|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **MS (VOLUME)** | | **MS (VALue)** | |
|  | 2020 | 2021 | 2020 | 2021 |
| **TOTAL** | **100.0%** | **100.0%** | **100.0%** | **100.0%** |
| FRUITA | **51.7%** | **53.0%** | **55.4%** | **57.6%** |
| Classiques | **35.1%** | **37.1%** | **36.3%** | **38.9%** |
| Gourmandes | **16.6%** | **10.4%** | **19.0%** | **12.0%** |
| Saveurs d'Ailleurs | **0.0%** | **5.6%** | **0.0%** | **6.7%** |
| COMPOTELLE | **25.1%** | **16.1%** | **23.2%** | **15.5%** |
| STYLEA | **8.2%** | **11.4%** | **9.4%** | **13.0%** |
| MDD | **15.0%** | **19.5%** | **12.0%** | **14.0%** |

**Annexe 1**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PANEL DISTRIBUTEUR** |  |  |  |  |  |  |  |  |  |
|  | **SALES VOL (M cups)** | | | **SALES VAL (M €)** | | | **AVERAGE NUMBER OF REFERENCES** | | |
|  | 2020 | 2021 | *evol* | 2020 | 2021 | *evol* | 2020 | 2021 | *evol* |
| **TOTAL** | **415.1** | **441.1** | ***6.3%*** | **192.4** | **197.6** | ***2.7%*** | **22.6** | **23.1** | ***2.2%*** |
| FRUITA | 214.6 | 233.7 | ***8.9%*** | 106.5 | 113.8 | ***6.9%*** | 12.2 | 12.4 | ***1.6%*** |
| Classiques | 145.5 | 163.5 | ***12.4%*** | 69.8 | 76.8 | ***10.0%*** | 8.6 | 8.5 | ***-1.2%*** |
| Gourmandes | 69.1 | 45.7 | ***-33.9%*** | 36.6 | 23.8 | ***-35.1%*** | 4.6 | 3.3 | ***-28.3%*** |
| Saveurs d'Ailleurs | 0.0 | 24.5 |  | 0.0 | 13.2 |  | 0 | 2.5 |  |
| COMPOTELLE | 104.0 | 71.1 | ***-31.6%*** | 44.7 | 30.6 | ***-31.6%*** | 5.8 | 5.2 | ***-10.3%*** |
| STYLEA | 34.2 | 50.2 | ***46.8%*** | 18.1 | 25.6 | ***41.2%*** | 4.9 | 6.3 | ***28.6%*** |
| MDD | 62.3 | 86.1 | ***38.2%*** | 23.1 | 27.6 | ***19.5%*** | 5.2 | 7.5 | ***44.2%*** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **DN** | | | **DV** | | |
|  | 2020 | 2021 | *evol* | 2020 | 2021 | *evol* |
| **MARCHE** | 100 | 100 | ***0.0%*** | 100 | 100 | ***0.0%*** |
| FRUITA | 100 | 100 | ***0.0%*** | 100 | 100 | ***0.0%*** |
| Classiques | 100 | 100 | ***0.0%*** | 100 | 100 | ***0.0%*** |
| Gourmandes | 91 | 92 | ***1.1%*** | 89 | 90 | ***1.1%*** |
| Saveurs d'Ailleurs | 0 | 80 |  | 0 | 84 |  |
| COMPOTELLE | 85 | 75 | ***-11.8%*** | 87 | 65 | ***-25.3%*** |
| STYLEA | 72 | 75 | ***4.2%*** | 74 | 83 | ***12.2%*** |
| MDD | 100 | 100 | ***0.0%*** | 100 | 100 | ***0.0%*** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **PANEL CONSOMMATEUR** | |  |  |  |  |  |
|  | **NA/100** | | | **QA/NA** | | |
|  | 2020 | 2021 | *evol* | 2020 | 2021 | *evol* |
| **MARCHE** | **42.6** | **46.4** | ***8.9%*** | **37.4** | **36.6** | ***-2.2%*** |
| FRUITA | 31.5 | 32.3 | ***2.5%*** | 26.2 | 27.9 | ***6.5%*** |
| Classiques | 18.6 | 20.5 | ***10.2%*** | 30.1 | 30.7 | ***2.0%*** |
| Gourmandes | 14.2 | 13.2 | ***-7.0%*** | 18.7 | 13.3 | ***-28.8%*** |
| Saveurs d'Ailleurs | 0 | 8.0 |  | 0.0 | 11.8 |  |
| COMPOTELLE | 13.8 | 9.5 | ***-31.2%*** | 29.0 | 28.8 | ***-0.7%*** |
| STYLEA | 4.4 | 7.2 | ***63.6%*** | 29.9 | 26.8 | ***-10.4%*** |
| MDD | 7.7 | 9.8 | ***27.3%*** | 31.1 | 33.8 | ***8.6%*** |

**Analysis:**

1. We can clearly see that **both the volume and value** of the market are **increased** from the year **2020 to 2021**. With the increase of **6.3%** and **2.7%** respectively.  
     
   **For companies**, **except Competelle**, the other companies presented an augmentation for **both MS volume and MS value**. To be more specific, **Stylea** and **MDD** **increased** **the most**.
2. **For products**, it is easy to discover that **Le Gourmandes’s MS decreased significantly**. (from **16.6%** to **10.4%** and **19%** to **12%** respectively) while **Le Saveurs d’Ailleurs** rose from 0 to some certain numbers of MS.  
     
   **At the side of consumers**, the quantity purchased**(NA)** for product **Le Gourmandes** **decreased slightly** while its number of customers**(QA)** **decreased significantly** from **18.7** to **13.3** (about **28.8%**)

**Suggestions:**

1. It seems that customers no longer that like **Le Gourmandes** maybe because less people love melted fruit. It is suggested to **reduce** the amount of production of this product.  
     
   In the same time, the new product (**Le Saveurs d’Ailleurs**) seems to attract customers to some extents. We should keep this trend and put more efforts in producing this new product.
2. By analyzing the last table which shows us the number of buyers on the one hand and the ratio between the quantity purchased **(NA)** and the number of buyers **(QA/NA)**, we can see that unlike all the other brands, the number of buyers of **"Les gourmandes" has decreased**. And the same is true for the AQ/NA ratio. In order to improve "Les Gourmandes", I recommend **an increase in distribution** to offer the product to more people, since the brand is not the most distributed at the moment.
3. For our competitors, first it is happy to see that Le Compotelle loss several points of market share, so we can say that our product Classiques did better job than the competitor does. However, **Le stylea** and **Le MDD** seem to gain a large growth of market share, it reveals a trend that **more customers are likely to eat fruit compotes with no extra sugar** and we should study what specific ingredients some MDDs used in their product(what makes them successful).