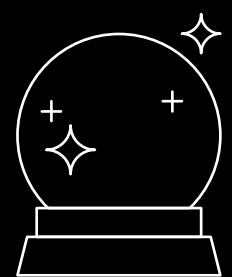


# 2023 Global Tracker: Thailand *Presentation Deck*

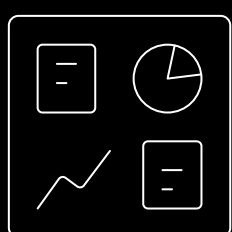
*Brought to you by your Kantar Team:*  
Sally Kennedy, Poorva Shinde &  
Carolina Ferrando



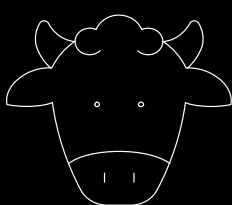
# Contents of today's presentation



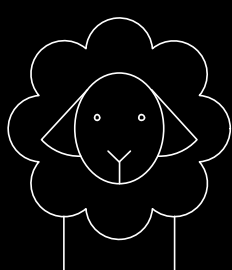
- 1** **MACRO MARKET CONTEXT**  
*Quick look at the market context and trends that are impacting consumer choice in the Thai market*



- 2** **PROTEIN LANDSCAPE**  
*Awareness, claimed consumption and perceptions of key proteins – including general beef and lamb buying behaviours.*



- 3** **IMPORTED BEEF CONSUMPTION & COUNTRY OF ORIGIN**  
*COO associations, trust and how these build demand and willingness to pay*



- 4** **IMPORTED LAMB CONSUMPTION & COUNTRY OF ORIGIN**  
*COO associations, trust and how these build demand and willingness to pay*


















- 5** **FINAL THOUGHTS & DISCUSSION**  
*Levers to pull to support choice of Australian red meat.*

# The Central Question

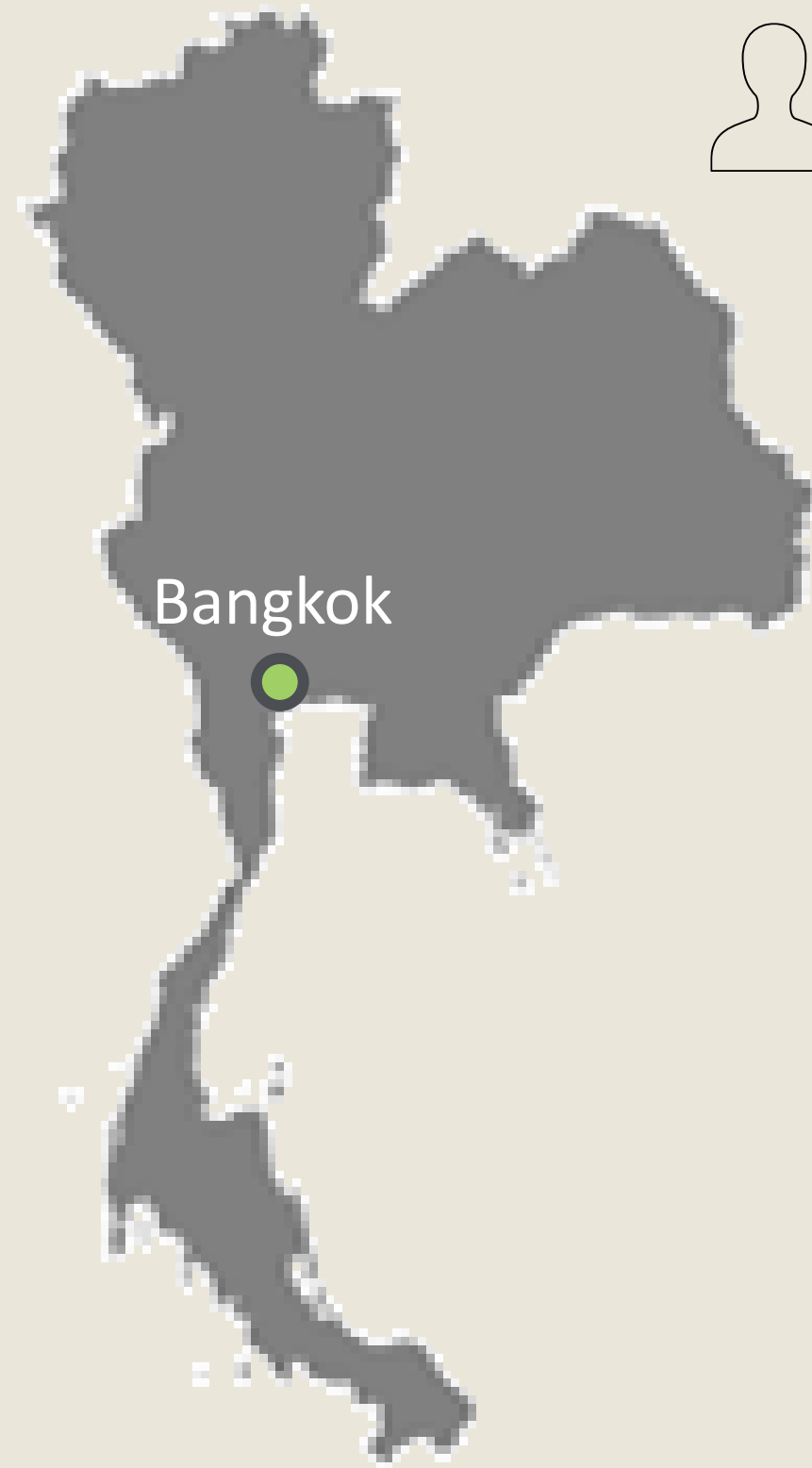
How can Australian red meat differentiate itself from other premium imports in Thailand?

We have conducted the global tracker in 22 markets over the last 8 years, with Thailand included this year, 2021 and prior to that 2018. This makes comparisons with previous period potentially out dated and should be viewed with caution

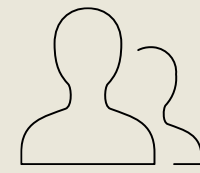
MARKETS	 Japan	 Korea	 China	 Indonesia	 Singapore	 Malaysia	 Philippines	 Taiwan	 Thailand	 Vietnam	 USA	 Canada	 KSA	 UAE	 Oman	 Jordan	 Kuwait	 Qatar	 UK	 Hong Kong	 Mexico	 Chile	Total # of markets	
2015																							11	
2016																								15
2017																								11
2018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



# Thailand sample – a deliberate skew (not Nationally Representative)



Bangkok



Consumers aged 18-64  
 Grocery buyers, meal planners  
 bought/consider imported beef  
 Skew to affluent households  
 (greater openness and ability to  
 buy AU Beef)  
*(Not representative of total market)*

**Sample is made up of 501 consumers**

		COUNTRY INCIDENCE	SAMPLE STRUCTURE
Gender	Male	52%	35%
	Female	48%	65%
Age	18-34	12%	45%
	35-49	20%	43%
	50-64	26%	13%
Cities	Bangkok	9%	100%
Consumption	Buy Fresh Meat at Least Occasionally	12%	100%
MGBs	Main Grocery Buyers	100%	98%
Children	Households with Children	90%	74%
Income	<500,000 baht	-	13%
	500,000 - 750,000 baht	-	27%
	750,000 baht+	-	60%



# MACRO- MARKET CONTEXT



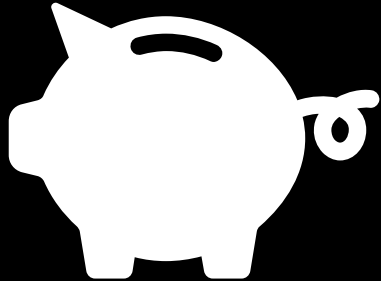
# 3 key trends we see influencing consumer decisions now and into the future:



**Sustainability is on the rise**



**Focus on health**



**Economic situation**

# 4 in 10 Thai consumers are actively pursuing a more sustainable lifestyle – believing they can make a difference through their actions and are willing to pay more for a product/brand with sustainability credentials.

## SUSTAINABILITY ON THE RISE



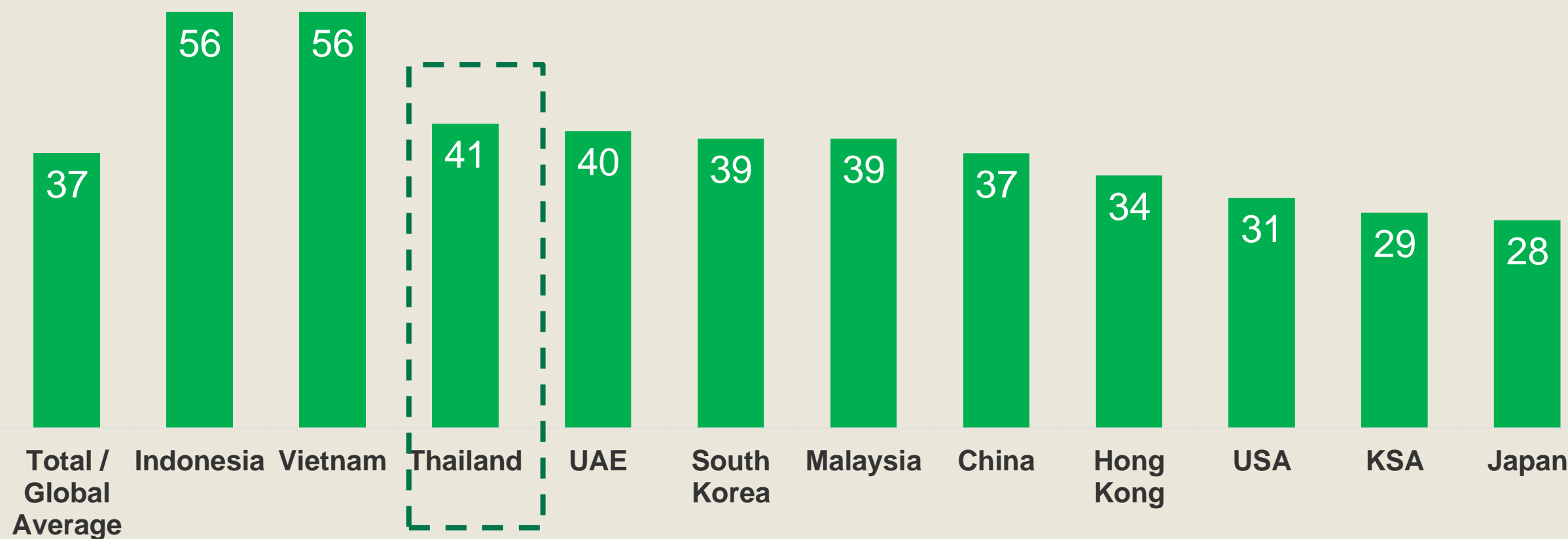
### Sustainability is on the rise

There is a commitment to sustainability and creating a better world. Thailand achieved significant progress in poverty eradication and was on track to meet the SDGs for excellent education, clean water and sanitation, industry innovation and infrastructure, and **responsible consumption and production.**

### Actives

- **Much more likely to believe that they can make a real difference** through their actions
- Believe they are personally **affected by social and environmental issues**
- Their actions match their values, **they want to do more, and they are willing to invest their time and money to support companies that try to do good** like offsetting their impact

### % OF 'ACTIVE' SUSTAINABLE CONSUMERS IN...



Data from the GT23 Japan Survey

# Health consciousness among Thai consumers has accelerated post-pandemic and they are taking efforts in ensuring their diets contribute to good health

## FOCUS ON HEALTH



### Focus on health

Thai consumers are prioritizing healthy living through their dietary choices post-pandemic. More than five in ten intend to educate themselves on nutrition and cook more often at home (52% and 51%, respectively). Thais are focusing on adding nutritious components (e.g. fruits/vegetables, food variety) to their diet instead of limiting certain choices (e.g. highly processed food, animal meat).



# Introducing the Max Diff technique

## EXPLANATION OF MAXDIFF – TECHNIQUE

Typically, when asking people directly about their priorities, everything tends to be important. This is especially the case if they are asked to rate the importance of every item on a large list. To accurately gauge respondents' preference of different claims we used MaxDiff analysis.



Give anyone a choice of options and suddenly everything becomes important, like a kid in a candy store

Max Diff is a trade off technique that forces respondents to make a choice. They have to have an opinion and cannot consistently choose a middle ground; nor can they simply endorse top box on statements asked as rating scales. This leads to greater sensitivity and discrimination.

### How it works

Respondents are shown 5 statements per screen and asked which one they consider to be the most likely & least likely to motivate them to eat Beef/Lamb.

70%

Considering only these five claims, please indicate which one is the **most likely**, and which is the **least likely** to motivate you to choose / eat BEEF....

Task 1 of 12

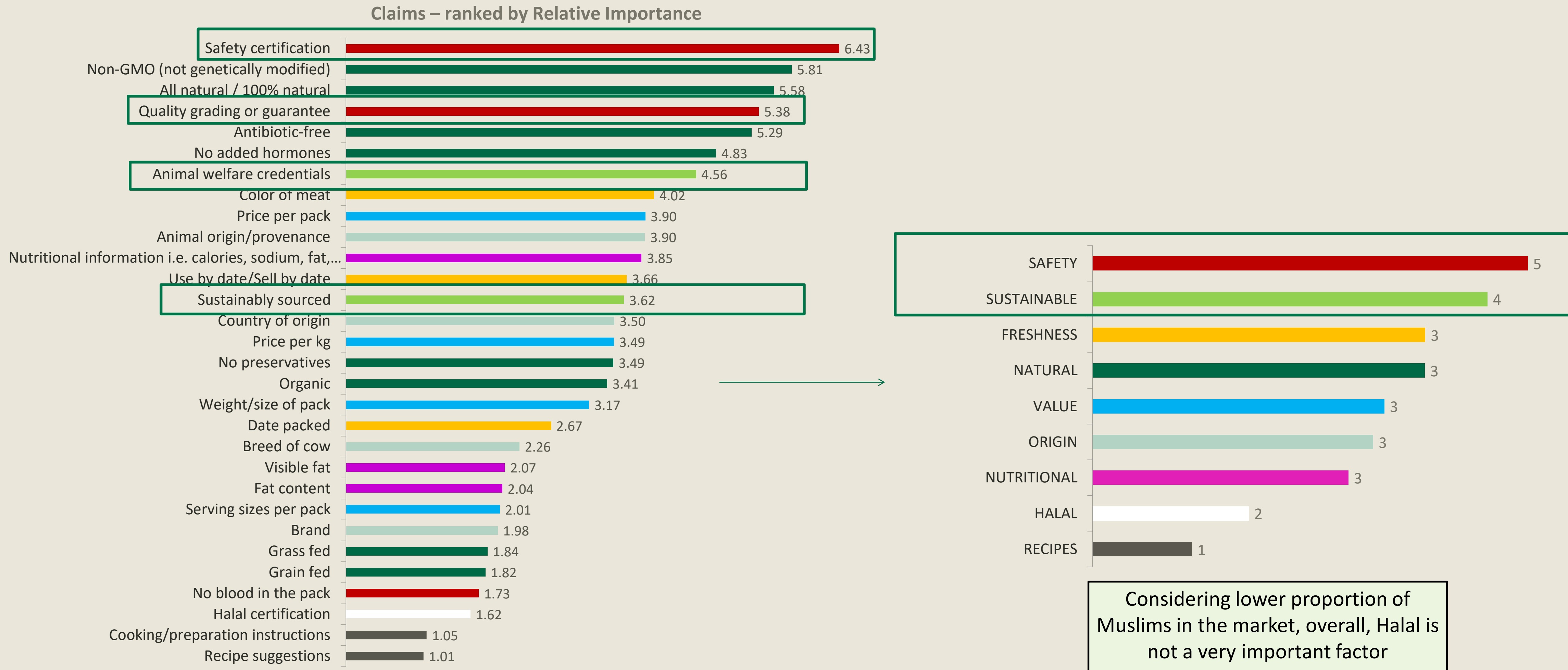
Please select one from the "most" and one from the "least" column. You must choose a different item in each column.

Most likely		Least likely
<input type="radio"/>	Use by date/Sell by date	<input type="radio"/>
<input type="radio"/>	Country of origin	<input type="radio"/>
<input type="radio"/>	Serving sizes per pack	<input type="radio"/>
<input type="radio"/>	Visible fat	<input type="radio"/>
<input type="radio"/>	Breed of cow	<input type="radio"/>

Repeating this around 10 - 15 times gives us enough data to calculate the importance of each statement at respondent level.

With regards to beef purchase, most important for Thai consumers is Safety followed by Sustainability related aspects. Claims around these areas are most likely to motivate them to choose a particular Beef brand.

## MAXDIFF RESULTS – MOTIVATORS TO CHOOSE/ EAT BEEF



# 1 in 2 Thai consumers have recently noticed growing prices for imported as well as local red meat, yet the majority don't plan to change their red meat consumption in the future

## ECONOMIC SITUATION AND IMPACT ON RED MEAT PURCHASE

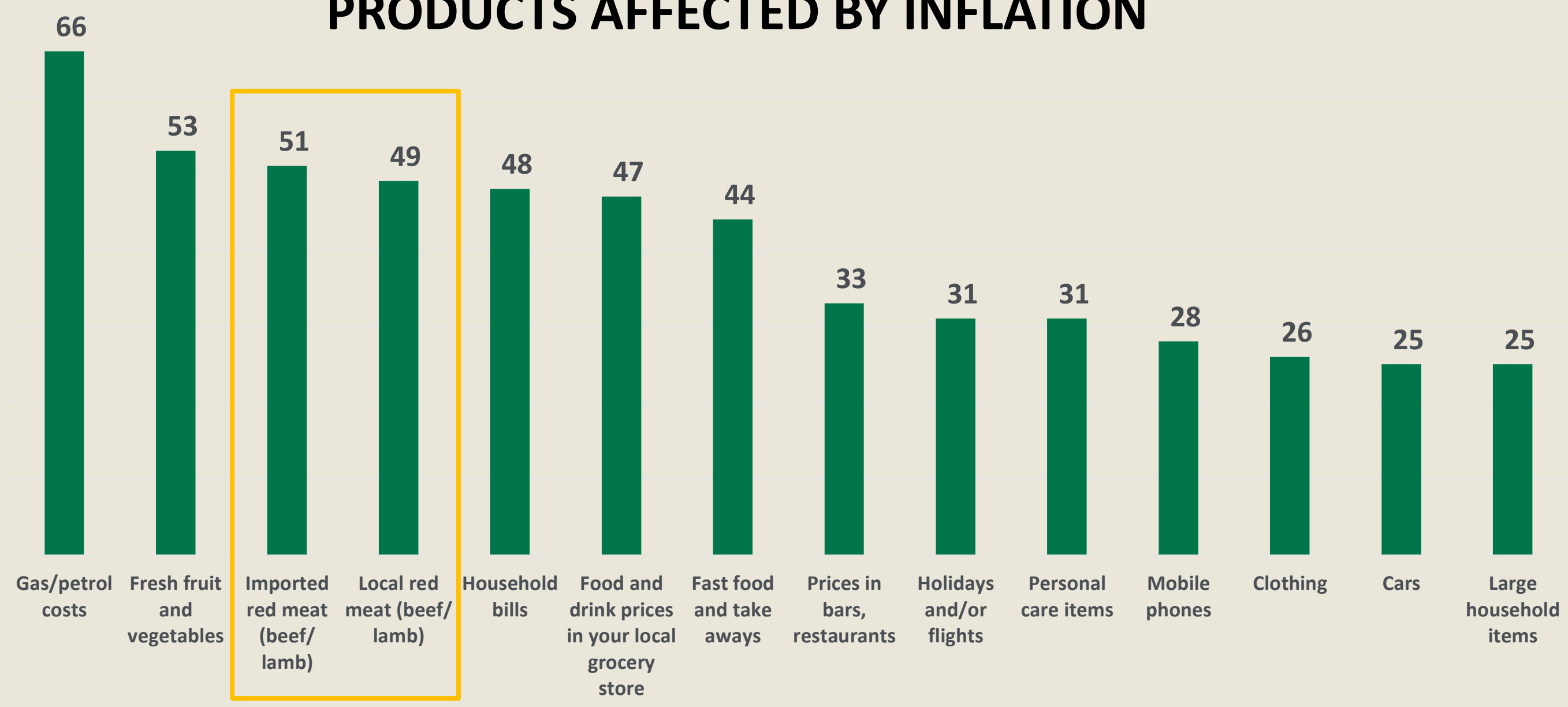


### Economic situation

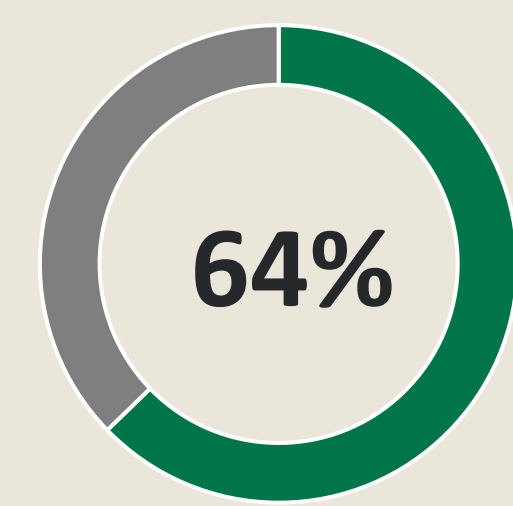
Thailand's economy is expected to increase 3.8% this year, aided by a comeback in the key tourist sector, while inflation will remain within its target range. Domestic spending has risen, as has tourism.

Thailand's inflation fell to its lowest level in 16 months in April, **due to decreasing energy and food prices** and a high base in 2022.

### PRODUCTS AFFECTED BY INFLATION



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



Claim there will be no change in future purchase



Source: <https://www.bangkokpost.com/business/2584111/inflation-tepid-in-may-as-food-prices-decrease> // <https://www.bangkokpost.com/business/2515384/economy-to-grow-3-8-this-year-inflation-to-ebb-arkhom>. View our policies at <http://goo.gl/9HgTd> // [https://www.reuters.com/markets/asia/thailands-april-headline-inflation-lowest-16-months-drop-further-2023-05-03/#:~:text=BANGKOK%2C%20May%203%20\(Reuters\),commerce%20ministry%20said%20on%20Wednesday](https://www.reuters.com/markets/asia/thailands-april-headline-inflation-lowest-16-months-drop-further-2023-05-03/#:~:text=BANGKOK%2C%20May%203%20(Reuters),commerce%20ministry%20said%20on%20Wednesday).

Base: Noticed higher prices for imported red meat recently (n=254); VOL2: You mentioned you noticed higher prices for imported red meat recently. How has your purchase of imported red meat changed considering the higher prices?





# 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.



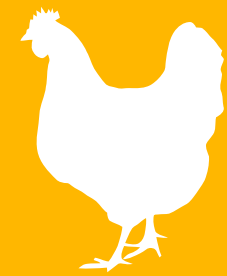
Global Summary

## PROTEIN PERCEPTIONS - GLOBAL

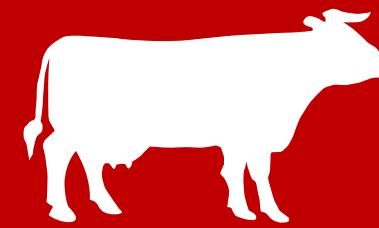
### THE STAPLE



- 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



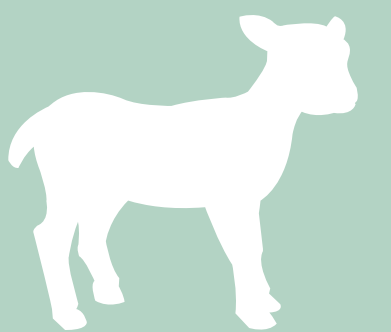
### THE SUPERIOR



- 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*



Fish and pork became favourites, fish being popular for its freshness, low fat content and importance for developing children, and pork for its versatility and convenience. Beef and lamb are both regarded as superior, although inconvenient to purchase and prepare.

## PROTEIN PERCEPTIONS - THAILAND

### STAPLES



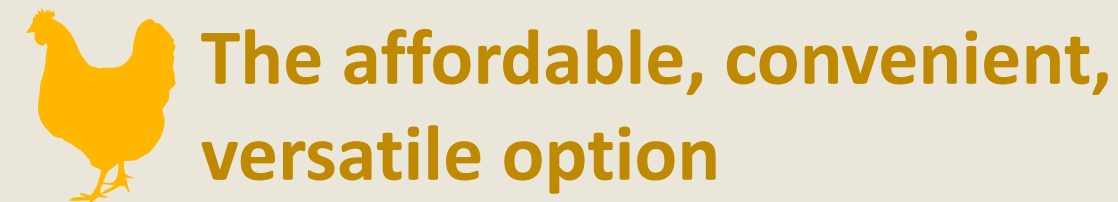
#### Beef & Lamb

##### Strengths vs others

- Animal is well cared for
- Most superior meat
- Willing to pay more for it
- Tastes delicious (Beef)
- Tender meat (lamb)

##### Weakness vs others

- Not easy or convenient to purchase
- Beef:
- Not Cheap
  - High in fat
- Lamb:
- Not versatile



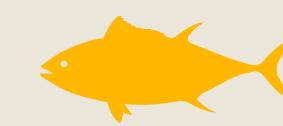
#### Chicken

##### Strengths vs others

- Cheaper (costs less)
- Versatile
- Easy and convenient to purchase and prepare

##### Weakness vs others

- Not nutritious
- Animal not well cared for
- Not superior
- Not willing to pay more for



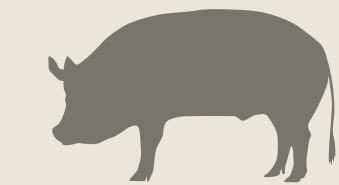
#### Fish

##### Strengths vs others

- Fresh
- Low in fat and nutritious
- Essential for growing children
- **My/my family's favourite**

##### Weakness vs others

- Animal not well cared for
- No consistent quality standards
- Not versatile
- Not easy or convenient to prepare
- Not superior
- Not willing to pay more for



#### Pork

##### Strengths vs others

- Versatile
- Easy and convenient to purchase and prepare
- **My/my family's favourite**

##### Weakness vs others

- Animal not well cared for
- Not nutritious
- High in fat
- Not superior
- Not willing to pay more for

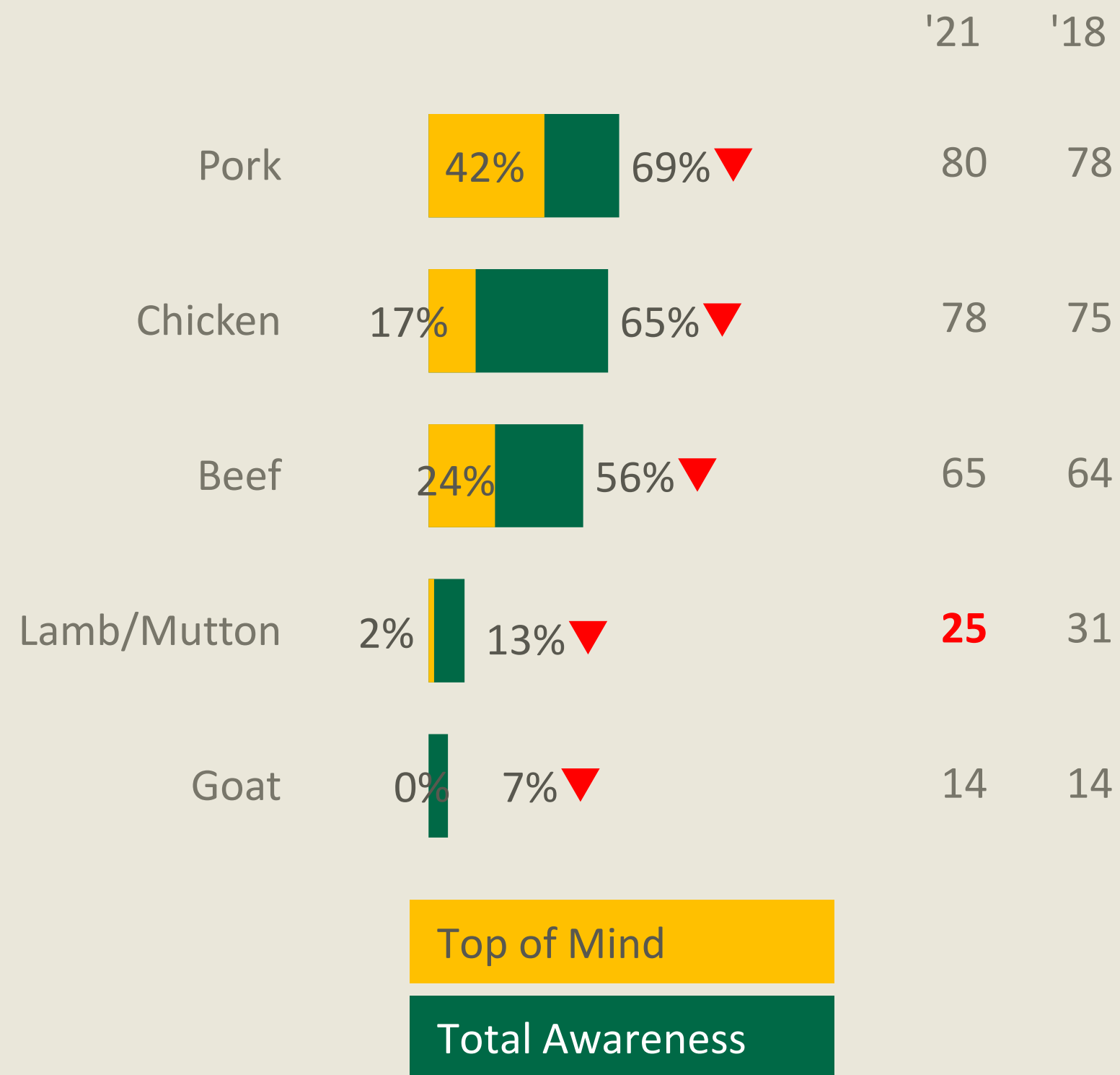
Beef, chicken and fish consumption remain relatively stable overtime albeit down a little on 2021 (is this a covid lockdown effect? ) while lamb and mutton monthly consumption increased, lamb bouncing back to pre covid levels of 2018 .



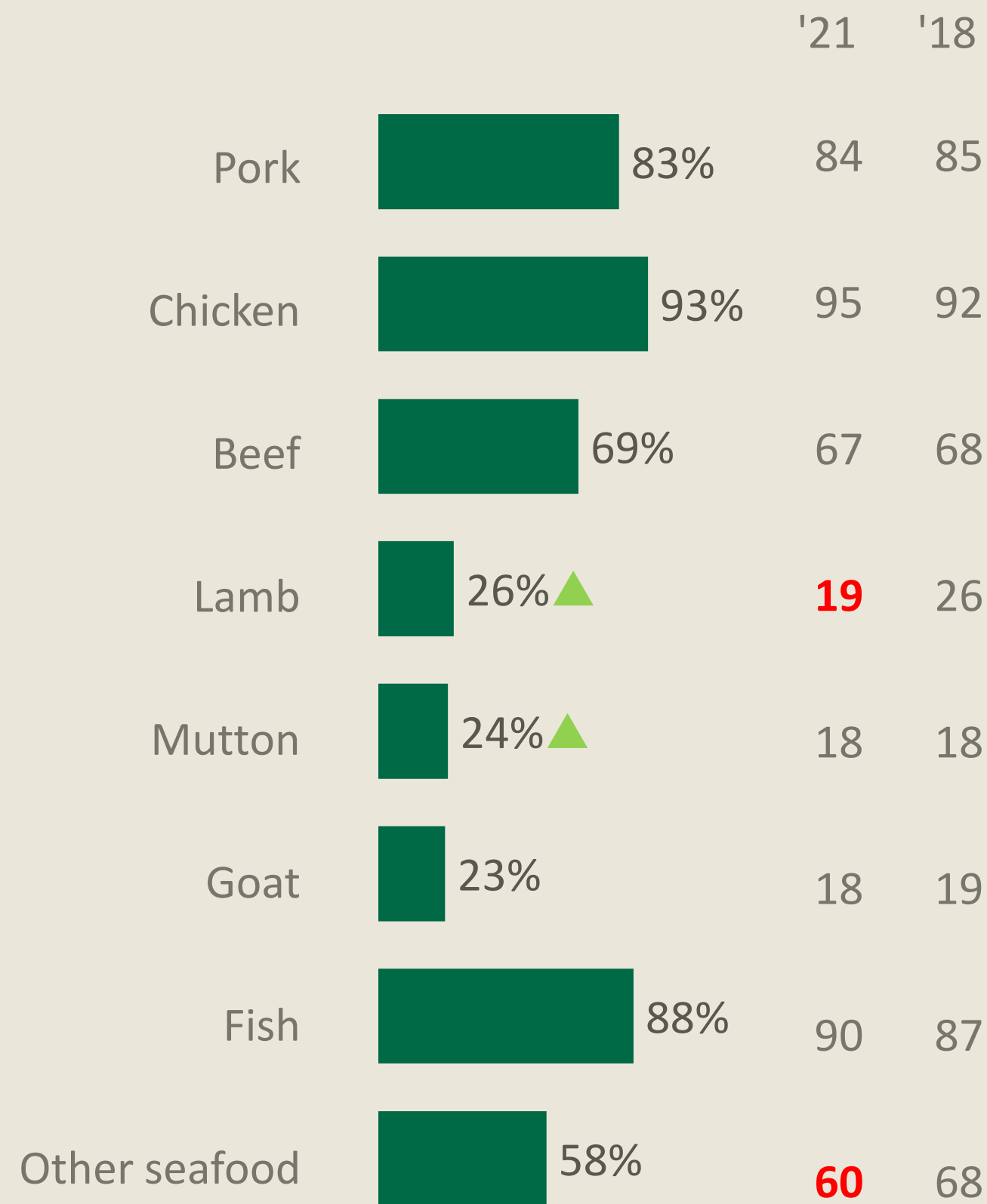
## KEY PROTEIN METRICS



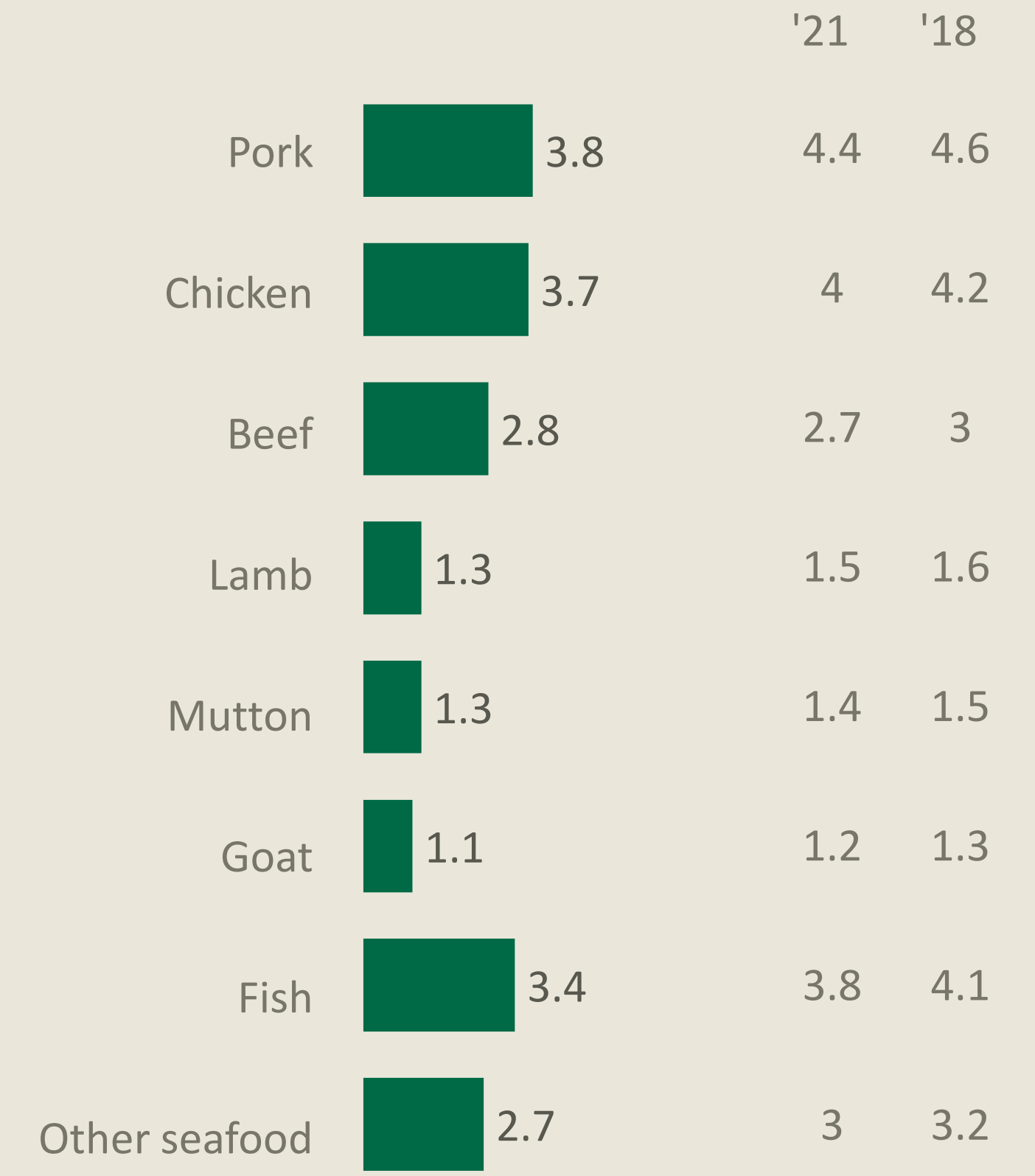
### SPONTANEOUS AWARENESS



### BOUGHT IN LAST MONTH



### AVERAGE SERVES LAST 7 DAYS

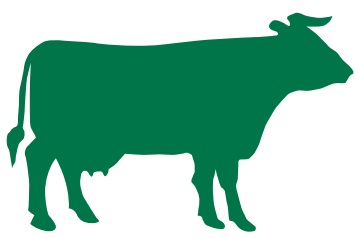


CH1 Spontaneous Awareness – When thinking about meat, which types come to mind?  
 CH10 How many meals that included the following meats have been prepared and eaten in your home in the last 7 days?  
 CH2 Bought in the last month – Which types of meat have you bought in the last month to prepare for a meal at home?  
 Base: '23 (n=500), '21 (n=501), '18 (n=428)

▲ ▼ Sig. different at 95%

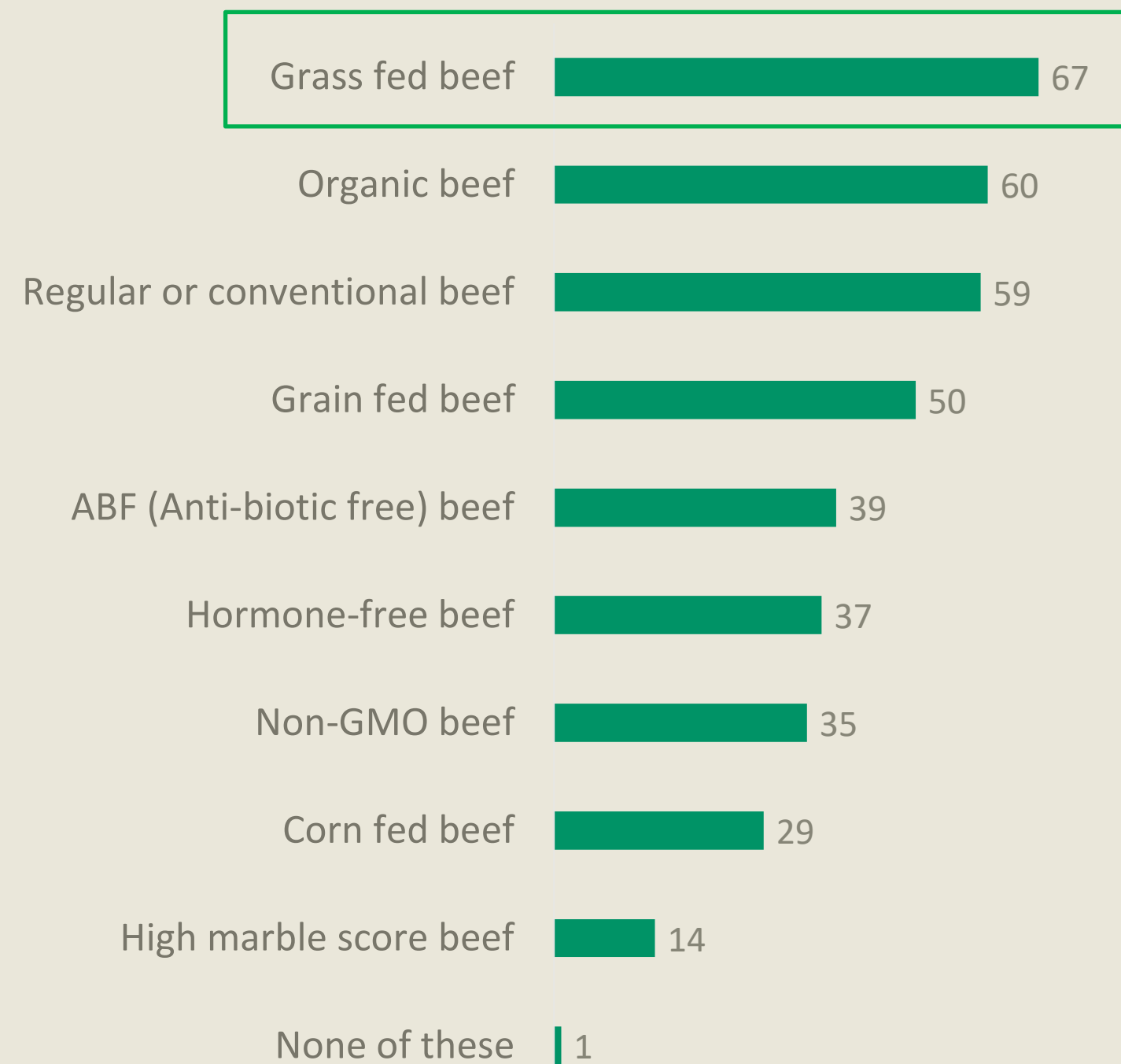


The desire for healthier, higher-quality proteins is reflected in the level of awareness and purchase of grass-fed and organic beef. This is also aligned with Australian beef exports, with 84% being grass-fed.

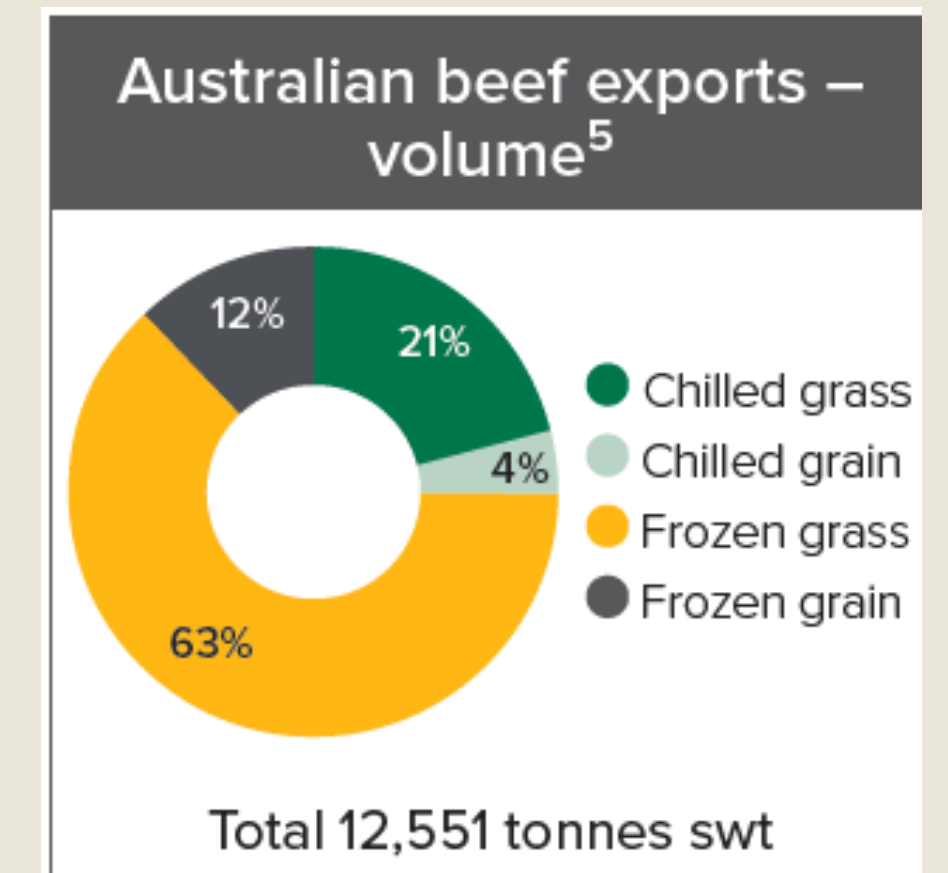
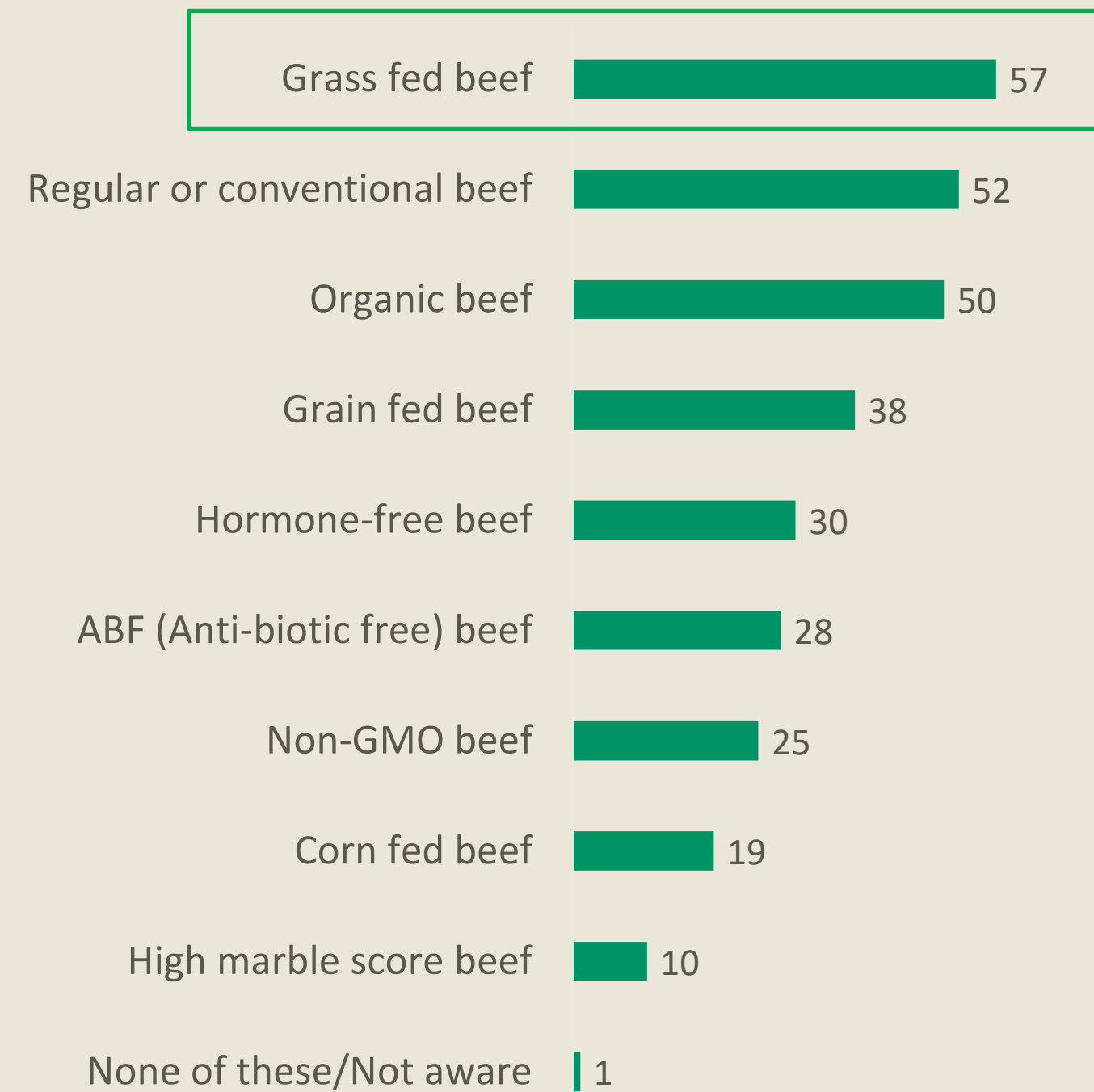


## AWARENESS OF TYPES OF BEEF & BEEF BOUGHT IN THE PAST

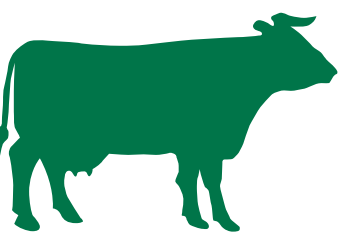
AWARENESS OF TYPES OF BEEF (%)



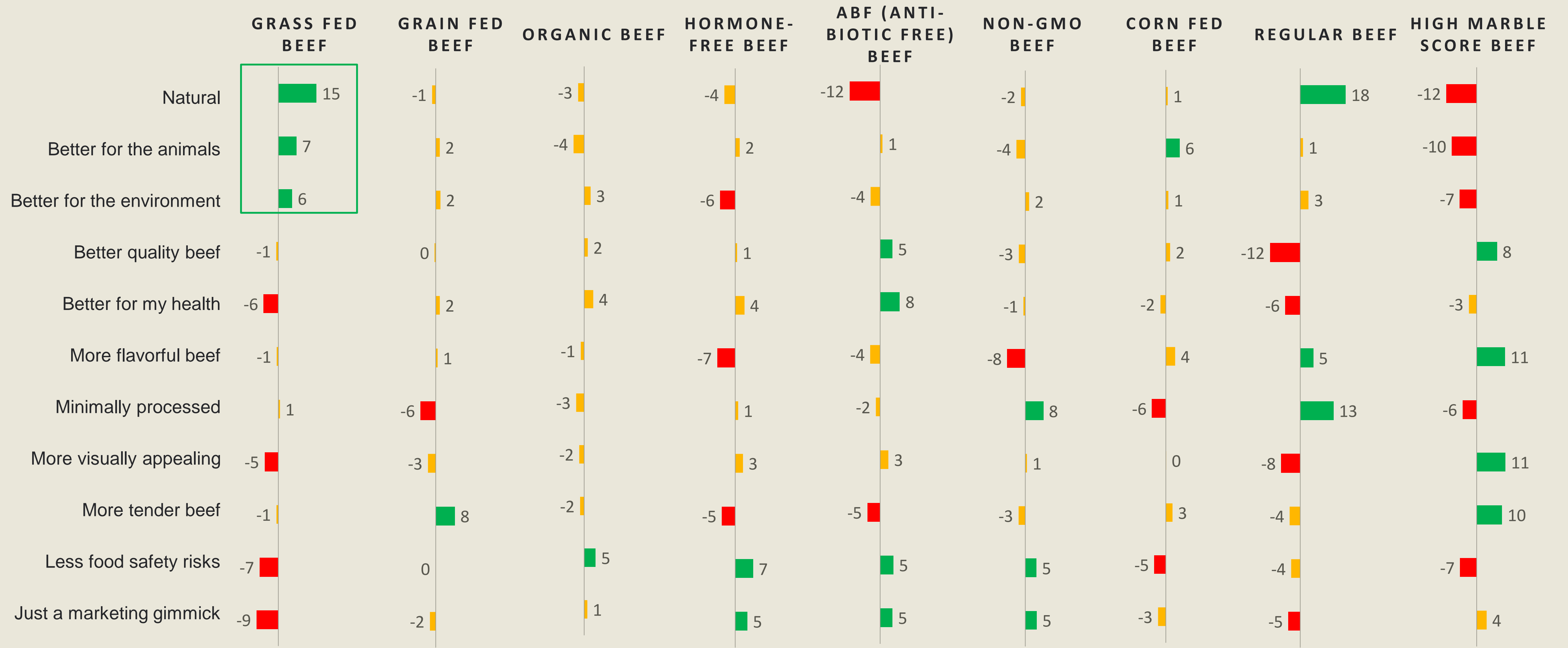
BEEF BOUGHT IN THE PAST (%)



# Grass fed beef has strong perceptions of being Natural, Better for the animals and for the environment which aligns with consumer needs of health and sustainability, supporting overall high consumption



## 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=249), Organic Beef (n=299), Hormone-Free Beef (n=182), Abf (Anti-Biotic Free) Beef (n=195), Non-Gmo Beef (n=172), Corn Fed Beef (n=143), Regular Beef (n=293), High Marble Score Beef (n=68)



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

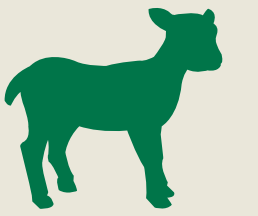
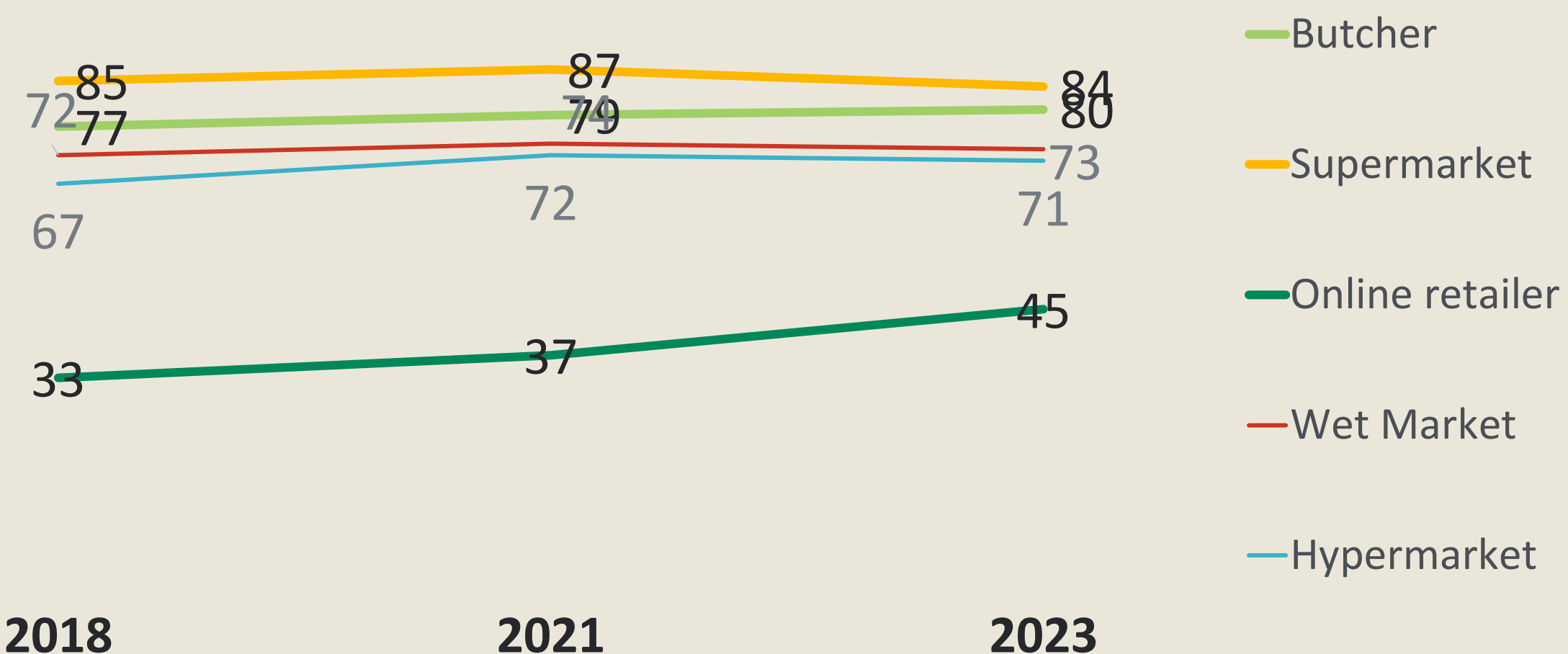


Online shopping is another trend accelerated by the pandemic and continues to grow, even among older age group. Online purchase of Lamb is more popular compared to Beef as it is less available among offline channels.

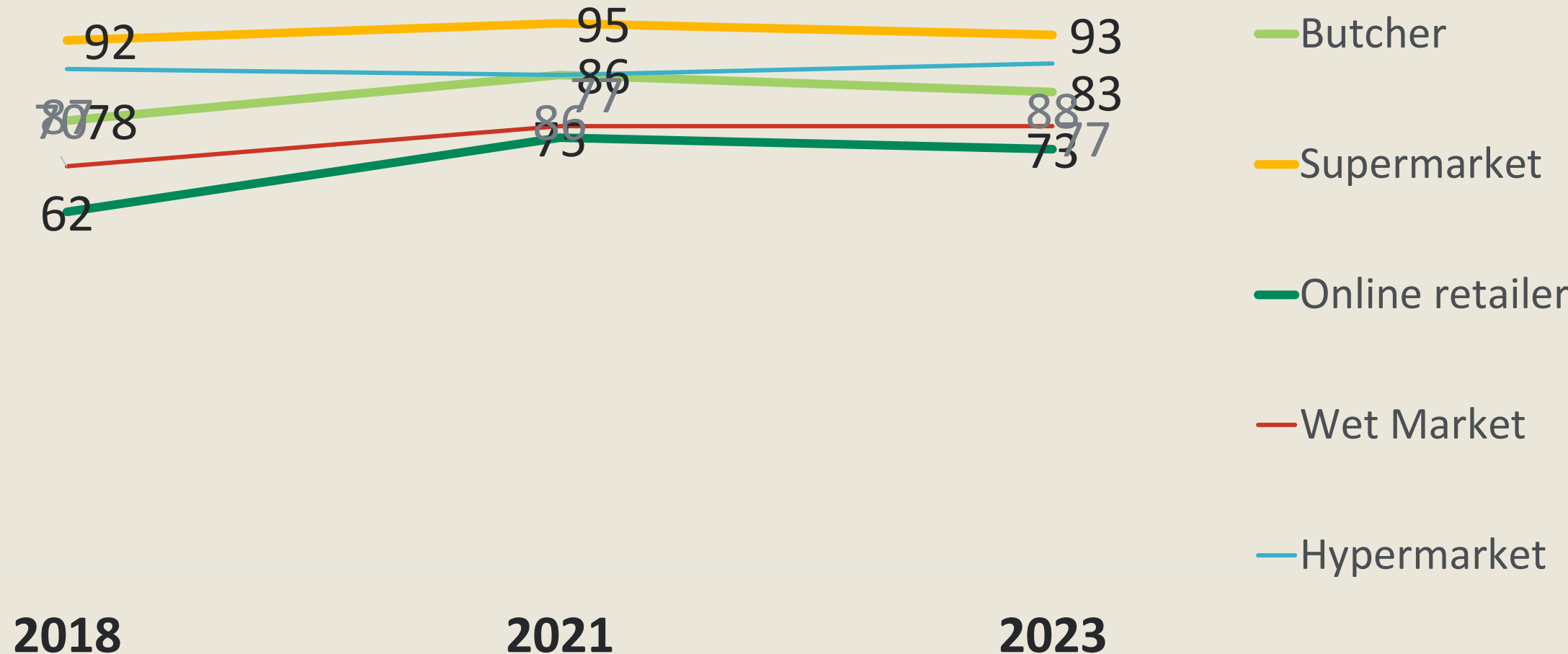
**ALL BEEF PLACES OF PURCHASE**



Once per month or more often (net)

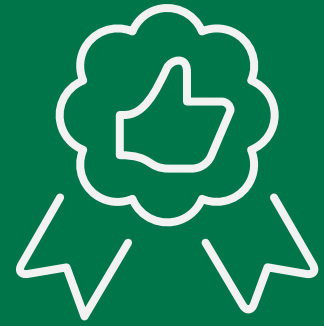


Once per month or more often (net)



**54% of 18-34s** claim to buy beef online (at least monthly) in 2023 (+4% vs 2021).  
**33% of 55-64s** claim to buy beef online (at least monthly) in 2023 (+18% vs 2021)

# Protein landscape in Thailand



## Red meat is superior and justifies its premium price

In line with what we observe in East Asian markets, beef and lamb are perfect for special events due to their premium, superior positioning. They are however not seen as convenient to purchase



## Demand through online channel is slowly growing.

In a market where convenience is key, more people are buying beef online. Important for Australian red meat to ensure we are well placed from a distribution perspective to cater to these evolving consumer needs

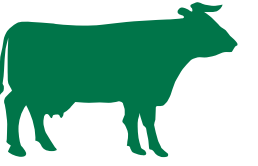
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**BEEF** COUNTRY OF  
ORIGIN BRAND  
HEALTH, TRUST &  
PERCEPTIONS

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Overall, frequency of buying Local as well as Imported beef is slightly down compared to 2021 potentially due to impacts of covid lockdown in 2021.



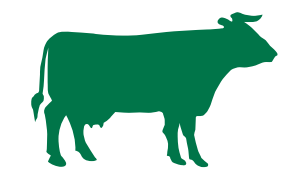
## FREQUENCY OF BUYING BEEF

### FREQUENCY OF BUYING LOCAL AND IMPORTED BEEF

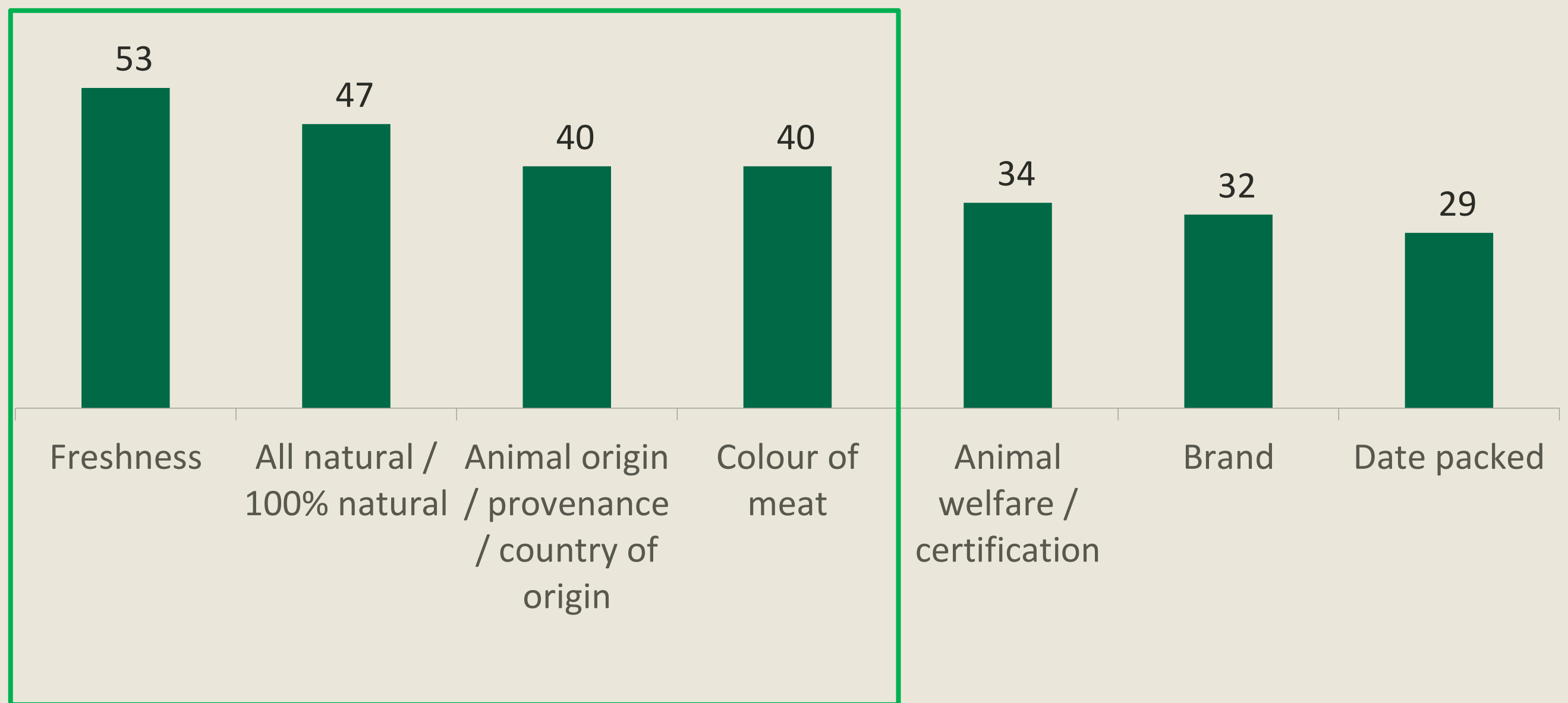


At least once a month		
	2021	2023
Local	94	93
Imported	86	89

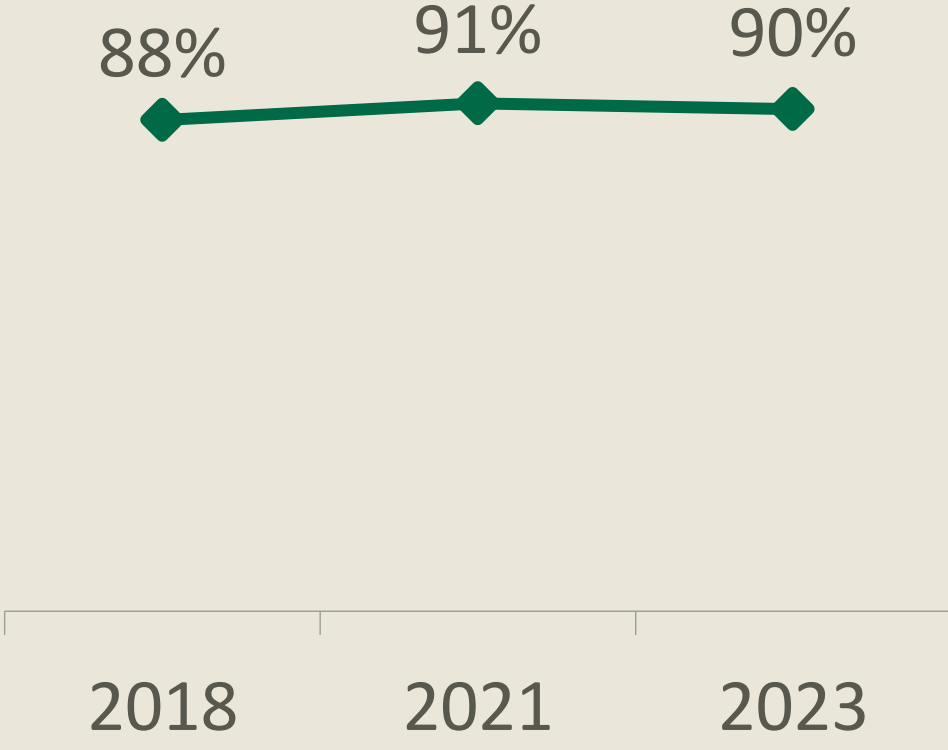
When buying beef, Thai consumers look for cues of freshness and being natural. Animal origin is also important leading to a high and stable awareness of the Country of origin for the Beef they buy



**TOP 'ON PACK' CUES SOUGHT WHILE BUYING BEEF**



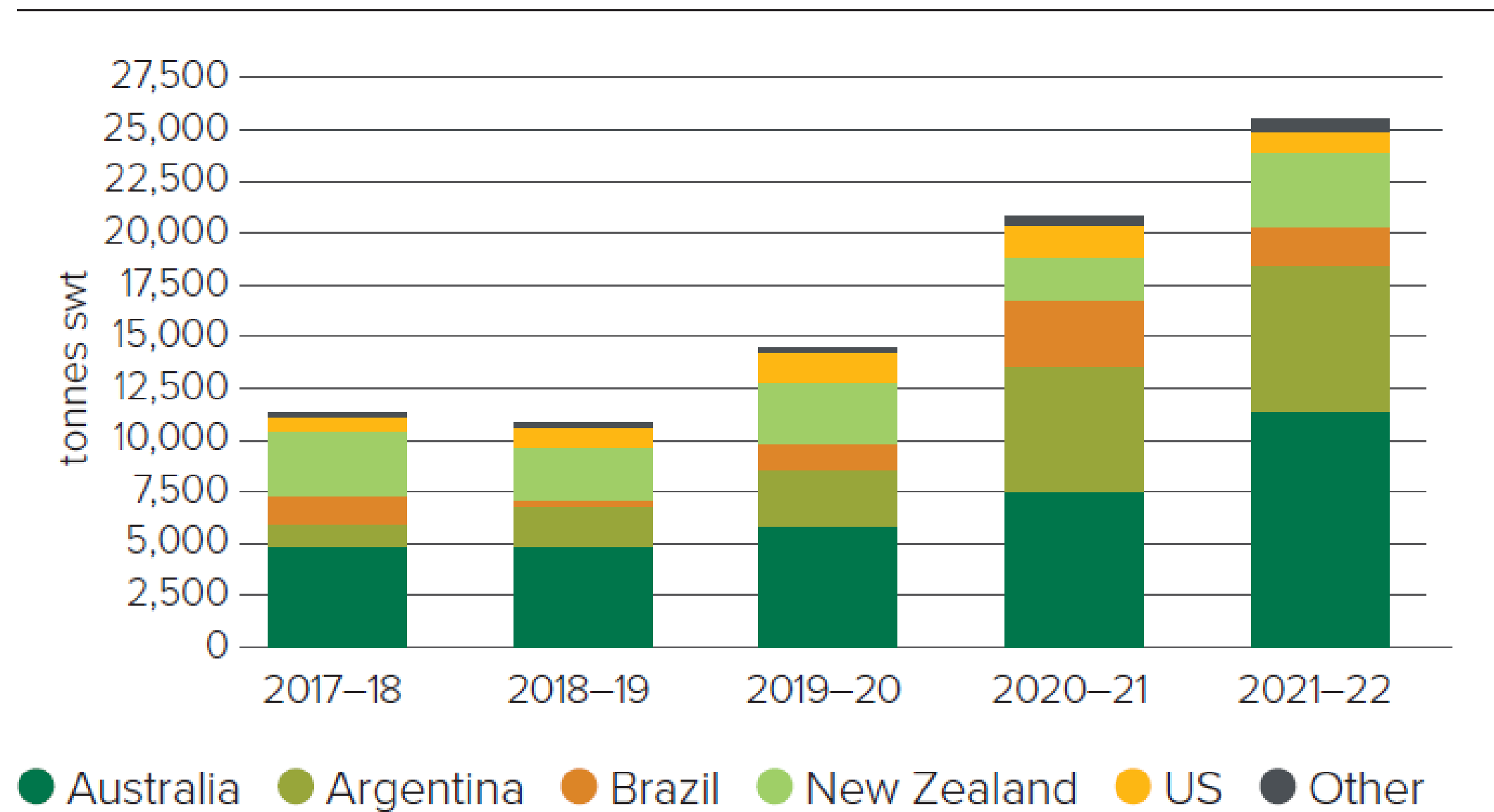
**Know Country of Origin?**



# Australia owns about half of Thailand's import share, which is increasing year on year. Japanese beef, while still niche is a key competitor in the premium beef space

## BEEF IMPORTS BY SUPPLIER – MLA DATA

Thailand beef imports by major supplier



Source: IHS Markit, Australian Fiscal Year

- Beef imported by Thailand accounts for about 18% of local consumption. Import demand, however, has been rising since 2017, owing to a growing population of young and affluent consumers, as well as a strong and well-established tourism industry.
- Australia is the largest supplier of imported beef to Thailand, with a volume share of 44%.
- Argentina has become a bigger competitor for Australia in the Thai market and has positioned itself as the second-largest supplier for two consecutive years
- Japanese beef has high awareness among Thai consumers as the most superior beef, occupying a small premium niche particularly in Japanese cuisine restaurants. From a low base Japanese beef has increased its presence in the market

Indian beef/Buffalo meat was a new brand included in 2023, meaning equity and imagery scores cannot be compared with previous years. Brand funnels need to be compared with caution

**BEEF BRANDS TRACKED IN 2023**

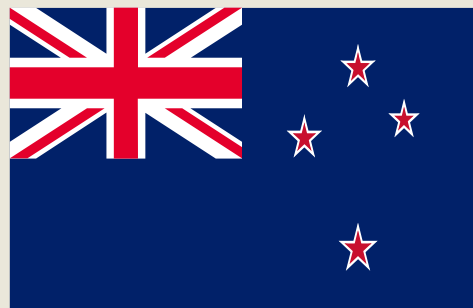
Local Thai beef



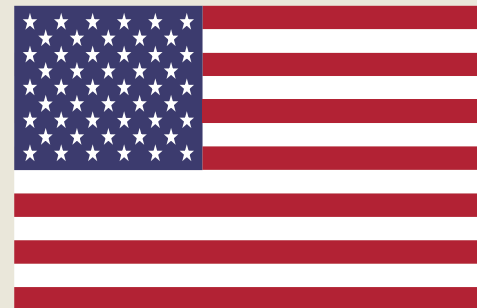
Australian beef



New Zealand beef



American beef



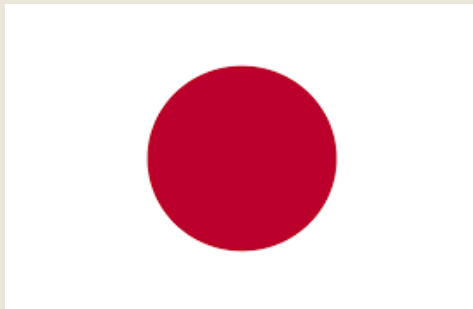
Brazilian beef



Argentinian beef



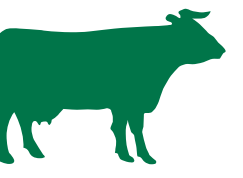
Japanese beef  
Added



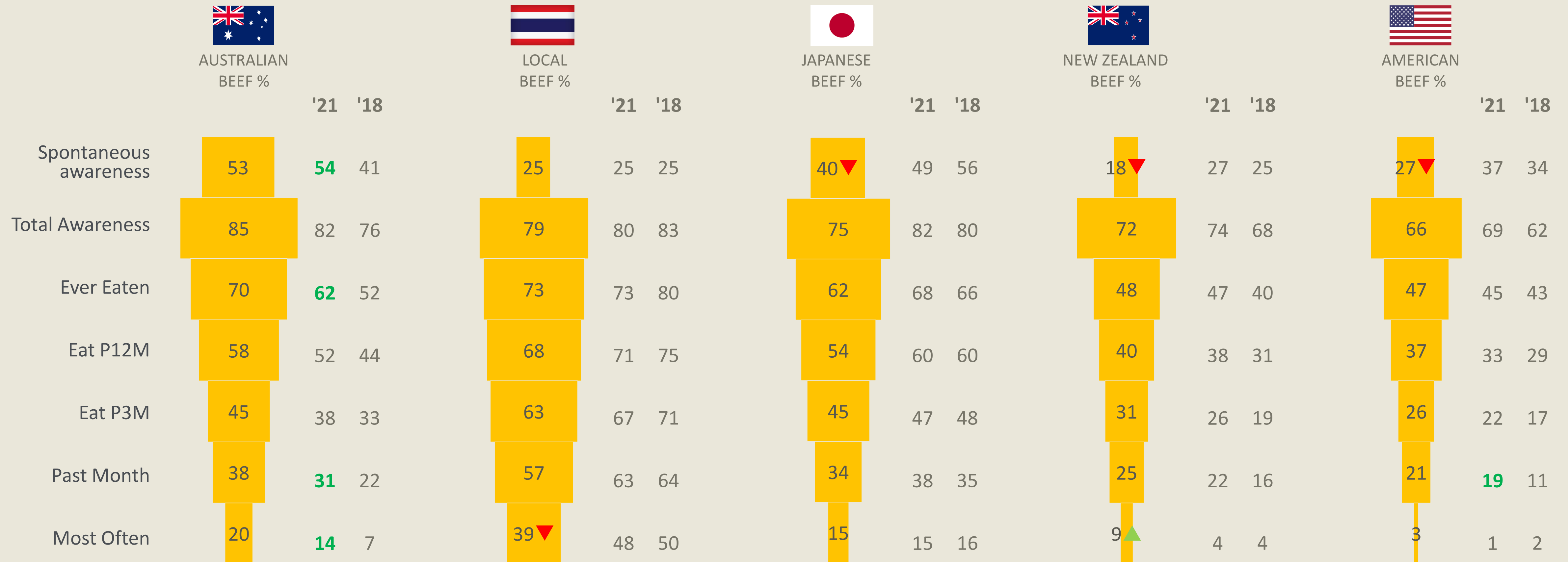
Indian beef/Buffalo  
meat added



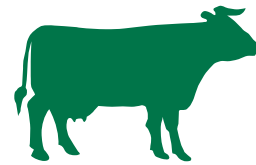
# Local beef continues to be strongest on consumption. AU beef has potential to leverage high awareness to increase trials and consumption since Local and Japanese beef show better conversions on a lower base of awareness



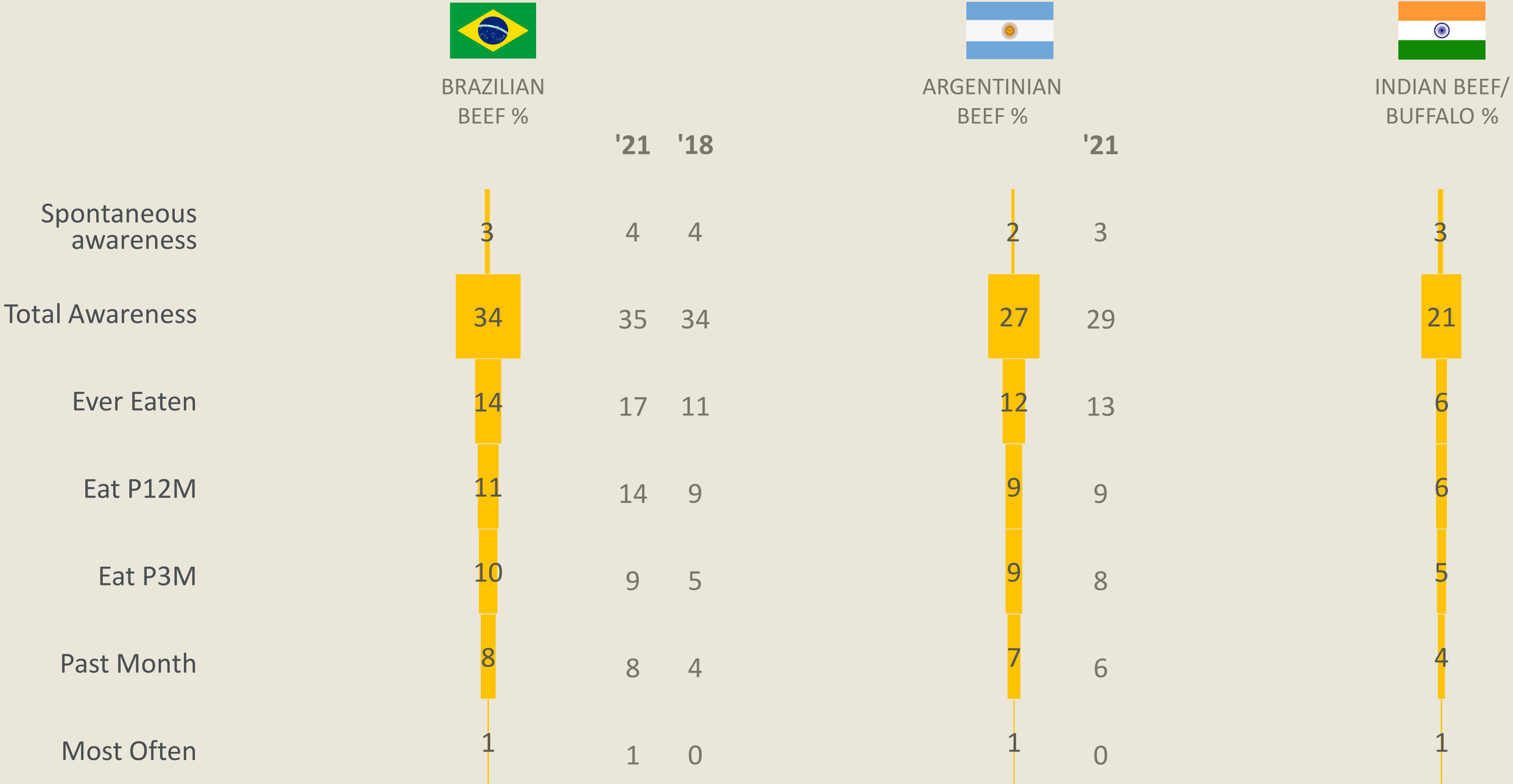
## BEEF - BRAND HEALTH FUNNELS BY COUNTRY OF ORIGIN



# Argentinian beef, while having the second largest market share has a weaker brand health funnel, suggesting lower predisposition among consumers



## BEEF - BRAND HEALTH FUNNELS BY COUNTRY OF ORIGIN



BBH1. Spontaneous Awareness, BBH2. Prompted Awareness, BBH3. Ever Eaten, BBH4. Eaten last year, BBH5. Eaten in the last 3 months, BBH6. Eaten last month, BBH8. Most often  
 Base: '23 (n=267), '21 (n=278), '18 (n=210) – Bought beef in past month or ever buy beef

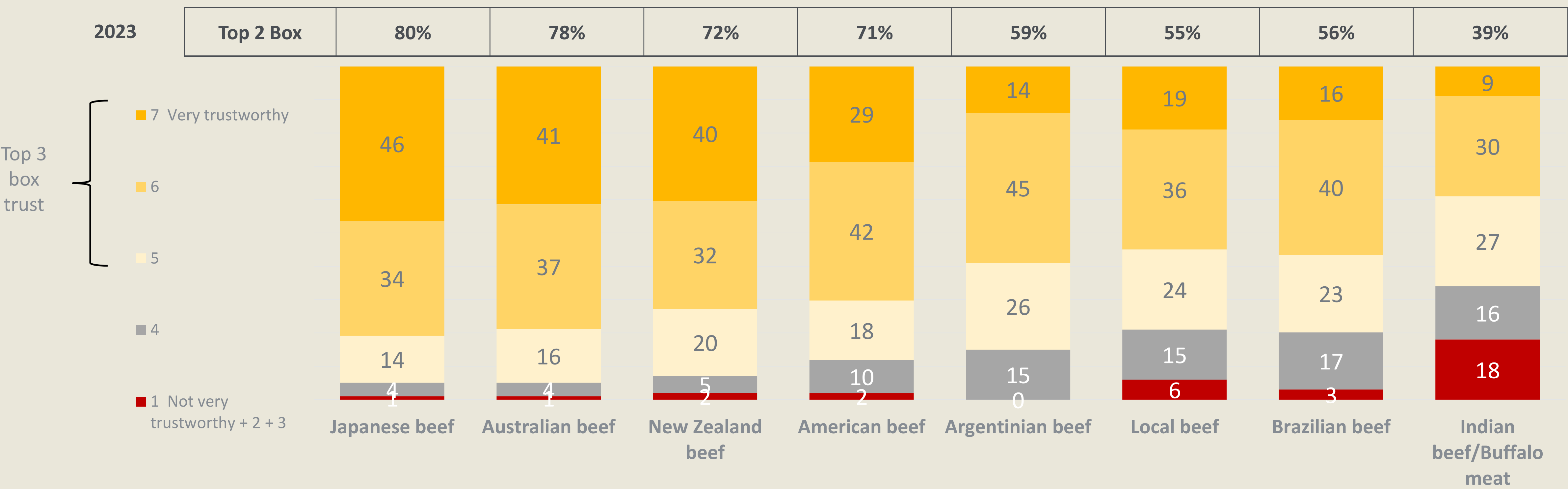
  Sig. different at 95%



Japanese and Australian beef are almost at par in terms of Trust with Japanese beef being slightly ahead. Important for Australian beef to strengthen Trust perceptions to improve conversion to consumption



**BEEF- TRUST BY COUNTRY OF ORIGIN**



BTR2B. How trustworthy is the imported beef from these countries – 7 point scale  
 Base: Australian Beef (224) American beef (182), New Zealand beef (219), Canadian beef (96), Local Chinese beef (315), Argentinian beef (128), Brazilian beef (151), Uruguayan beef (53), Japanese beef (166), 0 (0), ()



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# WHAT IS NEXT FOR AU BEEF IN THAILAND?

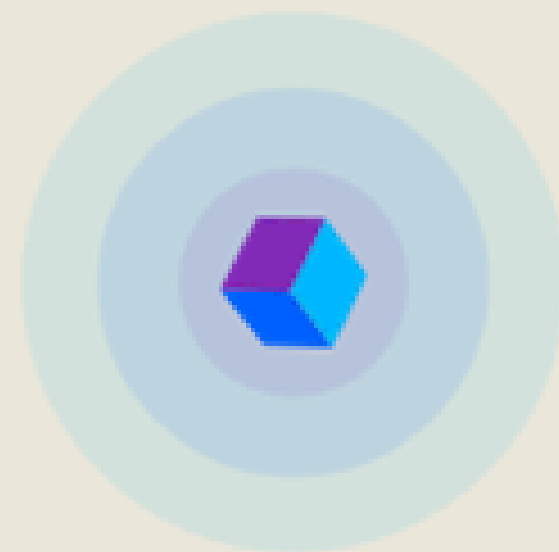
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# 6 There are two paths to brand growth.

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

We call this Demand  
Power

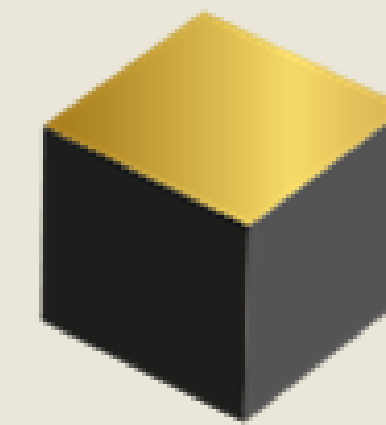


## Demand Power

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

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

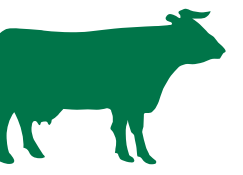
We call this Pricing  
Power



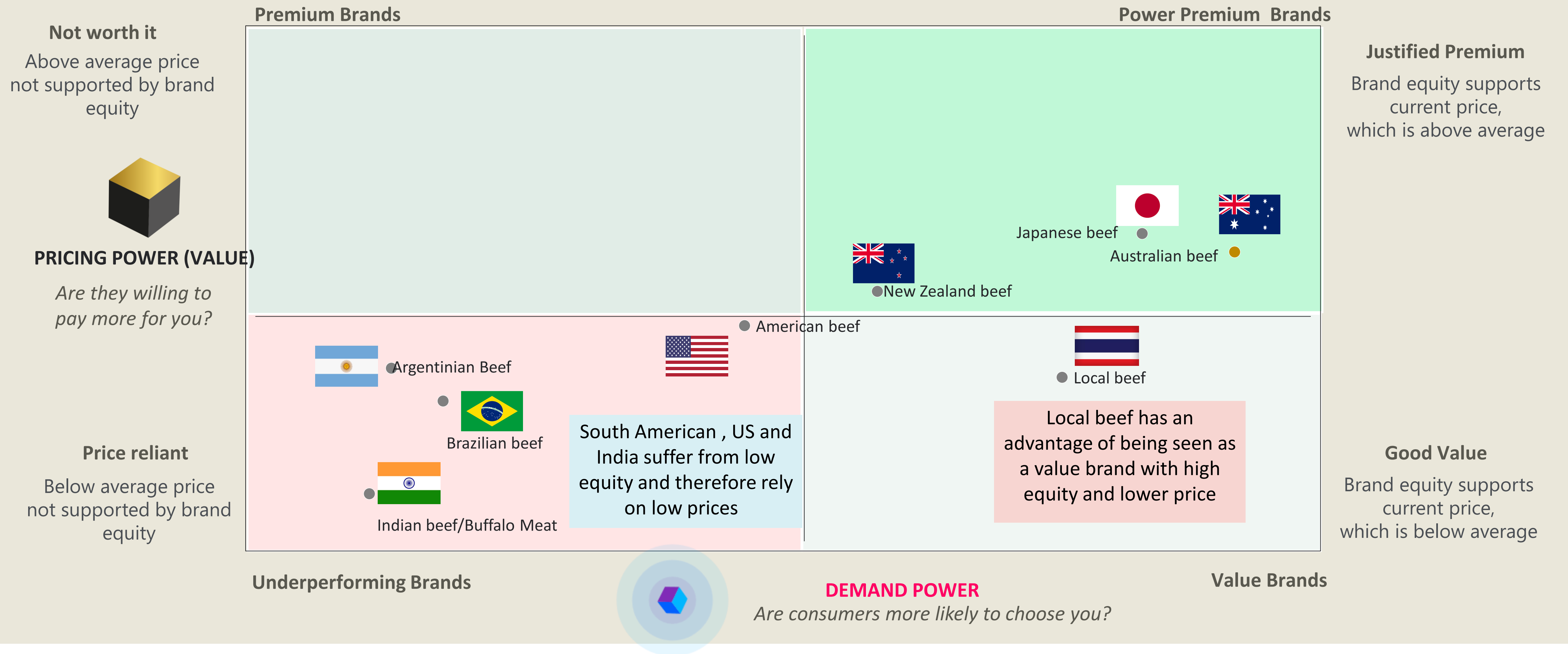
## Pricing Power

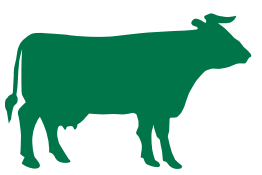
High Pricing Power brands can charge **25% more** than  
brands with a low Pricing Power score

AU, Japan as well as NZ beef sit in a strong position with high equity and a justified premium price. Local beef is seen as a more value brand. South American and Indian beef are more reliant on being cheaper.



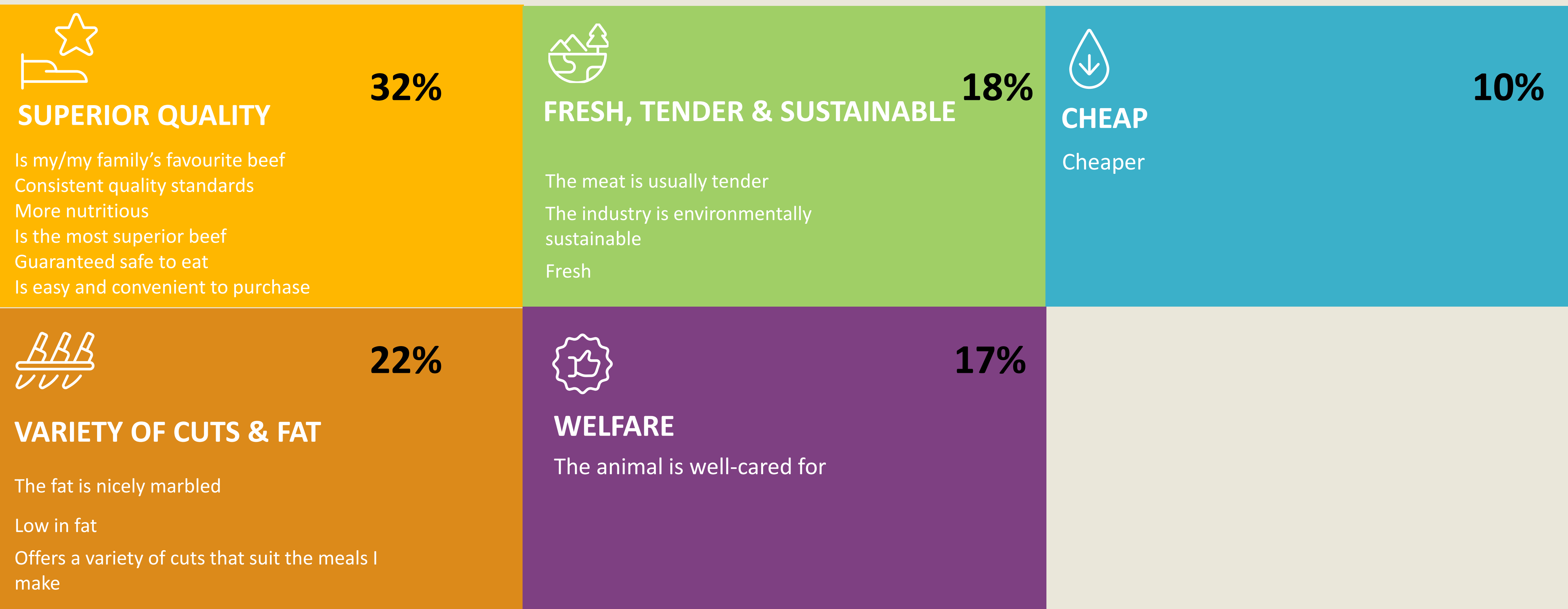
## BEEF POWER VS. PREMIUM BY COO





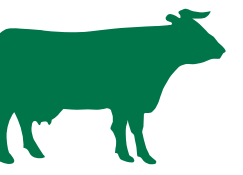
# The associations that consumers hold in their minds for beef in Thailand break into 5 themes

## IMPORTANCE IN DRIVING DEMAND POWER



NOTE: GRASS FED LEVEL

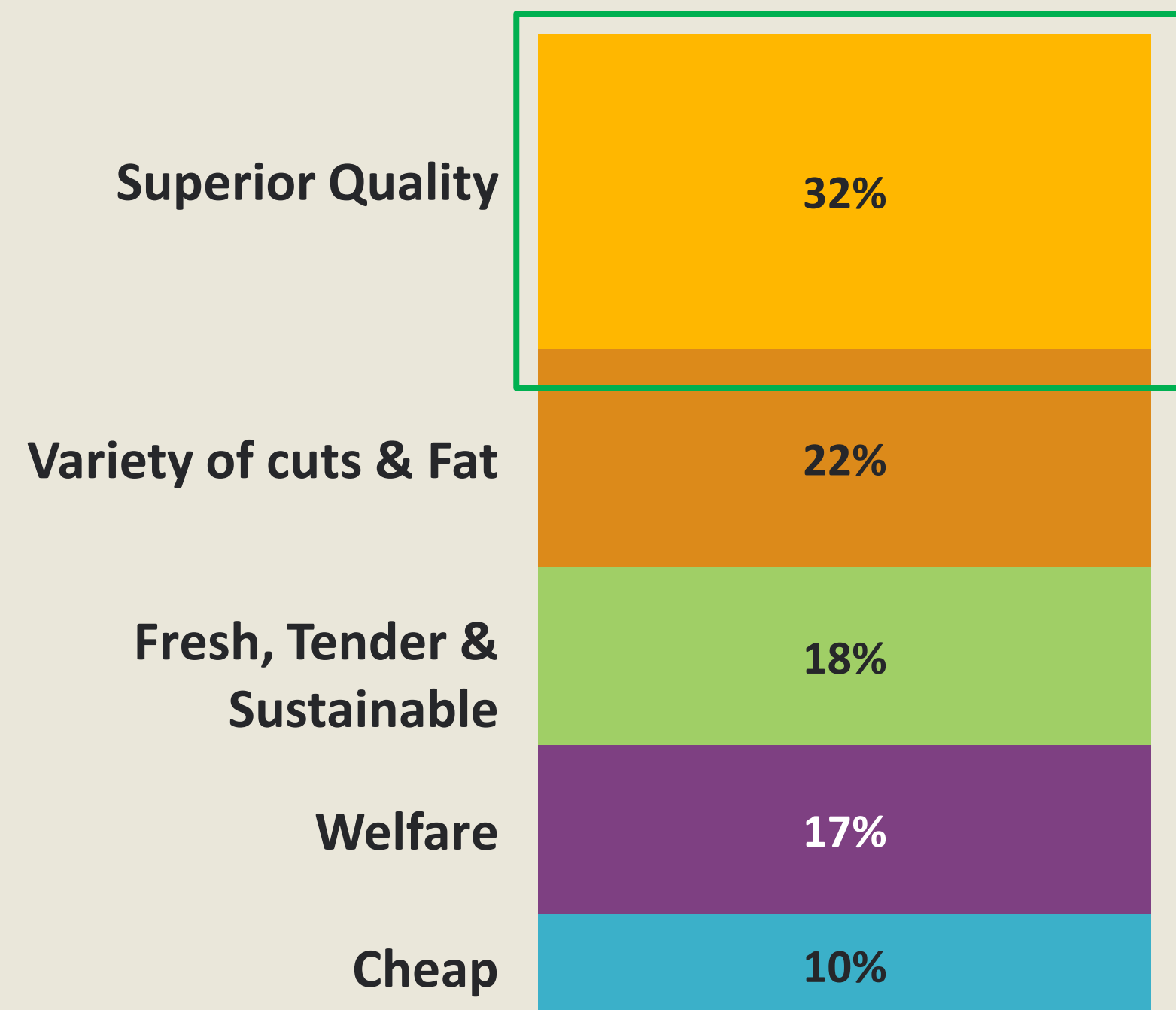
There are differences in which levers to pull depending on the need to drive brand equity vs premium associations. Strengthening perceptions on 'Superior Quality' can help AU beef build equity as well as justify a premium price



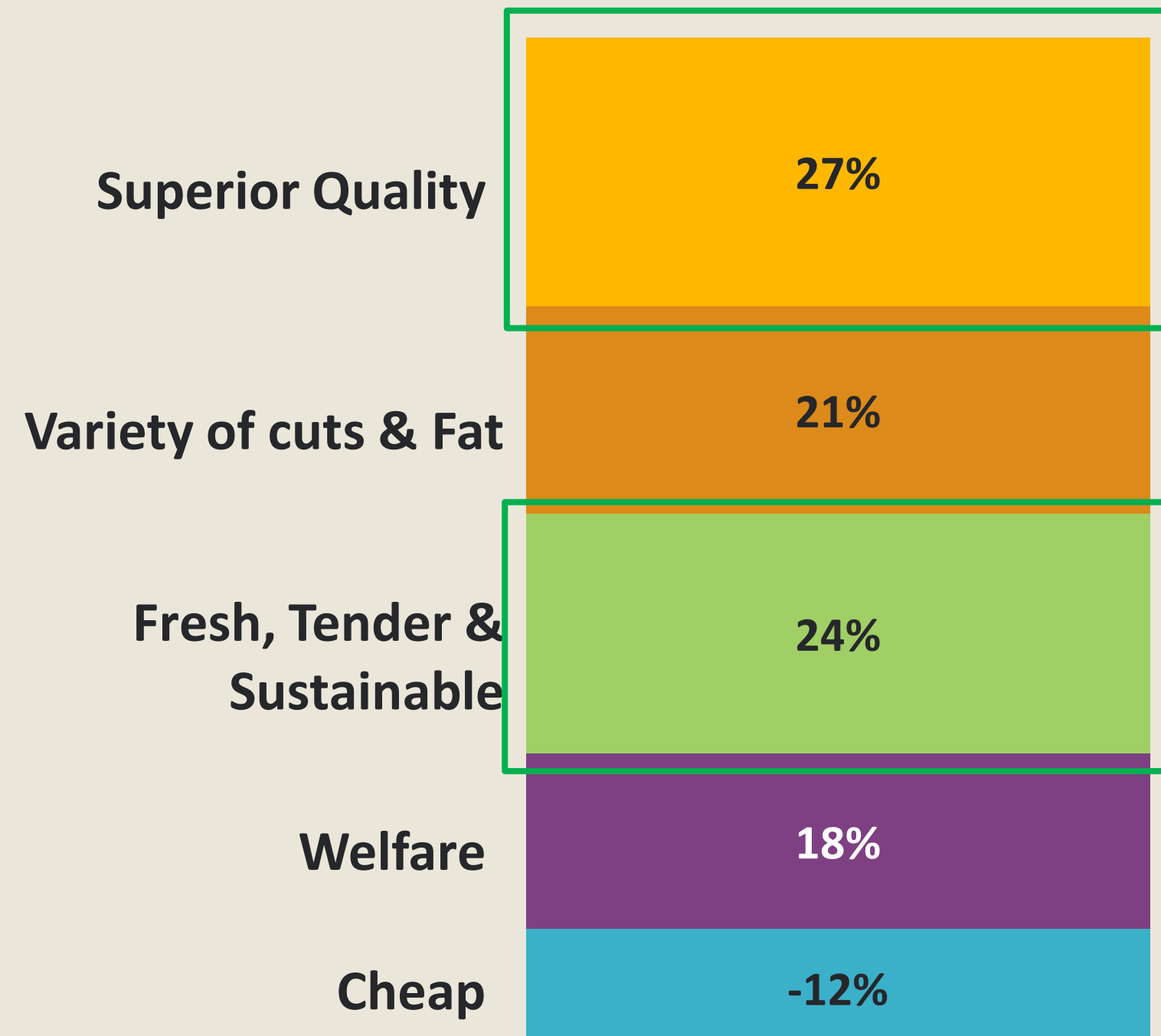
## WHAT DRIVERS DEMAND POWER AND PRICING POWER



### DEMAND POWER



### PRICING POWER



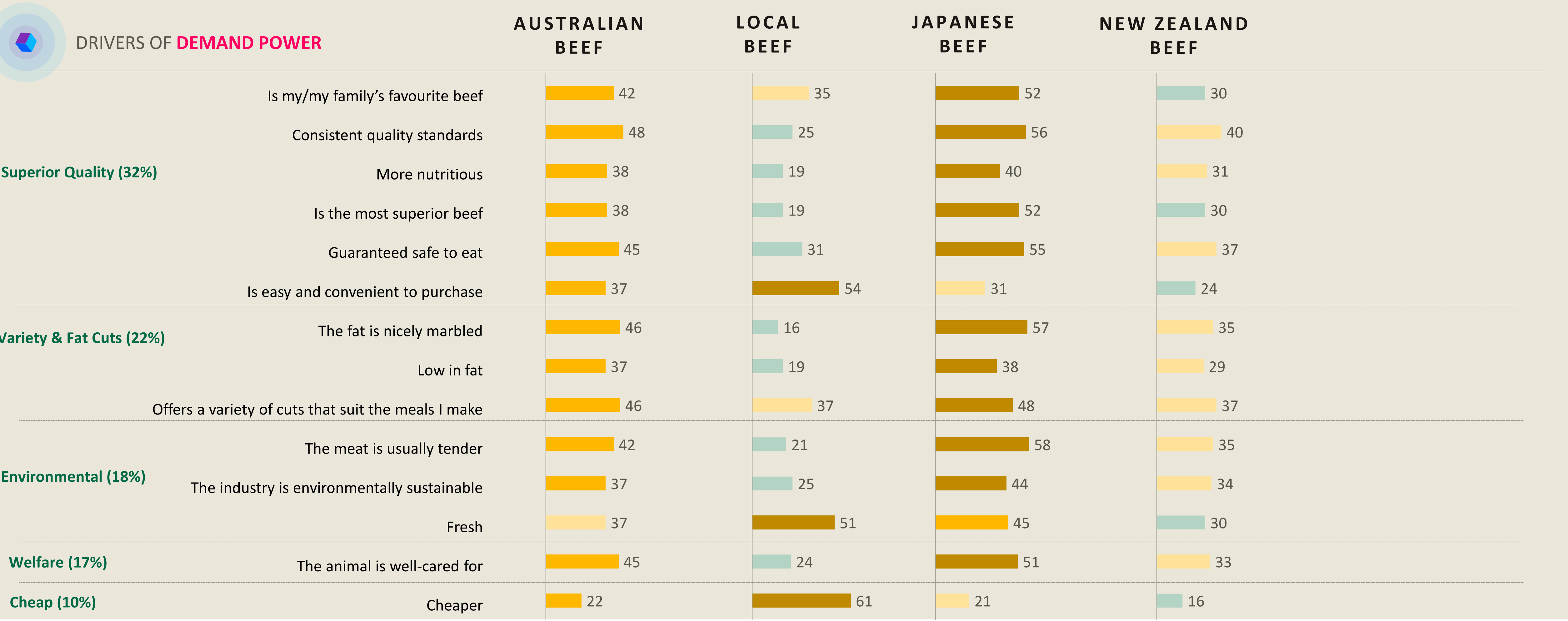
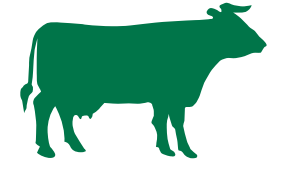
#### SUPERIOR QUALITY

- Is my/my family's favourite beef
- Consistent quality standards
- More nutritious
- Is the most superior beef
- Guaranteed safe to eat
- Is easy and convenient to purchase

#### FRESH, TENDER & SUSTAINABLE

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

# On the key driver of Superior quality, Japanese beef has strongest associations. AU beef, therefore needs to push harder on strengthening its associations of 'Superior Quality'



**KANTAR**  
 +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: Aware of brand. 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.

■ Highest association  
 ■ Second highest  
 ■ Third highest



Big brands naturally attract high endorsement, which can limit insights.

But we can run a statistical analysis (BIPS) to strip out size to identify relative strengths and weaknesses.

## BIP ANALYSIS AND WHY WE SHOULD LOOK AT IT?

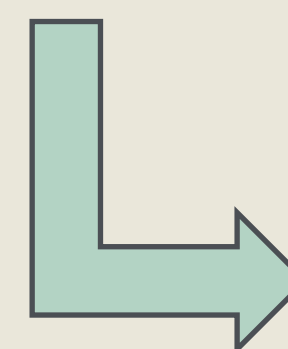


### Limited Insights:

Big Brand leads on everything, followed by Medium Brand and Small Brand.

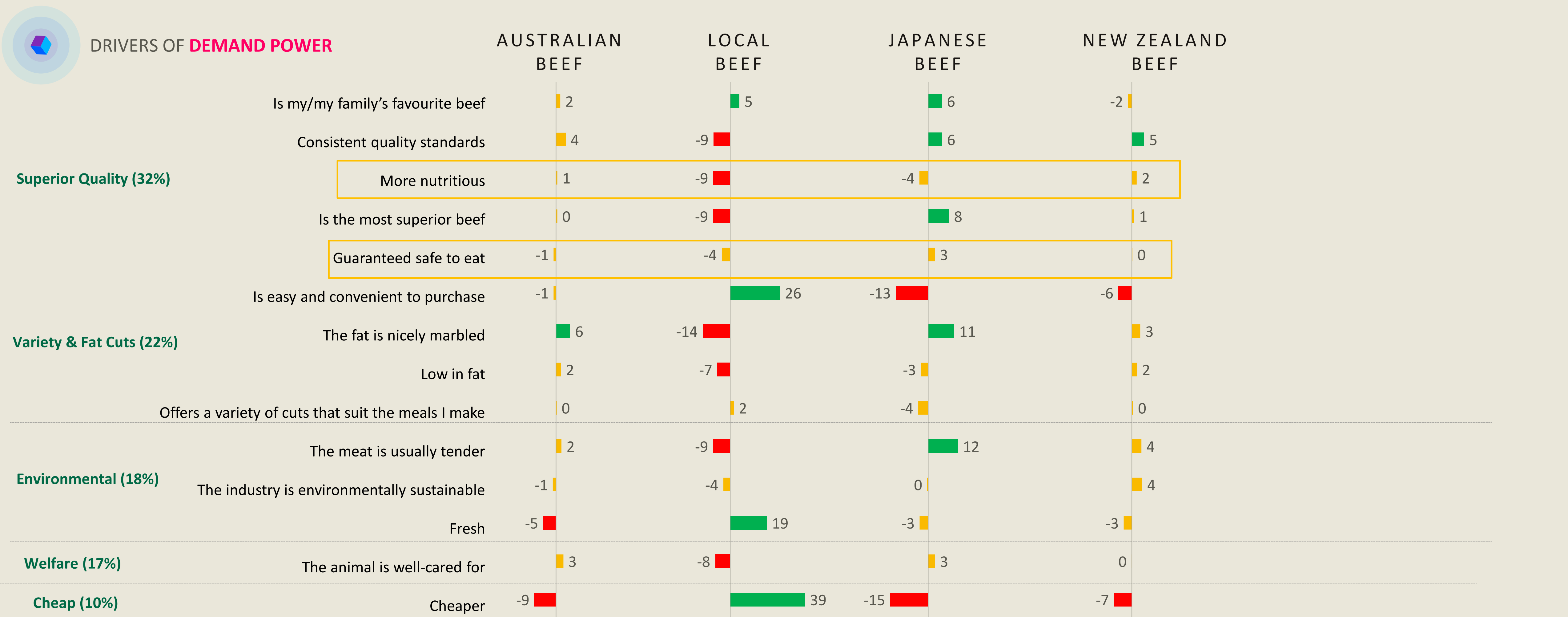
### More Insights:

- Big brand's strength is driven by Association 2
- Medium brand's role is clear in consumers' minds – it is known for Association 3, but not for Association 1
- While small, Small Brand is a threat on Association 1



We can then **overlay what drives demand and willingness to pay** to help you pursue what matters most (choice/price driving associations, differentiation/competitive white space)

# Japanese beef is also differentiated on most attributes related to the key driver of 'Superior Quality'. Opportunity for AU beef to strengthen associations on Safety and Nutrition credentials which are currently white spaces and key drivers

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**What does AU beef  
need to focus on to  
target further growth  
in Thailand?**

---



AU beef needs to focus on communicating what makes our beef superior, strengthening perceptions of consistent quality, safety, and nutrition, assuring that our processes are sustainable



**TOP ASSOCIATIONS TO GROW - VOLUME & PREMIUM (ORDERED BASED ON IMPACT ON BUILDING EQUITY\*)**

**PRIORITY: Grows Volume and Premium**



**Guaranteed safe to eat**



**Consistent Quality Standards**



**Animal is well cared for**

**Supported by perceptions of Australia as a clean, natural environment**

**Mostly grows Volume**




**Family Favourite**



**Nutritious**

**Nutritious is a white space AU beef can focus on owing**

**Mostly grows Premium**



**Tender**

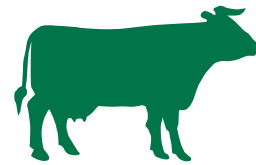


**Environmentally Sustainable**

**Ensure open communication about process, quality**

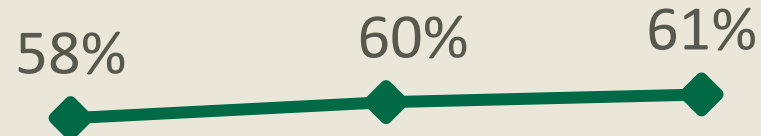
\*These associations are simulated in the Meaningfully Different model to ascertain which will drive the greatest growth in Power and Premium

Awareness of both True Aussie name and logo remains stable overtime, although there's room for improvement. True Aussie builds trust and safety associations – a consistent asset we can leverage



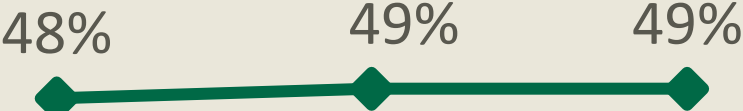
# TRUE AUSSIE AWARENESS & PERCEPTION

Aware of Term: 'True Aussie'



2018 2021 2023

Aware of Logo:



2018 2021 2023

Top 4 impressions of True Aussie logo:

1. Is the most delicious beef
2. Is guaranteed safe to eat
3. Is fresh
4. I trust the beef from here



QTA1. Have you heard the term "True Aussie" before? Base: '18 (n=428), '21 (n=501), '23 (n=500)

QTA3. Have you ever seen this logo before? Base: Beef '18 (n=210), Beef '21 (n=278), Beef '23 (n=267)

QTA7. We would like to know which of the following statements apply to the beef brands you have selected. You may choose as many or as few logos as you wish. It doesn't matter if you don't buy any of them - it's your impressions we'd like. True Aussie (n=129), US Meat (n=98), NZ Beef & Lamb (n=99)

Sig. different at 95%



# Summarising Beef Module

## Asserting AU Beef's Leadership over other imports

**Maintaining leadership is the task at hand** – requiring AU Beef to push harder on its superior quality, safety, nutrition and trust credentials to maintain lead over Japanese beef which currently has stronger perceptions of superiority and trust.

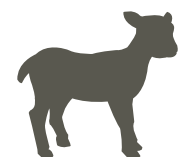
## Clean, Green and Natural for Quality and Safety

Safety is the primary concern for Thai consumers when purchasing beef, followed by environmentally friendly and sustainable practices. Claims made in these areas can influence consumer brand preferences.

Australian beef is well placed to address this need by leveraging the narrative of its clean, green and natural rearing environment.

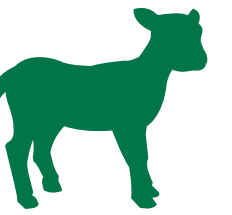
# LAMB

## COUNTRY OF ORIGIN



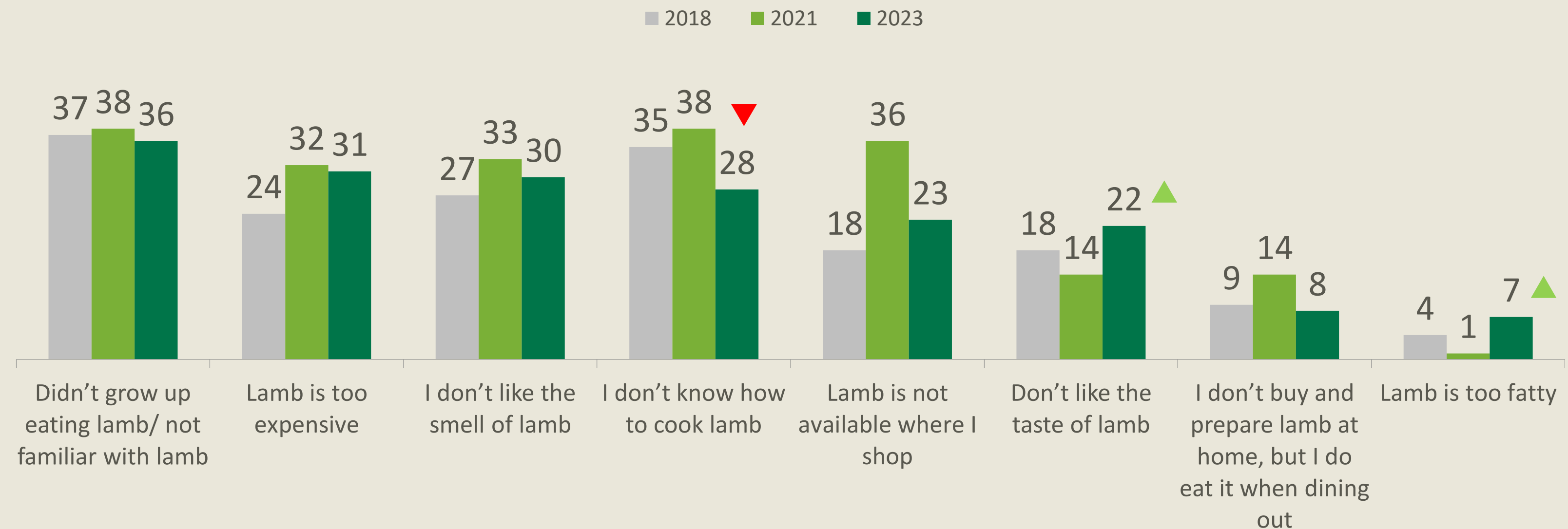
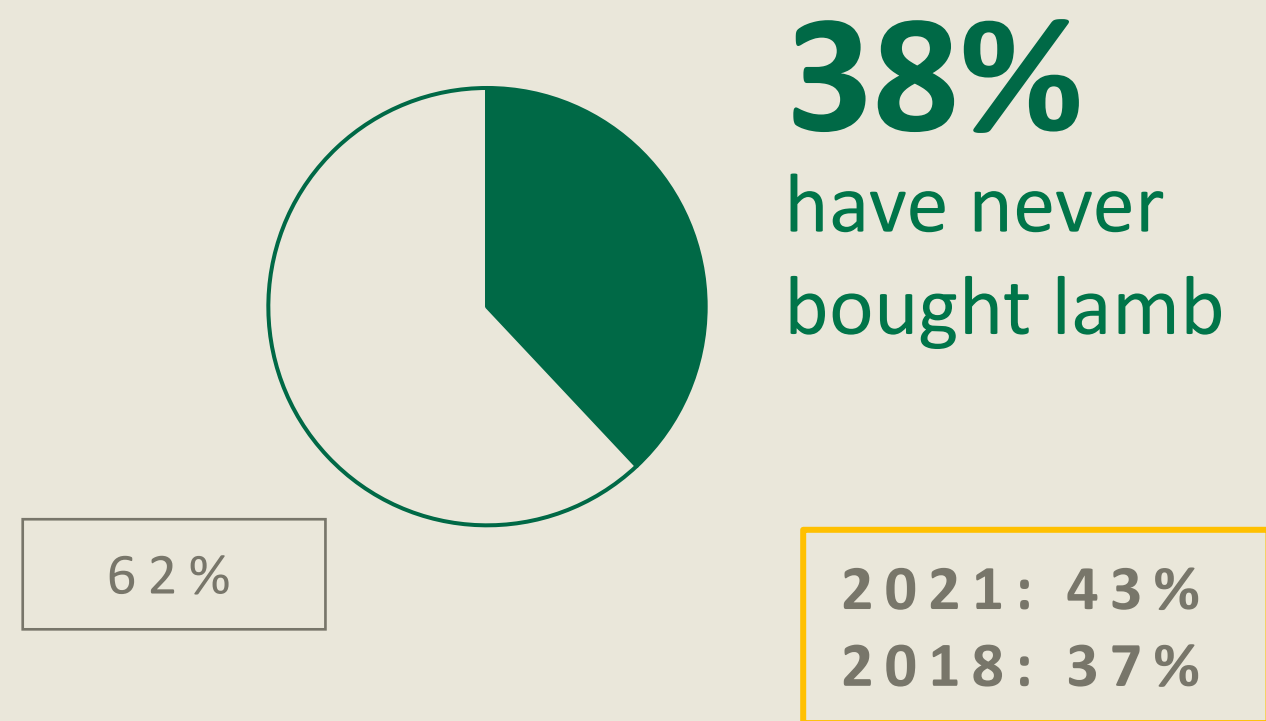
All questions in this section were asked of lamb buyers only (must have ever bought lamb). They also must have previously bought, or would consider buying, imported lamb.

Almost 4 in 10 Thai's have never purchased lamb. Low familiarity is the key barrier while more consumers seem to be learning how to cook it and availability also seems to be improving. Concerns with taste and fat content are growing.

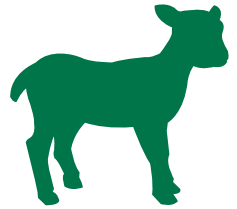


## LAMB PURCHASE BEHAVIOUR

### Barriers to eating lamb



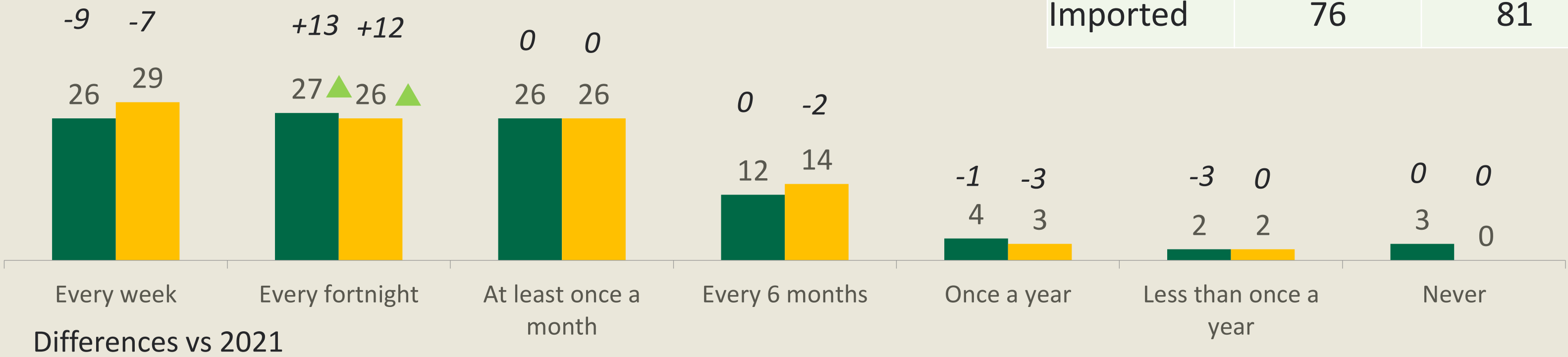
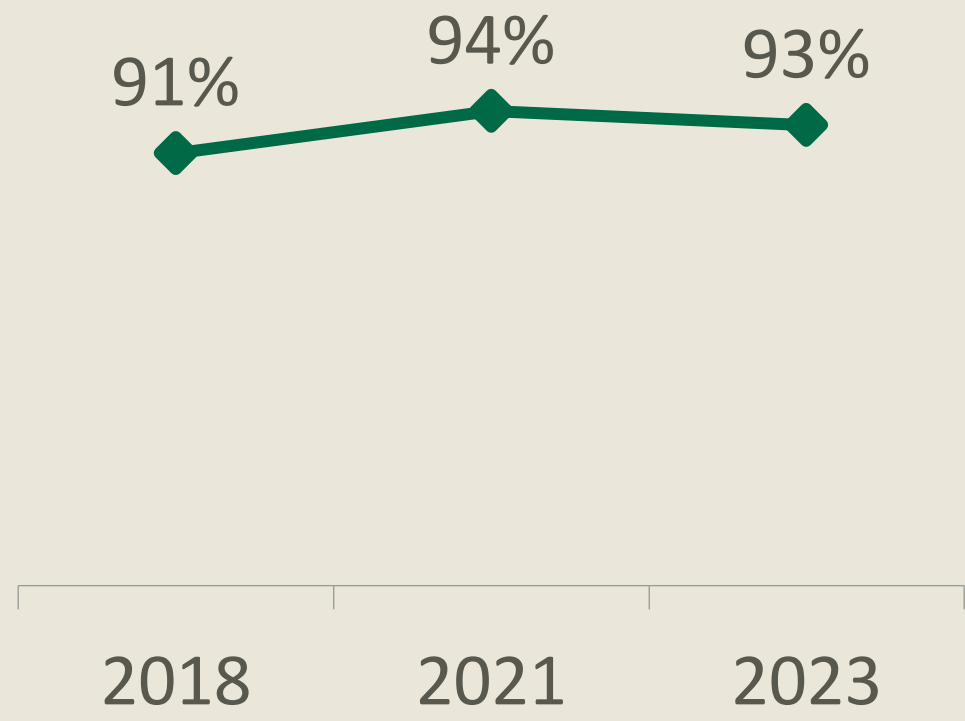
Awareness of the origin of the lamb they buy is high and stable but down on Covid lockdown levels in 201221. Frequency of buying local and imported lamb is similar with 8 in 10 buying it at least once a month



**FREQUENCY OF PURCHASE OF LAMB**

**Know Country of Origin?**

**FREQUENCY OF BUYING LOCAL AND IMPORTED LAMB**



At least once a month		
	2021	2023
Local	75	79
Imported	76	81



(LBH1A) Do you know the country of origin of the lamb you buy? Base: (n=308)  
 (CH7) How often do you buy imported lamb/Halal compliant lamb? Base: (n=308)  
 (CH7LOC) How often do you buy local lamb/Halal compliant lamb? Base: (n=308)

▲ ▼ Sig. different at 95%



# The brand list for Lamb was consistent with that used in 2021

## LAMB BRANDS TRACKED IN 2023

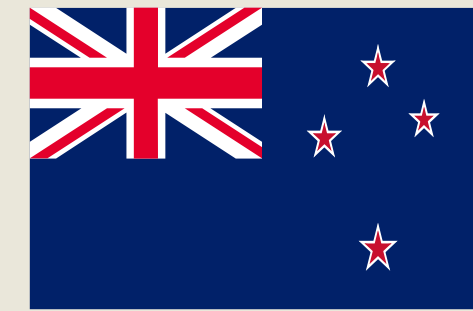
Local Thai  
Lamb/ Goat



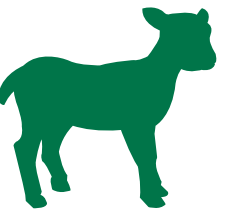
Australian  
Lamb



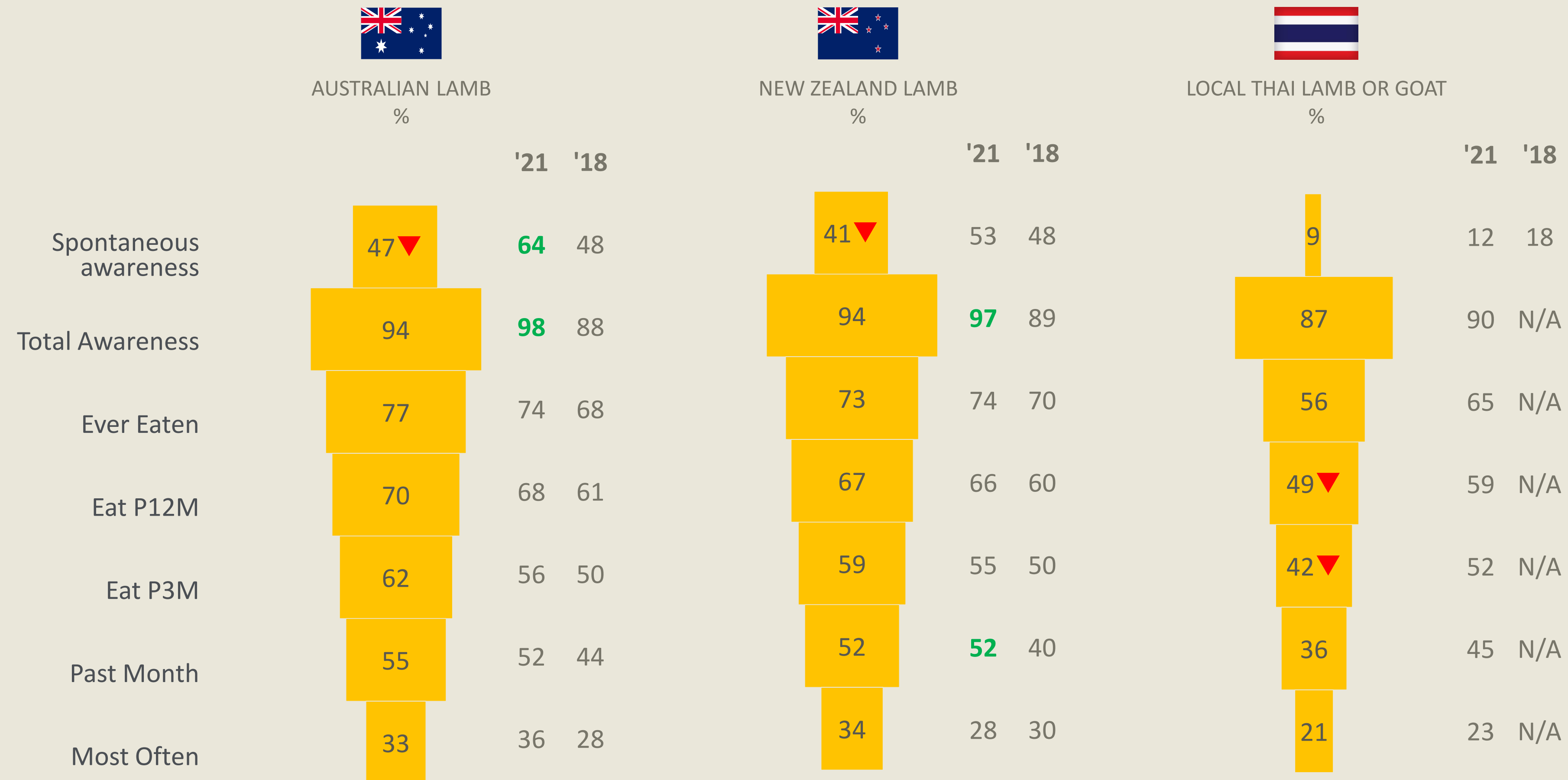
New Zealand  
Lamb



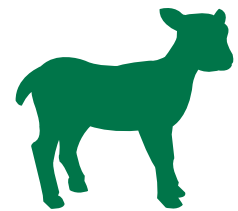
Consumption has dropped significantly for Local lamb. As AU and NZ lamb have similar performance on brand health and conversion, it is key to become more top of mind to improve trial and regular purchase.



## LAMB - BRAND HEALTH FUNNELS BY COUNTRY OF ORIGIN



Trust is significantly higher for imported lamb brands compared to local. AU lamb needs to further strengthen its Trust perceptions as NZ is currently slightly ahead

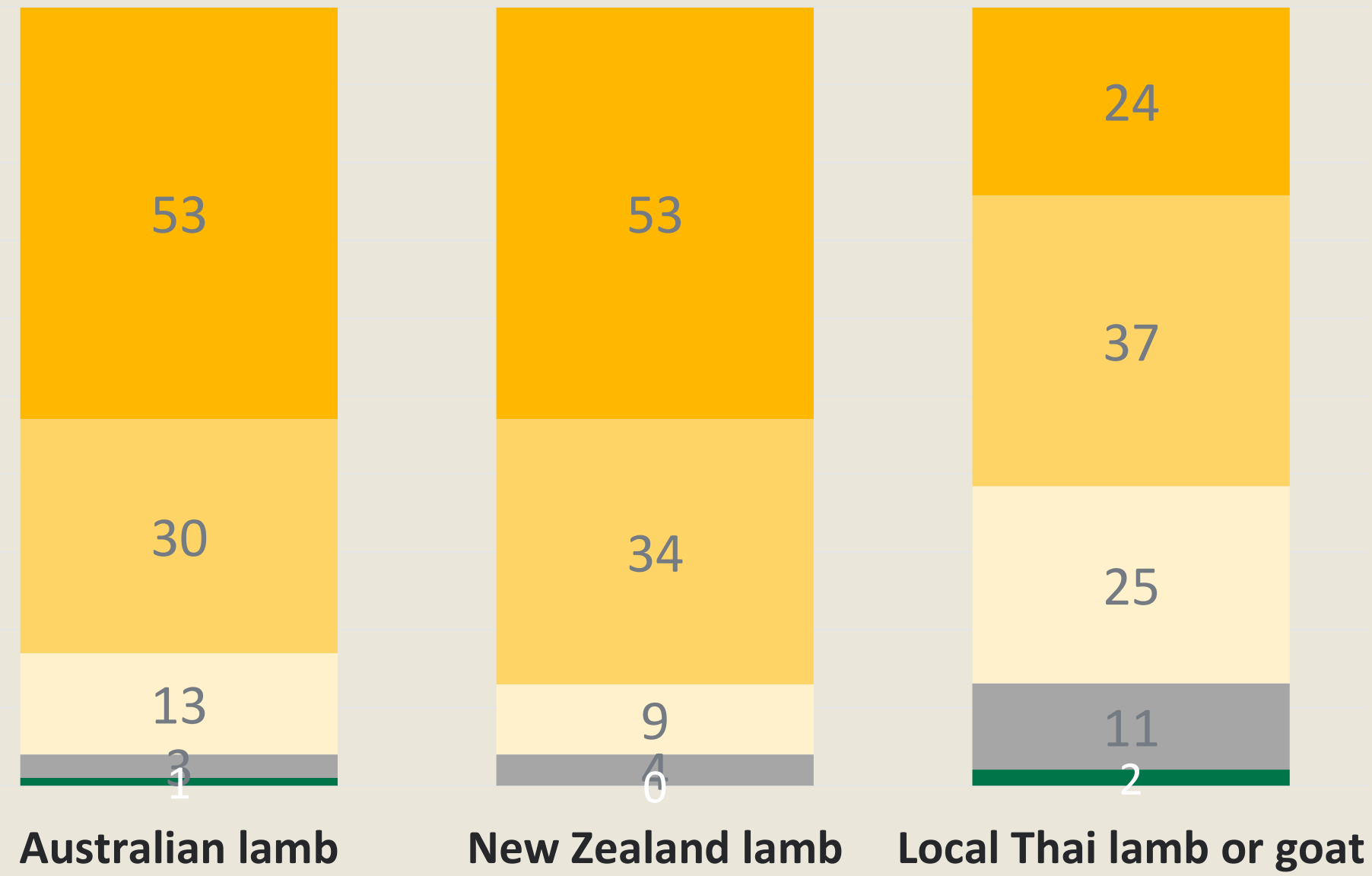


LAMB - TRUST BY COUNTRY OF ORIGIN

Top 2 Box 2023	83	87	61
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Top 3 box trust

- 7 Very trustworthy
- 6
- 5
- 4
- 1 Not very trustworthy + 2 + 3



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# WHAT NEXT FOR AU LAMB IN THAILAND?

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# 7 There are two paths to brand growth.

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

We call this Demand  
Power

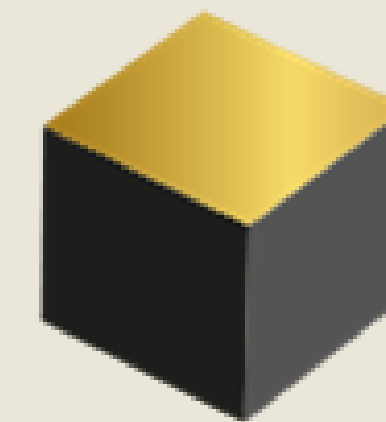


**Demand Power**

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

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

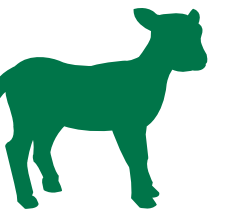
We call this Pricing  
Power



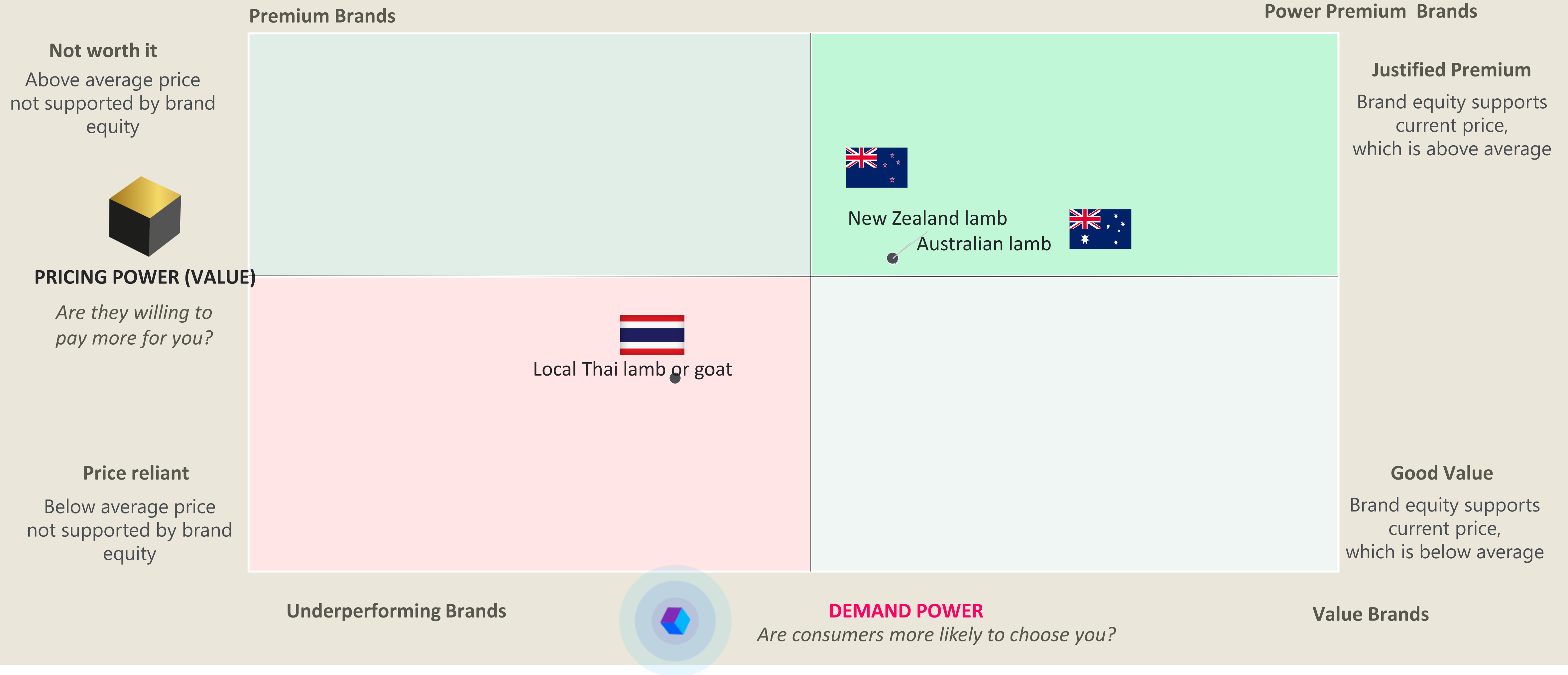
**Pricing Power**

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

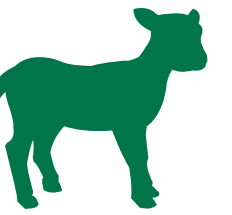
**AU Lamb although in a strong position of high Demand Power and Justified Premium price, is at par with NZ lamb and needs to elevate performance to gain lead in this market. Local lamb has low equity and relies on low price**



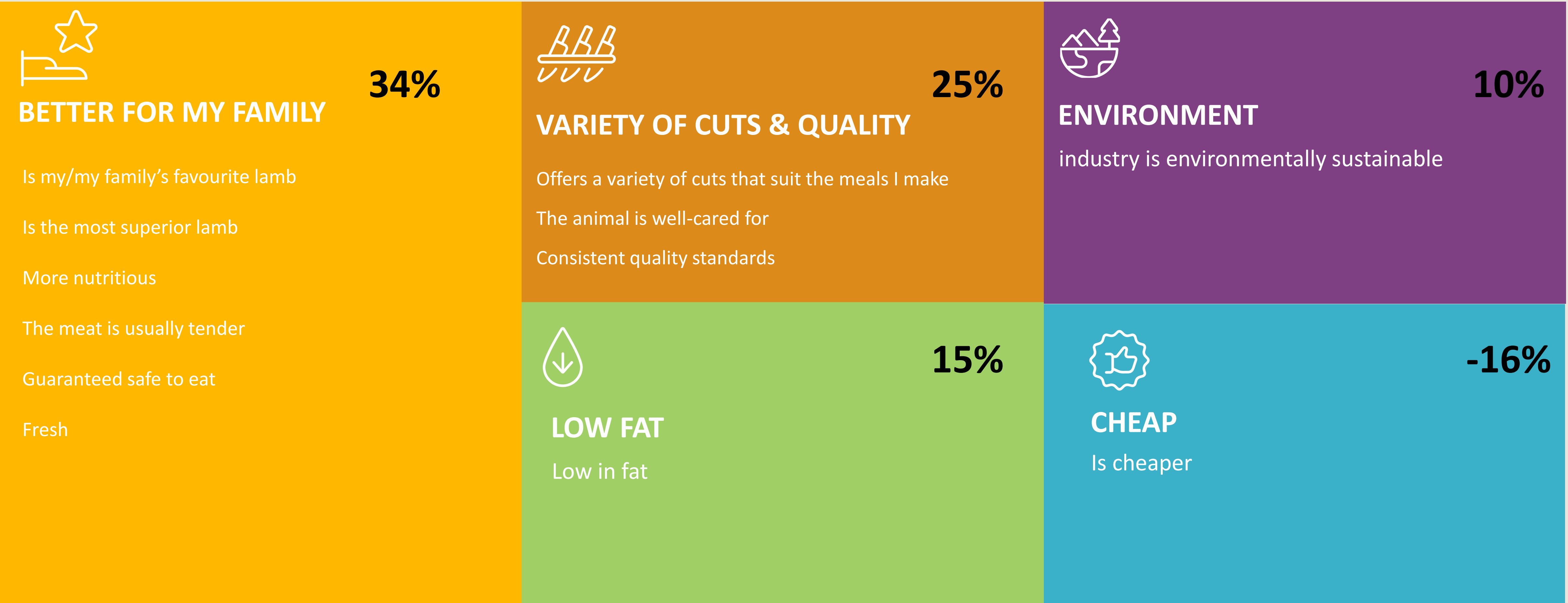
**BEEF POWER VS. PREMIUM BY COUNTRY OF ORIGIN**



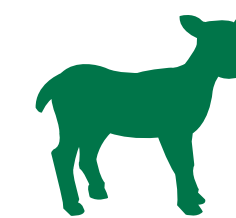
# The associations that consumers hold in their minds for lamb in Thailand break into 5 themes



## IMPORTANCE IN DRIVING DEMAND POWER



# Building perceptions of 'Better for my family' will drive demand (Power) and also justify a premium price among Thai consumers



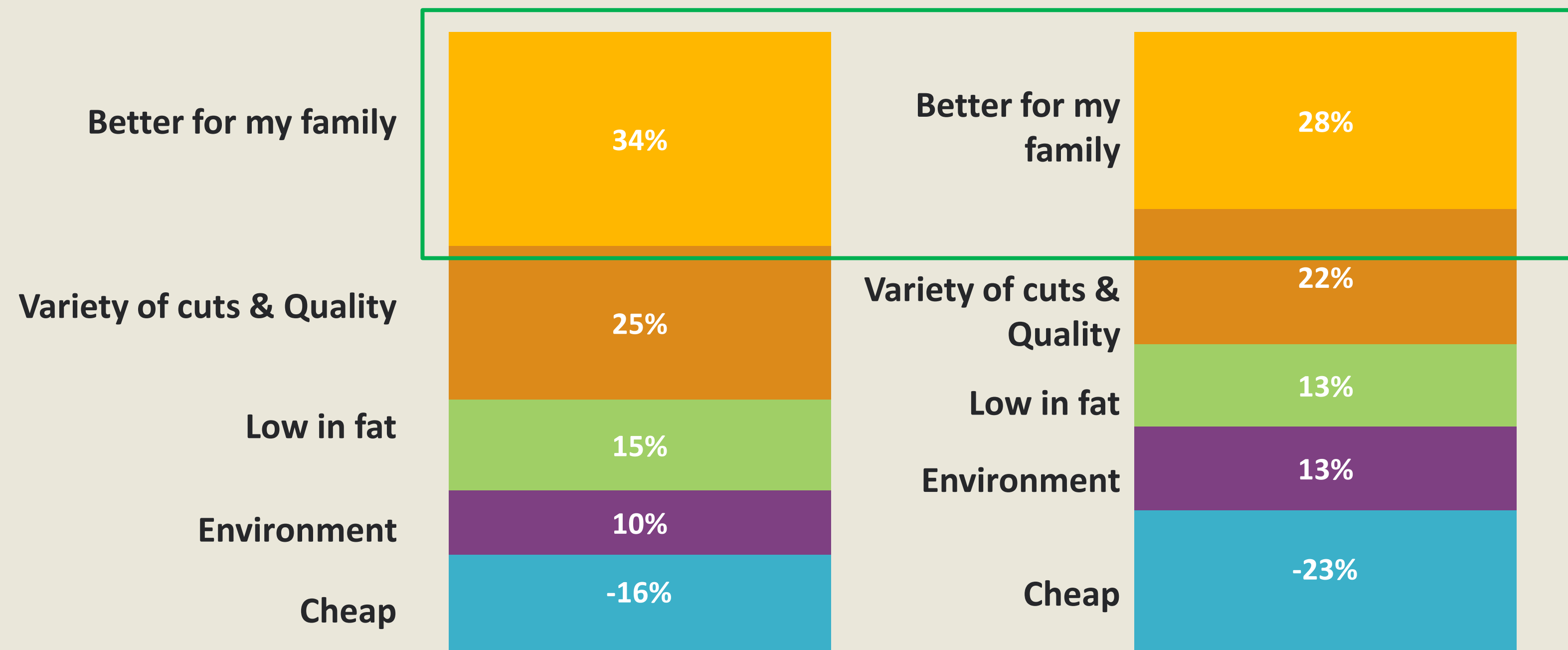
## WHAT DRIVERS DEMAND POWER AND PRICING POWER



### DEMAND POWER



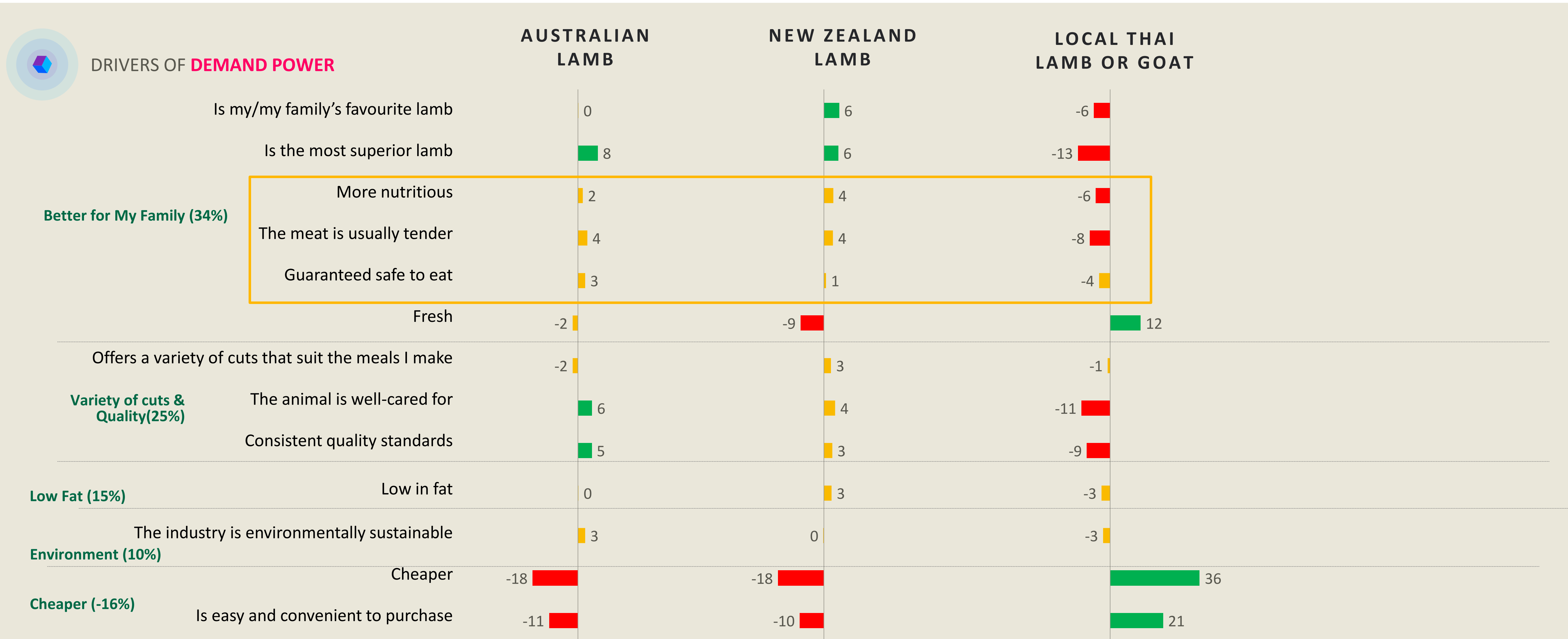
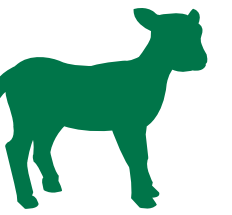
### PRICING POWER



### BETTER FOR MY FAMILY

- Is my/my family's favourite lamb
- Is the most superior lamb
- More nutritious
- The meat is usually tender
- Guaranteed safe to eat
- Fresh

# Superiority is a shared strength between AU and NZ lamb. In order to further strengthen Demand Power and elevate performance compared to NZ lamb, AU lamb needs to focus on strengthening perceptions of Nutrition, Tenderness and Safety



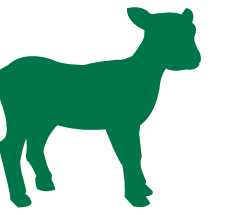
LBH9. Here are some things which people have said about lamb. We would like to know which of the following statements apply to beef from different countries of origin. You may choose as many or as few countries of origin as you wish. It doesn't matter if you don't buy any of them - it's your impressions 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.

**KANTAR**

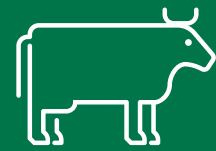
+5 or more = relative category strength  
-5 or less = relative category weakness.



AU lamb needs to focus on communicating what makes us superior and strengthen perceptions of safety , quality, and sustainable practices to differentiate on these aspects vis-à-vis NZ lamb



TOP 5 ASSOCIATIONS TO GROW - VOLUME & VALUE (ORDERED BASED ON IMPACT ON BUILDING EQUITY\*)



The meat is usually tender



Is the most superior lamb



The animal is well cared for



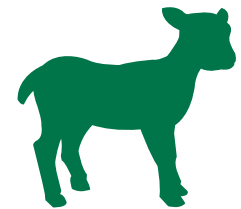
Family favourite



Consistent quality standards

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

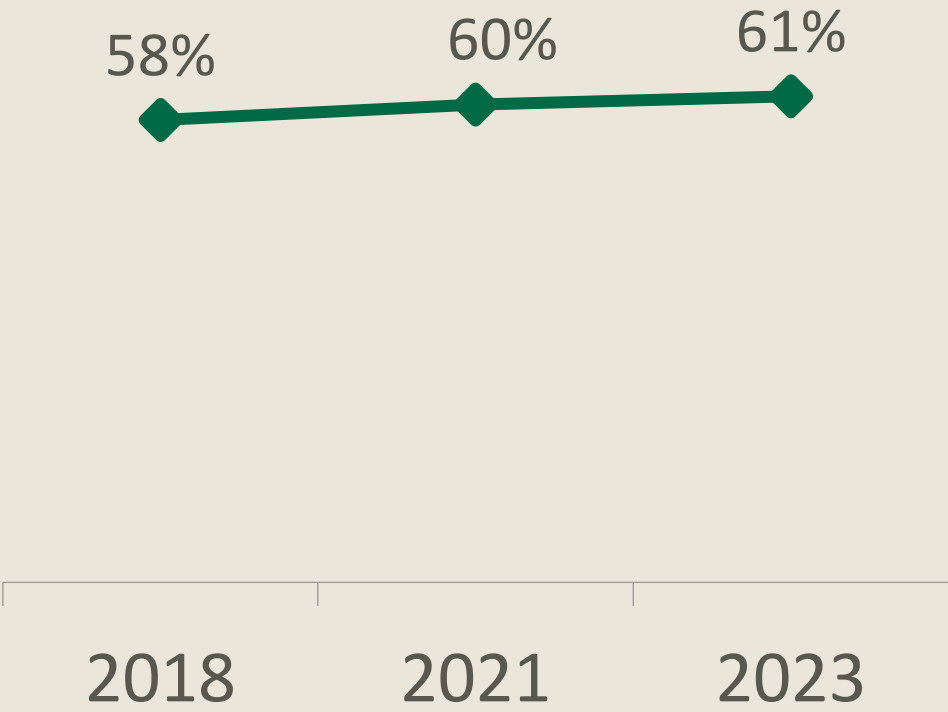
True Aussie lamb logo is helping communicating what Thai consumers are interested in – safety, animals being treated fairly, and quality. Important asset to leverage in our communication



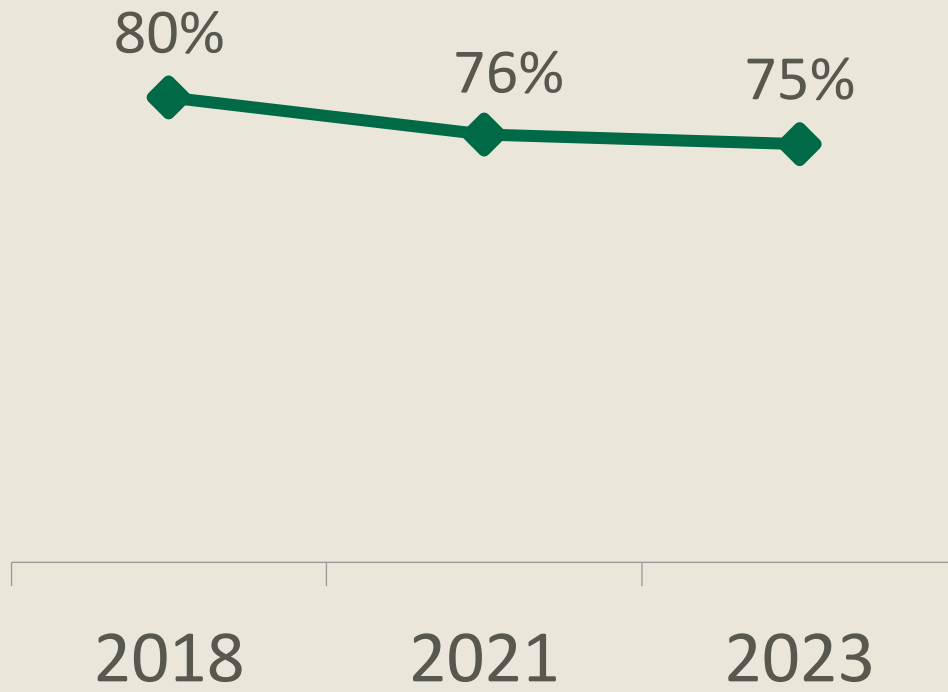
**TRUE AUSSIE AWARENESS & PERCEPTION**



**Aware of Term: 'True Aussie'**



**Aware of Logo:**



**Top 4 impressions of True Aussie logo:**

1. Is guaranteed safe to eat
2. They care for the animals when raising them
3. Come from the perfect place to produce beef/lamb
4. Has consistent quality standards
5. Is environmentally sustainable

# Summarising Lamb Module

## Lamb is niche protein with potential to grow in consumption

Lamb is perceived to be a superior protein which consumers are willing to pay more for. Almost 4 in 10 Thai consumers have never purchased lamb, mostly due to low familiarity, price and smell barriers. It is however becoming more accessible with improved availability and more consumers learning how to cook lamb.

Positioning lamb as a family meal, ensuring its availability, and showcasing different ways to eat it can help increase consumption.

## Asserting AU Lamb's Leadership over New Zealand Lamb

In Thailand, both AU and NZ lamb sit in a similar space and have similar Trust credentials.

Consumption for local lamb has weakened which presents an opportunity for AU lamb to leverage its stronger perceptions on quality and sustainability and strengthen its credentials of safety, nutrition, tenderness and sustainability to elevate performance and differentiate itself vis-à-vis NZ Lamb

# FINAL THOUGHTS & DISCUSSION



# Final thoughts and discussion

## 1. INCREASED FOCUS ON HEALTH & SUSTAINABILITY

---

As Thai consumers become more focussed on health as well as Sustainability, Food Safety, Quality & Animal welfare related aspects become more important to them.

Grass fed beef is most preferred owing to its strong perceptions of being Natural, Better for health and for the environment.

Australia is well placed to meet these needs by leveraging the narrative of our clean, green and natural rearing environment and consistent quality standards.

As a consistent marker for AU Beef, True Aussie can be leveraged to build and sustain trust due to its association with trust, quality, safety and sustainability.

## 2. ACTION POINTS FOR AUSTRALIAN BEEF

---

Australian beef currently owns a strong position in Thailand with high equity and a justified premium price which consumers are willing to pay. Task at hand is to maintain this leadership position.

Japanese beef, while niche has strong perceptions on the key driver of 'Superior quality'. Australian beef, thus, needs to focus on communicating what makes our beef superior, strengthening perceptions of consistent quality, safety, and nutrition.

Claims related to our sustainable processes can also help build preference for Australian beef.

## 3. ACTION POINTS FOR AUSTRALIAN LAMB

---

Similar to Australian beef, key task for Australian lamb is also to differentiate itself vis-à-vis key competition i.e. NZ Lamb and elevate performance.

In view of weakening performance of local lamb, there is a potential for Australian lamb to increase share.

Australian lamb needs to build on its existing strengths of consistent quality & animal is cared for to further build perceptions of safety, nutrition and tenderness.

Online purchase is more common for Lamb vs. Beef in Thailand. Australian lamb needs to also ensure it is well placed from a distribution perspective to improve perceptions of accessibility.

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