



## Understanding the changing society



**Pascale HEBEL**

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 **The effects of generations on the values**

| ... and the behaviours

## The generations live different events and have different values

### Rationing



1917 to 1926  
89 to 98 years  
20 years in 1942

### Refrigerator



1927 to 1936  
79 to 88 years  
20 years in 1952

### Electrical robot



1937 to 1946  
69 to 78 ans  
20 years in 1962

### Hypermarket



1947 to 1956  
59 to 68 ans  
20 years in 1972

### Food services



1957 to 1966  
49 to 58 years  
20 years en 1982

### Low Cost



1967 to 1976  
39 to 48 years  
20 years en 1992

### Meat trails



1977 to 1986  
29 to 38 ans  
20 years en 2002

### Nomades



1987 to 1996  
19 to 28 years  
20 years en 2012

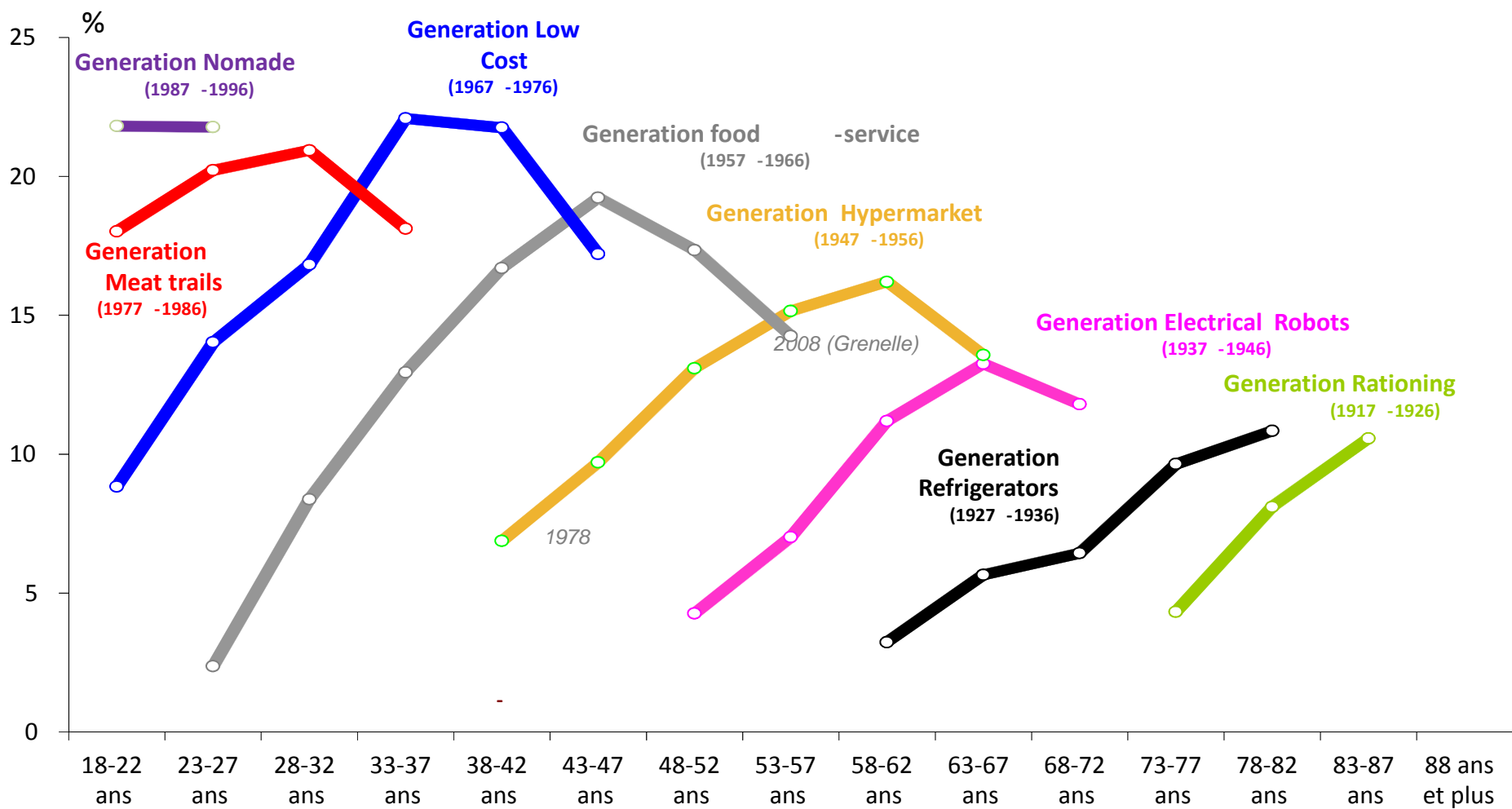
### Génération



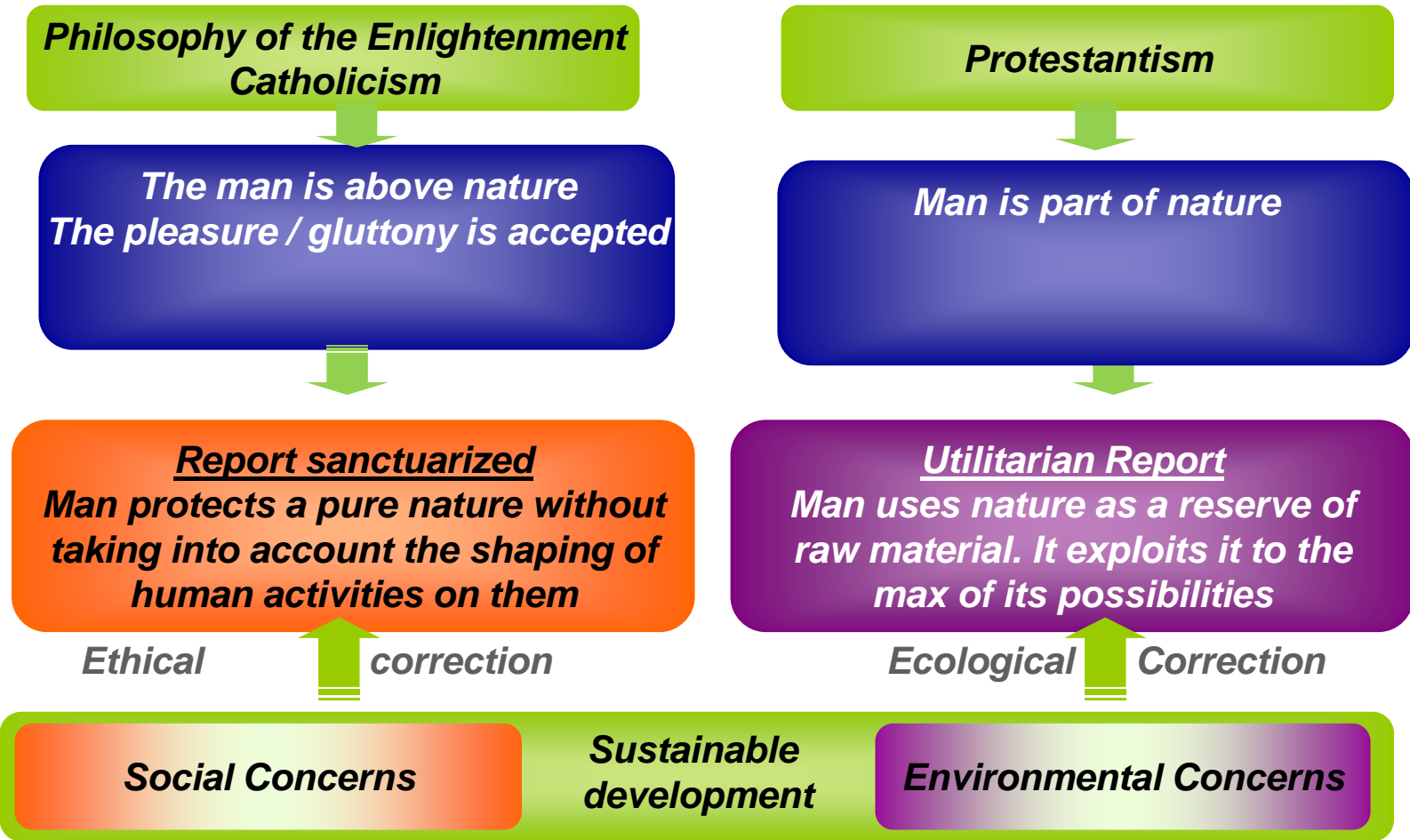
1997 to 2006  
9 to 18 years  
20 years en 2022

# New generations are considerably more environmentally sensitive

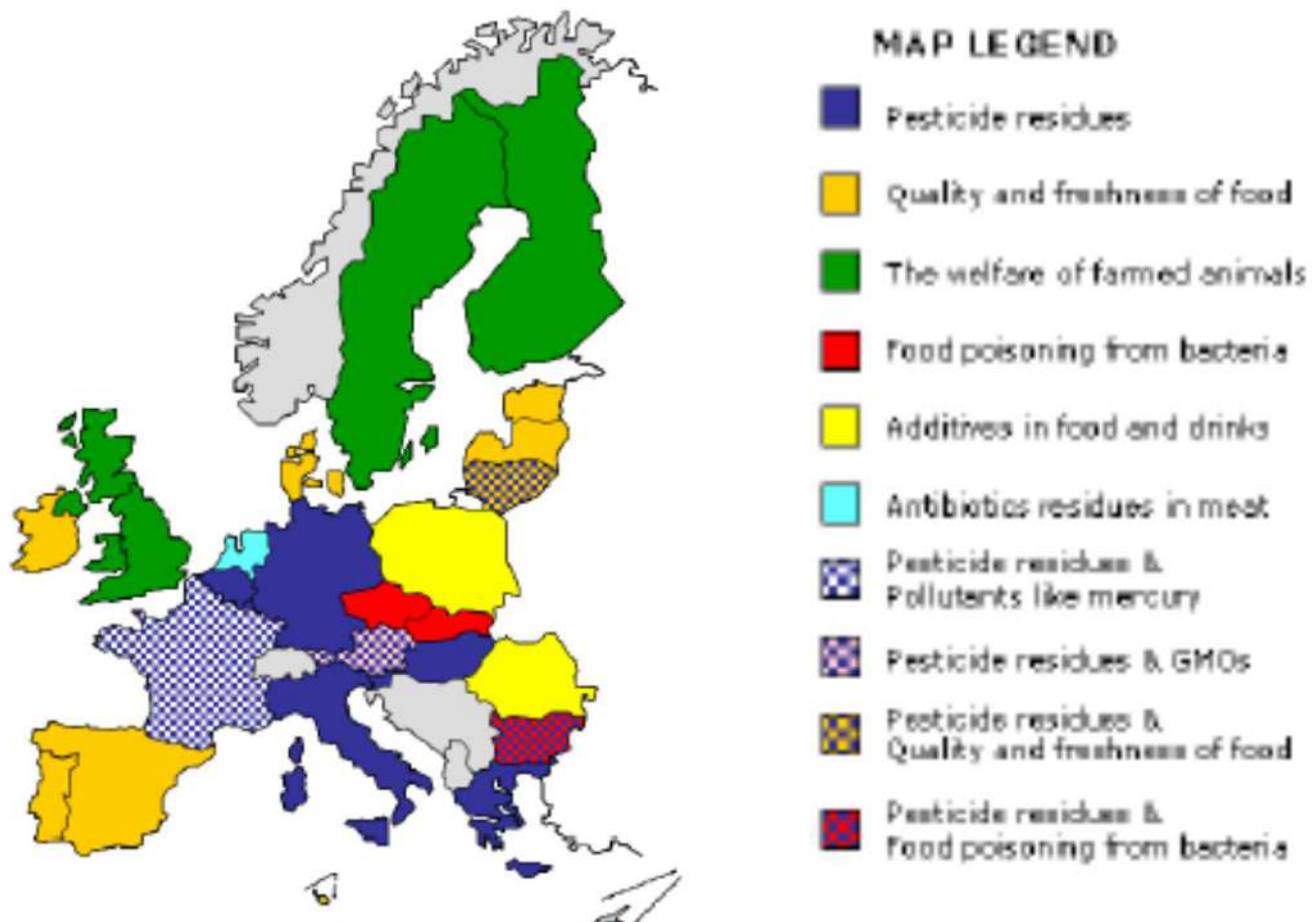
Proportion of people citing the environment as one of their two main concerns



Source : CREDOC, Enquête Conditions de vie et aspirations



Top concerns in members states (on the basis of 17 food related risks)



Source : Eurobaromètre Spécial 354 « Risques liés aux aliments », 2010

### Media crisis

Dates	Events
1978	Rapeseed
1976	Colorants and additives
1987	Listeria in the Swiss Vacherin
1988	Veals and hormones
1989	Broken glass in baby food
1990	Benzen un Perrier water
1992-1993	Listeria (pork tongue in jelly, potted meat, cheese and charcuterie to cut)
1996	Mad cow crisis
2005	Influenza poultry
Juin 2011	Escherichia Coli
Mars 2013	Horsegate
Since 2012	Food bashing (first Cash Investigation in 2012)

*Food risks back in 2nd position after road accidents and to pollution and nuclear accidents*

# « Pesticides » is the word quoted for fruits

What are the main causes of concern for fruit?



Source : CCAF 2016, CREDOC et CERTOP (ISTHIA, Jean Pierre POULAIN)



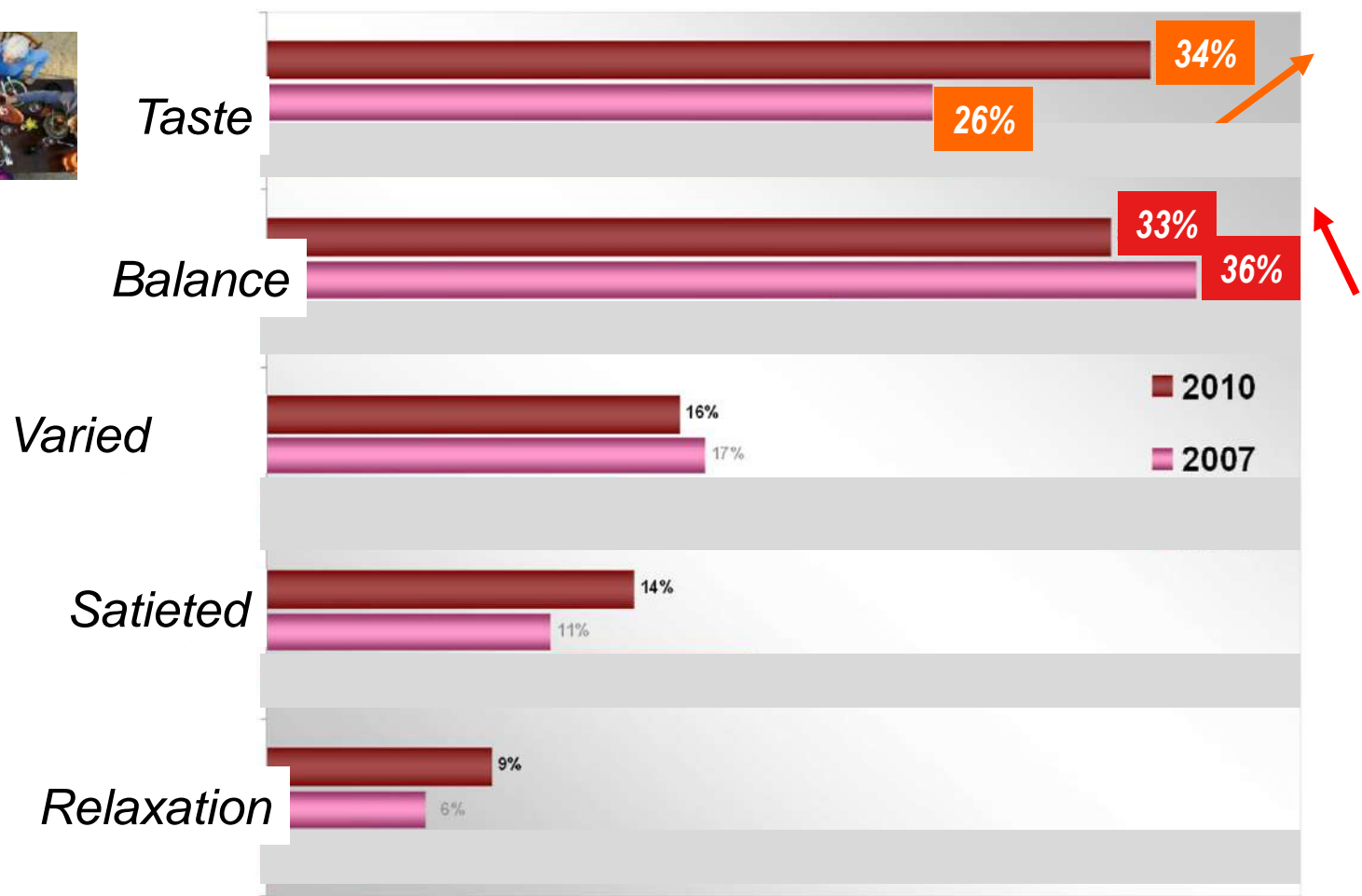
Between 2003 and 2007, net increase nutritional speech. While only 22% of the French describe the "eat well" as "eat healthy" in 2003, they are 36% in 2007.

« For you, what to eat? » %



Source : CRÉDOC, Enquêtes CCAF 2004 et 2007

« For you, what to eat? » %



Source : CRÉDOC, Enquêtes CCAF 2004, 2007 et 2010

... and Naturalness grew strongly between 2007 and 2010

Open question: If I say "quality food", what are the words that come to mind ...?



Source : Enquêtes « Tendances de la Consommation »

## Millennials: are born with Nutrition, Balance, Gastronomy and Cheap products

Open question: If I say "quality food", what are the words that come to mind ...?

18-24 ans



25-34 ans



35-44 ans



45-54 ans



55-64 ans



65 ans et plus

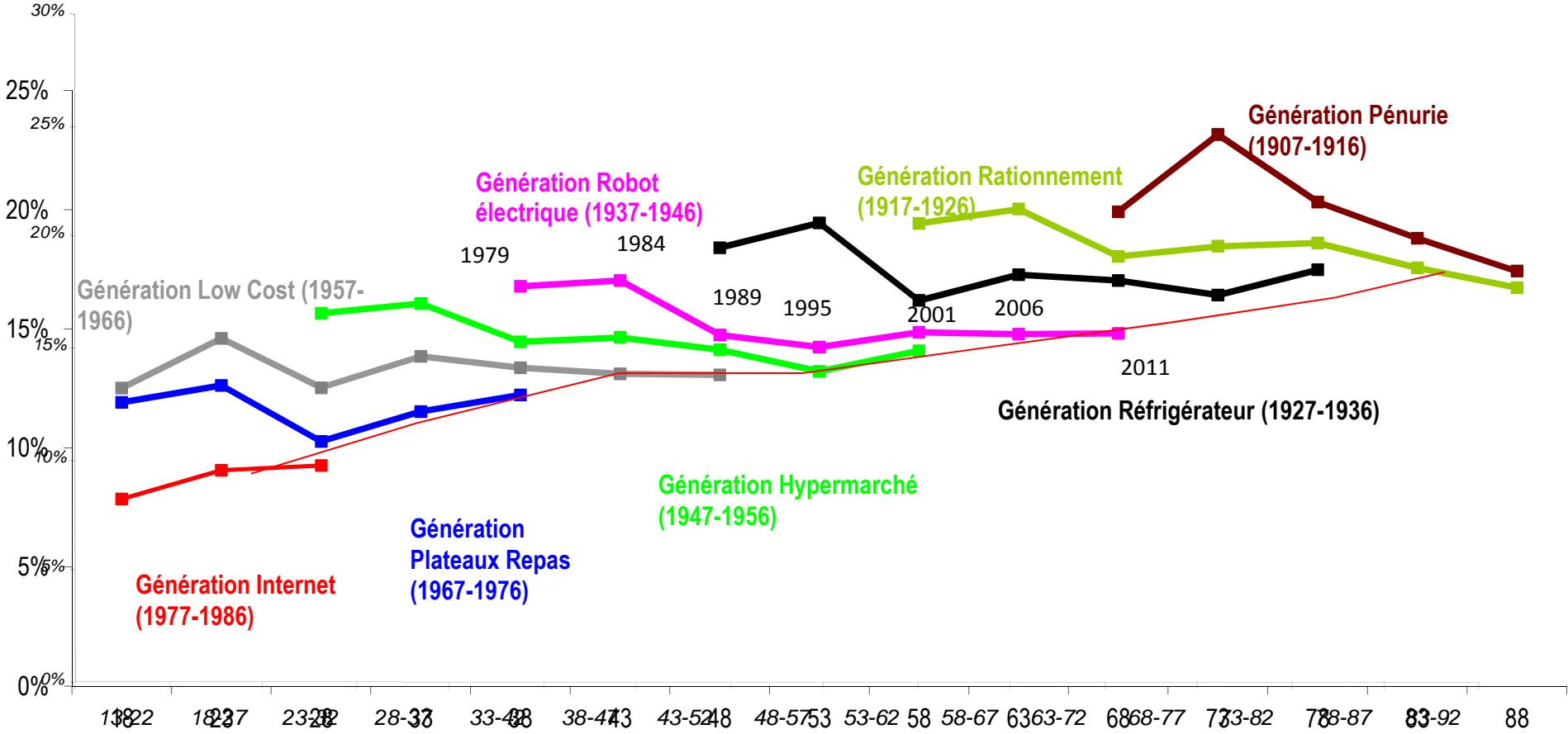


Source : Enquêtes « Tendances de la Consommation », CREDOC

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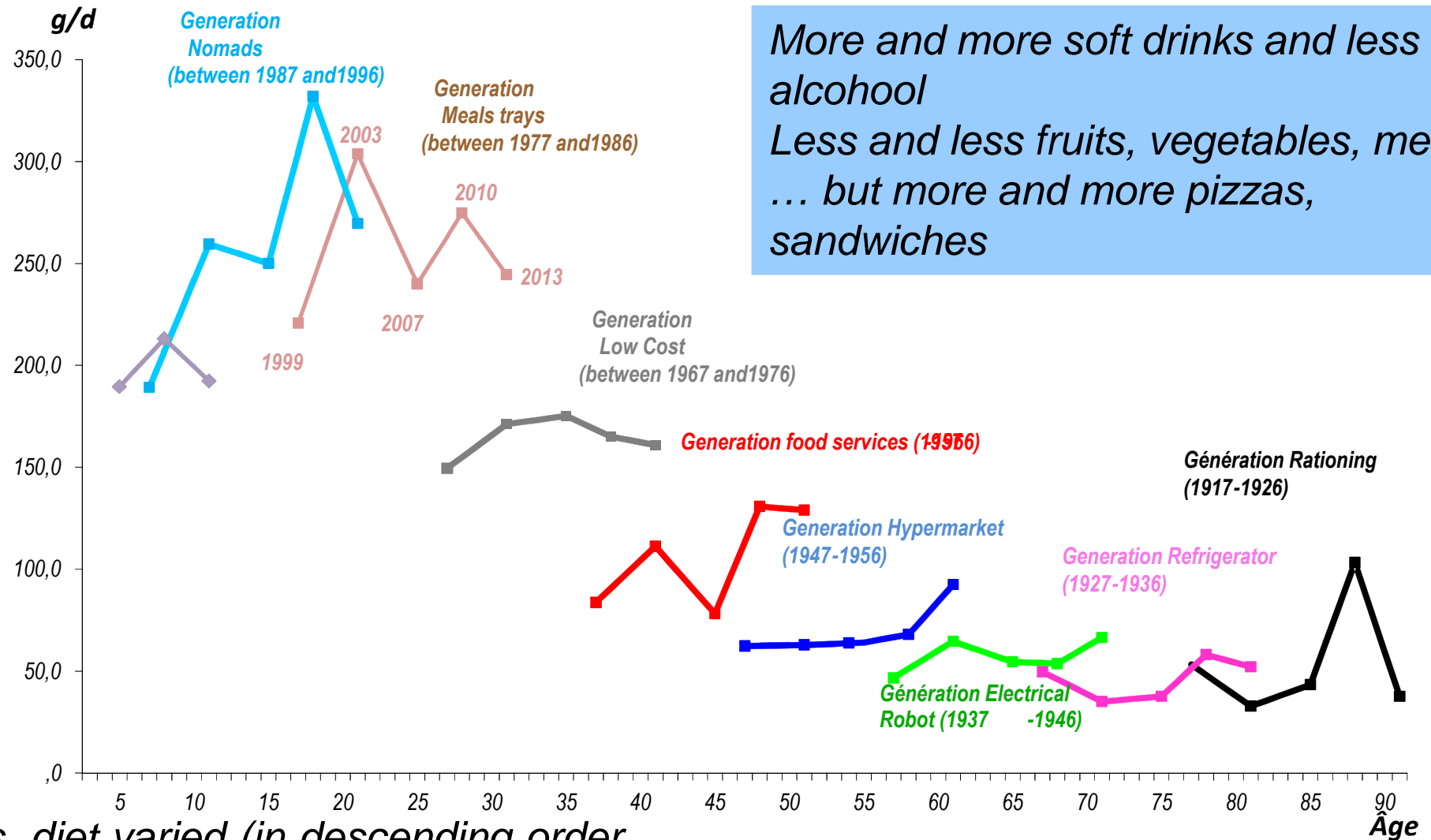
*Weight of food expenditure in total consumption, generation effect*



d'après enquêtes INSEE – Budget des familles (1979, 1984, 1989, 1995, 2000, 2006, 2011)

# High generational effect on soft drinks consumption

## Age and generation effects on soft drinks (CDS, juice) consumption



*More and more soft drinks and less alcohol*  
*Less and less fruits, vegetables, meat ... but more and more pizzas, sandwiches*

*For adults, diet varied (in descending order of importance) according to sex, age, household size and social status*

Source : CREDOC - Surveys INCA 1999, CCAF 2003, 2010 et 2013

Increased expectations of reassurance after food crises: BIO, healthy, natural, animal welfare, origin

Concerns about food are stabilizing, strong increase in risk pesticides, but also antibiotics

Natural, healthy is highest: we want less additives, dyes

Reconciliation between pleasure and health, the consumer is less guilty

The taste still food choices head

HEALTH BUT BACK, health capital are highest while HE DOING PLEASURE

Individualized health will grow