

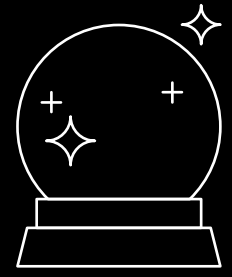
2023

# Global Tracker: Malaysia *Presentation Deck*

*Brought to you by your Kantar Team:*  
Sally Kennedy, Poorva Shinde &  
Carolina Ferrando



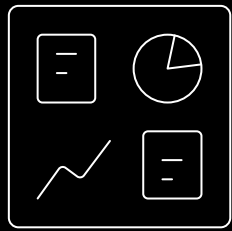
# Contents of today's presentation



1

## MACRO MARKET CONTEXT

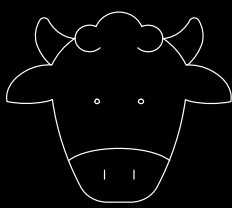
*Quick look at the market context and post covid trends that are impacting consumer choice in the Malaysian market*



2

## PROTEIN LANDSCAPE

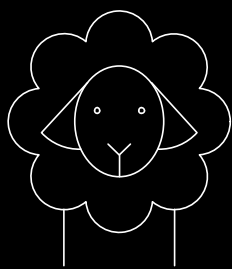
*Setting the scene by looking at the awareness, claimed consumption and perceptions of the key proteins in market. This also includes general beef and lamb buying behaviours.*



3

## IMPORTED BEEF CONSUMPTION & COUNTRY OF ORIGIN

*Looking at the key associations with COO brands and trust in those brands. How does this flow through to brand Power and Premium*



4

## IMPORTED LAMB CONSUMPTION & COUNTRY OF ORIGIN

*Looking at the key associations with COO brands and trust in those brands. How does this flow through to brand Power and Premium*



5

## FINAL THOUGHTS & DISCUSSION

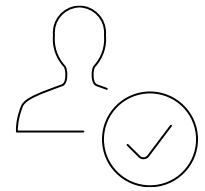
*What levers can we pull and what should we continue to communicate to build likely AU product choice.*

# INTRODUCING MLA'S GLOBAL CONSUMER TRACKER

*Diverse markets, with some universal truths.*



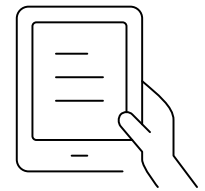
## 2023 Study Details:



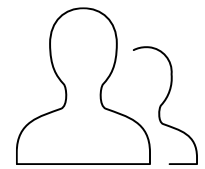
8,300 interviews



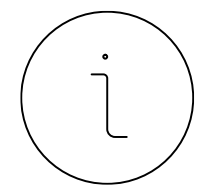
11 Markets *(See right)*



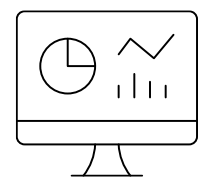
20-minute online survey  
(supported by interviewer in MENA)



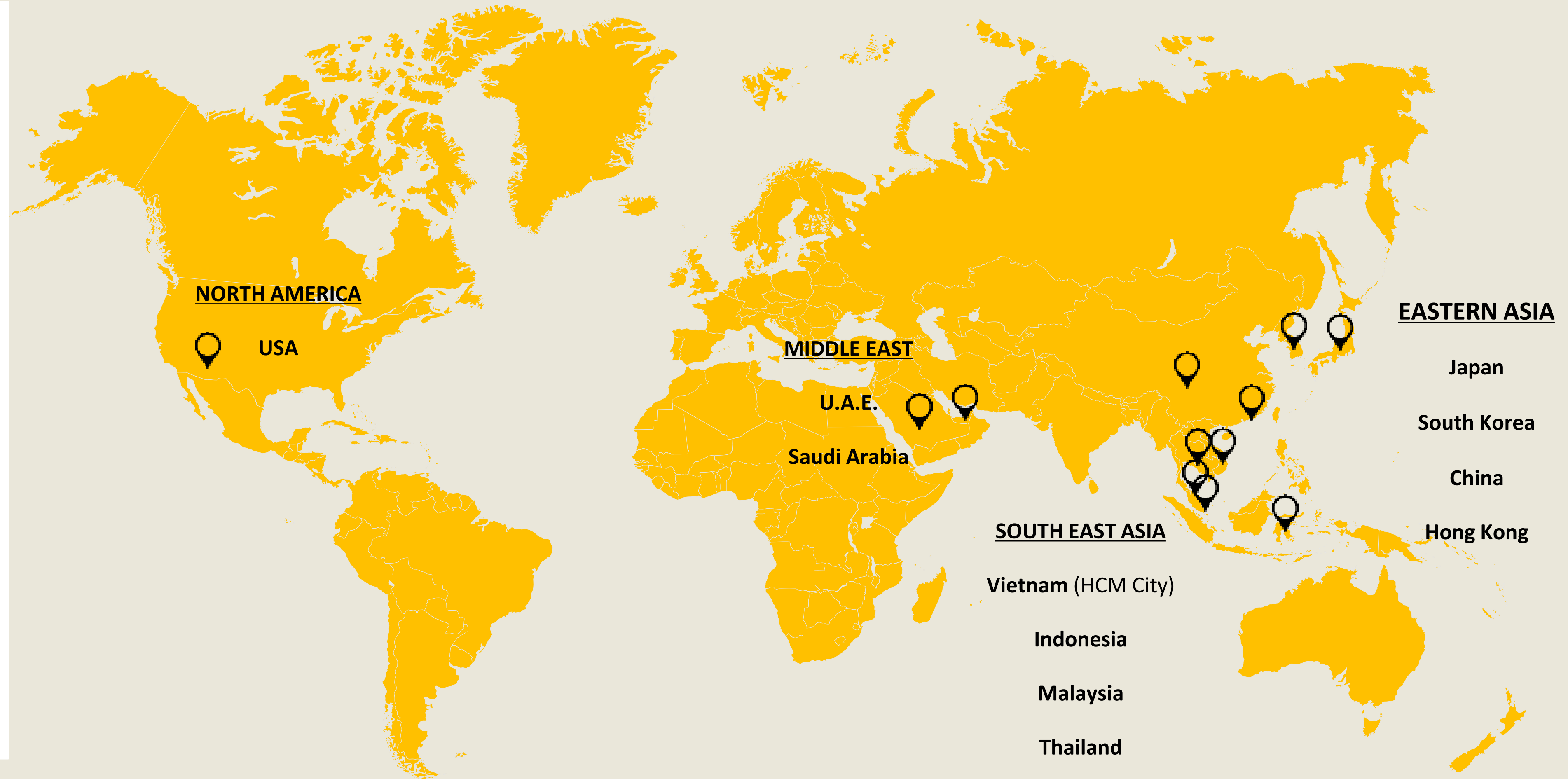
Consumers aged 18-64  
Grocery buyers, meal planners  
Affluent households (skew)  
Selected based on potential openness  
and ability to buy AU Beef and/or  
Lamb  
*(Not representative of total market)*



Captures meat consumption habits,  
attitudes, perceptions of COO Beef &  
Lamb, purchase drivers, channels, trust  
and True Aussie



Conducted annually, this study collects  
historical data allowing the tracking of  
trends overtime



# We have conducted the global tracker in 22 markets over the last 8 years, with fieldwork in Malaysia run every year until 2021 and now in 2023

| MARKETS |  Japan |  Korea |  China |  Indonesia |  Singapore |  Malaysia |  Philippines |  Taiwan |  Thailand |  Vietnam |  USA |  Canada |  KSA |  UAE |  Oman |  Jordan |  Kuwait |  Qatar |  UK |  Hong Kong |  Mexico |  Chile | Total # of markets |    |
|---------|---|---|---|---|---|--|---|--|--|---|---|--|---|---|--|--|--|---|--|---|--|---|--------------------|----|
| 2015    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   | 11                 |    |
| 2016    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   |                    | 15 |
| 2017    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   |                    | 11 |
| 2018    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   |                    | 13 |
| 2019    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   |                    | 10 |
| 2020    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   |                    | 9  |
| 2021    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   |                    | 11 |
| 2022    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   |                    | 11 |
| 2023    |   |   |   |   |   |  |   |  |  |   |   |  |   |   |  |  |  |   |  |   |  |   |                    | 11 |



# Malaysia sample – a deliberately Kuala Lumpur, higher income skew (not Nationally Representative).



**Sample is made up of 500 consumers**

**Changes in 2023:**

**BEEF: Argentinian Beef and Brazilian Beef added as new COO**

|             |                                      | COUNTRY INCIDENCE | SAMPLE STRUCTURE |
|-------------|--------------------------------------|-------------------|------------------|
| Gender      | Male                                 | 50%               | 32%              |
|             | Female                               | 50%               | 68%              |
| Age         | 18-34                                | 28%               | 55%              |
|             | 35-49                                | 20%               | 37%              |
|             | 50-64                                | 13%               | 8%               |
| Cities      | Kuala Lumpur                         | 23%               | 100%             |
| Consumption | Buy Fresh Meat at Least Occasionally | 89%               | 100%             |
| MGBs        | Main Grocery Buyers                  | 93%               | 89%              |
| Children    | Households with Children             | -                 | 55%              |
| Income      | Under MYR39,999                      | 34%               | 21%              |
|             | MYR40,000 – MR59,999                 | 21%               | 17%              |
|             | MYR60,000+                           | 45%               | 65%              |

# The Central Question

How can Australian red meat build relevance for Malaysian consumers, while continuing to differentiate from other accessible premium imports in the Malaysian market?

## A recap of the key points we saw in 2021

Red-meat proteins seen to play similar roles in the Malaysian market, can COO brands do more to define and dictate how their beef and lamb can meet different needs for Malaysian households

AU Beef should focus on communicating its tenderness and consistent quality strengths to reinforce comfort (safety) with imported that consumers value and quality perceptions which justify price.

With a similar positioning to NZ on some key drivers of Power and Premium we will need to ensure that we are communicating these more effectively, or distinctively to ensure we are differentiated from NZ and focus on maintaining the strength in Family favourite

Linking the provenance narrative of our clean rearing conditions in Australia and transparency in the process is an opportunity further build trust in AU beef in the Malaysian market

Openness to using the online channel regularly for those who have decided to engage with it, but opportunity to grow. Whether for beef or lamb, alleviating that concern for the safety/hygiene is more needed in this market than others. Potential for a transparent/traceable view of supply chain journey?



# MACRO- MARKET CONTEXT



# Key trends we see influencing consumer decisions now and into the future:



## Rise of the Sustainable Consumer

Reflecting broader global trends, sustainability has become an important consideration for the Malaysian consumer. This has translated into greater demand for organic foods, plant-based foods and eco-friendly products. Regarding organic foods, driving forces behind demand include both worries about the environmental impacts of pesticides, and, at the same time, the impact of genetically modified ingredients, antibiotics and hormones on consumer health.



## Increased focus on Health

This is largely a result of the pandemic, but health-consciousness is also being boosted by the rising obesity rate. With one in two adults being overweight, and the growing prevalence of chronic illnesses like diabetes, of which Malaysia has one of the highest rates in the Western Pacific region and globally, this comes as no surprise. Notable health trends include demand for low calorie, low carb, gluten free, gut-friendly, immune-boosting and organic foods.



## Demographic Trends Driving Interest in Imported products

Malaysia has a relatively younger population with a median age of 30.3 years with growing disposable incomes. This young consumer base may explain the fact that most consumers agree that imported products are higher quality than local goods. As such, due to these country-of-origin effects, the demand for imported goods is higher amongst Millennials and Generation Z. And as their disposable incomes rise, this is good news for Australian premium F&B exporters.

# PROTEIN LANDSCAPE

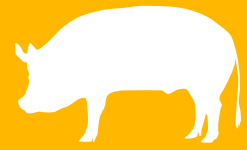


A reminder, we know that there are consistent themes when it comes to what the different proteins stand for across all of our markets. Beef is the ‘Superior’ protein.

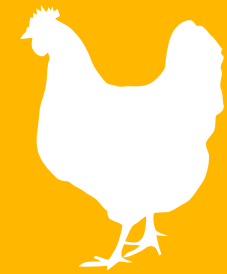


Global  
Summary

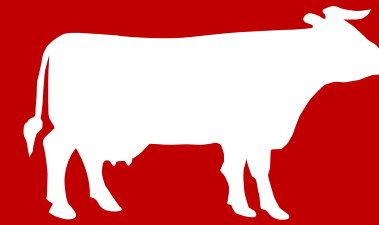
### THE STAPLE



- Cheap (cost less) and easily available
- Versatile and easy to prepare
- Family favourite
- Doesn't play to taste
- Not nutritious
- Animals treated poorly
- Not environmentally friendly
- Questionable safety
- Not premium or superior



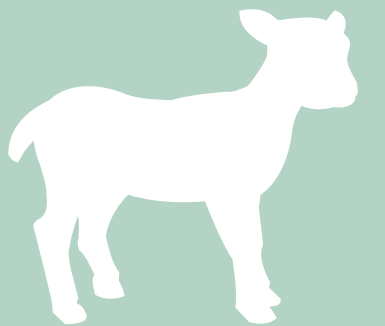
### THE SUPERIOR



- Good quality, great taste, superior
- Family favourite
- Worth paying more for
- Nutritious & versatile

### THE CURIOSITY

- Unfamiliar, occasional purchase
- Premium, superior option
- Not sure what to do with it
- Fatty & tender
- Taste is a barrier for some
- *In MENA lamb is Superior*



### THE SPECIALTY



- Few strengths or weaknesses
- Weakly positive on animal welfare and sustainability
- Taste is a barrier
- Lean/tough
- Unfamiliar and uncommon except amongst certain groups



### THE HEALTHY ALTERNATIVE

- Fresh
- Nutritious – especially for children
- Low in fat
- Tricky to use
- Welfare is not great
- *In SEA, fish is a cheap, low value protein - elsewhere it is premium*

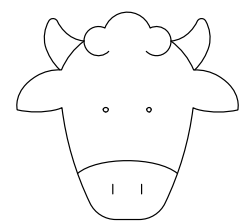


# Chicken and Fish being staples continue to stand out on key volume driver of 'Cheap'. Fish is seen as nutritious. Both Beef and Lamb have similar perceptions of being delicious, superior quality and worth paying more for

## PROTEIN PERCEPTIONS



### PREMIUM



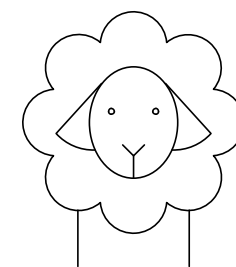
Premium, delicious, tender

#### Strengths vs others

- Animal is well cared for
- Consistent quality standards
- ★ ▪ Tastes delicious
- ★ ▪ Most superior
- Willing to pay more
- Meat is tender

#### Weaknesses vs others

- ★ ▪ Not Fresh
- ★ ▪ Not Cheap
- Not easy or convenient to prepare
- Not low in fat



Premium, delicious, tender

#### Strengths vs others

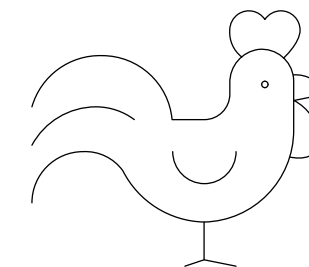
- Animal is well cared for
- Consistent quality standards
- ★ ▪ Tastes delicious
- ★ ▪ Most superior
- Willing to pay more
- Meat is tender

#### Weaknesses vs others

- ★ ▪ Not cheap
- Not versatile
- Not convenient to purchase or prepare
- Not essential for kids



### STAPLES



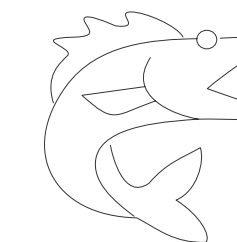
Easy, affordable, versatile, favourite

#### Strengths vs others

- ★ ▪ Cheaper
- Versatile
- Easy and convenient to purchase & prepare
- Essential for healthy diet of growing kids
- ★ ▪ Family favourite

#### Weaknesses vs others

- ★ ▪ Not nutritious/ low in fat
- Not cared for and Not sustainable
- No consistent quality/ safety
- ★ ▪ Not delicious
- ★ ▪ Not superior/ premium



Fresh, healthy

#### Strengths vs others

- ★ ▪ Fresh
- ★ ▪ Cheap
- ★ ▪ Nutritious
- Easy and convenient to purchase & prepare
- Low in fat
- Essential for healthy diet of growing kids

#### Weaknesses vs others

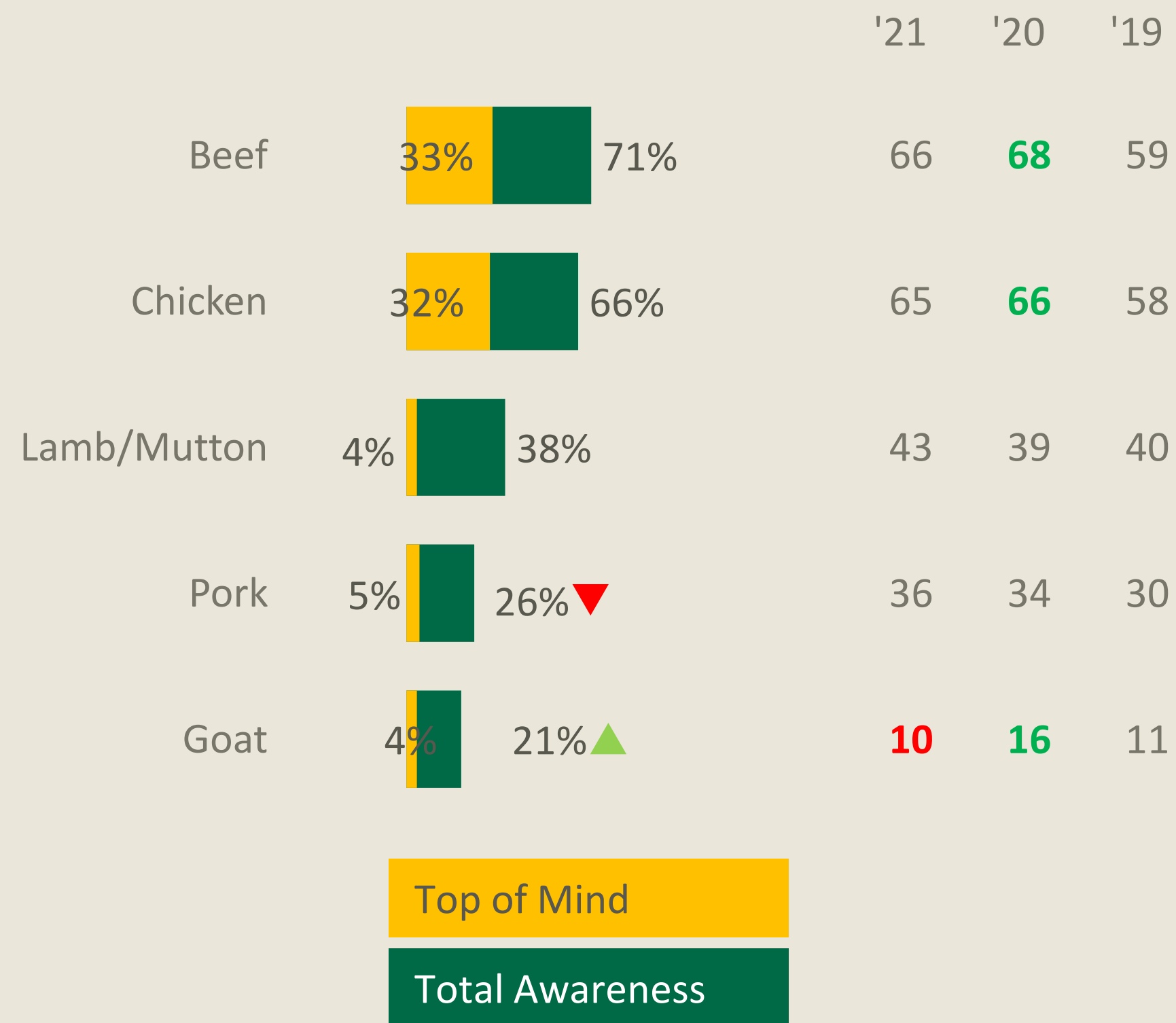
- Not cared for and Not sustainable
- No consistent quality
- ★ ▪ Not delicious/ tender
- Not versatile
- ★ ▪ Not superior/ premium

# Chicken and Fish continue to be staples delivering better on volume drivers. Beef consumption has increased and bounced back to 2020 levels

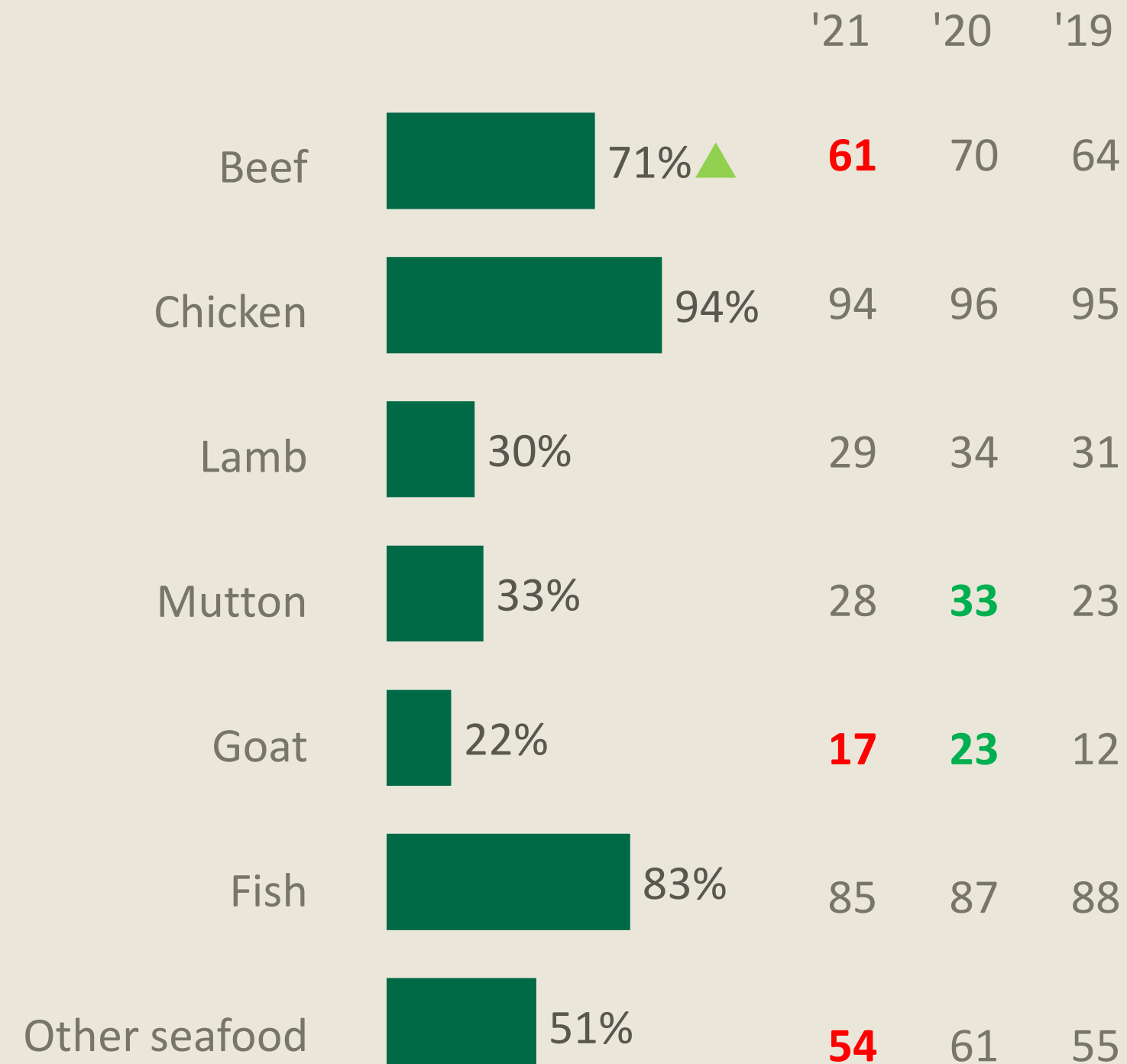
## KEY PROTEIN METRICS



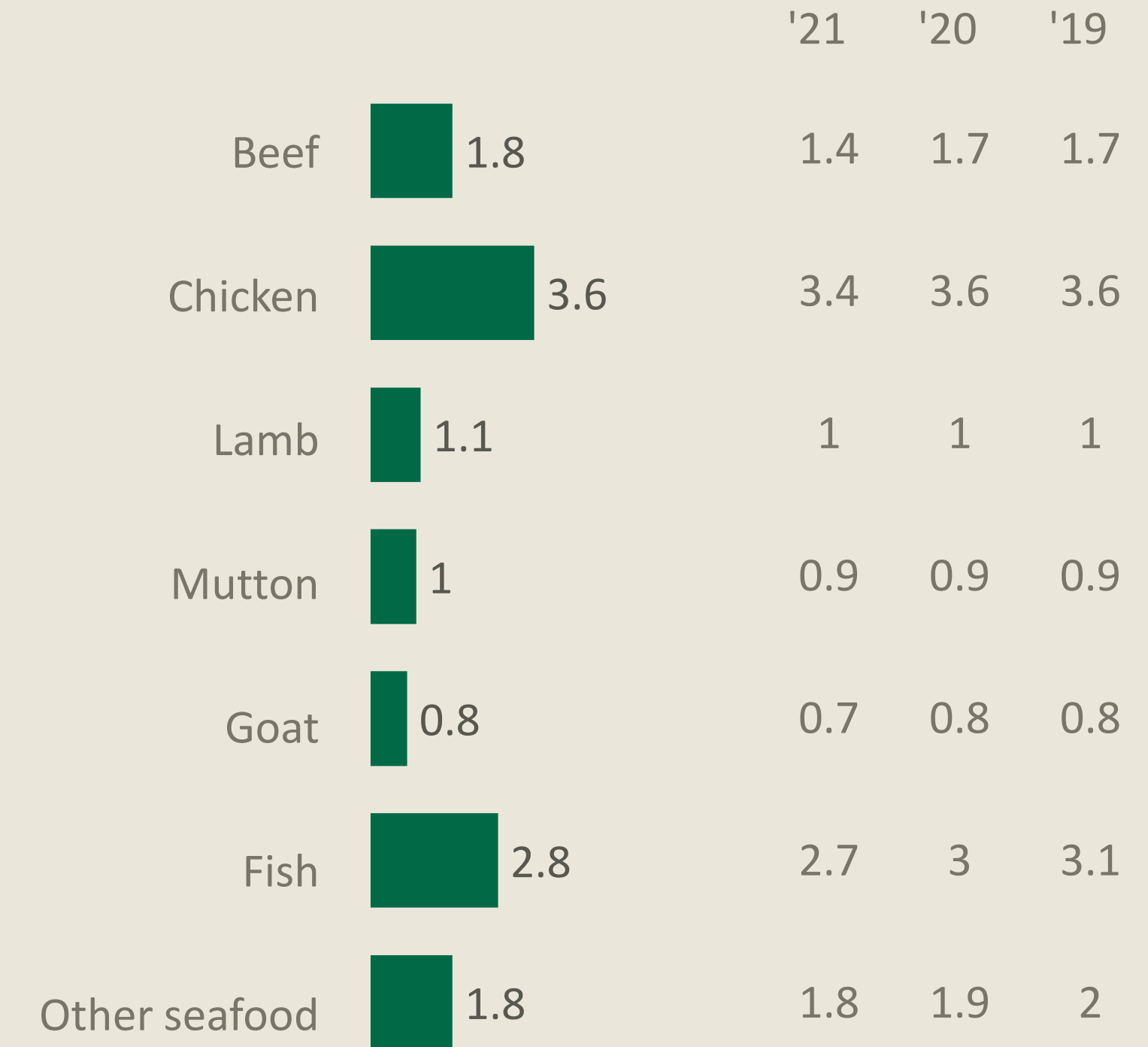
### SPONTANEOUS AWARENESS



### BOUGHT IN LAST MONTH



### AVERAGE SERVES LAST 7 DAYS



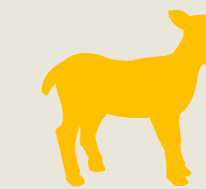
# Increase in Beef consumption leads to increase in purchase across most channels, particularly modern retail outlets- Supermarkets and Hypermarkets which have always been popular channels for purchase of imported beef

## PLACES OF PURCHASE- BEEF AND LAMB



Once per month or more often (net)

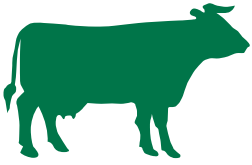
|                                  | '19 % | '20 % | '21 % | '23 % |
|----------------------------------|-------|-------|-------|-------|
| Supermarket                      | 76    | 73    | 66    | 80 ▲  |
| Wet Market                       | 58    | 62    | 61    | 66    |
| Hypermarket                      | 66    | 65    | 59    | 69 ▲  |
| Butcher                          | 55    | 62    | 63    | 67    |
| Convenience store                | 35    | 40    | 37    | 40    |
| Direct from farm/farmer's market | 0     | 27    | 35    | 34    |
| Online retailer                  | 25    | 30    | 33    | 31    |



Once per month or more often (net)

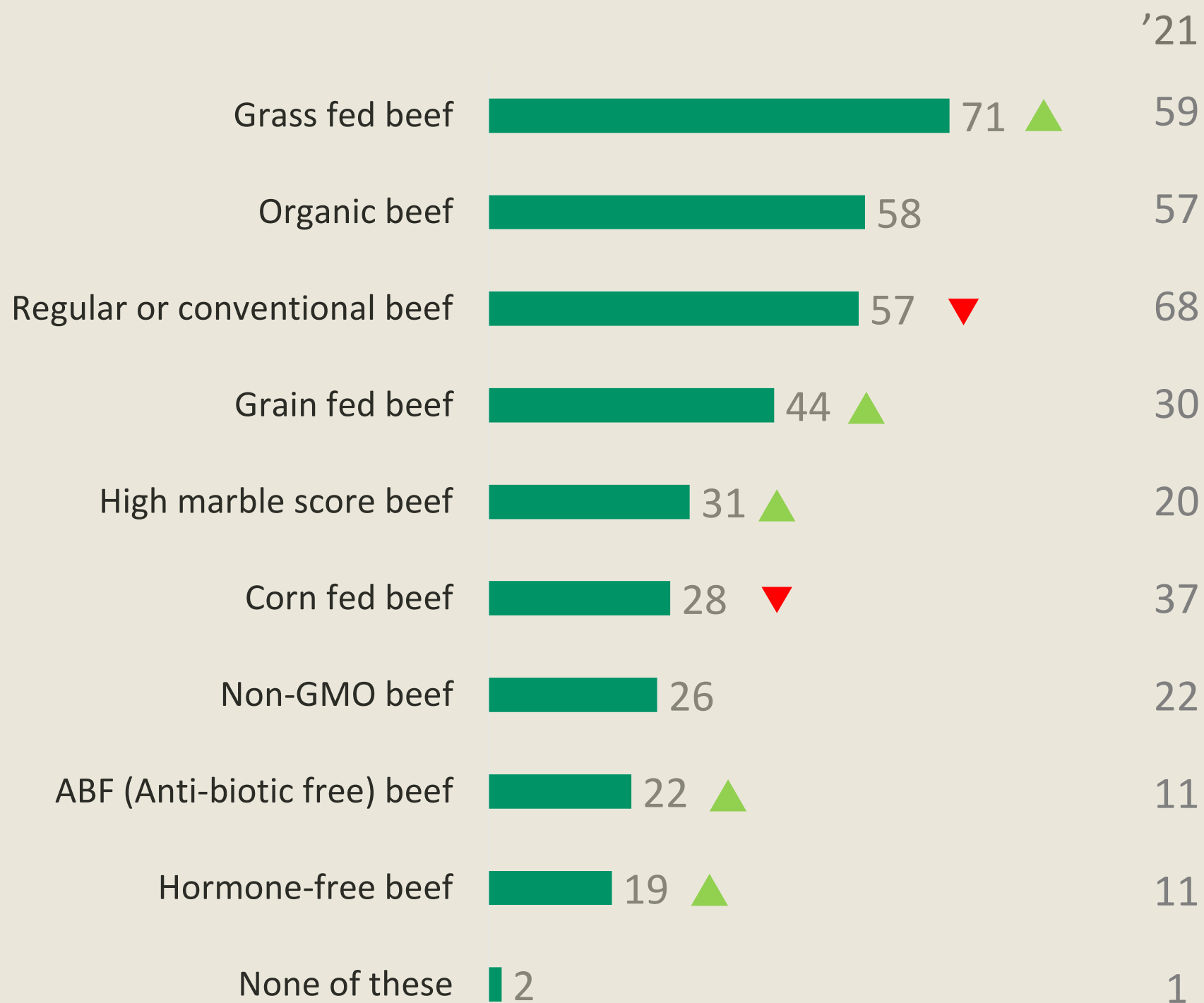
|                                  | '19 % | '20 % | '21 % | '23 % |
|----------------------------------|-------|-------|-------|-------|
| Supermarket                      | 78    | 84    | 80    | 83    |
| Hypermarket                      | 69    | 76    | 66 ▼  | 75    |
| Butcher                          | 61    | 74 ▲  | 69    | 72    |
| Wet market                       | 66    | 68    | 71    | 75    |
| Direct from farm/farmer's market | 0     | 45    | 43    | 46    |
| Convenience store                | 50    | 48    | 47    | 48    |
| Online retailer                  | 34    | 47 ▲  | 46    | 44    |

# Consumption has also increased across most types of Beef. Grass fed beef is now most popular while consumption of regular or conventional beef has dropped- aligns with AU beef exports to Malaysia

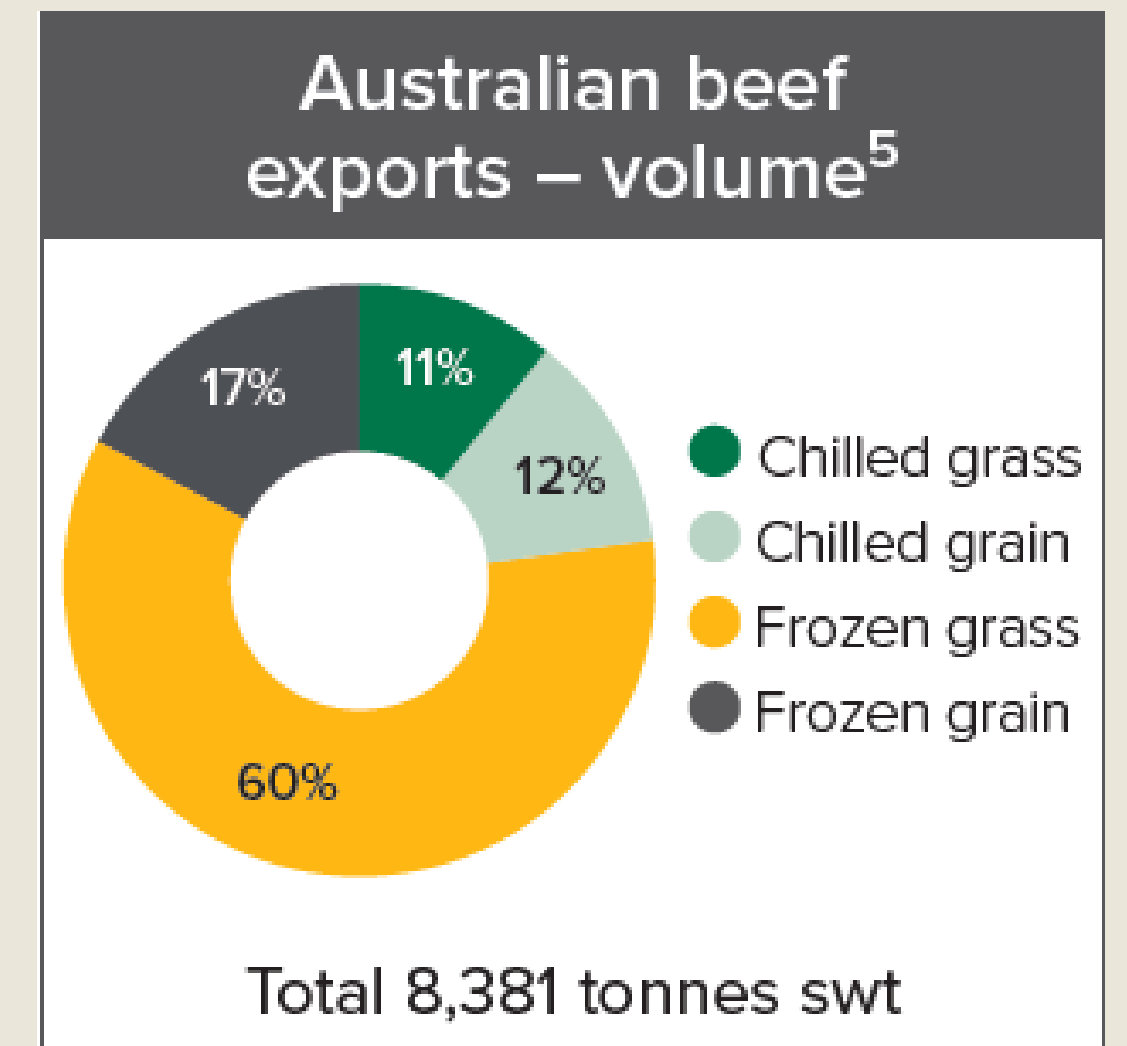
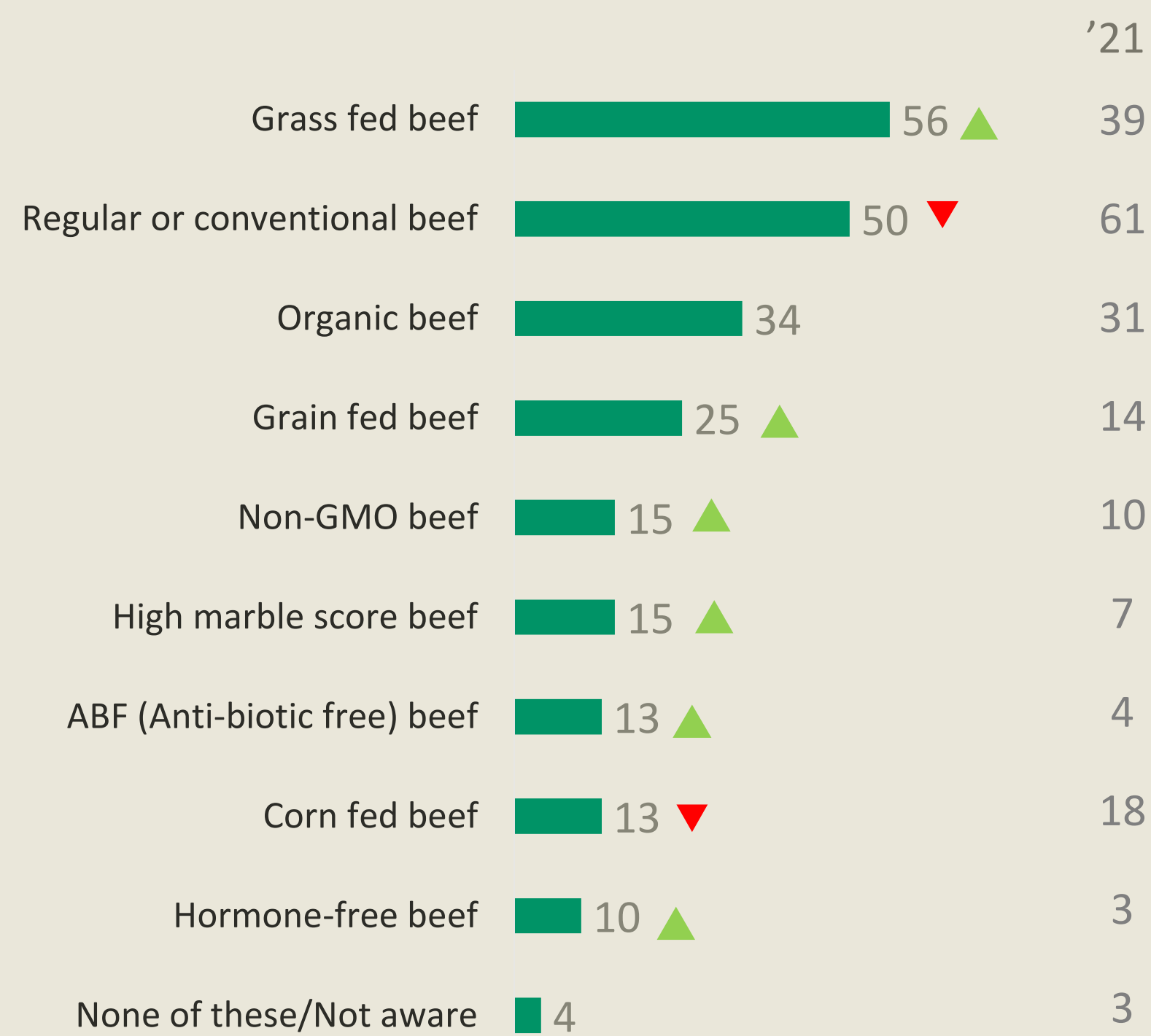


## AWARENESS AND PURCHASE OF DIFFERENT TYPES OF BEEF

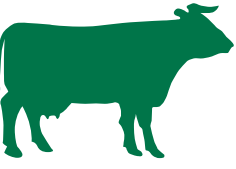
### AWARENESS OF TYPES OF BEEF (%)



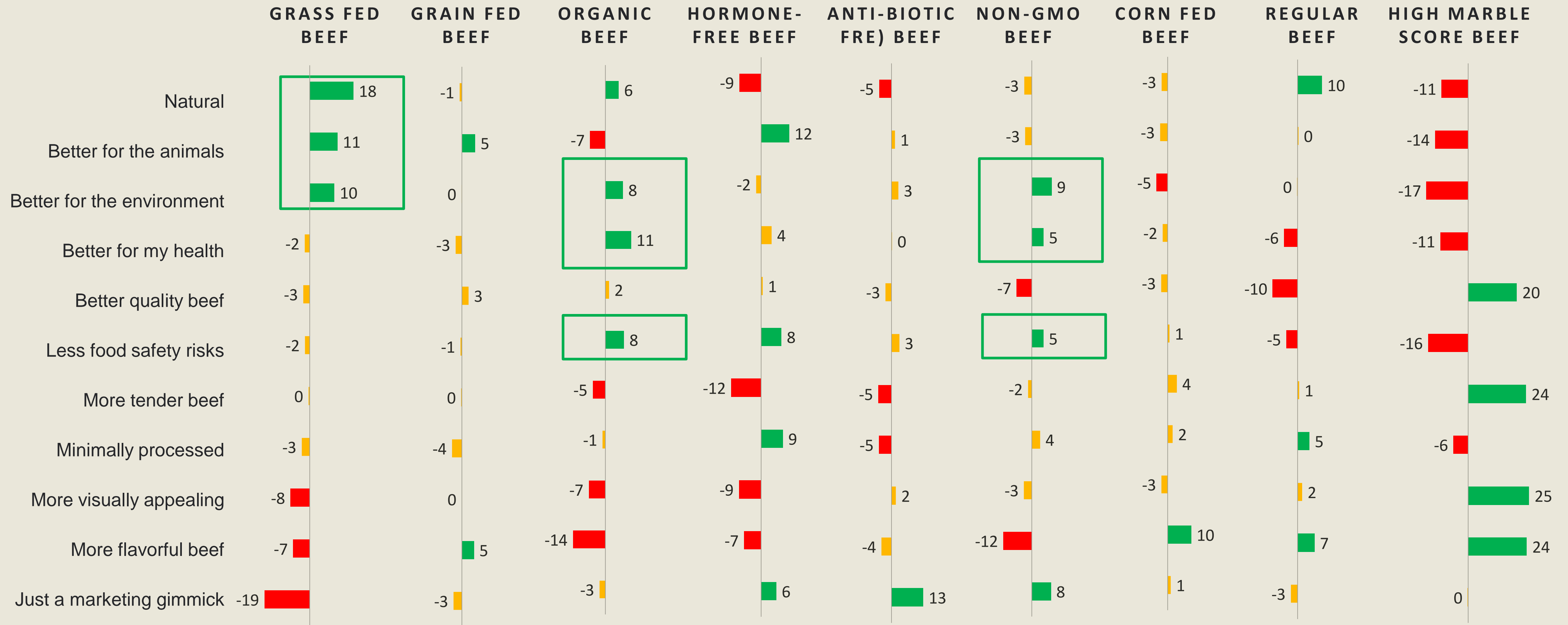
### BEEF BOUGHT IN THE PAST (%)



# Grass fed beef is clearly associated with natural, better for the environment and better for the animals, reflecting an opportunity for AU beef to leverage since most AU beef exported is grass fed



## PERCEPTIONS OF DIFFERENT TYPES OF BEEF



GF5. Which of the following things do you associate with each type of beef below?

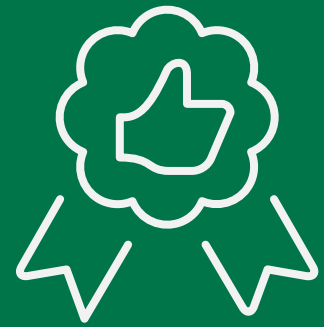
Base: Grass Fed Beef (n=333), Grain Fed Beef (n=204), Organic Beef (n=270), Hormone-Free Beef (n=90), Abf (Anti-Biotic Free) Beef (n=101), Non-Gmo Beef (n=120), Corn Fed Beef (n=130), Regular Beef (n=266), High Marble Score Beef (n=144)



+5 or more = relative category strength  
-5 or less = relative category weakness.



## Protein landscape in Malaysia



### Chicken and Fish remain staples and Beef consumption bounces back

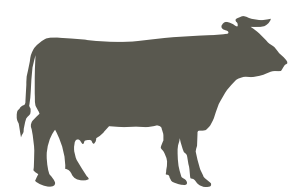
Red meat clearly plays a distinct role in the Malaysian diet compared to Chicken and Fish. Chicken and Fish continue to be consumed the most and also on volume drivers of Price and Nutrition. Beef consumption has bounced back in 2023 in terms of last month consumption as well as avg. weekly serves



### Red meat perceived as Superior and Delicious

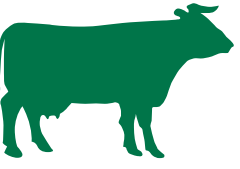
Beef and Lamb continue to be seen as premium, superior meat which consumers are willing to pay more. Beef and Lamb, however are seen to play similar roles in the Malaysian market which could limit their potential. There is an opportunity for COO brands to define how their beef and lamb can meet different needs for Malaysian households to ensure distinct roles and maximise potential

# BEEF COUNTRY OF ORIGIN



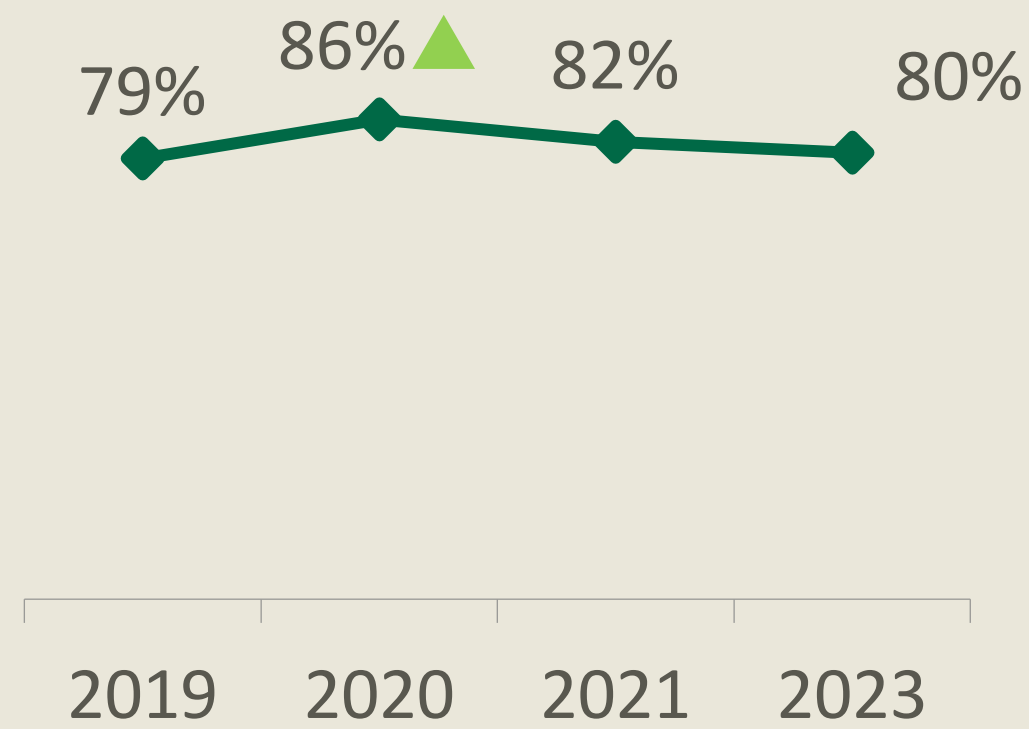
All questions in this section were asked of beef buyers only (must have ever bought beef). They also must have previously bought, or would consider buying, imported beef.

# Awareness of COOs is broadly stable. Increase in purchasing frequency seen for Imported beef with higher proportion now buying it every fortnight

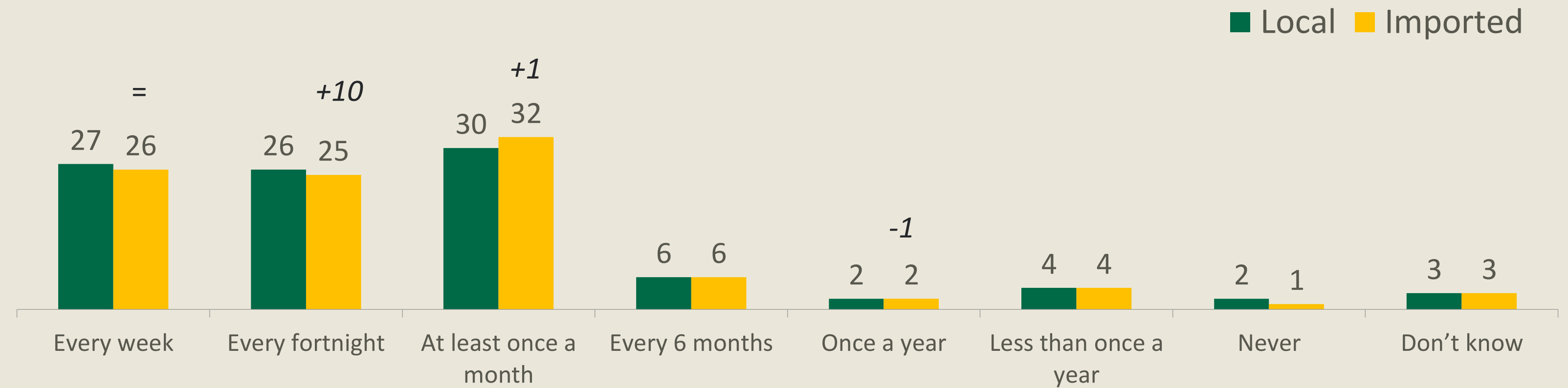


## BEEF BUYING BEHAVIOUR

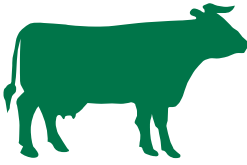
Know Country of Origin?



FREQUENCY OF BUYING LOCAL AND IMPORTED BEEF

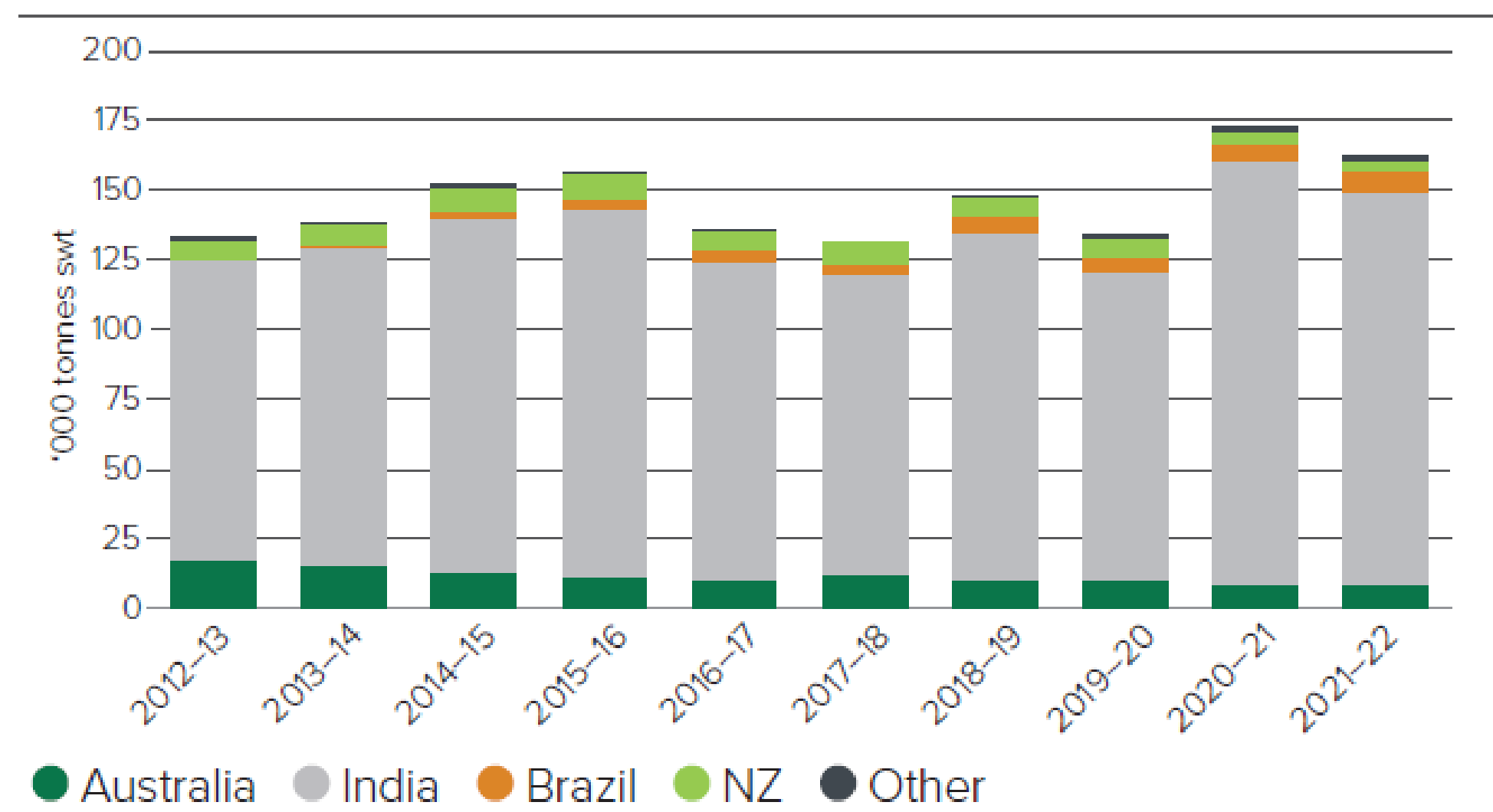


While Indian buffalo meat continues to have highest share of imports in Malaysia, AU imports grew 8% in 2021-22 albeit off a small base (after a drop in 2019-2020) while Indian buffalo meat imports dropped by 8% in 2021-22



## BEEF IMPORTS

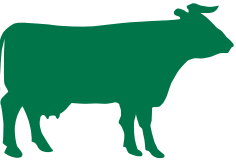
Malaysia beef imports by major supplier



Source: DAFF, IHS Markit

- Malaysia imports approximately 80% of its beef, of which Indian buffalo meat has accounted for around 85% over the past 2 years. Imports of Indian buffalo meat, however, dropped 8% in 2021-2022.
- Australia is the second largest beef supplier to Malaysia, with a market share of approximately 8%. Imports from Australia had dropped slightly in 2019-2020 but rose 8% in 2021-22, due to demand from retail to satisfy demand during the pandemic, the recovery of higher end foodservice in 2022, and Australian suppliers successfully complying with the new labelling requirement

Brazilian and Argentinian beef were new brands included in 2023, meaning equity and imagery scores cannot be compared with previous years

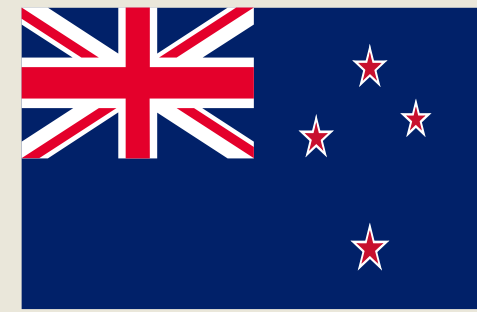


## BEEF BRANDS TRACKED IN 2023

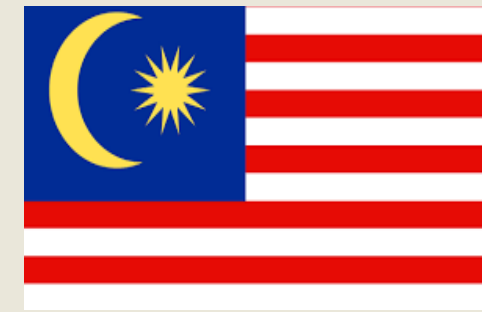
Australian beef



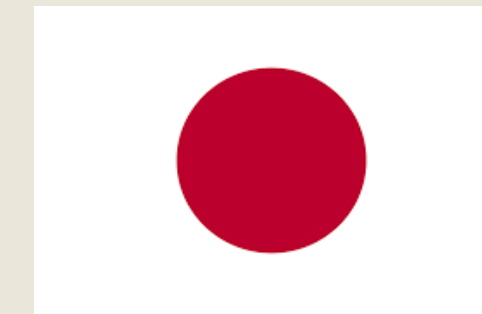
New Zealand beef



Local Beef



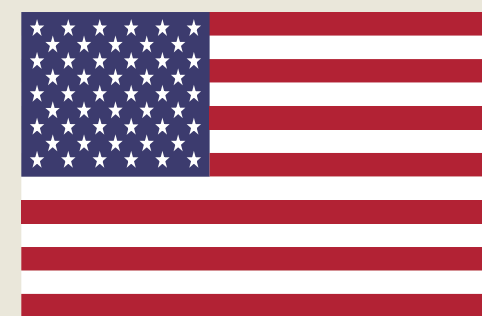
Japanese beef



Indian beef/ Buffalo meat



American beef



Brazilian beef

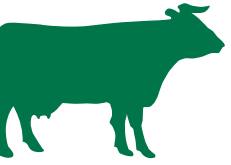


Argentinian beef

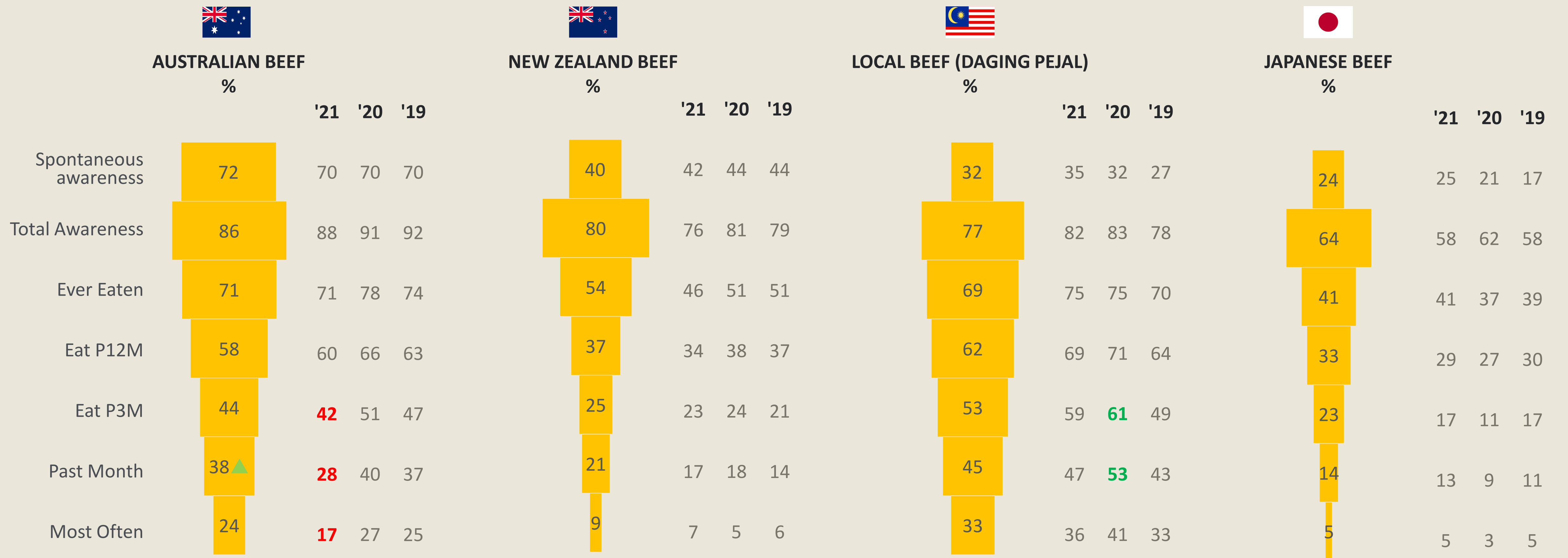


New brands added

AU beef continues to be the strongest on mind measures. With frequency of imported beef consumption increasing, past month consumption for AU beef has also strengthened. Funnels for other key imported beef remain broadly stable



## BEEF- BRAND HEALTH BY COO



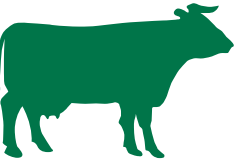
Sorted in order to Total Awareness

BBH1. Spontaneous Awareness, BBH2. Prompted Awareness, BBH3. Ever Eaten, BBH4. Eaten last year, BBH5. Eaten in the past 12 months, BBH6. Eaten in the past 3 months, BBH7. Bought beef in past month or ever buy beef

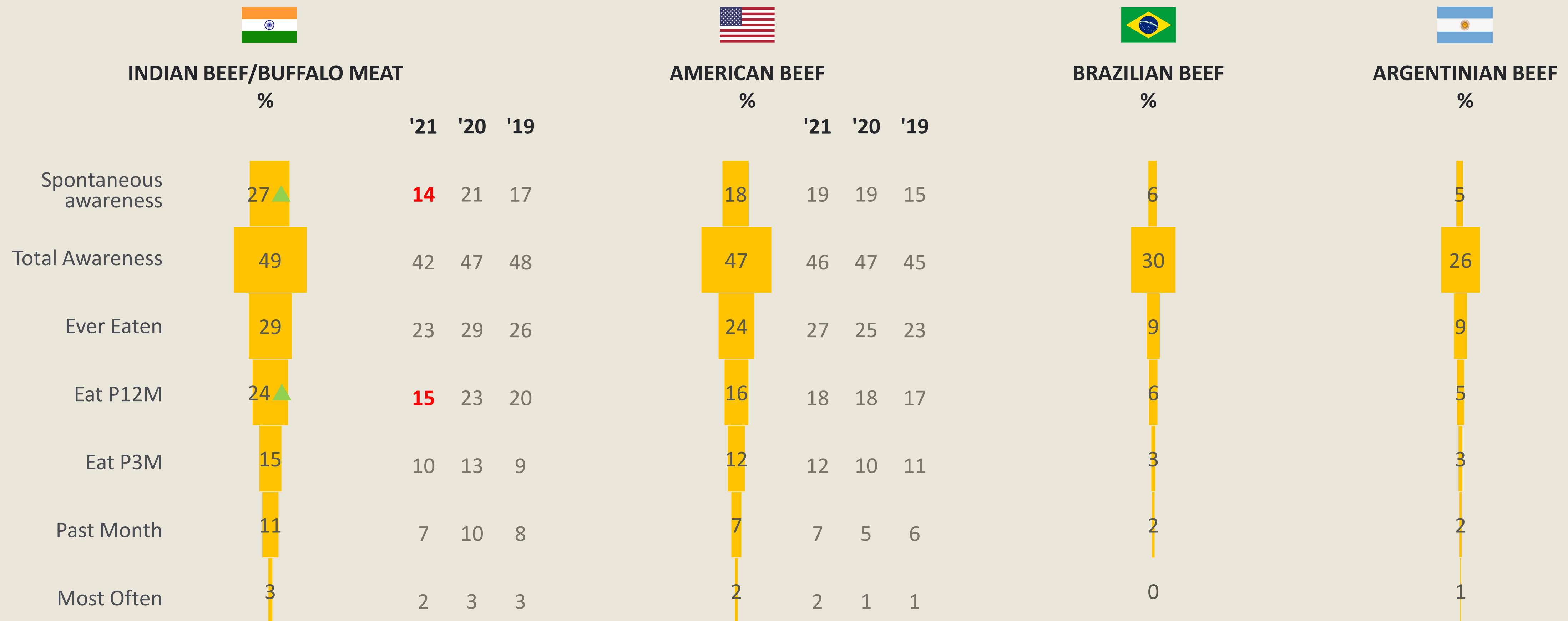
▲▼ Sig. different at 95%



In comparison, market leader India has a weaker brand health funnel suggesting lower mental predisposition for this popular brand. Brazilian and Argentinian beef (newly added brands) currently have limited awareness and usage



## BEEF- BRAND HEALTH BY COO



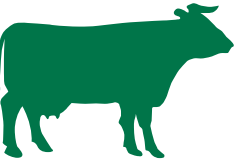
Sorted in order to Total Awareness

BBH1. Spontaneous Awareness, BBH2. Prompted Awareness, BBH3. Ever Eaten, BBH4. Eaten last year, BBH5. Eaten in the past 3 months, BBH6. Eaten in the past 12 months, BBH7. Eaten in the past 3 months, BBH8. Bought beef in past month or ever buy beef

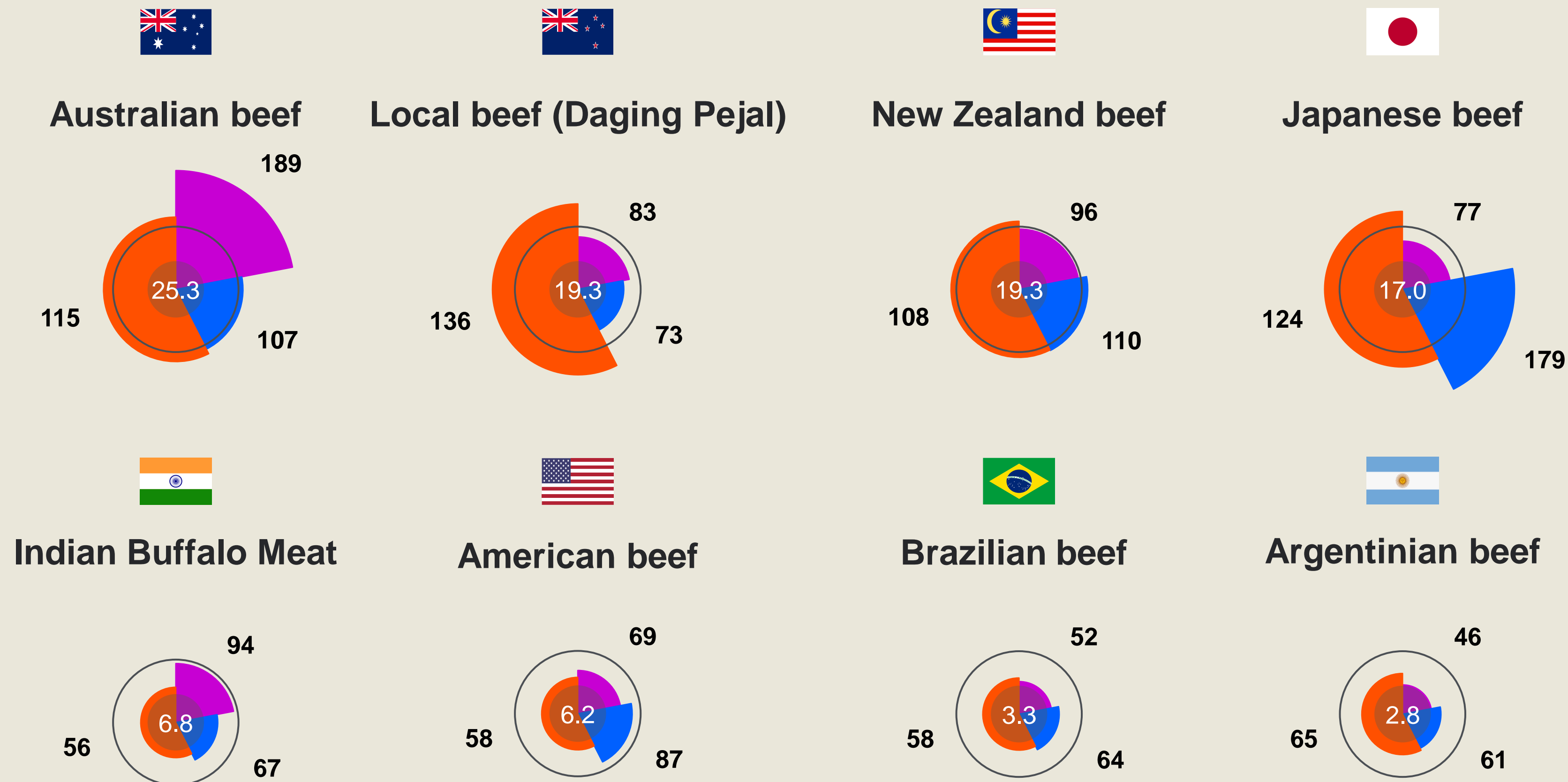
▲ ▼ Sig. different at 95%



AU beef has highest equity in the market . On the most important driver of Meaning, Local beef and Japanese beef perform better compared to AU beef. Important for AU beef to strengthen performance on Meaning and build relevance to maintain its strong position in the market



## BEEF- BRAND EQUITY



| DRIVERS OF DEMAND POWER |     |
|-------------------------|-----|
| MEANINGFUL              | 58% |
| DIFFERENT               | 20% |
| SALIENT                 | 22% |

As Brazilian and Argentinian beef were new brands included in 2023, Equity is not comparable with 2021

# 9 There are two paths to brand growth.

By increasing the likelihood  
**that a consumer will buy a brand**

We call this Demand  
Power

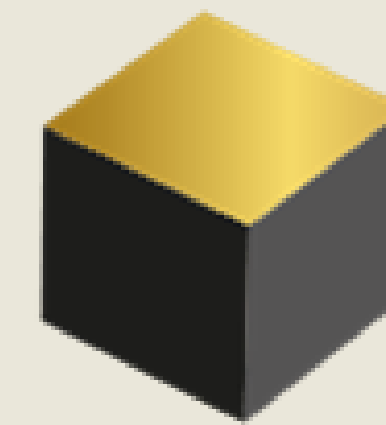


**Demand Power**

High Demand Power brands capture **5x higher** volume share

By increasing the likelihood  
**consumers will pay for a brand**

We call this Pricing  
Power

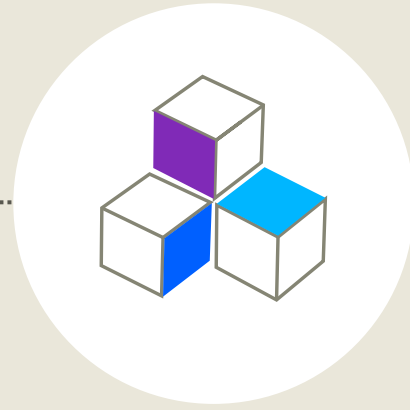
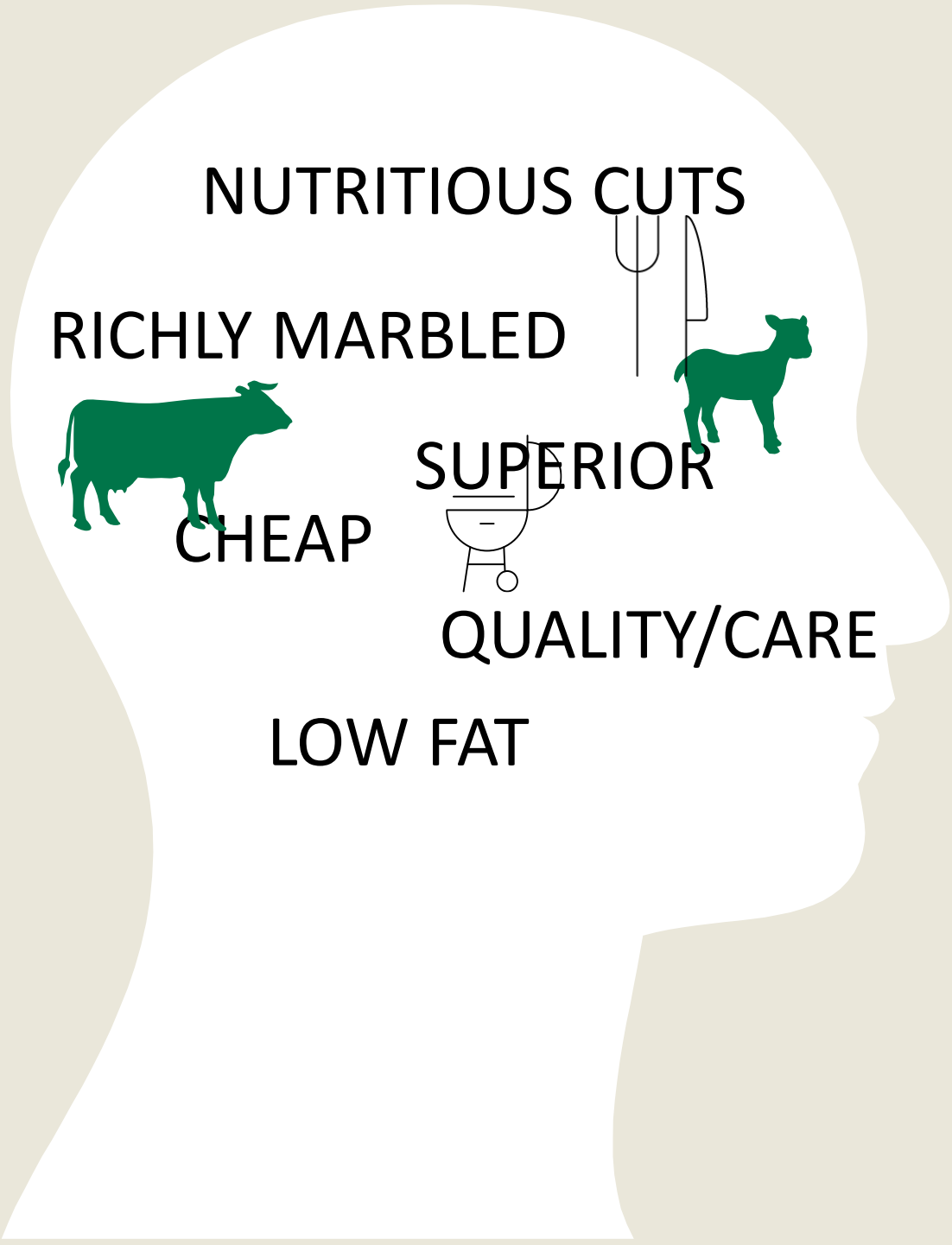


**Pricing Power**

High Pricing Power brands can charge **25% more** than  
brands with a low Pricing Power score

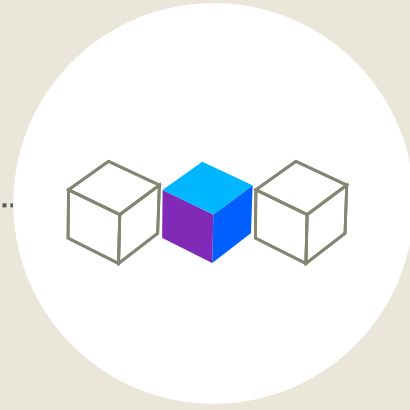
# THE ELEMENTS OF A SUCCESSFUL BRAND.

To be successful at driving volume, and to support a premium price, a brand must be Meaningful, Different, and properly amplified (Salient) compared to other brands in the category.



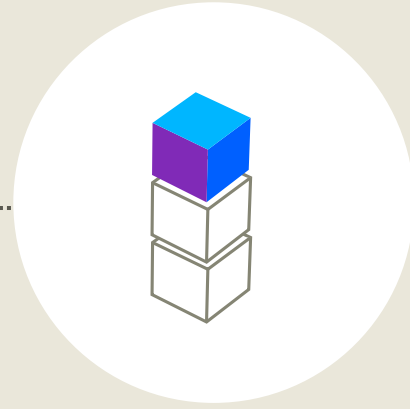
## MEANINGFUL

Consumers **feel an affinity** for the brand or **think it meets their needs**



## DIFFERENT

**Feels different** from other brands or **sets the trends** for the category



## SALIENT

Comes to **mind quickly and readily** when activated by ideas relating to category purchase



**DEMAND POWER** is a prediction of the brand's volume share based purely on perception, absent of activation factors.

We report the Demand Power score as a percentage share because we want to reflect the relationship it has with Volume Share.

# The associations that consumers hold in their minds for beef in Malaysia breaks up into 7 themes



## SUPERIOR

- Fresh
- Consistent quality standards
- Guaranteed safe to eat
- Family favourite
- Most superior
- More nutritious
- Easy and convenient to purchase



## VARIETY, MARBLED AND LOW IN FAT

- The fat is nicely marbled
- variety of cuts that suit the meals I make
- Low in fat



## ENVIRONMENT

- The meat is usually tender
- The industry is environmentally sustainable



## HALAL

- I trust that this beef is slaughtered according to sharia law and is therefore Halal
- The animal is well-cared for

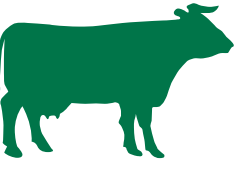


## CHEAP

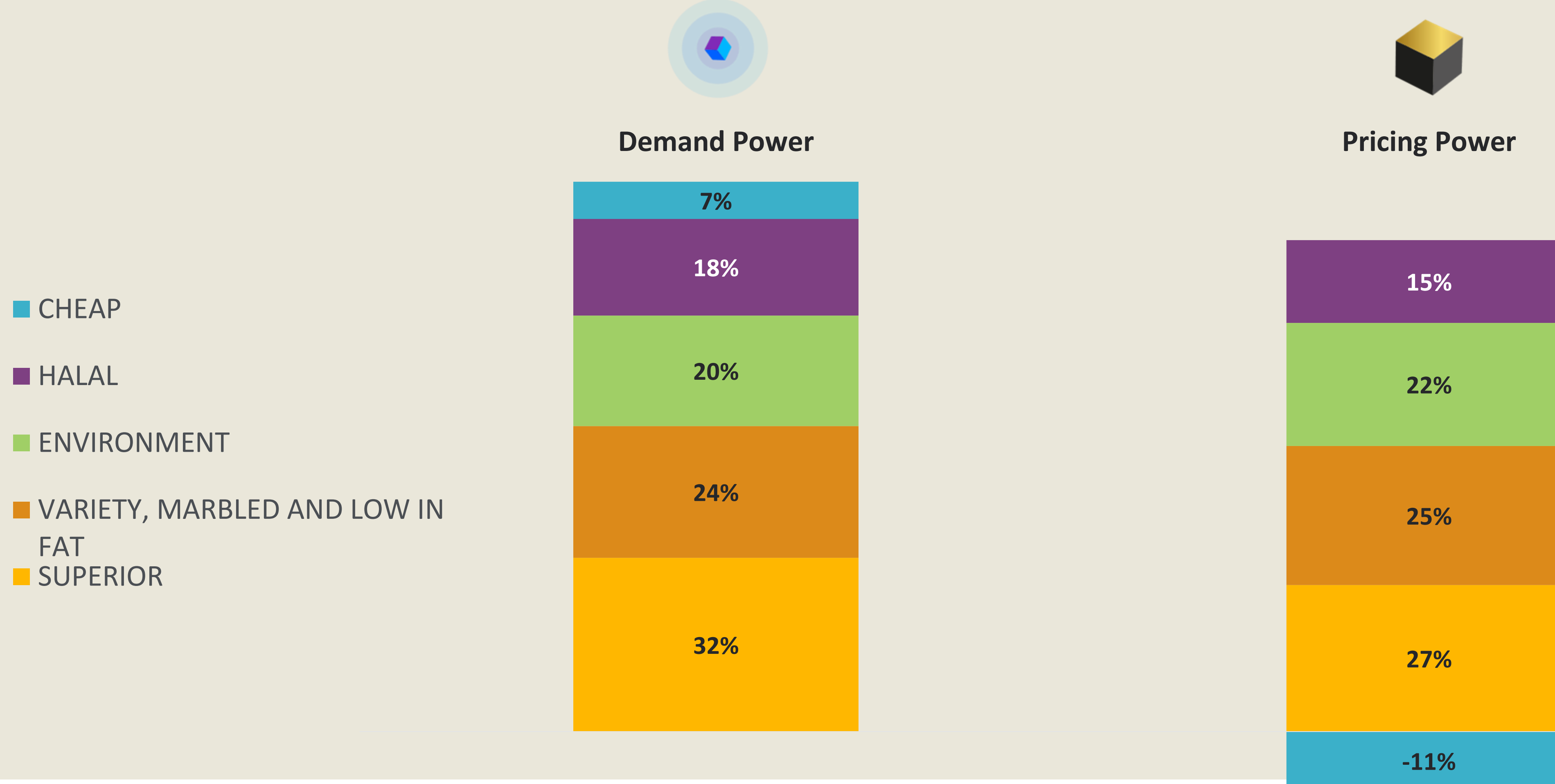
- Cheaper

NOTE: GRASS FED LEVEL

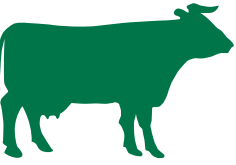
'Superior quality' is most important in building predisposition. Delivering on both 'Superior quality' as well as 'Variety & fat cuts' becomes important to strengthen 'Pricing Power'



## IMAGERY DRIVERS- POWER AND PREMIUM



# Perceptions of 'Superior quality' help in building Meaning and thus drives Power



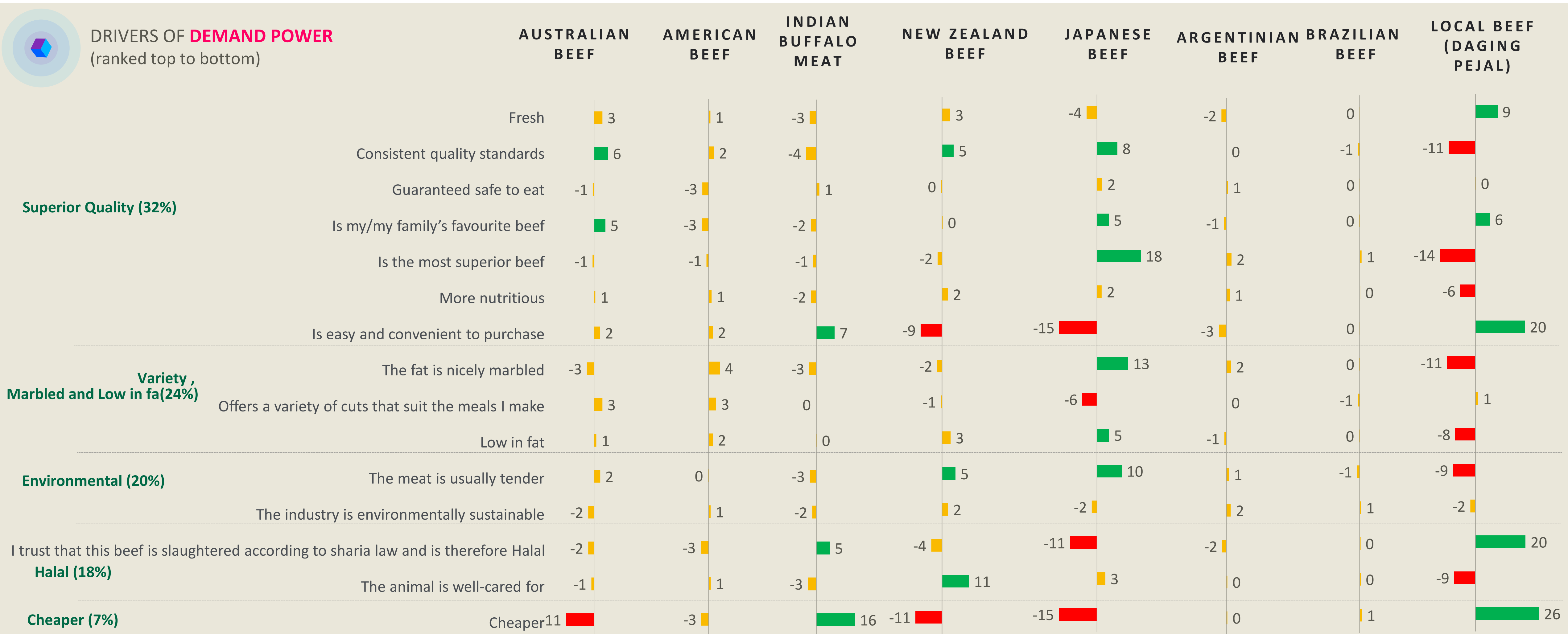
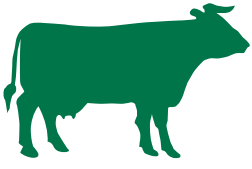
## IMAGERY DRIVERS- MEANING AND DIFFERENCE

*Driving these perceptions...*

*Contribute to driving...*

|   | Group of Perceptions | Meaning | Difference |
|---|----------------------|---------|------------|
| 1 | SUPERIOR QUALITY     | 35%     | 22%        |
| 2 | VARIETY & FAT CUTS   | 21%     | 30%        |
| 3 | ENVIRONMENT          | 19%     | 24%        |
| 4 | HALAL                | 18%     | 12%        |
| 5 | CHEAP                | 8%      | -12%       |

# Local beef and Japanese beef are most differentiated on attributes related to 'Superior quality' driving higher Meaning for them. AU beef does not have any unique strengths- potential to explore white spaces

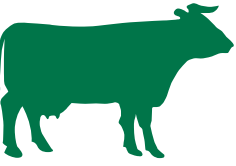


+5 or more = relative category strength  
-5 or less = relative category weakness.

BBH9. Here are some things which people have said about beef. We would like to know which of the following statements apply to beef from different countries of origin. You may choose as many or as few countries of origin as you wish. It doesn't matter if you don't buy any of them - it's your impressions we'd like. Base: (n=xxx). Attributes are grouped according to level of co-endorsement i.e. when respondents endorse one attribute for a brand, they are likely to endorse the others in the group. In this way the attributes are linked, then the groups are given an appropriate, summary name.



# AU beef continues to be strongly positioned in the Power Premium space- a strong position to be in. NZ beef and Japan leaning into a more Premium positioning while Indian buffalo meat suffers from low equity and relies on low price

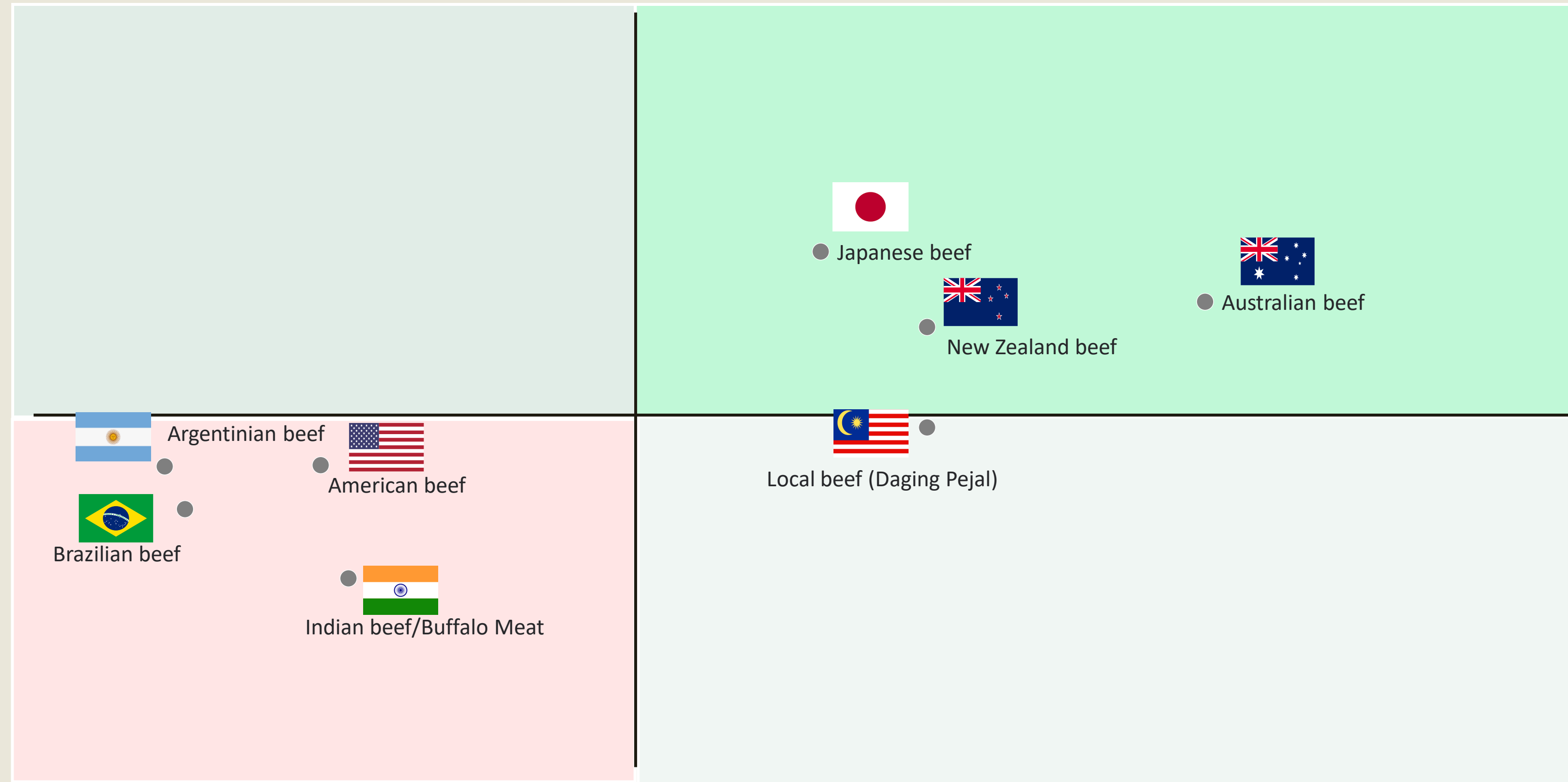


**PREMIUM/VALUE**  
Are they willing to pay more for you?

Premium Brands

Average: 13%

Power Premium Brands



Average: 0.98

Underperforming Brands

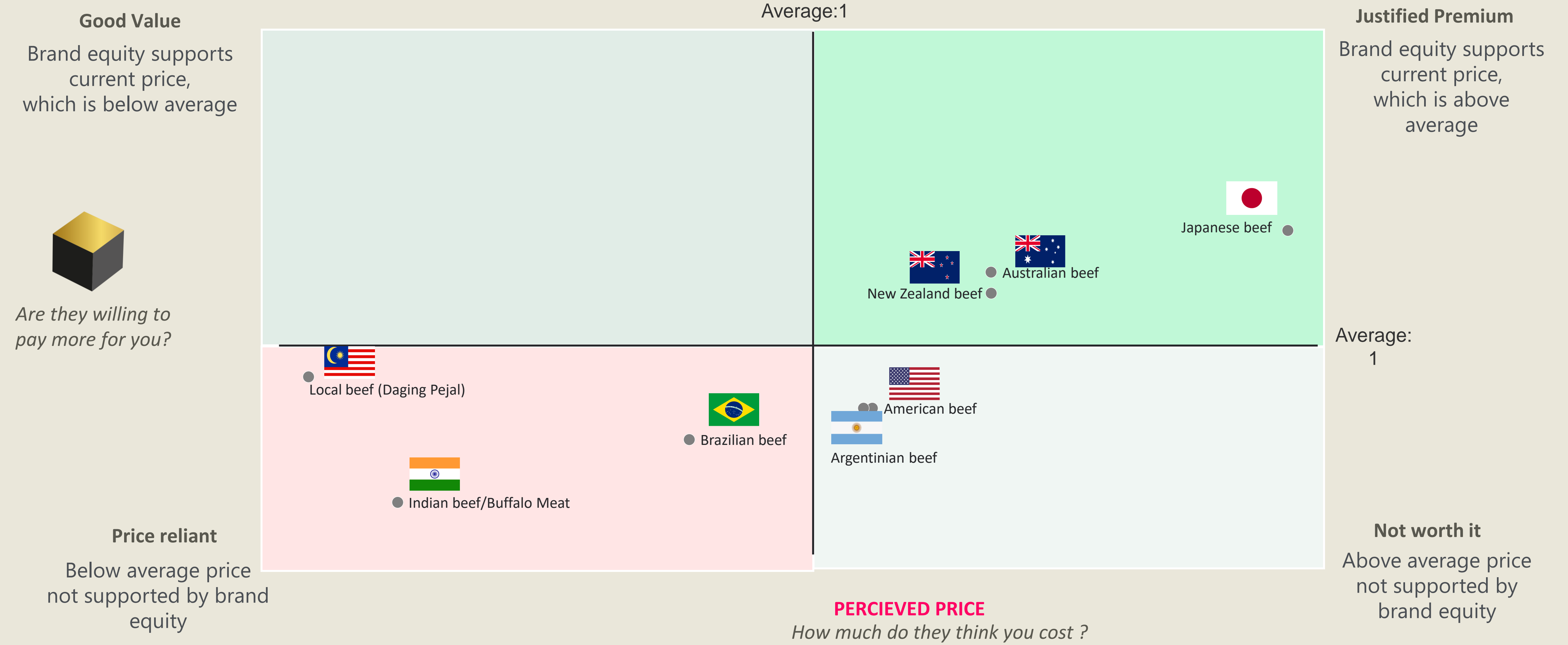
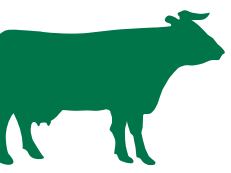


**POWER**

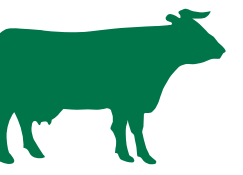
Are consumers more likely to choose you?

Value Brands

# While leaning towards Premium pricing, AU, NZ as well as Japanese beef seen to have justified premium- considering this highly competitive space, important for AU beef to strengthen its justified premium positioning



# Meats that score high on Power also score high on Premium. Thus, top levers to growth are similar for both Power and Premium



## Top 5 Associations to Grow - Volume & Value (Ordered based on impact on building equity\*)

### 1. Family favourite

Important to maintain this differentiation as it is also a strength for Japanese beef

### 2. Animal is well cared for

Currently a strength for NZ beef. AU beef can address by linking the provenance narrative of our clean rearing conditions in Australia

### 3. Consistent quality standards

Important to maintain this differentiation as it is also a strength for Japanese and NZ beef

### 4. Offers a variety of cuts

Currently a white space which AU beef can strengthen its position on. This will also help differentiate more vs. Japanese beef

### 5. More nutritious

Currently a white space. AU can focus on addressing by leveraging the narrative of consistent quality standards and clean rearing conditions in Australia

NOTE: GRASS FED LEVEL

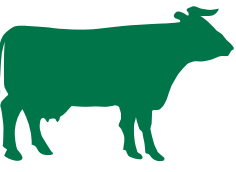
These associations are simulated in the Meaningfully Different model to ascertain which will drive the greatest growth in Power and Premium

**KANTAR**

Associations for AU to communicate

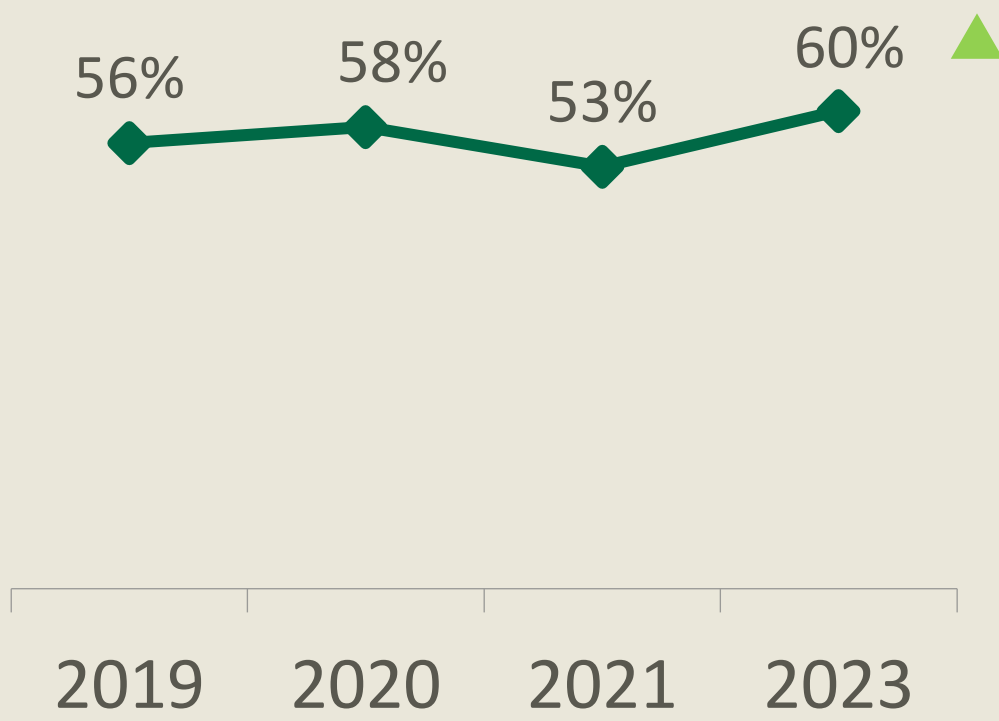
  
MEAT & LIVESTOCK AUSTRALIA

Increase in consumption of AU beef also sees higher level of awareness for the True Aussie logo. TA assets support in building perception of Freshness, Safety, Trust and Family favourite

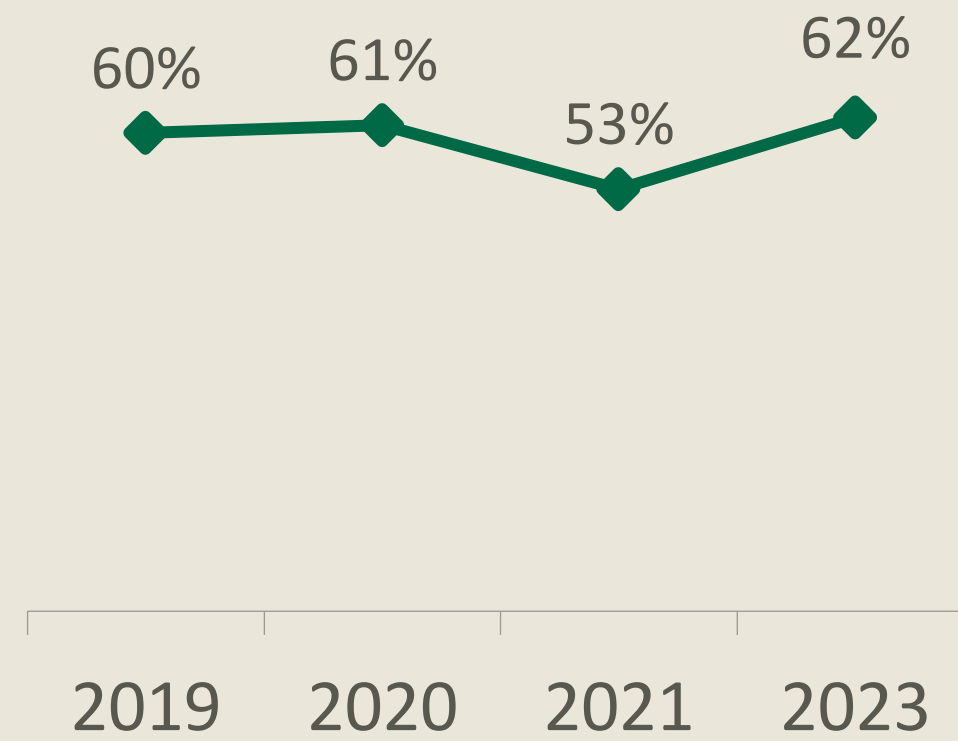


## TRUE AUSSIE- AWARENESS AND PERCEPTION

Aware of Term:  
'True Aussie'



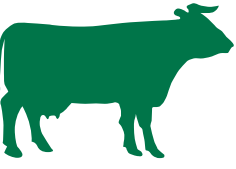
Aware of Logo:



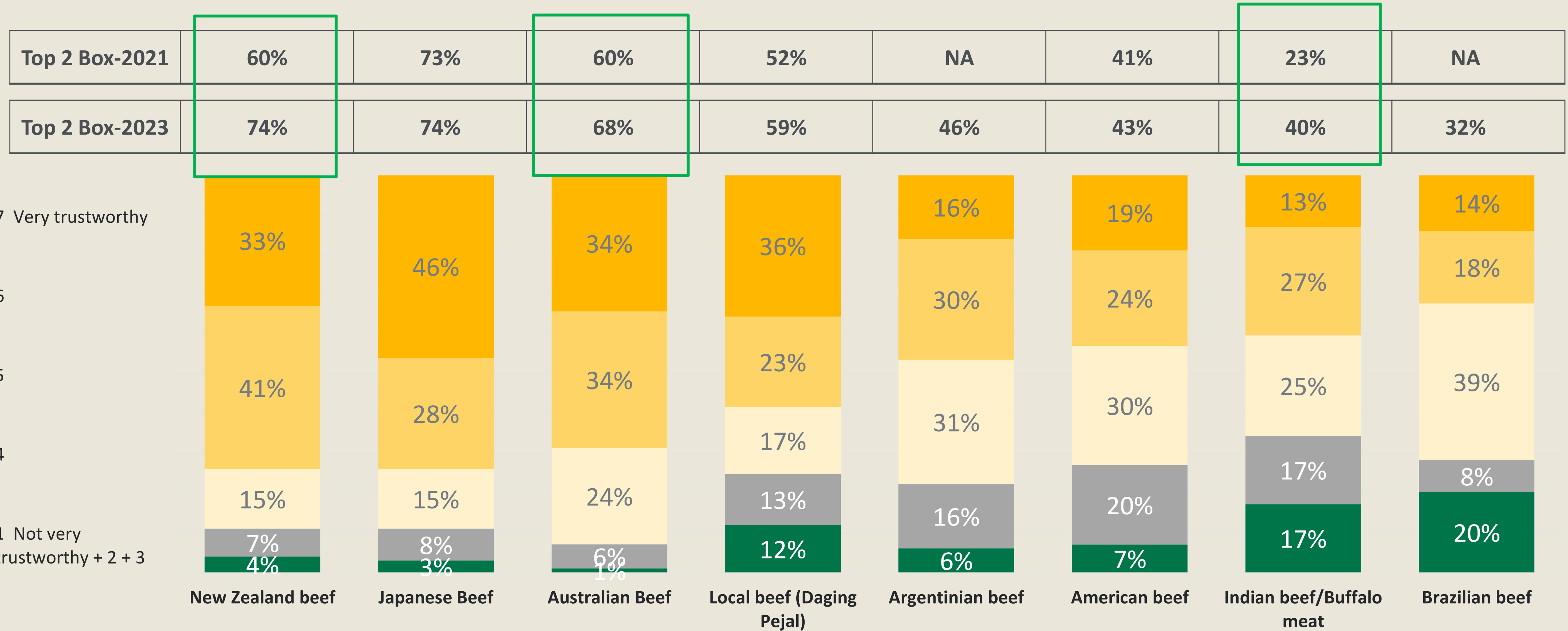
Top impressions of  
True Aussie logo:

1. Fresh
2. Safety
3. Trust
4. Family favourite

This also reflects in stronger perception of Trust for AU beef. NZ beef and Indian buffalo meat also see stronger Trust perceptions



## BEEF- TRUST PERCEPTIONS BY COO

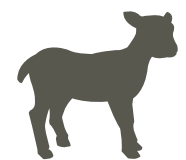


# Summarising Beef Module

- With increased focus and higher awareness of food safety, Malaysian consumers are choosing high quality products from trusted sources. This results in a positive momentum for imported beef which shows increased purchase frequency compared to 2021
- This has also benefited AU beef which has the highest equity and strong perceptions on Quality.
- To maintain its strong position in the market important for AU beef to strengthen 'Meaning' and build relevance- space where Local beef and Japanese beef are currently performing better
- AU beef is currently the favourite among Malaysian families and strengthening associations on key drivers of 'Consistent quality, 'animal is cared for', 'nutritious' and 'variety of cuts' can drive dual goals of building Power as well as Premium for AU beef
- Linking the provenance narrative of our clean and green rearing conditions in Australia can help improve trust and reinforce that the animal is well cared for and more nutritious

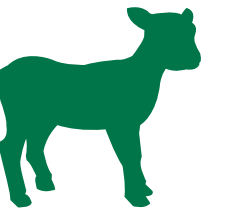
# LAMB

## COUNTRY OF ORIGIN

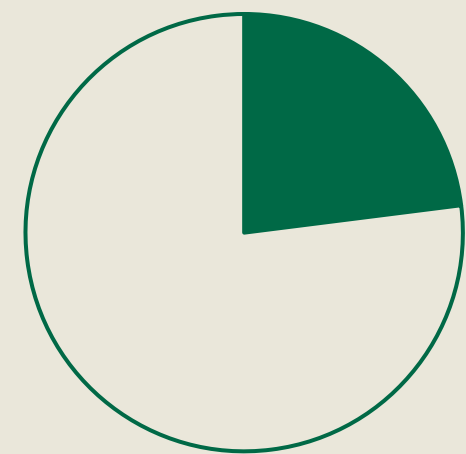


All questions in this section were asked of lamb buyers only (must have ever bought lamb). They also must have previously bought, or would consider buying, imported lamb.

Almost 1 in 4 have never bought lamb, suggesting a growth opportunity. But fundamental functional barriers of taste and smell have become more prominent than before.



## LAMB PURCHASE BEHAVIOUR



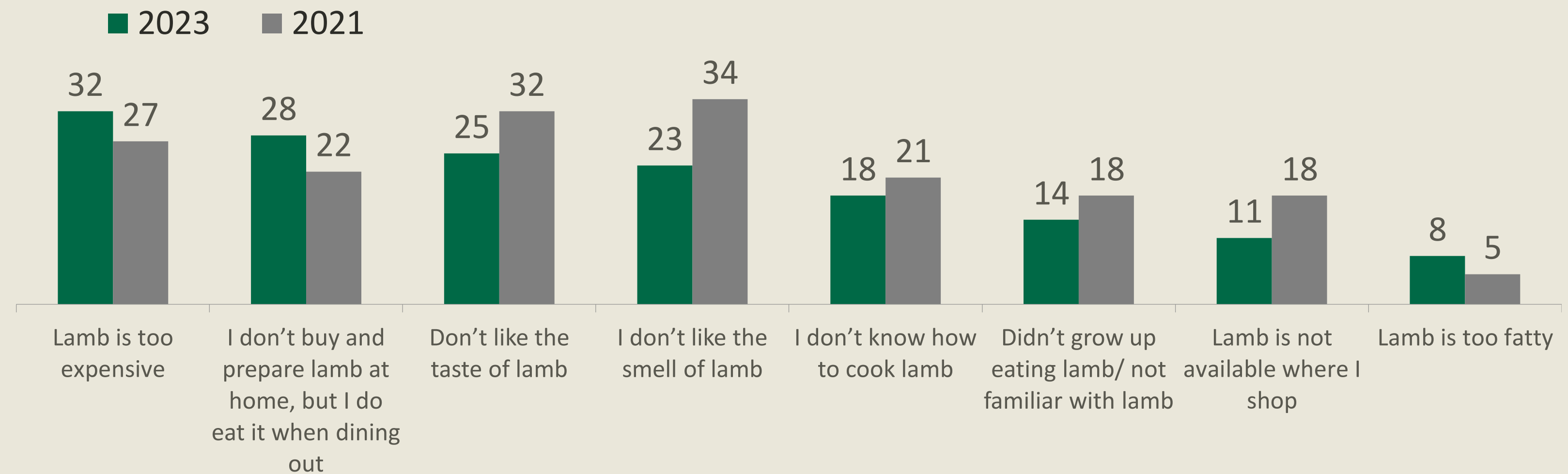
23%

Of the sample have never bought lamb

77%

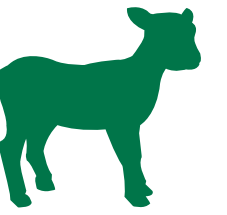
2021: 26%  
2020: 26%

### Barriers to eating lamb



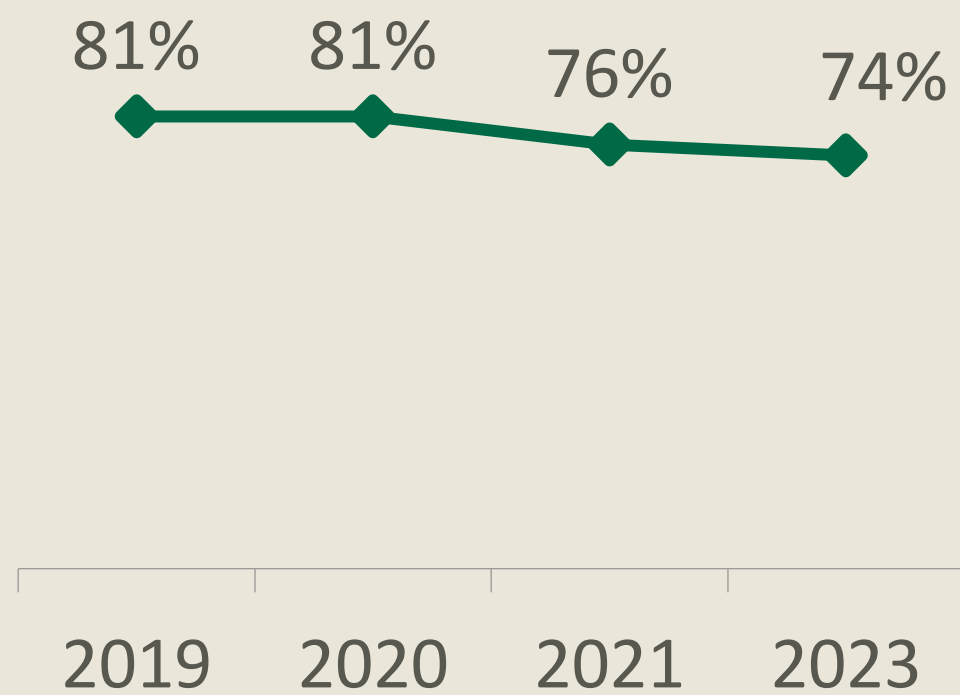
During COVID-19, more consumers learning how to cook lamb during the stay at home period, drop seen in – 'I don't buy and prepare lamb at home'

# Frequency of buying Imported lamb is broadly stable. Awareness of country of origin, however has further softened

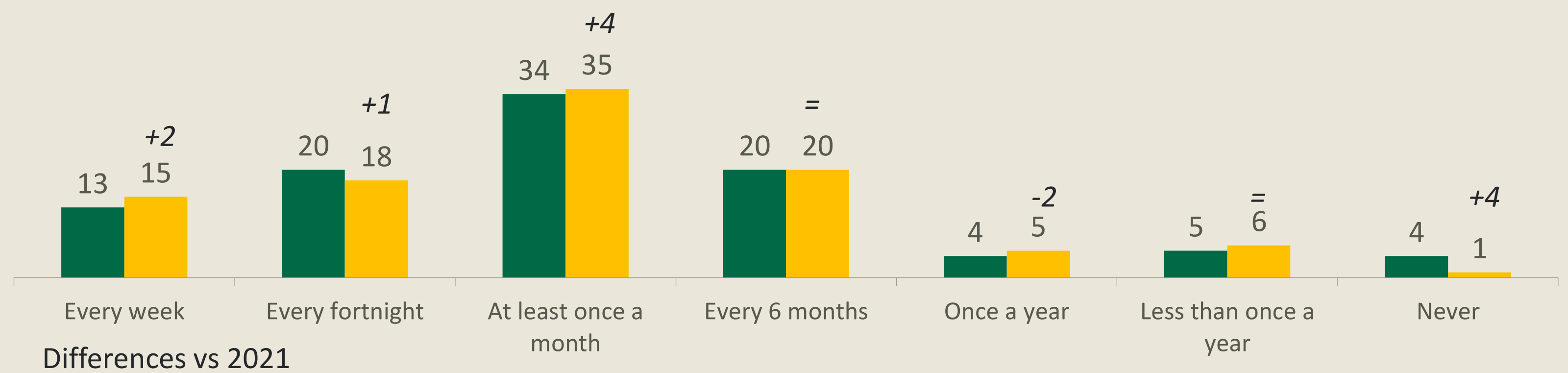


## LAMB BUYING BEHAVIOUR

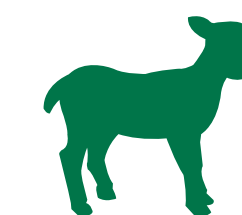
Know Country of Origin?



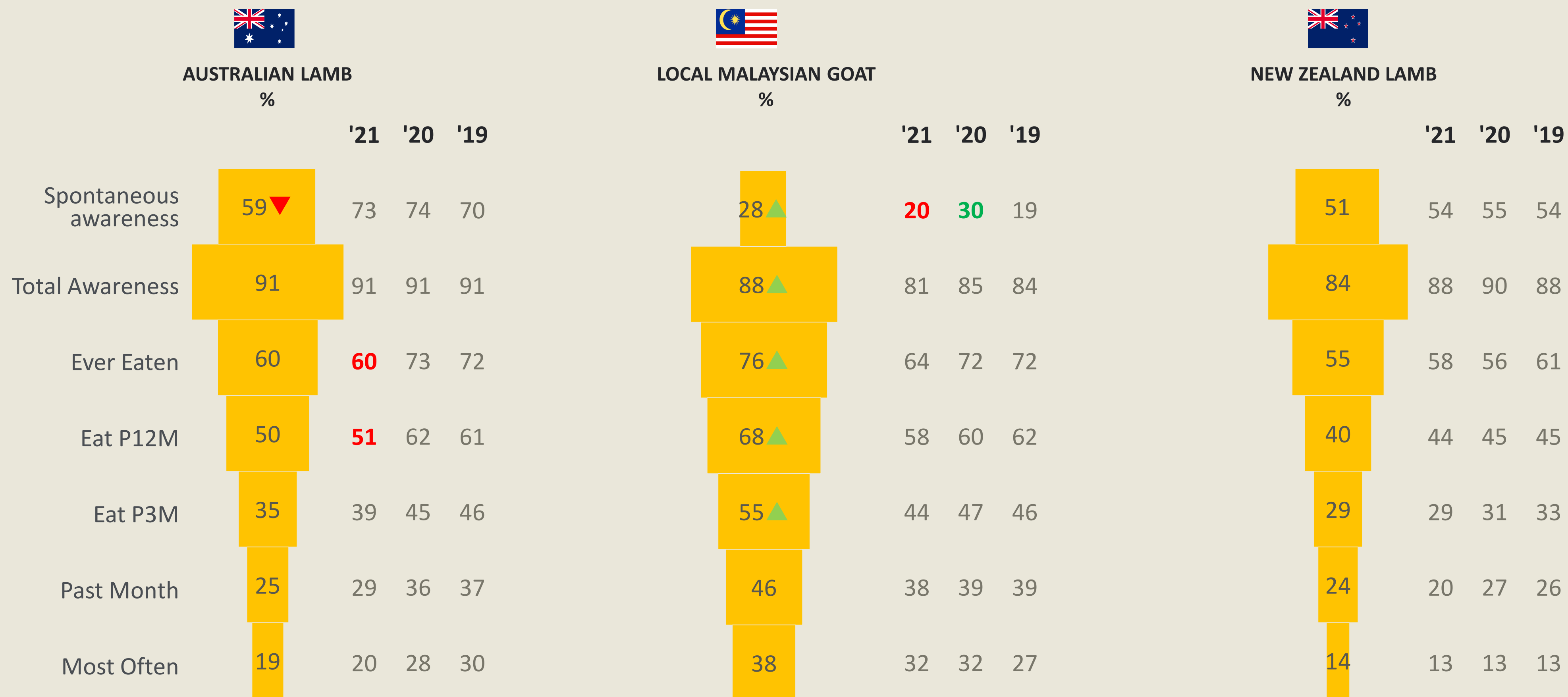
FREQUENCY OF BUYING LOCAL AND IMPORTED LAMB



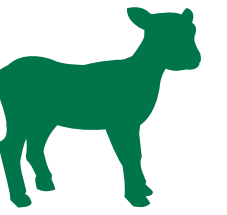
# Australian lamb maintains strength on Salience metrics, but Local Malaysian Goat strengthens on consumption metrics and is stronger than AU lamb. While AU lamb is stable on consumption compared to 2021, important to leverage high awareness and increase conversion to trial



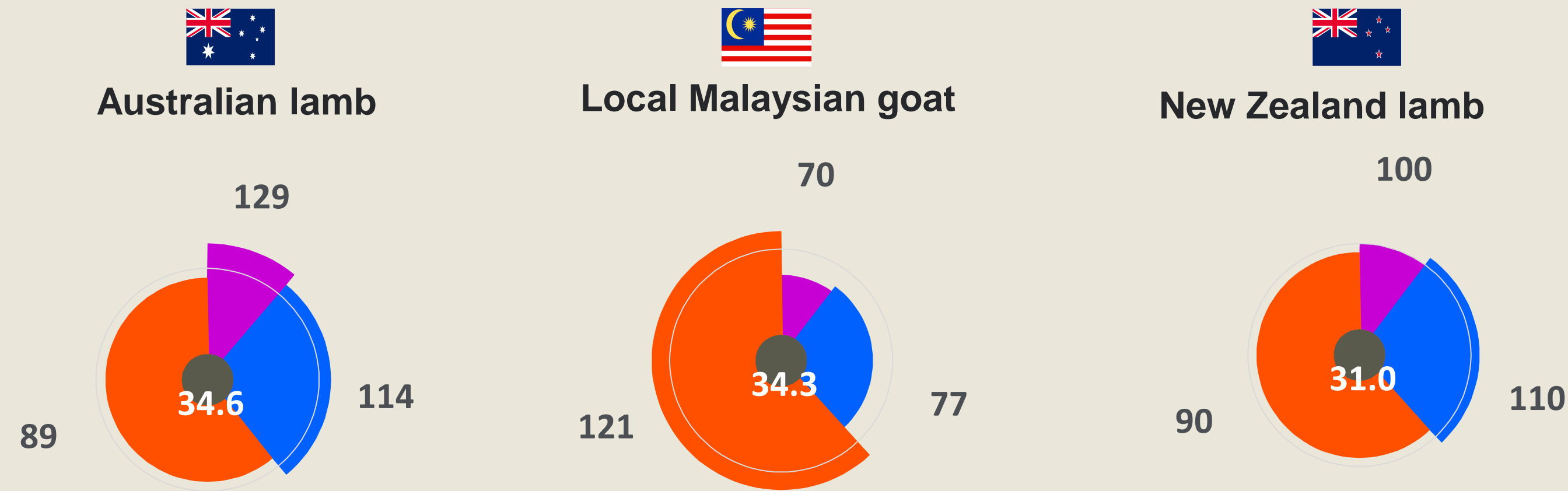
## LAMB- BRAND HEALTH BY COO



Local Malaysian goat strengthens on Meaning which is also driving higher consumption. While AU lamb is more Different and Salient, Meaning is most important to driving Power and hence needs to be strengthened to maintain its position



## LAMB- BRAND HEALTH BY COO



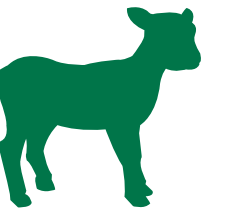
| DRIVERS OF DEMAND POWER |     |
|-------------------------|-----|
| MEANINGFUL              | 61% |
| DIFFERENT               | 28% |
| SALIENT                 | 11% |

|            | Diff  | Rank |
|------------|-------|------|
| POWER      | -2.2% | =    |
| MEANINGFUL | -5    | =    |
| DIFFERENT  | +8    | +1   |
| SALIENT    | -22   | =    |

|            | Diff | Rank |
|------------|------|------|
| POWER      | 5.1% | +1   |
| MEANINGFUL | +13  | =    |
| DIFFERENT  | -9   | =    |
| SALIENT    | 22   | =    |

|            | Diff  | Rank |
|------------|-------|------|
| POWER      | -2.9% | -1   |
| MEANINGFUL | -8    | =    |
| DIFFERENT  | +2    | -1   |
| SALIENT    | +4    | =    |

Strong perceptions on 'Better for my family' build pre disposition by creating higher 'Meaning'. Thus, for AU beef it is important to focus on attributes related to 'Better for my family' to strengthen its 'Meaning' and prevent losing share to Local Malaysian goat



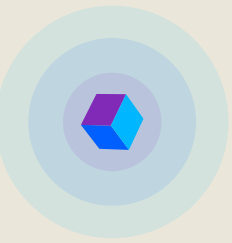
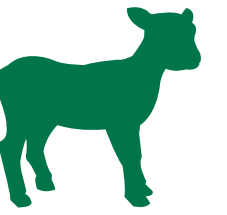
## IMAGERY DRIVERS

*Driving these perceptions...*

*Contribute to driving...*

|   | Group of Perceptions | Meaning | Difference | Demand Power | Pricing Power |
|---|----------------------|---------|------------|--------------|---------------|
| 1 | BETTER FOR MY FAMILY | 44%     | 27%        | 41%          | 28%           |
| 2 | QUALITY CUTS         | 20%     | 27%        | 26%          | 26%           |
| 3 | HALAL                | 19%     | -5%        | 13%          | -3%           |
| 4 | LOW FAT              | 13%     | 11%        | 9%           | 15%           |
| 5 | ENVIRONMENT          | 2%      | 18%        | 6%           | 15%           |

# 'Tender meat', 'Nutritious' and 'Safe to eat' are attributes related to 'Better for my family' which AU lamb can focus on strengthening since they are not a weakness for AU lamb and neither a strength for Local Goat



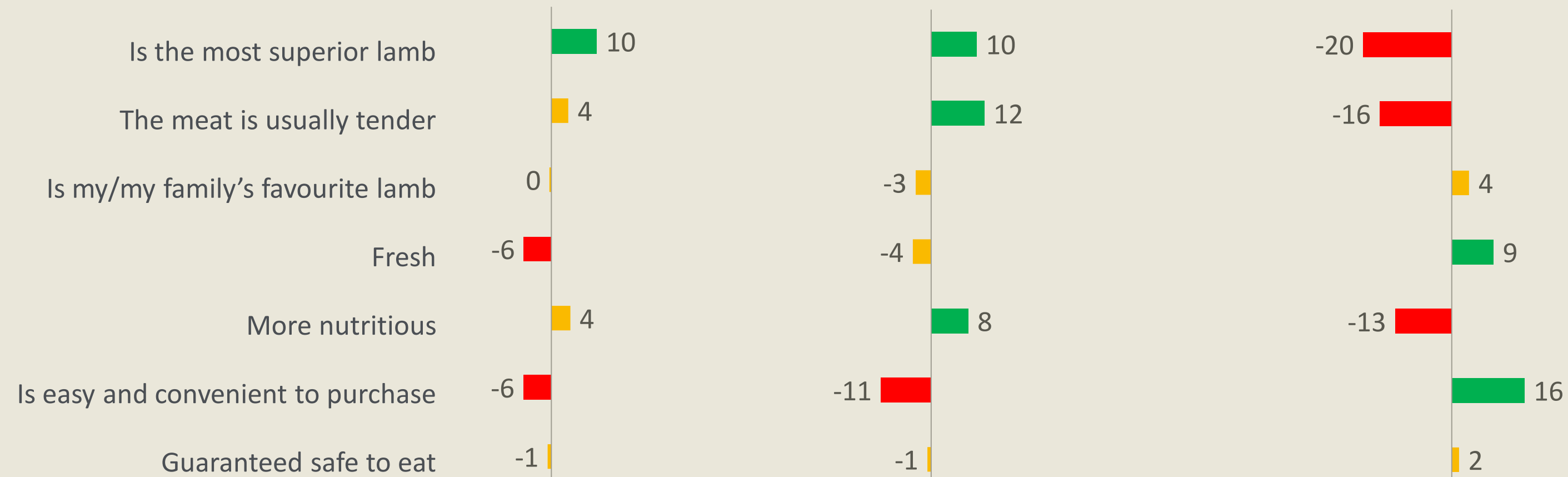
DRIVERS OF DEMAND POWER  
(ranked top to bottom)

AUSTRALIAN LAMB

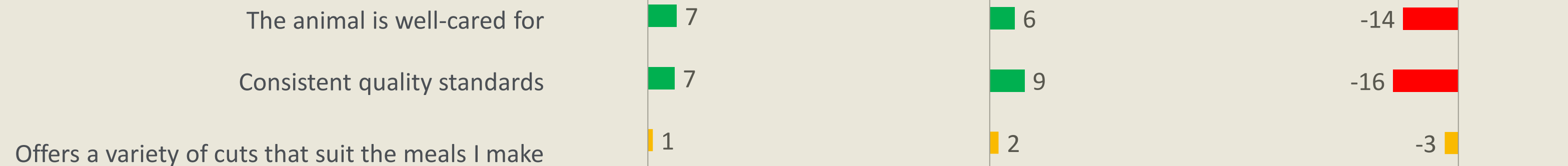
NEW ZEALAND LAMB

LOCAL MALAYSIAN GOAT

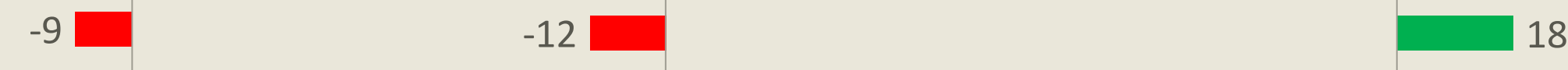
Better for my family (41%)



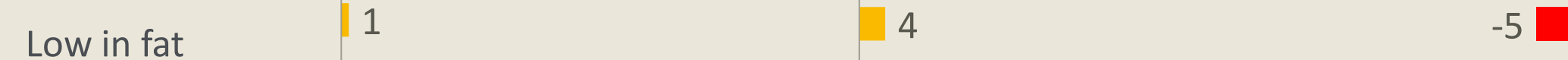
Quality cuts (20%)



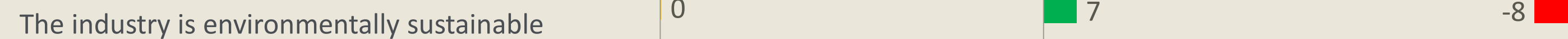
Halal (13%)



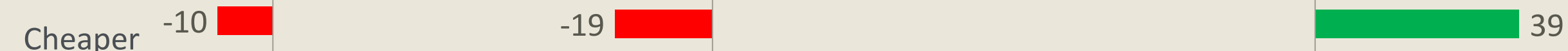
Low Fat (9%)



Environment (6%)



Cheaper (-4%)



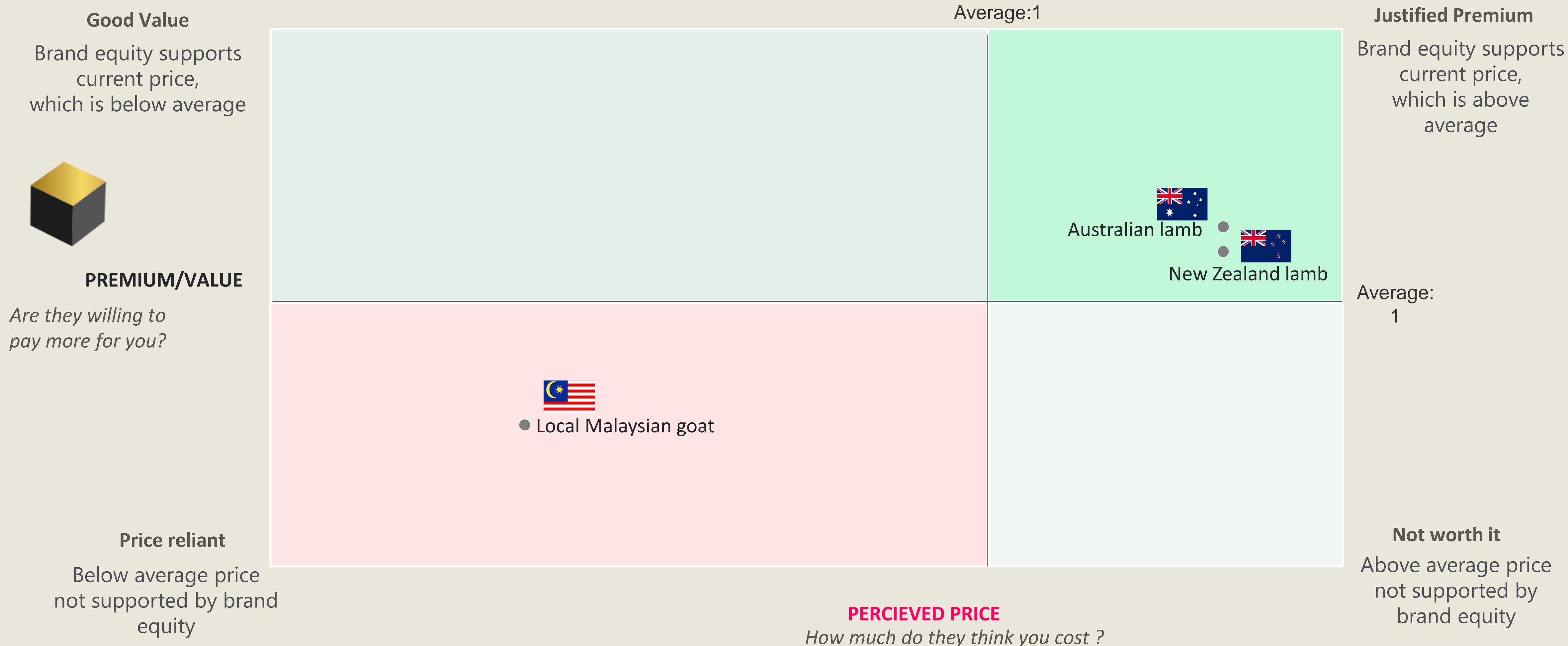
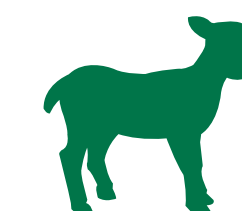
**KANTAR**

+5 or more = relative category strength  
-5 or less = relative category weakness.

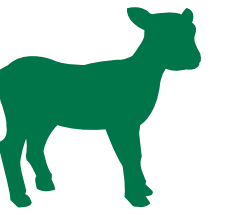
LBH9. Here are some things which people have said about lamb. We would like to know which of the following statements apply to beef from different countries of origin. You may choose as many or as few countries of origin as you wish. It doesn't matter if you don't buy any of them - it's your impressions we'd like. Base: (n=xxx). Attributes are grouped according to level of co-endorsement i.e. when respondents endorse one attribute for a brand, they are likely to endorse the others in the group. In this way the attributes are linked, then the groups are given an appropriate, summary name.



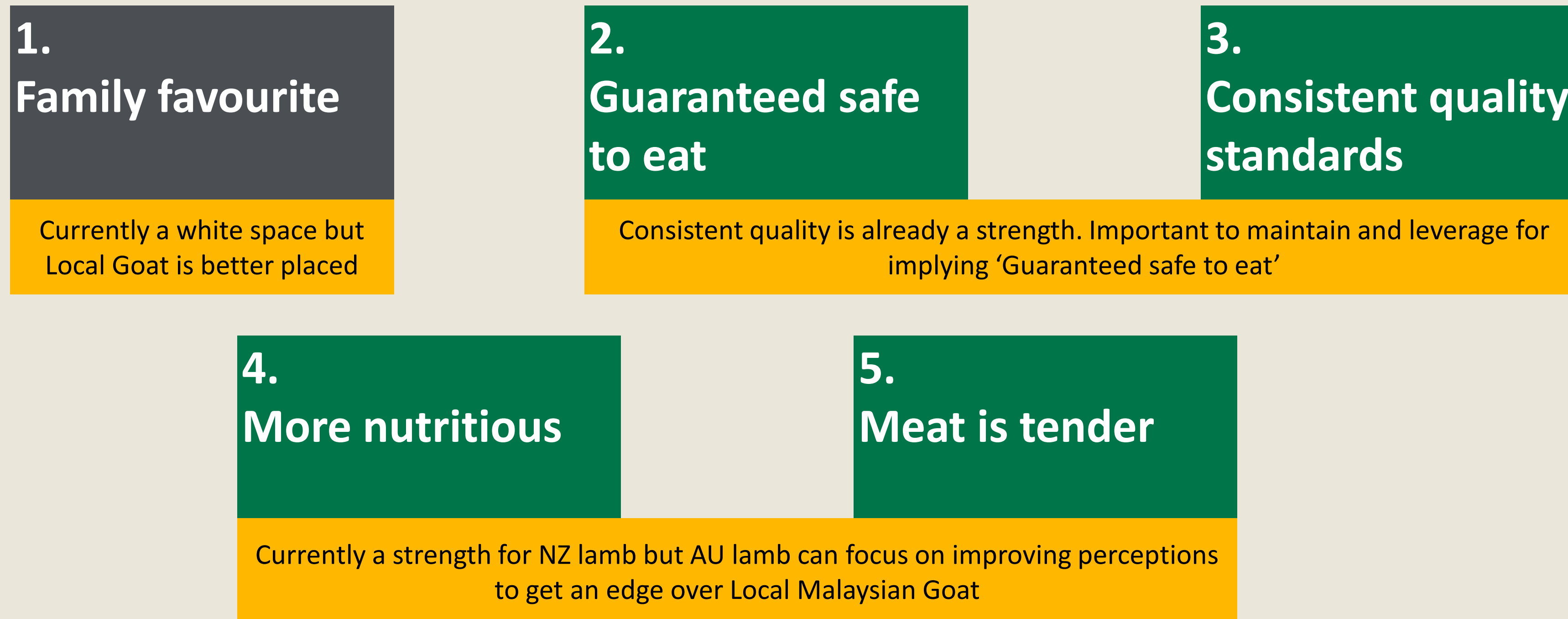
**Strong association on 'Quality' related attributes help AU and NZ lamb support their Premium pricing. Local Malaysian Goat, however, is seen to be Price reliant and could be easy to lose share to consider the economic context and inflationary concerns**



# Lamb brands that scores high on Power also score high on Premium. Thus, top levers to growth are similar for both Power and Premium

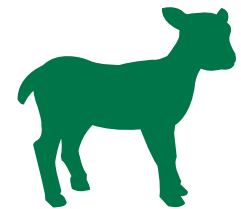


## Top 5 Associations to Grow - Volume & Value (Ordered based on impact on building equity\*)

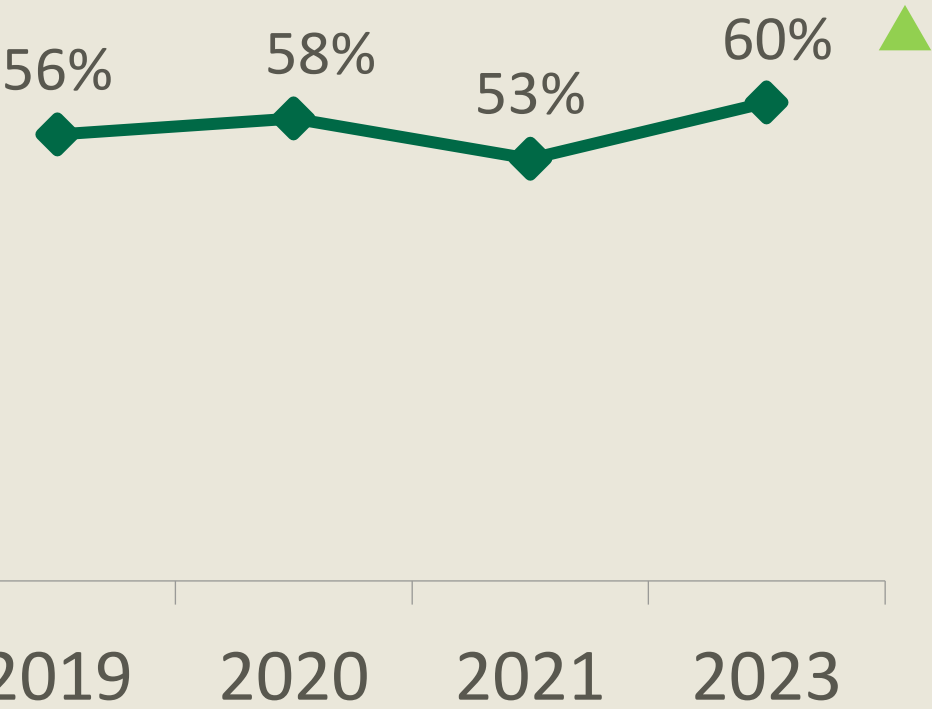


These associations are simulated in the Meaningfully Different model to ascertain which will drive the greatest growth in Power and Premium

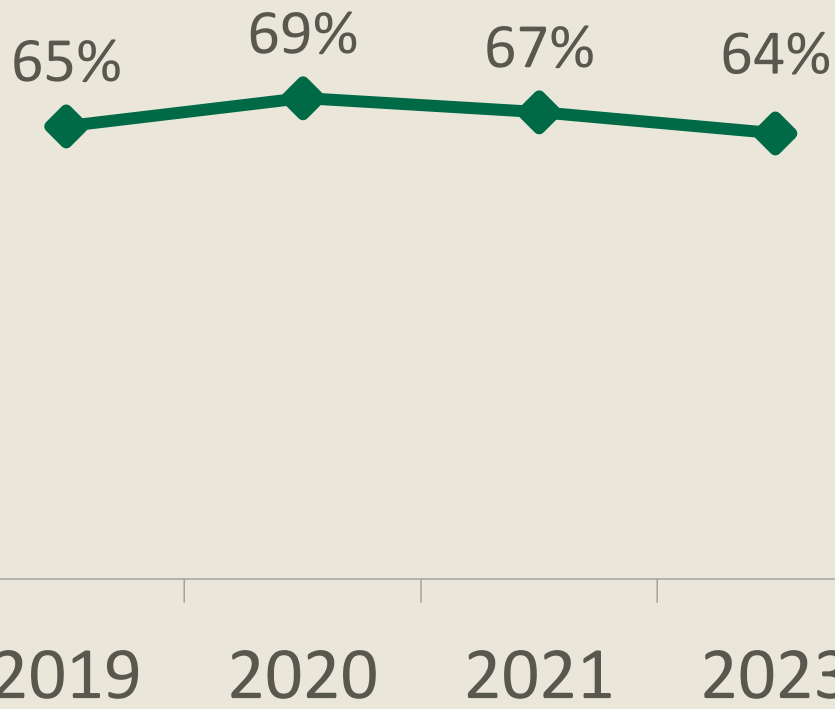
While overall awareness of term 'True Aussie' has strengthened, awareness of the logo for lamb softens, led possibly by drop in awareness for AU lamb. TA assets support in building perception of Freshness and Quality



Aware of Term: 'True Aussie'



Aware of Logo:



Top impressions of True Aussie logo:

1. Care for animals
2. Consistent quality
3. Processed under high standards
4. Fresh

# Summarising Lamb Module

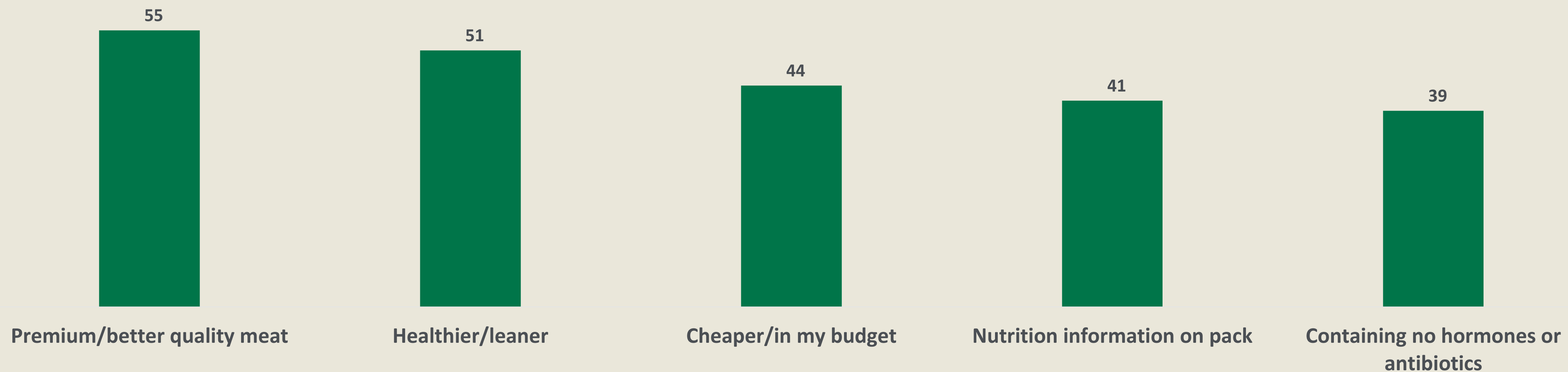
- The size of the market for Lamb remains broadly stable with almost 1 in 4 never having bought lamb. Fundamental functional barriers of taste and smell have become more prominent than before among those not eating Lamb. An area for focus to overcome.
- AU lamb continues to maintain its leading position in the market. Local Malaysian Goat, however, has strengthened its usage as well as equity led by stronger performance on the key driver of Meaning.
- For AU beef to maintain its strong position and prevent losing share to Local Malaysian Goat, it is important to build 'Meaning' and relevance
- AU Lamb should focus on communicating its tenderness and consistent quality strengths to reinforce safety and quality perceptions that consumers value which in turn will help justify a price premium.

# What does Sustainability mean to our consumers?

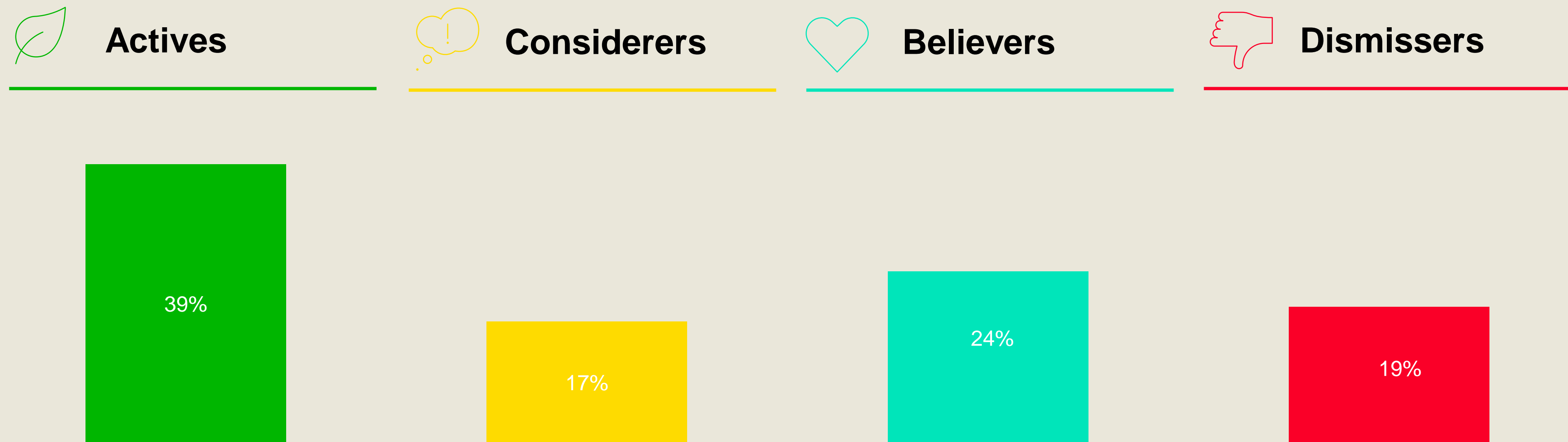
# When prompted for the most important factors when purchasing red meat Malaysian consumers look first and foremost for meat that is Premium and healthier. Being organic is not among the top 5 factors influencing decision making

## Important factors when deciding on fresh red meat purchase

Ranking most (1<sup>st</sup>) to least (5<sup>th</sup>) important  
Showing Top 5 statements only

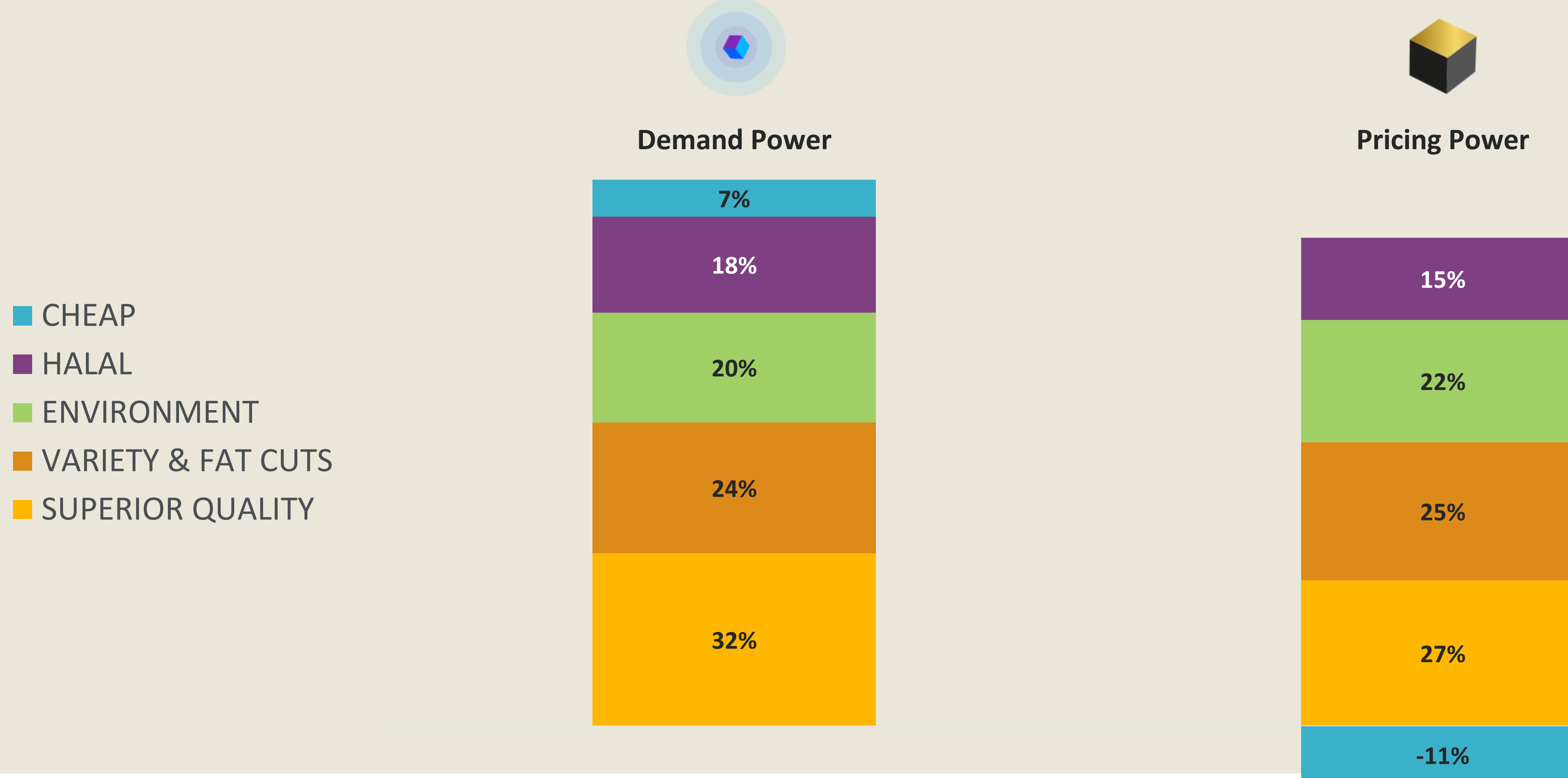


# In Malaysia, Actives followed by Believers make up the most consumers. This shows there is a sense of awareness and desire to be more sustainable



In terms of behaviour, as well this reflects as 'Environment' is the third most important driver for both Power and Premium

## IMAGERY DRIVERS- POWER AND PREMIUM (BEEF)



There are many different expressions of sustainability, and we asked Malaysian consumers which of these matter to them.

These expressions can group into six broad themes:



# When prompted, pollution, sanitation and animal cruelty expressions of Sustainability are seen as most important, but the fragmentation shows people are not sure where to focus

## SUSTAINABILITY ISSUES- MOST IMPORTANT

T2B % agree



At a category level, sustainable production is not associated with any protein yet and is a white space

## BRAND IMAGE PROFILES (BIPS) PROTEIN PERCEPTION ON SUSTAINABILITY



CH12. Which of the following things do you associate with each type of protein? Base: (n=800) '1

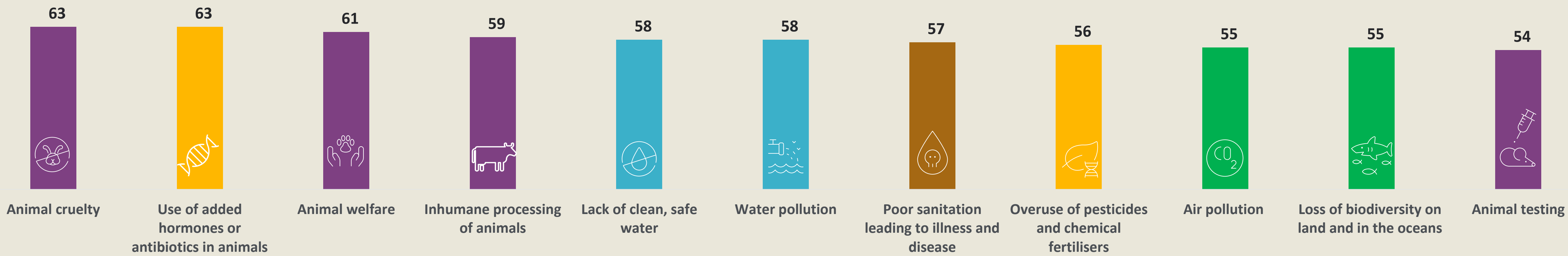
**KANTAR**

+5 or more = relative category strength  
-5 or less = relative category weakness.

The key areas where red meat is seen to play a role are- animal cruelty, use of hormones, animal welfare and inhumane processing of animals - spaces where we can currently focus our sustainability efforts.

## Sustainability issues important for red meat industry to action

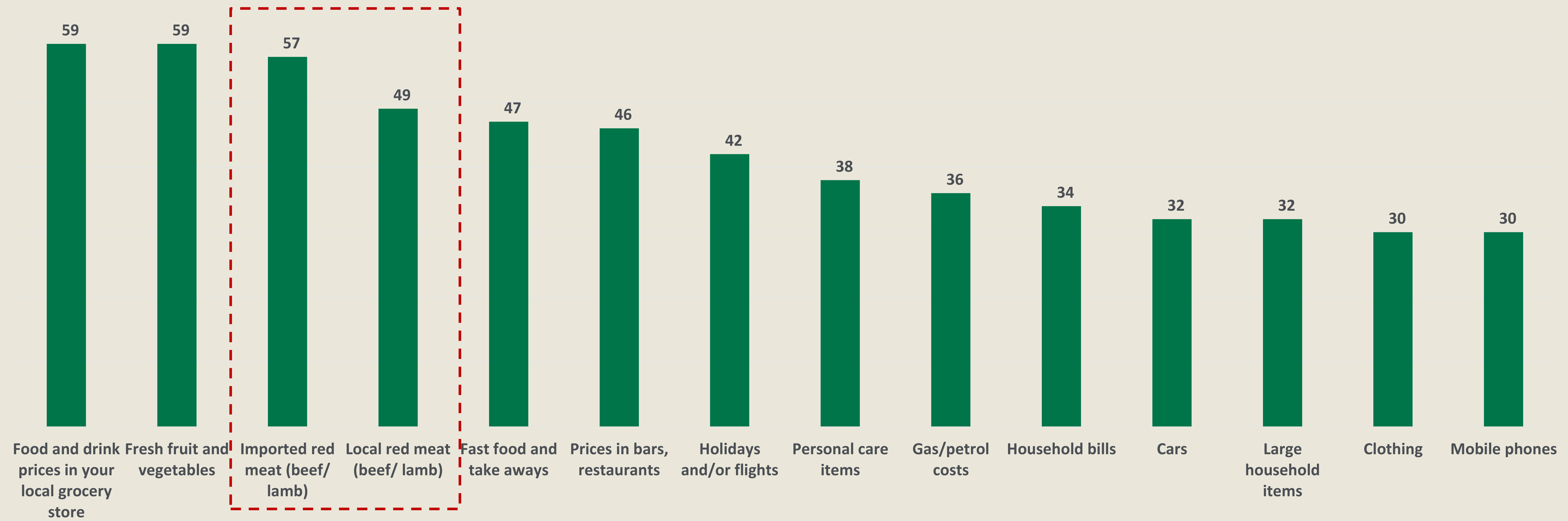
T2B % agree



# What is the impact of inflation on our consumers?

# Imported Red meat is amongst the top 3 categories to be affected by inflation and also seems to be affected more compared to Local red meat

## PRODUCTS AFFECTED BY INFLATION

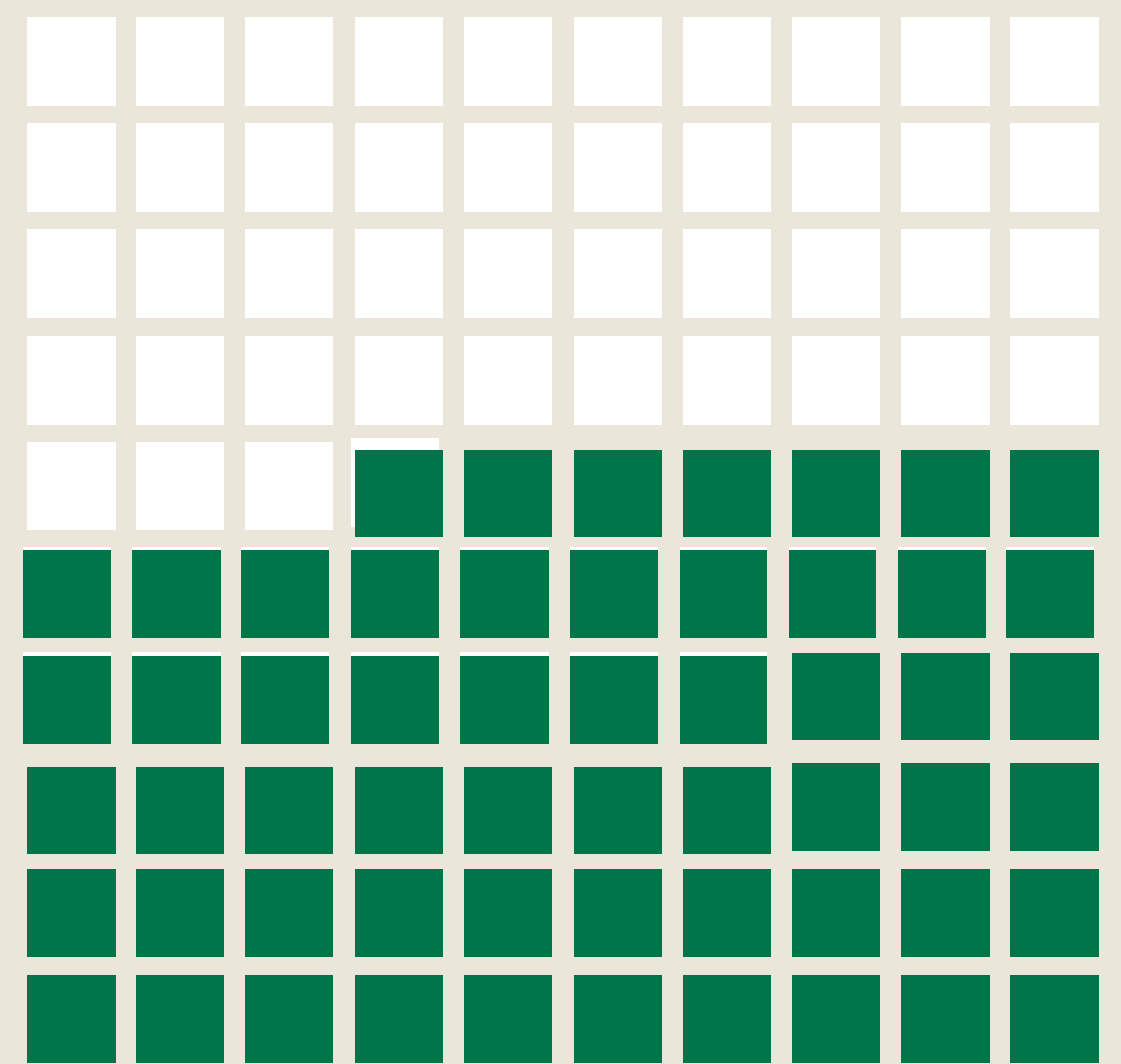


# With majority noticing higher prices for imported red meat, 1 in 4 continue to buy same as earlier while the rest have started to demonstrate economising behaviours for red meat purchases

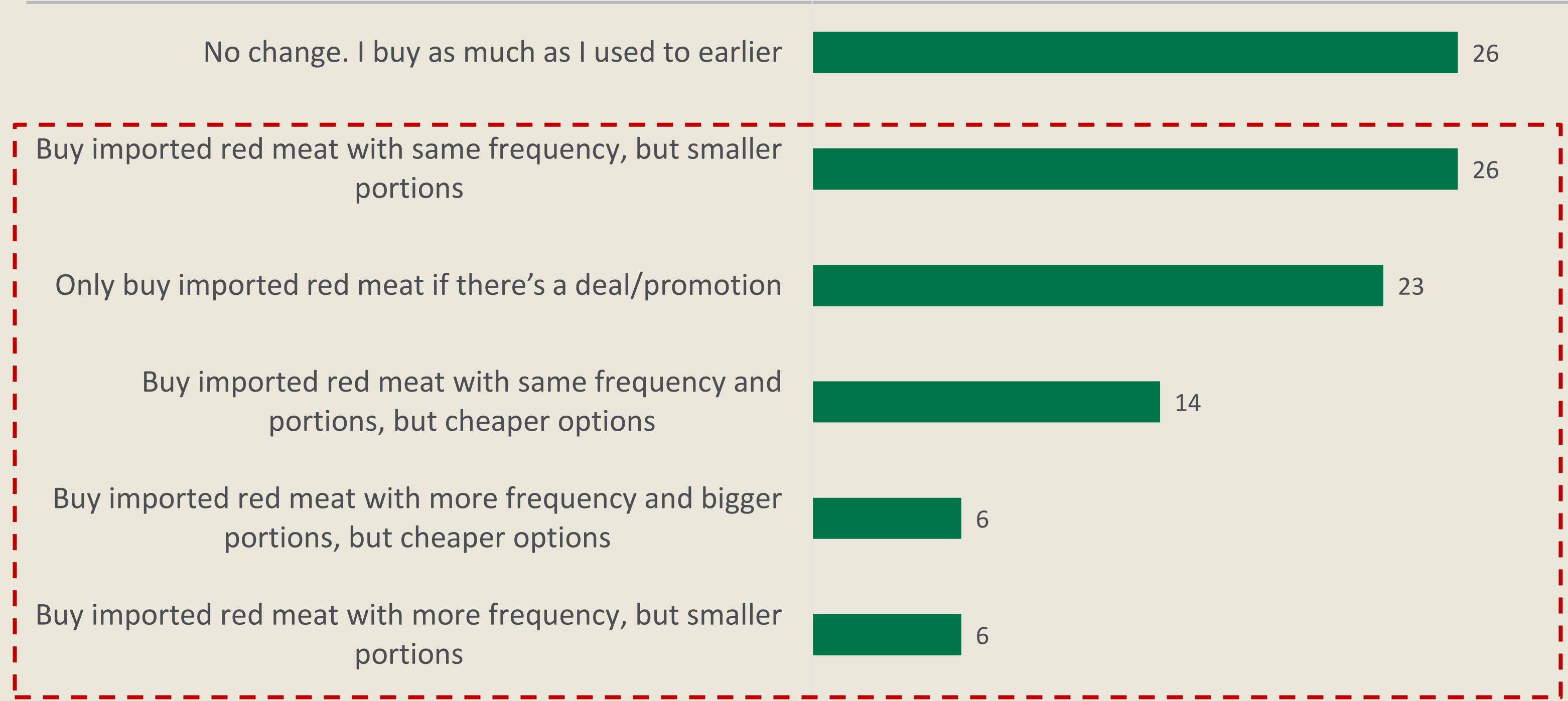
## IMPACT OF INFLATION ON IMPORTED RED MEAT PURCHASE

People who noticed higher prices for imported meat recently

57%



Changes in purchase behaviour of imported red meat considering higher prices



# Claimed future purchase of red meat seems to be impacted with 1 in 2 claiming to buy less imported red meat in the next 12 months

## IMPACT OF INFLATION ON IMPORTED RED MEAT PURCHASE

Future purchase behaviour (next 12 months)  
of Imported Red Meat



# FINAL THOUGHTS & DISCUSSION



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