



**FOOD INDUSTRY
FORESIGHT**
SUCCESS BASED ON SOUND INSIGHT



SPECIALISED DATA AND RESEARCH FOR THE FOOD INDUSTRY

WWW.FIFORESIGHT.COM



For 30 years Food Industry Foresight has provided research and analysis into food and beverage markets in Australasia as well as in Asia, the Middle East and Europe.

Our wide range of services draws on our three core competencies:

Market Research & Market Intelligence

Market Size Modelling

Industry Forecasting

We offer:

Syndicated Studies

Private Research Projects

Foodservice Omnibus

Consultancy & Strategy Development

FOOD INDUSTRY FORESIGHT FIELD TEAM AND ON-LINE PANEL

Food Industry Foresight runs a small team of dedicated interviewers conducting survey work. FIF also has an on-line panel of chefs and operators who are carefully selected contributing to the data collection. Through the internal field force and on-line panel we consistently monitor and check data collection and sampling ensuring the highest level of data quality.

BESPOKE RESEARCH

Food Industry Foresight regularly undertakes privately commissioned research projects covering a range of different foodservice and food industry areas.

This includes, but is not limited to:

- Brand share and market size data
- Market tracking studies
- Product positioning analysis
- Market and product opportunities and growth potential
- Brand reputation and analysis
- Market analysis of product attributes
- Market and consumer cluster analysis
- Choice modelling
- Total supply and demand of food and beverages nationally and globally
- Industrial and manufacturing food industry data and information

Foodservice Omnibus

Our Foodservice Omnibus is a quantitative research instrument for suppliers to the Australian Foodservice market designed to deliver findings and analysis on your specific market and product questions.

CONSULTANCY & STRATEGY DEVELOPMENT

Our expert consultants can work with you directly to assist with planning and monitoring your business. This can be achieved in the form of a workshop, business modelling project, regular reporting regime or detailed strategy development.

We also offer the opportunity to integrate your in-house data with our market research results to better understand market impacts on your business and to assist in modelling the future impacts of alternative business plans (scenario planning).

SYNDICATED REPORTS



1 AUSTRALIAN FOODSERVICE

Australian Foodservice is a continuous information service tracking key trends, developments and market drivers within a highly dynamic industry as well as providing detailed market size data down to product and channel level.

The information service comprises three main modules:

1. Market Size Database
2. Market Insights
3. Market Forecasts



2 COFFEE & BEVERAGES IN AUSTRALIA - TRACKING STUDY

Coffee & Beverages Report Series tracks 1,200+ Australians in terms of their changing consumption patterns and preferences for coffee and other hot and cold beverages in the three consumer markets:

- At Home
- At Work
- Away from Home



3 AFS BRAND WATCH

Food Industry Foresight offers a market research service which enables clients to track and monitor their foodservice brands on a regular basis. The study is conducted annually.

Each brand included in the AFS Brand Watch study are rated across a set of selection criteria.



4 SOCIAL MEDIA & DIGITAL MARKETING FOODSERVICE

Food Industry Foresight investigates the use and value of Social Media and Digital Marketing as a communication and marketing tool among chefs and foodservice operators in the Australian market. This Featured Insights report examines the place of Social Media in a highly dynamic industry.



5 THE CONVENIENCE MARKET IN AUSTRALIA

The Australian convenience market is an important route to market for five main product categories: Hot & Cold Beverages, Bakery Products, Snack Foods, Confectionery and Dairy Products.

FIF's annual State of the Industry report tracks key developments in this complex challenging food & beverage market.



6 FOODSERVICE EQUIPMENT IN AUSTRALIA

Foodservice Equipment in Australia establishes total market size across the four main equipment categories and products: Preparation, Cooking, Refrigeration and Ware Washing.

- Total number of units installed and value by foodservice channel
- Equipment incidence rates by foodservice channel
- Average equipment penetration rates by foodservice channel
- Total annual new and second-hand equipment sales



7 ETHNIC FOODS IN THE AUSTRALIAN FOODSERVICE MARKET - ASIAN CUISINES

Ethnic Foods brings particular insights and data relating to full service restaurant operators serving different Asian cuisines. The report covers:

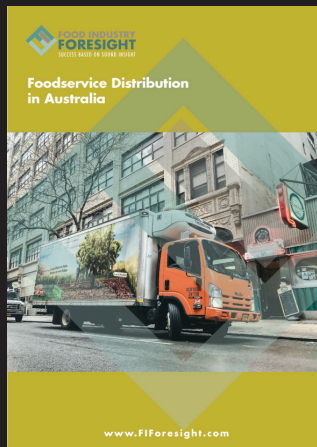
- Market structure – outlet numbers
- Menu index
- Product & brand selection
- Market communication
- Route to market
- The Foodservice Consumer



8 DINING OUT DATA

Over the past twenty-five years Australians have made eating out a way of life in one of the most diverse and unique foodservice markets in the world.

Dining Out Data tracks and presents changing foodservice consumer preferences and eating out habits on a bi-annual basis.



9 FOODSERVICE DISTRIBUTION IN AUSTRALIA

This biennial report on foodservice distribution addresses the key areas:

- Foodservice Distribution Structure & Channels
- Operator Procurement Preferences
- Source of Supply by Product

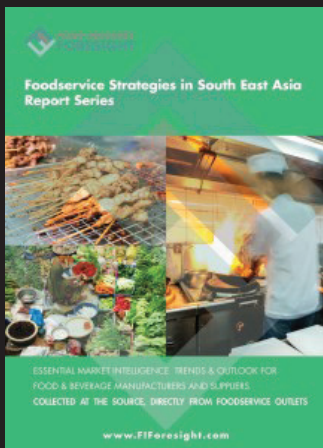


10 NEW ZEALAND FOODSERVICE

New Zealand Foodservice addresses key trends, developments and drivers within a fast changing market as well as delivering detailed market size data down to product and channel level.

The information service comprises three main modules:

- Market Size Database
- Market Tracking Insights
- Market Forecasts



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FOODSERVICE STRATEGIES IN SOUTH EAST ASIA

Foodservice Strategies in South East Asia covers the six largest markets including Singapore, Malaysia, Thailand, Vietnam, The Philippines and Indonesia.

The report series addresses market size, market insights, and market forecasts for each of the six markets.

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FOODSERVICE IN ASIA & THE MIDDLE EAST

Since 1997, Food Industry Foresight has delivered bespoke research projects as well as syndicated studies covering the following foodservice markets in Asia and The Middle East:

South East Asia

Malaysia
Singapore
Thailand
The Philippines
Indonesia
Vietnam
Myanmar

China Region

China
Hong Kong
Taiwan

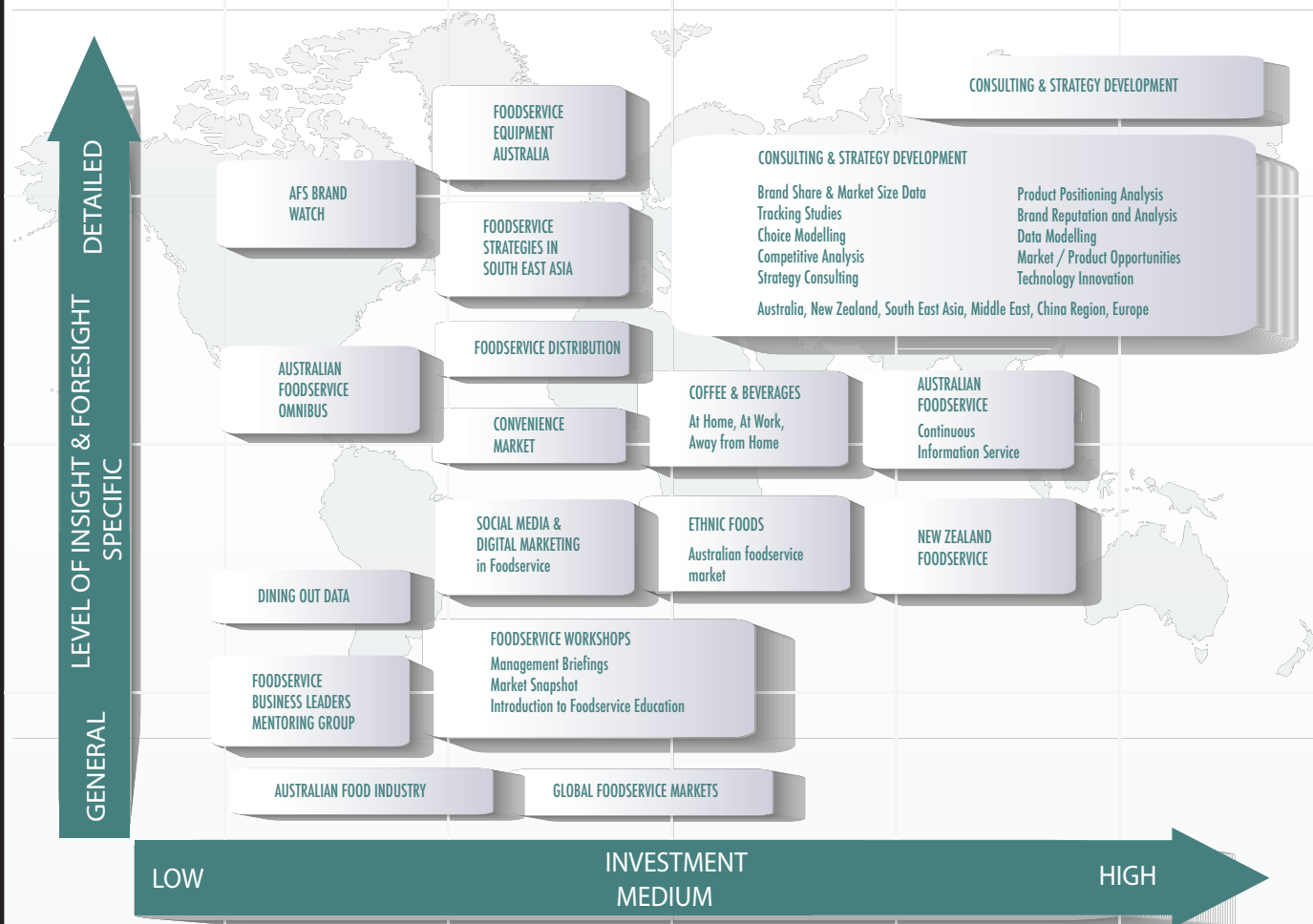
The Middle East

Kingdom of Saudi Arabia
United Arab Emirates
The Gulf States
Egypt

Europe

Norway
Sweden
Denmark
Finland
Germany
France
UK

YOUR FOODSERVICE RESEARCH PLANNER



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