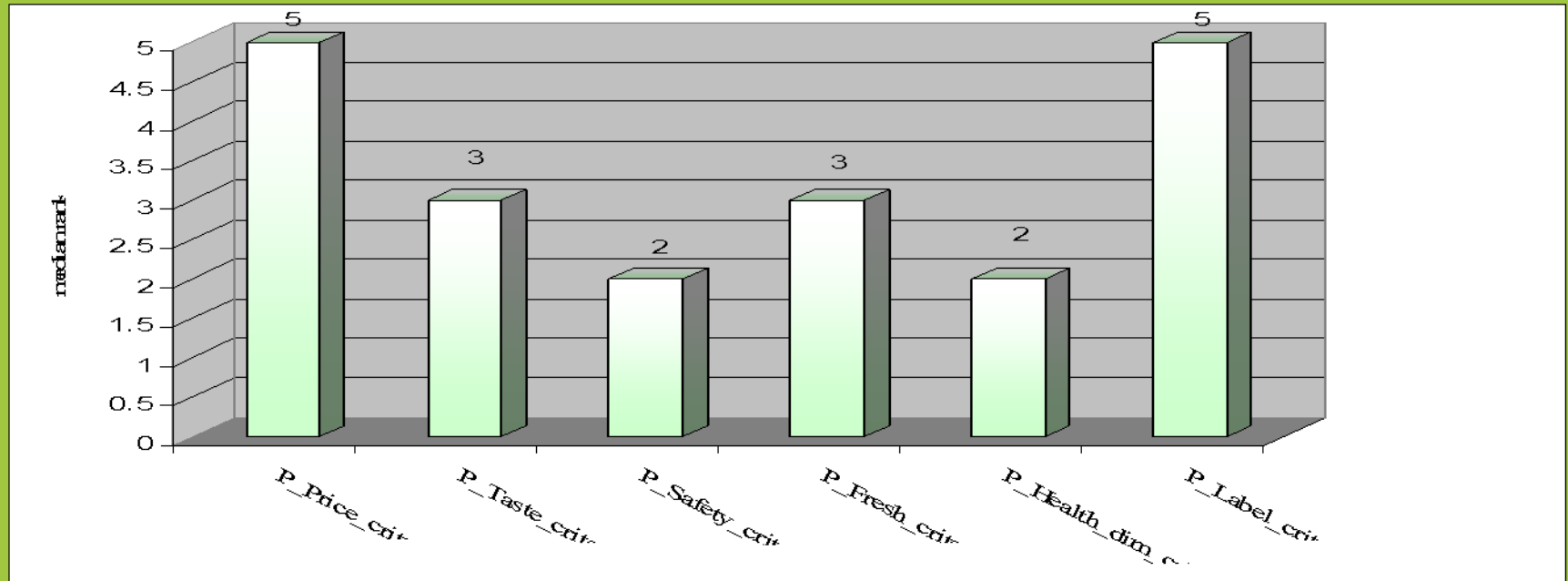
Barriers to produce N&H products-Processors

- 1.Finance problem
- 2.Problem with informations
- 3.R&D problem
- 4.Scient problem
- 5.Regulation

Barriers to sell N&H products-Retailers

- 1.Habit problem
- 2.Price problem
- 3.Logistic problem
- 4.Low problem

Criteria for consumers choose food



- *Thank you for your attention*