

## WP6 : METHODOLOGICAL APPROACHES

### OBJECTIVES

- ⇒ Image and values given to « functional food » in Balkan countries
- ⇒ Estimation of marketshare for selected categories of products
- ⇒ Evolution and trends in Balkan countries regarding products with nutritional and health claims

### SUPPLY CHAIN ANALYSIS

#### MARKET RESEARCH METHODOLOGY

- ⇒ SHOPCHECKS : identification of products and companies
- ⇒ STATISTICAL & BIBLIOGRAPHY ANALYSIS (size of reference markets)
- ⇒ INTERVIEWS OF THE SUPPLY CHAIN STAKEHOLDERS

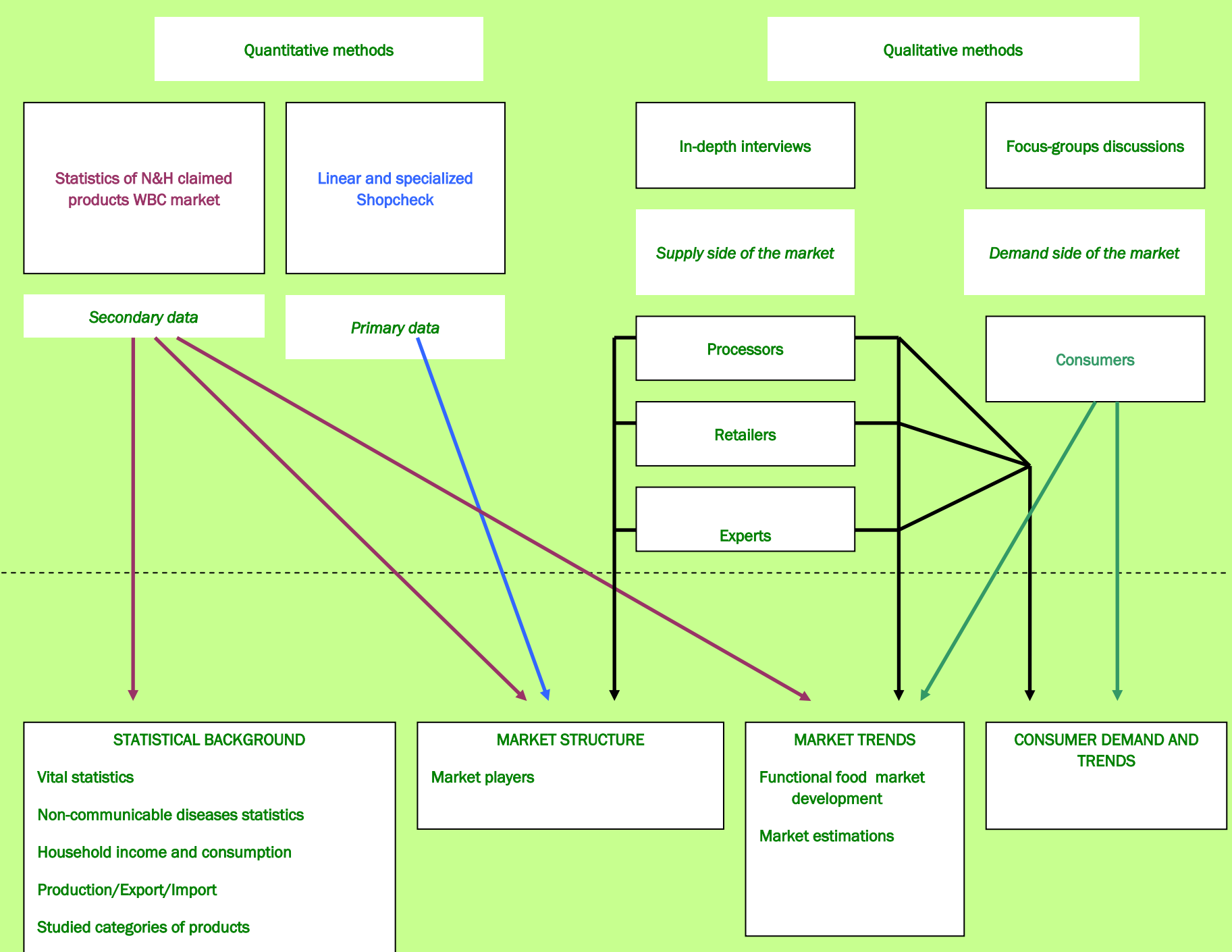
Cross analysis of the demand : stakeholders and consumers

#### ANALYSIS OF THE DEMAND: SITUATION and TRENDS

#### QUALITATIVE RESEARCH METHODOLOGY :

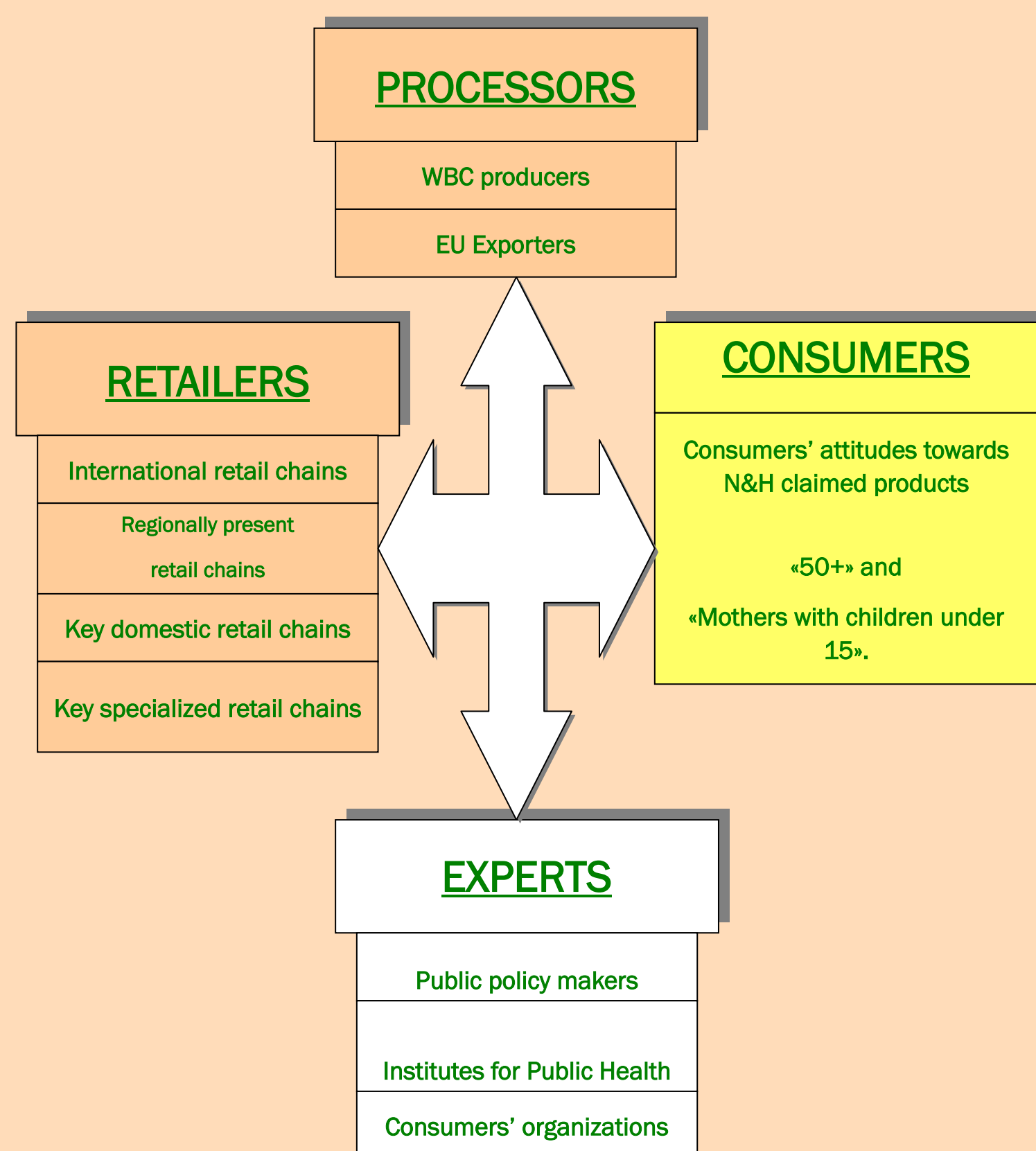
- ⇒ FOCUS GROUP DISCUSSION

### MULTIDIMENSIONAL APPROACH TO WP6 ANALYSIS: METHODS APPLIED AND RESULTS



### IN DEPTH INTERVIEWS OF STAKEHOLDERS

#### STAKEHOLDERS INVOLVED IN THIS SPECIFIC SUPPLY CHAIN



#### PROCESSORS AND RETAILERS INTERVIEWS

Structured guide of the discussion : 2 parts

Quantitative part:

- Sales, market share of studied category

Qualitative part :

- Analysis of the consumer demand towards studied categories
- Factors of change in WBC, which could influence N&H claimed products consumption : health concerns, health status, economic evolution...

Cross analysis between retailers and processors

#### FOCUS GROUP DISCUSSION with CONSUMERS

Structured guide of the discussion

- Representation of healthy life style and healthy food
- Presentation of a range of products (with and without claims)
- Image of a « functional food » consumer
- Nutritional information and knowledge towards claims
- Trust and expectations towards nutrition and health claims

#### EXPERTS INTERVIEWS

- Nutritional concerns in the country
- Health benefit as food choice criteria in the country
- Regulation issues (harmonization process)
- Experts'opinion regarding:
  - Nutrition and health claimed products offer in the country
  - Nutrition and health claims utility for consumers
- Main factors of change in the Balkan countries



**ANALYSIS OF THE OFFER : ACTUAL and TRENDS**

**MARKET RESEARCH METHODOLOGY**

**SHOPCHECKS : identification of products and companies**  
**STATISTICAL & BIBLIOGRAPHY ANALYSIS**  
**(size of reference markets)**

**STAKEHOLDERS OF THE SUPPLY CHAIN INTERVIEWS**

**ANALYSIS OF THE DEMAND**

**QUALITATIVE RESEARCH METHODOLOGY : DISCUSSION WITH CONSUMERS**

**FOCUS GROUP DISCUSSION**

**FOCUS GROUP DISCUSSION**