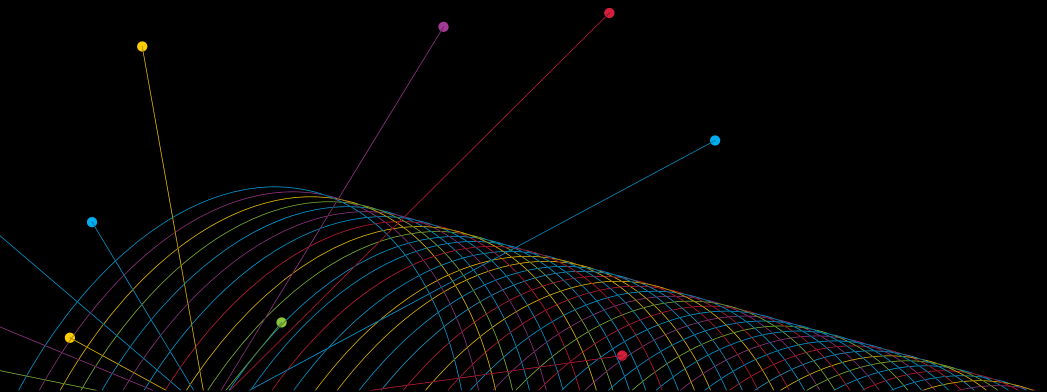
nielsen

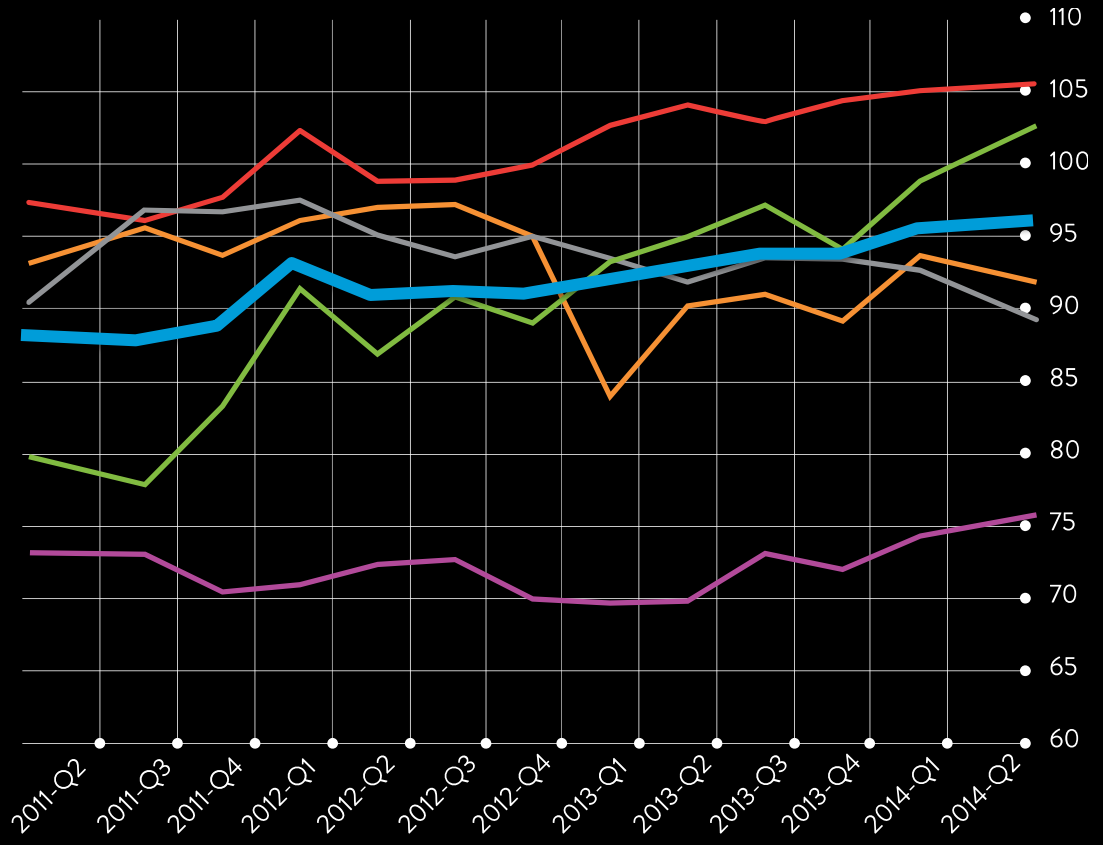
WHO ARE THE GLOBAL CONSUMERS

Giovanni Fantasia



NIELSEN CONSUMERS CONFIDENCE INDEX

CONSUMERS' SENTIMENT TREND AROUND THE GLOBE



GLOBAL

ASIA-PACIFIC

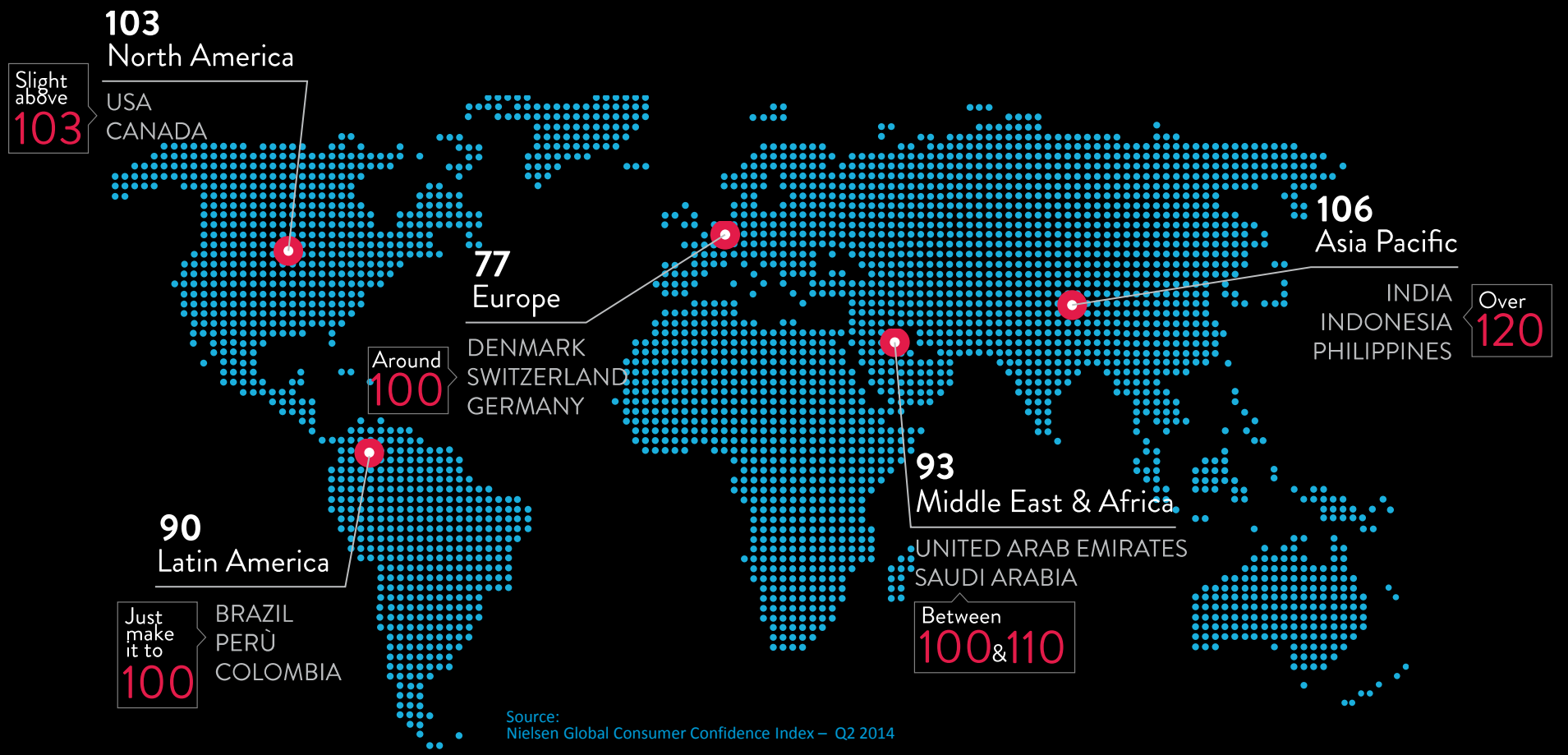
NORTH AMERICA

MIDDLE EAST/AFRICA

LATIN AMERICA

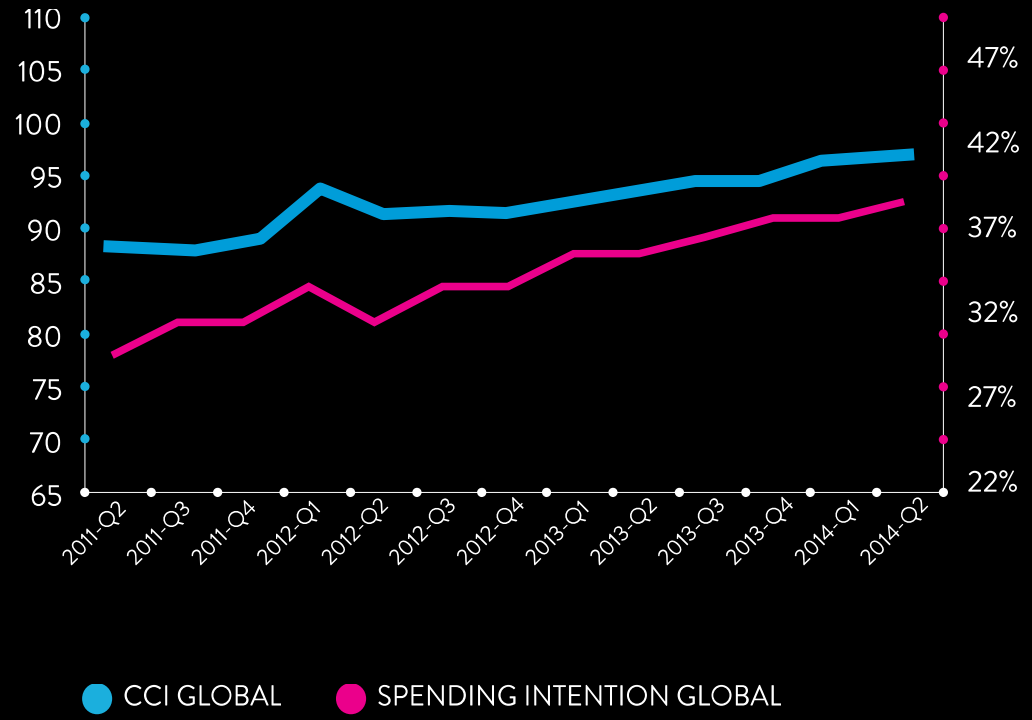
EUROPE

CONSUMERS CONFIDENCE INDEX: COUNTRIES DRIVING THE TREND



Source:
Nielsen Global Consumer Confidence Index – Q2 2014

CONSUMERS CONFIDENCE REVEALS SHOPPING INTENTION



49% NORTH AMERICA

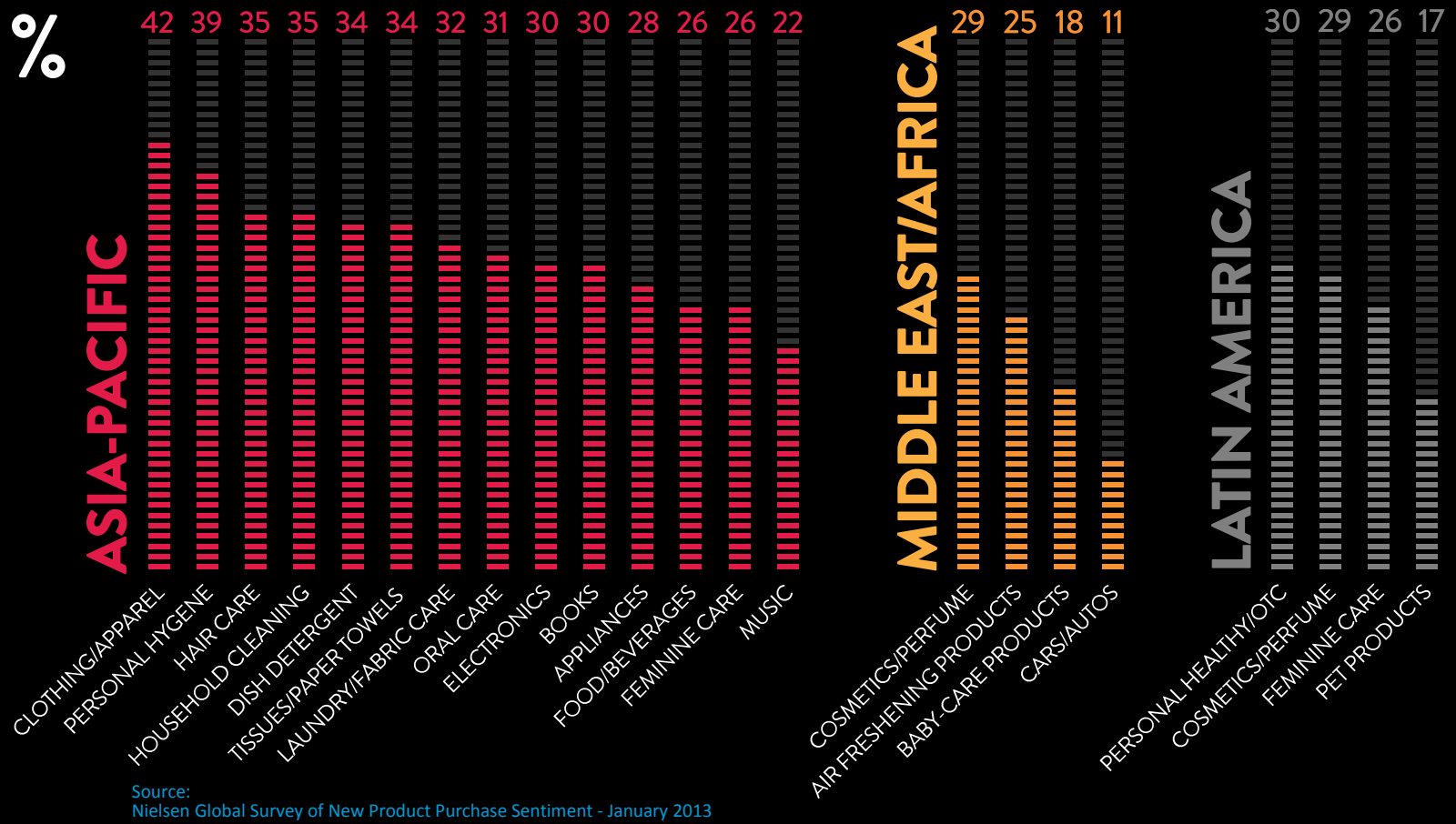
43% ASIA PACIFIC

35% MIDDLE-EAST AFRICA

34% LATIN AMERICA

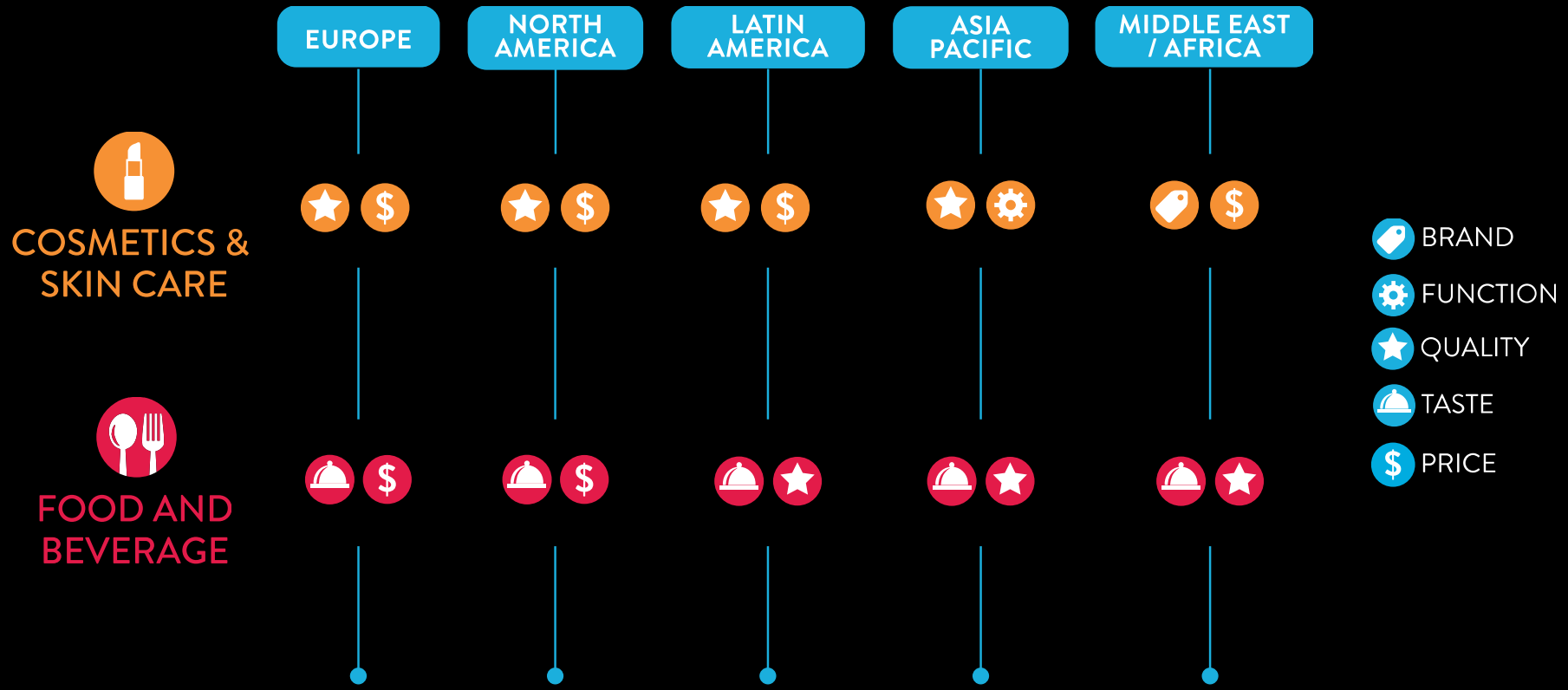
30% EUROPE

SHOPPING INTENTION FOR NEW PRODUCTS IS HIGHEST IN ASIA PACIFIC



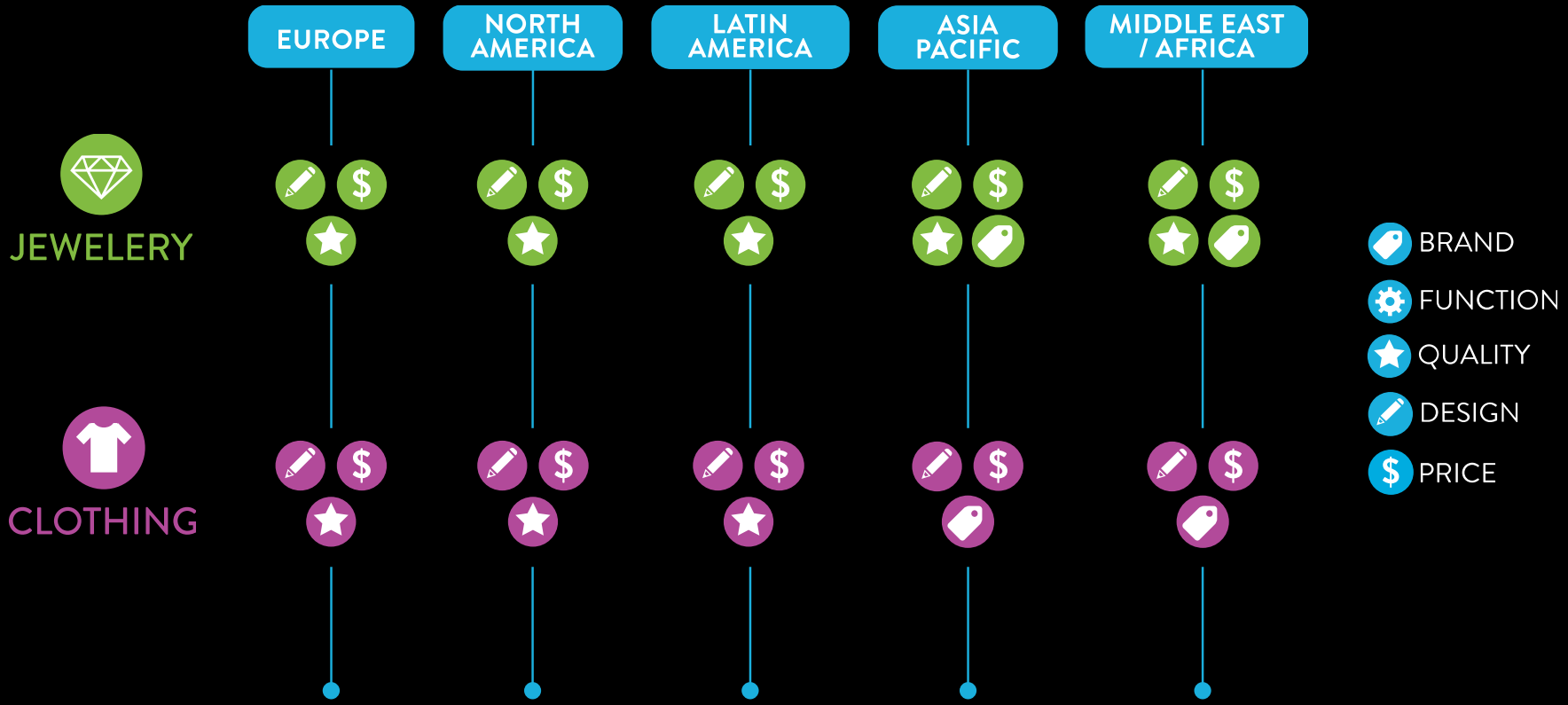
Source:
Nielsen Global Survey of New Product Purchase Sentiment - January 2013

WHAT ARE THE DRIVERS OF CHOICE? 1/2



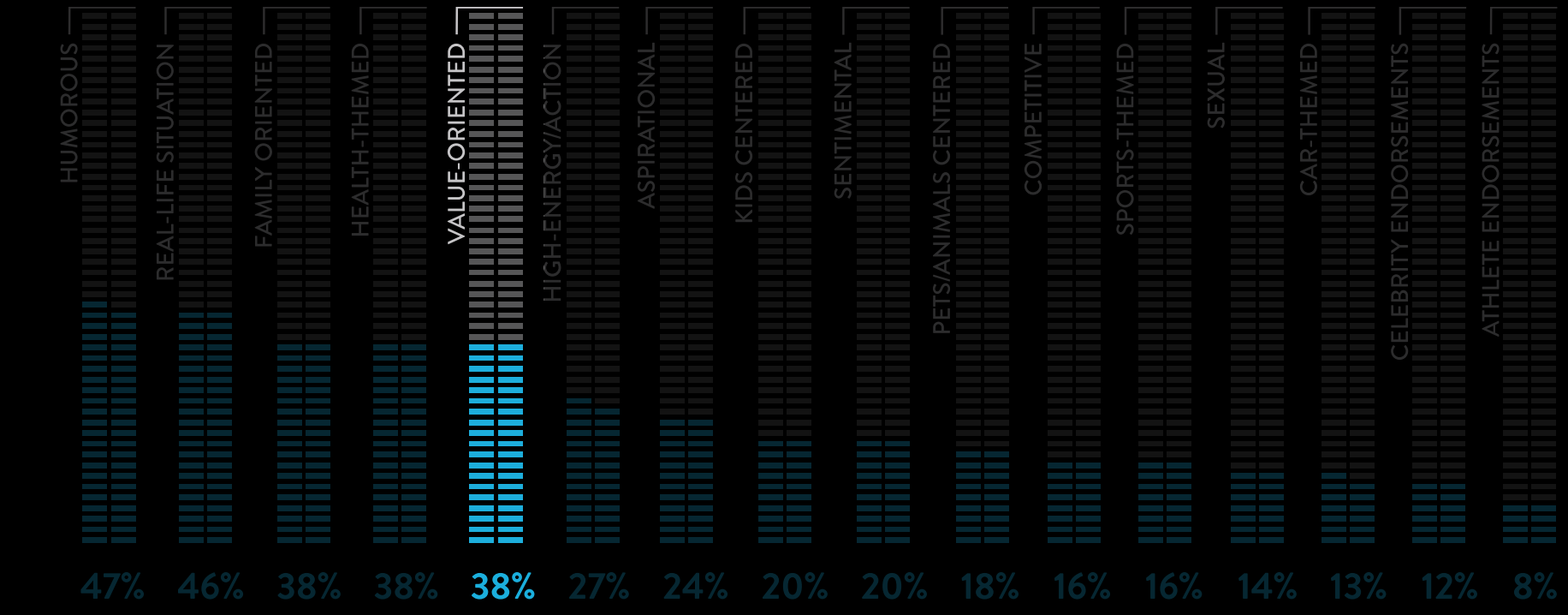
Source:
Nielsen Global Survey of Consumer Shopping Behavior - July 2013

WHAT ARE THE DRIVERS OF CHOICE? 2/2



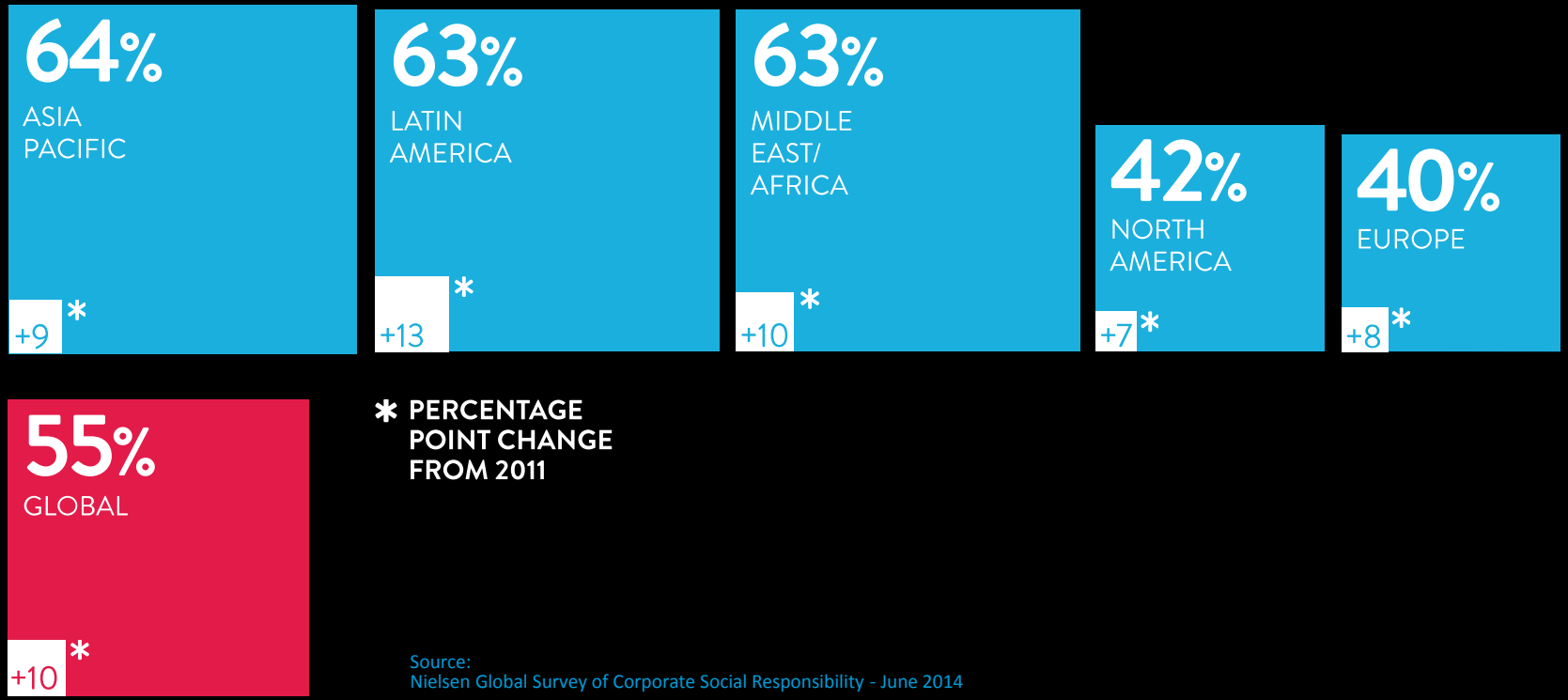
Source:
Nielsen Global Survey of Consumer Shopping Behavior - July 2013

WHICH ADVERTISING MESSAGES RESONATE MOST?



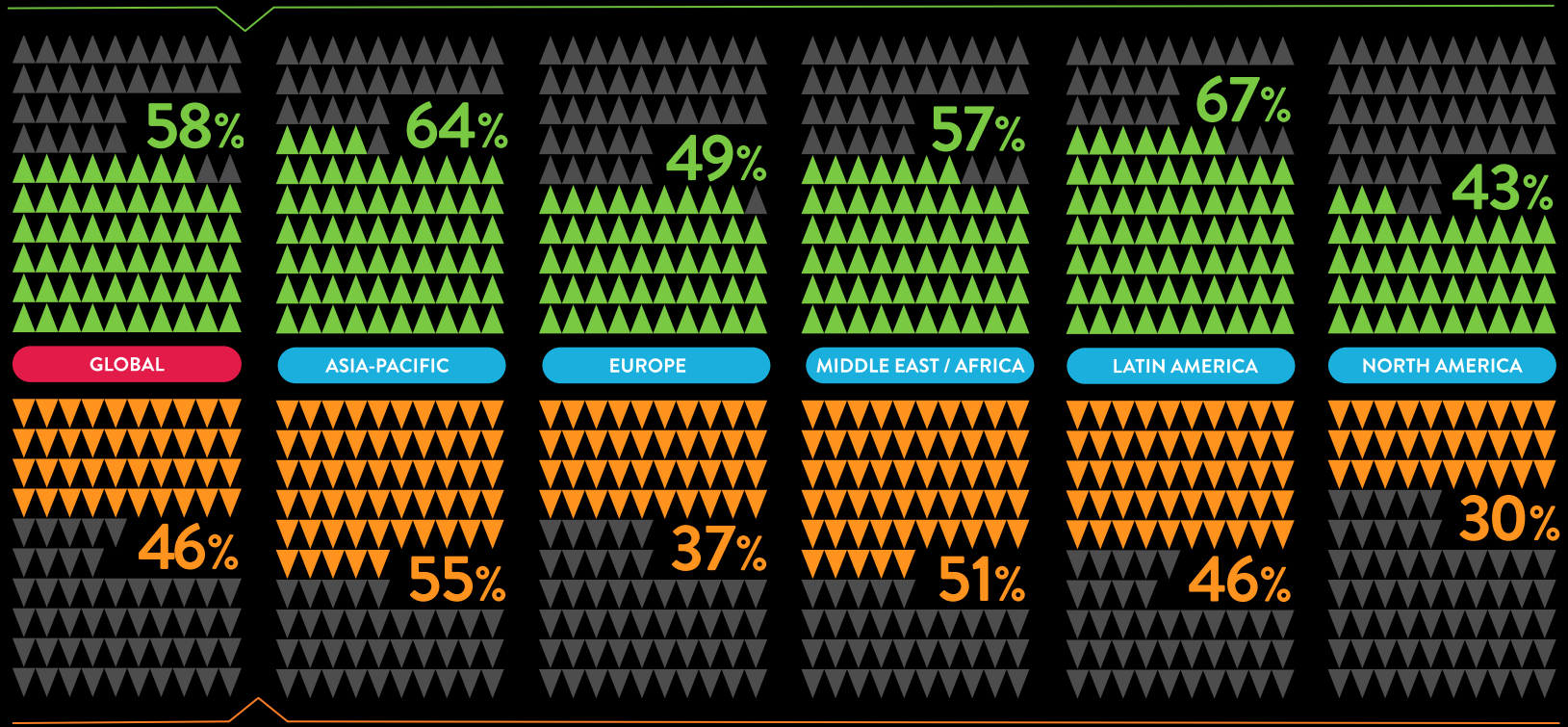
Source:
Nielsen Global Survey of Trust in Advertising - September 2013

WHO IS WILLING TO PAY MORE FOR PRODUCTS MADE BY CORPORATE SOCIAL RESPONSIBLE COMPANIES?



Source:
Nielsen Global Survey of Corporate Social Responsibility - June 2014

WHO IS WILLING TO CHANGE AND PAY MORE FOR ENVIRONMENTALLY FRIENDLY PRODUCTS?



Source:
Nielsen Global Survey of Consumer Shopping Behavior – July 2013

MILLENIALS ARE THE MOST SENSITIVE TO SOCIAL RESPONSIBILITY

%

9 51 25 12 3

PAY EXTRA FOR SUSTAINABLE PRODUCTS

10 51 25 12 2

CHECK THE PACKAGING **LABELS** TO ENSURE POSITIVE SOCIAL/ ENVIRONMENTAL IMPACT

9 49 26 13 3

PREFER TO WORK FOR A SUSTAINABLE COMPANY

- GENERATION Z | UNDER 20
- MILLENNIALS | 21-34
- GENERATION X | 35-49
- BABY BOOMER | 50-64
- SILENT GENERATION | 65+

Source:
Nielsen Global Survey of Corporate Social Responsibility – June 2014

OLDER CONSUMERS WHO ARE BIG SPENDERS NEED MORE ATTENTION

% OF GLOBAL RESPONDENTS THAT SAID IT IS **"DIFFICULT TO FIND"**

ON THE SHELF

- 50% EASY-TO-READ PRODUCT LABELS
- 45% FOODS FOR SPECIAL NUTRITIONAL DIET NEEDS
- 44% SMALLER PORTION SIZED FOOD PACKAGING

IN THE STORE

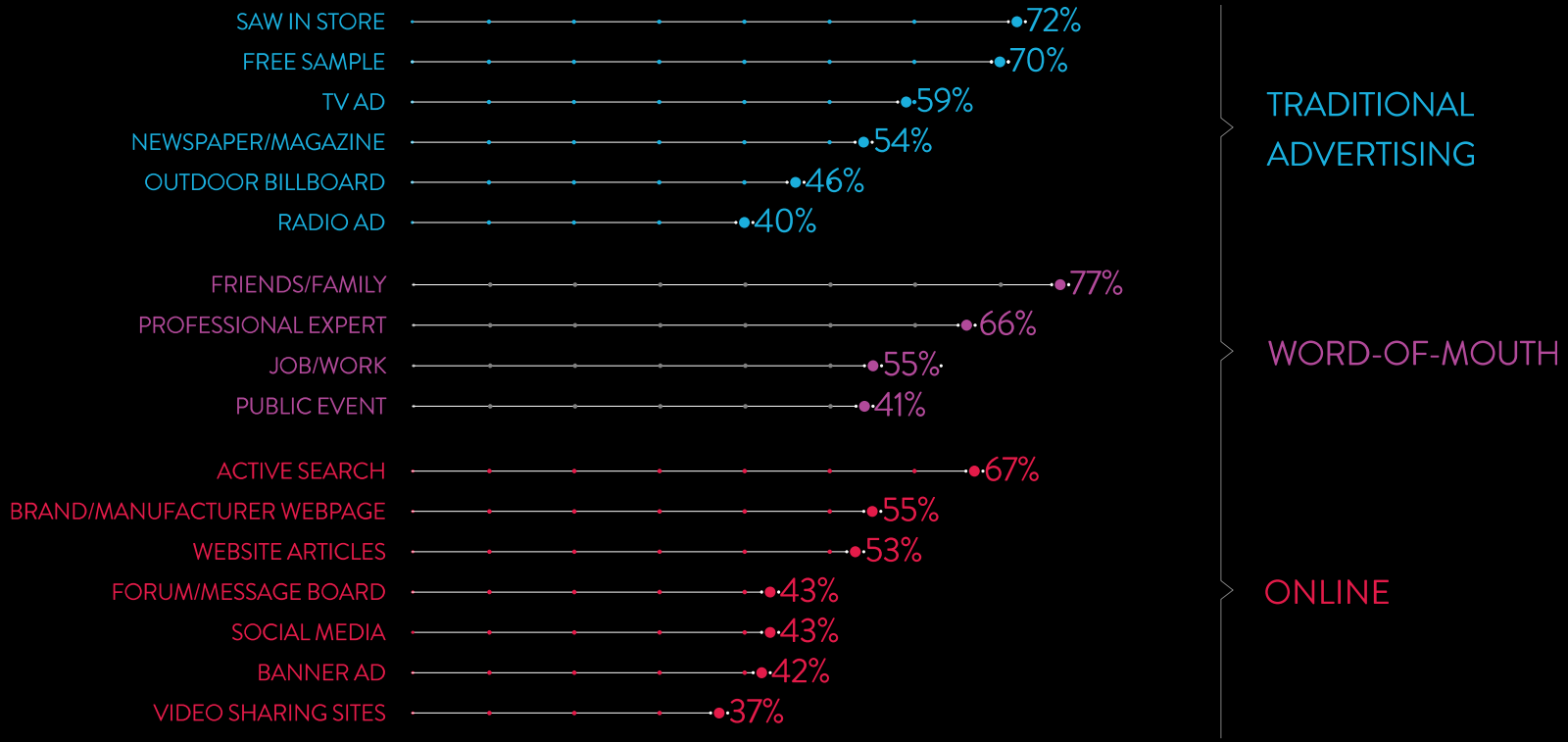
- 56% ASSISTANCE WITH GROCERY BAGS
- 54% AISLES DEDICATED TO AGING-NEEDS PRODUCTS
- 41% ELECTRIC SHOPPING CARTS

AROUND TOWN

- 51% ADVERTISING THAT REFLECTS OLDER CONSUMERS
- 51% RESTAURANTS WITH HANDICAP ACCESSABILITY
- 46% HOUSING OPTIONS SERVICES

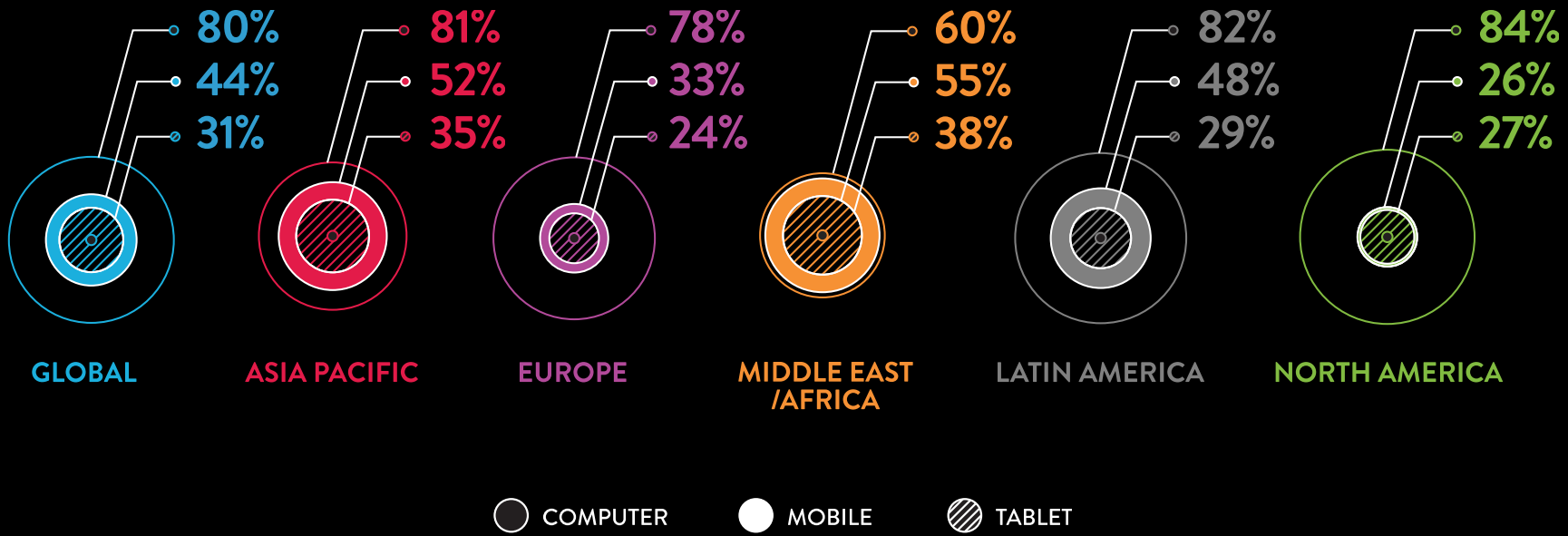
Source:
Nielsen Global Survey of Global Aging – February 2014

WHAT IS THE MOST EFFECTIVE MEDIA-MIX FOR CONSUMERS?



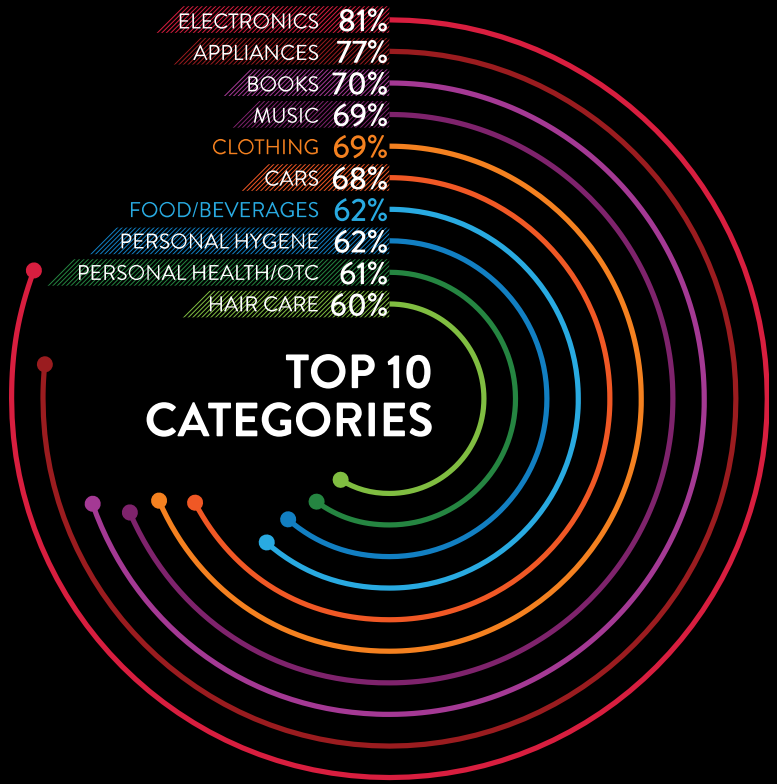
Source:
Nielsen Global Survey of New Product Purchase Sentiment – January 2013

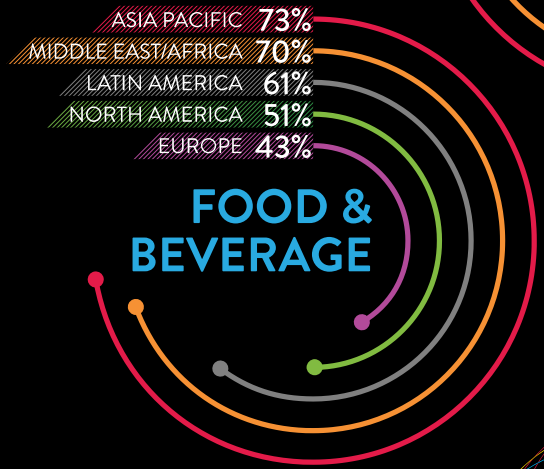
WHICH DEVICES ARE MOST USED FOR ONLINE SHOPPING?



Source:
Nielsen Global Survey of E-commerce – August 2014

ONLINE RESEARCH INFLUENCES SHOPPING



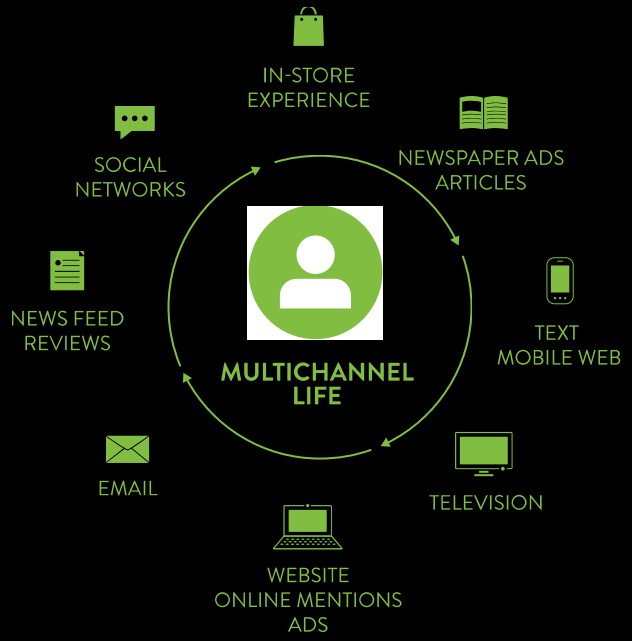


Source:
Nielsen Global Survey of New Product Purchase Sentiment - January 2013

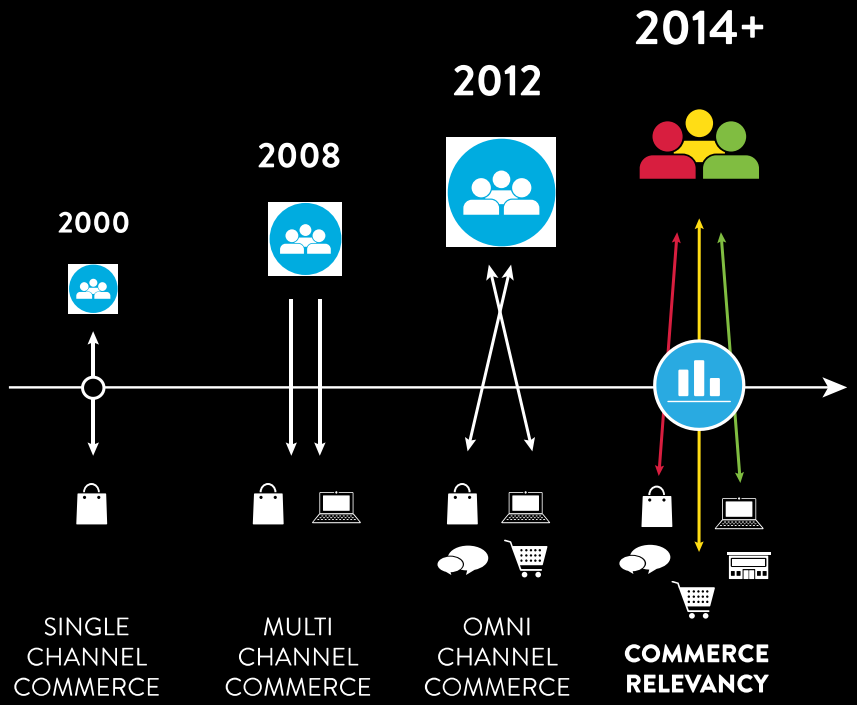
GROCERY SHOPPING ONLINE EXPECTED TO GROW

Source:
Nielsen Global Survey of Global Aging – February 2014

THE DIGITAL (R)EVOLUTION

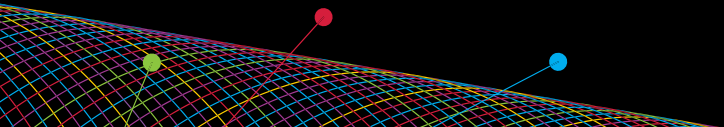
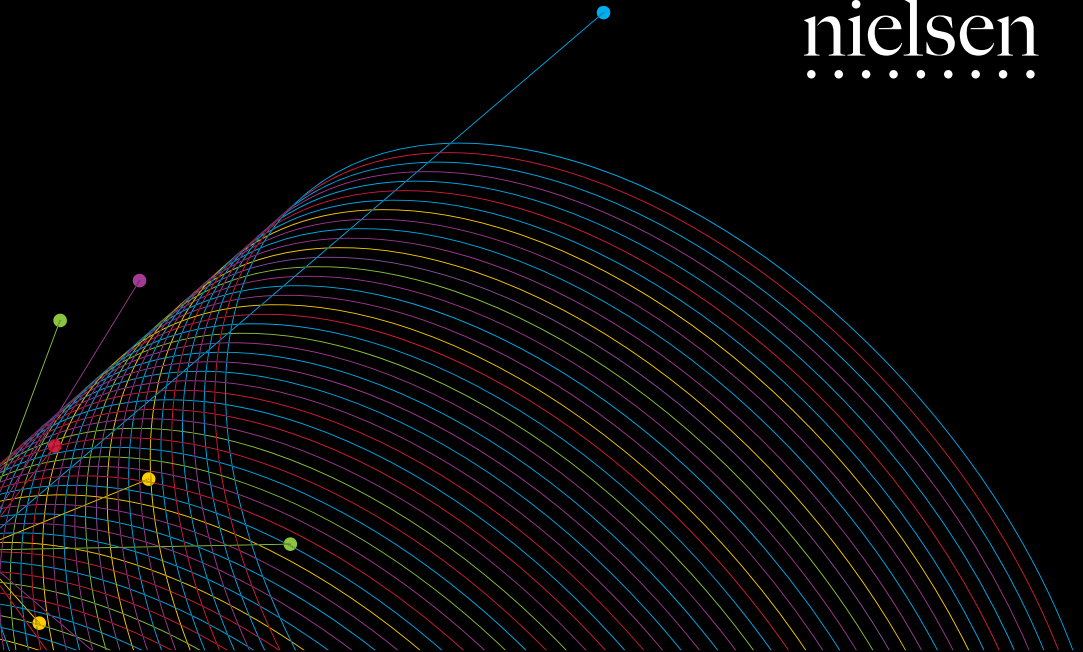


G-LOCAL CHANGES



COMMERCE EVOLUTION

~~e-~~Commerce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