



Press Release – 8 September 2009

Decreasing advertising expenditure in Dutch Food Market

Bilthoven - The gross advertising expenditure in Food and Beverages has decreased by 4.8% over the last 12 months compared to the same period a year earlier, according to Bert Niewold of Nielsen, who will be a speaker at the Dutch Food Market meeting on 3 & 4 November 2009 in Amsterdam (NL).

Every day, Nielsen rates the advertising of products and services in the Netherlands with the media owners' gross tariffs, thus making it possible to compare media types and to analyse trends. The gross advertising expenditure shows the activity of the media market. Discounts of individual price agreements are not taken into account. The actual (=net) advertising expenditure can be different from the figures quoted below.

Dairy products is the biggest category

Dairy products is the category which has grown most (+12.5%) making it the biggest category in Food and Beverages. Within Dairy products, most gross adspend has been registered in the category Dairy drinks (+9.8%). The second biggest Food and Beverages category, Non Alcoholic Drinks, showed a decline of 16.5% versus the same period a year earlier. This was mainly caused by a decrease in adspend in Soda (-12%) and Fruit juices (-36.6%). Also the increase in Sugar, Herbs and Spices stands out. This is mainly because Unilever Nederland advertised more for Sauces (37.5%) and Sandwich filling (46.3%).

Top 5 categories Food and Beverages	
July 2008 - June 2009	
1 Dairy	12.5%
2 Non Alcoholic Drinks	-16.5%
3 Chocolate, Candy	-5.9%
4 Sugar, Herbs, Spices	11.8%
5 Bread products	-16.9%

Top advertisers

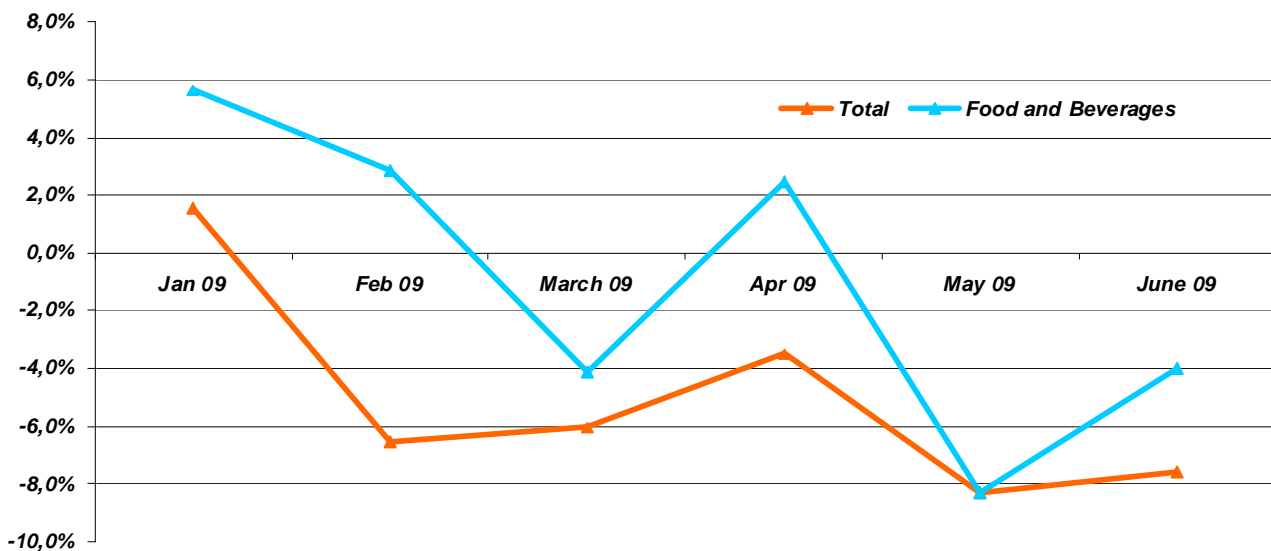
In the period July 2008 – June 2009, the top 10 advertisers have a market share of 51.2% of the gross adspend in the category Food and Beverages. The top 5 advertisers have a share of 35%. Both have grown slightly since the same period last year.

Based on the gross adspend in the category Food and Beverages, Unilever Nederland had a market share of 17.7% in the last 12 months (July 2008 – June 2009). In second place is Coca Cola Nederland with 5.4% and third is Royal **FrieslandCampina** with a market share of 4.9%.

Per media type

The gross adspend in Food and Beverages was almost € 800 million in July 2008 – June 2009, a decrease of 4.8%. Radio has grown significantly by 23% (€ 30 million) mainly due to an increase in gross adspend in the Dairy and Spreads and oils categories. Over € 600 million was broadcast on Television, a decrease of 5.8%. Consumer Magazines reduced by 8.3% to € 41 million and Out of Home declined by 13.6% to almost € 31 million. Trade magazines (-9.3%), Cinema (-31.5%), Doordrops (-32.0%) and News Magazines (-64.7%) all showed a decrease in advertising expenditure. Sponsored Magazines and Daily Newspapers increased by 13.4% and 17.0% respectively.

Development gross adspend 2009 versus 2008 per month



Coverage Media Group the Netherlands

The information is based on the following media types: Television, Radio, Daily Magazines, Consumer Magazines, Sponsored Magazines, Trade Magazines, News Magazines, Cinema and Out of Home. Nielsen rates the advertising of products and services in the Netherlands with the media owners' gross tariffs. The gross advertising expenditure shows the media activity of the media market. Discounts of individual price agreements are not taken into account.



These trends and developments will be discussed in detail at the IFBN's [Dutch Food Market Opportunities meeting](#) on 3 & 4 November 2009 in Amsterdam. The IFBN (International Food Business Network) assists food manufacturers in building bridges between European food markets by helping them to better assess markets, reduce market barriers and by increasing know-how and marketing skills. The network's quarterly country meetings are designed to help food manufacturers make connections, grow their business and build on their success. [IFBN](#) meetings in Europe are organized by Bridge2Food.

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Bridge2Food is a knowledge and network agency based in The Netherlands. Its key strength is the development of specific platforms for the food industry: '**Building bridges between food professionals**'. Bridge2Food is operating in the international food sector. Bridge2Food facilitates **international food networks** such as the **International Food Business Network (IFBN)** tailored to food business managers and the **Global Protein Network (GPN)** for research managers with an interest in food proteins. Bridge2Food also organizes a wide range of **food industry conferences** for senior managers of food manufacturing companies in Europe, the USA and Asia. News and innovations are covered in our quarterly **in2food e-Magazine**.

Upcoming events:

- Dutch Food Market Opportunities, 3 & 4 November 2009, Amsterdam (Netherlands).

This meeting is part of the International Food Business Network (IFBN).

- Sports & Performance Nutrition, 19 & 20 November 2009, Frankfurt (Germany). You can combine this meeting with a visit to the FoodIngredients Europe exhibition, also in Frankfurt, 17 – 19 November.

- 3rd Healthy & Nutritional Bars Conference, 3 & 4 November 2010, Cologne (Germany).



Combine this meeting with a visit to the ISM 2010 also in Cologne, 31 January – 3 February 2010.