FOOD CHATs

CONSUMPTION • HABITS • ATTITUDES • TRENDS

Ipsos

Australia's most comprehensive study integrating consumer attitudinal trends with consumption behaviour change

ANNUAL REPORT 2015-16

© 2016 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

Foreword

Welcome to the first annual Ipsos Food CHATs report. Three years ago Ipsos recognised that a great rate of change was occurring in the food and beverage sector in Australia. Much of the conversation around change in this space has been based on our fascination and love of good food which we, as Australians, are so fortunate to be able to access in abundance.

However, despite the hype and attention, at Ipsos, we identified that there was a lack of industry-wide truth in terms of understanding exactly what consumers are doing in terms of behaviour and consumption.

Hence, Ipsos has embarked on a wonderful food adventure of our own. We want to know exactly what is going on and where the wishful thinking regarding food cooking and consumption ends, and where begins the reality facing everyday Australians in a world that is getting more and more busy, with less and less time.

This first of its kind report outlines the latest in our thinking and attitudes towards food and beverages as well as what we are actually doing day to day and week to week. It provides an interesting discussion around what is really happening in relation to sugar consumption (one of the hottest foodie topics at the moment), as well as whether we really know how to be healthy. Other key trends covered in this report are our increasing snacking culture, and the main drivers of decision-making in the moment, in the supermarket. The latest eating out facts and figures are also provided.

And there is more to come. Our next issue will deliver a deep dive into each meal occasion to reveal exactly what we are eating and how our consumption is changing. **Enjoy the smorgasbord!**

Gillian O' Sullivan
Managing Director | Ipsos Marketing Australia

Background and origin of Food CHATs

Food CHATs is an extension of the previous Ipsos Food-Health study which ran successfully in 2013 and 2014. The Ipsos Food-Health study focussed on delivering a social commentary on the impact of food health on our society and concentrated on understanding shifts in consumer attitudes towards food and beverages as a result of emerging health trends.

In evolving the study for 2015-16, Ipsos has decided to further meet the needs of a broader range of clients by expanding the scope to include:

- Investigation into consumers' diet and actual consumption covering the 5Ws (who, what, when, why and where) and how consumption is changing over time
- Investigation into decision-making and what is influencing healthy food decisions in Australia
- Understanding how food is being prepared at home, what are the trends in relation to cooking
- Understanding of eating out occasions, behavioural decisions/drivers and food & beverage choices

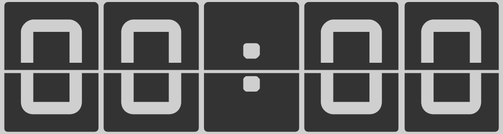
Ipsos Food CHATs is Australia's leading comprehensive study which integrates consumer attitudinal trends with consumption behaviour change.

Annual Report 2015-16

Point in Time Dip

- n=3,002 consumers and food decision-makers (aged 18+); representative national sample
- Quota set on gender, age and location
- Sample recruited from Ipsos Access Panel

- Fieldwork conducted between Dec 4 to 17, 2015 (2 full weeks)
- Approximately equal number of survey completes per day



- 30 mins online survey

Key Trends 2015-16

1

Cutting back **sugar** is definitely a priority for Australians. We want to do it, we think about it doing it, and we know we should be doing it. But actually changing consumption is more difficult. Very few Australians will actually prioritise reducing sugar in the next 12 months, they certainly don't want to do so by replacing sugar with natural alternatives such as Stevia, nor do they want to use artificial sweeteners. Finding the sweet spot between our intentions and our consumption is still a challenge.

2

Australians have a simple approach to health with most aiming to eat more **natural foods, fresh and unprocessed foods**. Smaller portion sizes and healthy snacks are also a priority. Extreme diet fads are achieving exposure and the Paleo diet has achieved the most awareness overall, but trial of these diets remains low amongst typical Australians.

3

Although **obesity** weighs heavily on our minds, we believe that **healthiness is expensive** and **time-consuming** to achieve and beyond the means of many. Financial outlook amongst those who need healthiness the most is significantly less positive than other Australians, indicating weight issues may continue to be a problem for many Australians.

4

We like to **snack**. Two-thirds of us snack between meals, and we particularly like to indulge in a mid-afternoon pick-me-up. Fresh fruit is the main temptation, as well as other healthy options such as dried fruit and nuts. Jumping on the brand bandwagon by offering mini-versions of signature products could be just the ticket, as many Australians do equate smaller portions with healthiness.

Source: D7, D8
Base: total sample (n=3002)

5

Although we have plenty of good intentions in terms of shopping and eating healthily, when it comes down to it, our budget still has a higher priority in our decision-making in-store than our health aspirations. Easy decisions rule, and finding the **healthy choice is still a challenge for many** despite the introduction of the Health Star Rating system.

6

Private labels may be winning the war on the supermarket shelf, but it might not be the same story in our pantries at home. **Only 1 in 10 shoppers prefer private labels** which still suffer from many negative perceptions. While **private labels are about value, premium labels are about trust and little luxury** which is a combination that is hard to beat.

7

The **craving for new and exciting flavour experiences** is not dying down and Australians are still crazy about the latest flavour fad. Experiencing the adventurous side of food consumption is happening more in the dining out scene than in kitchens at home, and Australians are increasingly eating out at cafes and restaurants which are heating up with a range of exciting new innovations.

8

Two out of every 3 Australians who prepared dinner last night, cooked completely from scratch, mainly to create a healthy meal. But there are some segments of the population who don't enjoy cooking as much, and some who are becoming increasingly reliant on ready meals and packaged products to feed themselves. However, we don't seem to have lost the art of cooking just yet and while we still have families to feed, we will continue to care about our cooking to make it as healthy as possible.

Consumption
Attitudes & Trends

FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Ipsos

Side-CHAT: The Sugar Story

Are Australians on a war against sugar?

According to the Australian Diabetes Council, Australians on average, consume more than 20 teaspoons of sugar every day, or 53 kilograms of sugar per year. The Australian Heart Foundation recommends no more than nine teaspoons per day.

1 out of every two adult Australians, strongly agree that packaged products have too much sugar in them. And yet, less than **1 out of every 10 adult Australians** have actually tried to implement a 'no sugar' diet, and **only 1 in 4 have** actually tried to reduce sugar intake generally from their diet**.**

So although it seems that Australians are well aware of the health issues of sugar, consumption of sugar is unlikely to actually change dramatically. In fact recent research conducted by EuroMonitor International suggests that worldwide sugar consumption will continue to rise with taste winning out in the ongoing battle between 'better for you' and taste.

Regardless of many manufacturers taking steps to replace cane sugar with other plant-derived sweeteners such as Stevia, Food CHATs results indicate that only **3% of adult Australians** intend to prioritise the use of artificial or natural sweeteners as a replacement of sugar in the next 12 months. It seems that converting intentions to action is the sweet spot we are yet to find.

FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Our top 10 attitudes towards food and health are stable year on year

Sugar remains the no. 1 ‘enemy’ (more so than salt and fat) and we have confidence that ‘made in Australia’ is safer.

2014

HIGH PRIORITY

There is too much sugar in our modern diet

Too many of our food/drink products contain preservatives

I prefer to get nutrition from natural food sources rather than taking additional supplements and vitamins

Food from Australia is safer than food from Asia

Supporting Australian farmers is more important than getting cheap milk and bread

Eating more fibre is a good way to improve one’s health

There is too much fat in our modern diet

Food production should use our country’s resources in a more environmentally sustainable way

Artificially sweetened products are just as bad for you as the sugar they are replacing

Eating less fat and sugar are equally important

2015

1. There is too much sugar in packaged products
2. Food from Australia is safer than food from other countries
3. Farming/food production should be conducted in a manner not harmful to the environment
4. I prefer to get nutrition from natural food sources rather than taking additional supplements and vitamins
5. There is too much salt in our packaged products
6. Food production should use our country’s resources in a more environmentally sustainable way
7. Eating less fat and sugar are equally important
8. Artificially sweetened products are just as bad for you as the sugar they are replacing
9. Foods/drinks packaged in recyclable packaging
10. There is too much fat in packaged products

FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Source: AB1 (TOP 10 SHOWN)
Base: total sample (n=3002)

Ipsos

Attitudes towards food and health (2015 full list – by theme)

Health continues to be the high priority area for 2016 and Australians want the Government to do more about it. After a number of food safety scares last year, food origin and safety is a clear priority and sustainability and recycling continues to gain traction. Australian consumers are also seeking inspiration and ideas, while being limited by budget. Food is a pleasure and consumers are looking for diversity, but taste is a lower priority than healthiness.

HIGH PRIORITY

Health

- Sugar in packaged products
- Prefer natural food sources not supplements/vitamins
- Salt in packaged products
- Eating less fat and sugar equally important
- Artificial sweeteners are just as bad as sugar
- Fat in packaged products
- Eating whole grains good for health
- Food/drinks should be GMO free
- Government needs to do more to encourage healthy lifestyles
- Preservatives in food/drinks
- Protein is good for health

Safety & Ethics

- Food from Australia is safer than food from other countries
- Farming/food production should be conducted in a manner not harmful to the environment
- Food production should use our country's resources in a more environmentally sustainable way
- Foods/drinks packaged in recyclable packaging
- Knowing origin of ingredients and products is important to me

MEDIUM PRIORITY

Inspire

- Food is one of life's pleasures that I don't want to compromise on
- I want more exciting/diverse/inspiring food products

Value

- When it comes to my food/drink choices my main priority is sticking to a main budget

Health

- Limiting carbohydrates is better for your health
- It is hard to get information you can trust on making better food and beverage choices
- I believe we should consume more superfoods

Safety & Ethics

- I prefer to buy local/direct from farmers.
- I really worry about treatment of animals in farming

LOW PRIORITY

Inspire

- Taste is more important than how healthy it is
- As long as I enjoy my food, I don't worry about what I eat

Health

- Probiotics/antioxidants should be added to food/drinks
- Low calorie & fat options lack the nutrients I am looking for
- Fortified foods/drinks are good for you
- Organic food is really worth the health benefits
- I am unconcerned about my weight as long as I feel healthy
- Eating less fat is more important than cutting down on sugar
- Given our modern diet, vitamins and supplements are needed
- A vegetarian diet is a healthier diet

Convenience

- It's worth eating prepared food from supermarkets or take-away because it saves me time

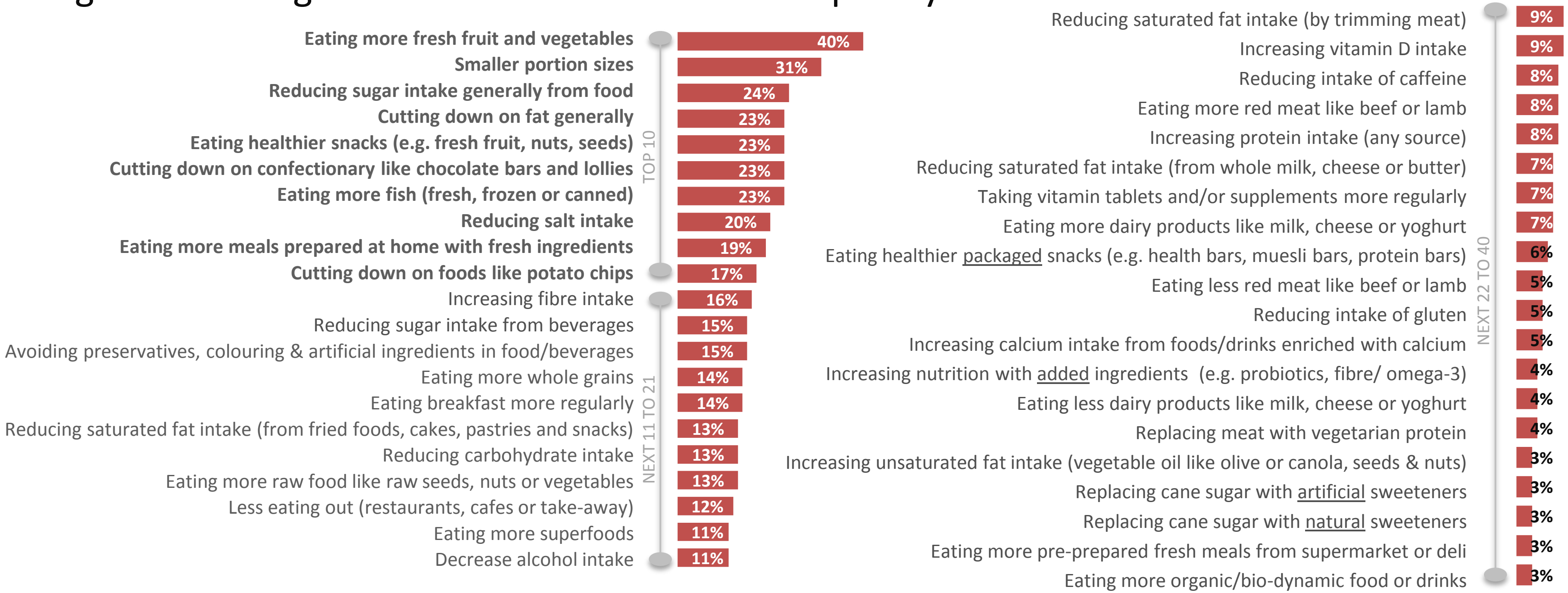
Source: AB1
Base: total sample (n=3002)

FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Ipsos

Food priorities for the next 12 months

There is a stronger focus on eating meals prepared at home with fresh ingredients than eating pre-pared fresh meals from supermarket/deli.
Increasing fibre intake is a higher priority than increasing protein intake.
Eating more whole grains and raw food are of medium priority.



Source: AB4 (What are your food priorities for the next 12 months | % selected in top 5)
Base: total sample (n=3002)

What we eat
When we eat

FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Ipsos

Food and beverages (macro categories) consumed yesterday morning

Bread, fruit, cheeses and eggs are popular morning food items.
Hot beverage and water have significantly higher incidence than the other beverages.

PRE-BREAKFAST SNACK

Bread	50%
Fruit - Fresh	42%
Cheeses	37%
Baked Goods and Pastries	34%
Eggs (e.g. eggs/omelette/frittata)	32%

BREAKFAST FOOD

Cereals and Oats	54%
Bread	50%
Fruit - Fresh	28%
Milks and Creams	24%
Eggs (e.g. eggs/omelette/frittata)	23%

MORNING SNACK

Fruit - Fresh	33%
Baked Goods and Pastries	18%
Bread	17%
Cheeses	12%
Processed Snack foods - Sweet (e.g. biscuits/bars)	11%

PRE-BREAKFAST BEVERAGE

Hot Drinks (tea/coffee/hot chocolate)	77%
Water (still, sparkling, flavoured)	38%
Soft Drinks (carbonated)	18%
Milk (animal and plant sources)	15%
Sweetened Drinks (cordial/juices/iced tea)	10%

BREAKFAST BEVERAGE

Hot Drinks (tea/coffee/hot chocolate)	75%
Water (still, sparkling, flavoured)	25%
Milk (animal and plant sources)	14%
Sweetened Drinks (cordial/juices/iced tea)	11%
Soft Drinks (carbonated)	10%

MORNING BEVERAGE

Hot Drinks (tea/coffee/hot chocolate)	72%
Water (still, sparkling, flavoured)	25%
Milk (animal and plant sources)	8%
Soft Drinks (carbonated non-alcoholic drinks)	8%
Sweetened Drinks (cordial/juices/iced tea)	5%
Flavoured milk	5%

FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Source: C1b (Food products consumed throughout the day) (TOP 5 SHOWN BY DAY-PART)
Base: total sample (n=3002)

Ipsos

Food and beverages (macro categories) consumed yesterday afternoon/during the day

Bread, fresh fruit & veg, cheese, meat, baked goods/pastries, nuts, seeds and dried fruit and confectionery are primarily consumed during the day. Soft drinks, hot drinks and water are regularly consumed.

LUNCH FOOD

Bread	44%
Vegetables - Fresh	24%
Cheeses	21%
Meat (e.g. beef/pork/lamb)	18%
Fruit - Fresh	16%
Processed meat (e.g. salami/ham/bacon)	11%
Spreads	10%
Eggs (e.g. eggs/omelette/frittata)	9%
Poultry (e.g. chicken/turkey/duck)	9%
Burger	7%

LUNCH BEVERAGE

Hot Drinks (tea/coffee/hot chocolate)	37%
Water (still, sparkling, flavoured)	34%
Soft Drinks (carbonated)	24%
Sweetened Drinks (cordial/juices/iced tea)	8%
Milk (animal and plant sources)	4%
Flavoured milk	4%

AFTERNOON SNACK

Fruit - Fresh	23%
Baked Goods and Pastries	14%
Nuts, Seeds and Dried Fruit	14%
Confectionery	11%
Cheeses	10%
Processed Snack foods - Savoury (e.g. chips/crackers/popcorn)	10%
Processed Snack foods - Sweet (e.g. biscuits/bars)	10%

AFTERNOON BEVERAGE

Hot Drinks (tea/coffee/hot chocolate)	52%
Water (still, sparkling, flavoured)	30%
Soft Drinks (carbonated)	14%
Sweetened Drinks (cordial/juices/iced tea)	5%

SNACK THROUGH THE DAY

Fruit - Fresh	31%
Confectionery	25%
Nuts, Seeds and Dried Fruit	16%
Baked Goods and Pastries	12%
Processed Snack foods - Savoury (e.g. chips/crackers/popcorn)	12%
Cheeses	11%
Bread	11%

BEVERAGE THROUGH THE DAY

Water (still, sparkling, flavoured)	51%
Hot Drinks (tea/coffee/hot chocolate)	33%
Soft Drinks (carbonated)	21%
Sweetened Drinks (cordial/juices/iced tea)	9%
Milk (animal and plant sources)	7%

Source: C1b (Food products consumed throughout the day) (TOP 5 SHOWN BY DAY-PART)
Base: total sample (n=3002)

Food and beverages (macro categories) consumed yesterday evening

Fresh vegetables, meat and poultry consumption dominate for the evening meal. Rice, noodles and pasta are also consumed for dinner.

DINNER FOOD

Vegetables - Fresh	40%
Meat (e.g. beef/pork/lamb)	35%
Poultry (e.g. chicken/turkey/duck)	15%
Bread	14%
Rice and noodles	11%
Pasta (e.g. penne/fettuccine/spaghetti)	11%
Vegetables - Frozen	10%
Cheeses	9%
International foods - Asian Cuisine	9%

DINNER BEVERAGE

Water (still, sparkling, flavoured)	30%
Hot Drinks (tea/coffee/hot chocolate)	24%
Soft Drinks (carbonated)	20%
Wine	19%
Beer	12%
Sweetened Drinks (cordial/juices/iced tea)	8%

DESSERT AS PART OF DINNER

Desserts	27%
Fruit - Fresh	20%
Yoghurts and Custard	19%
Confectionery	9%
Baked Goods and Pastries	8%

EVENING BEVERAGE

Hot Drinks (tea/coffee/hot chocolate)	47%
Water (still, sparkling, flavoured)	23%
Soft Drinks (carbonated)	12%
Wine	11%
Beer	9%
Milk (animal and plant sources)	6%
Sweetened Drinks (cordial/juices/iced tea)	5%
Spirits/Liqueur	4%

EVENING SNACK (NOT DESSERT)

Confectionery	22%
Fruit - Fresh	14%
Processed Snack foods - Savoury (e.g. chips/crackers/popcorn)	12%
Baked Goods and Pastries	11%
Cheeses	11%
Bread	10%
Nuts, Seeds and Dried Fruit	10%

FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Source: C1b (Food products consumed throughout the day) (TOP 5 SHOWN BY DAY-PART)
Base: total sample (n=3002)

Ipsos

Side-CHAT: A Snacking Culture

Dream a little....

Snacking is an occasion in its own right with **2 out of every 3 Australians snacking between meals**. The afternoon snack is the most prevalent with more than 60% of snackers enjoying a mid-afternoon pick-me-up. Fresh fruit is a main snacking item during the day, particularly for the mid-morning snack, but we are also indulging in baked goodies and pastries, bread, nuts, seed, dried fruit, cheeses and confectionary. Our favourite after dinner snack is a sweet treat with most of us favouring confectionery at this time of the day.

Our obvious enjoyment of snacking appears to be at odds with our increasing concern with health, and this tension is driving an increase in demand for, and consumption of, health snack foods. According to business information analysts at IBISWorld Australia health snack food is growing at an annualised rate of 3%.

To capitalise on this real and significant growth trend, many brands are jumping onto the snack bandwagon, producing mini-versions or snack portions of their signature products, hoping that consumers will equate smaller portion size with increased healthiness. Other brands are focusing on the promotion of natural ingredients in the hope to woo our snack-hungry population. It seems the growth in this space will prevail as Australians continue to find mid-meal snacks irresistible.

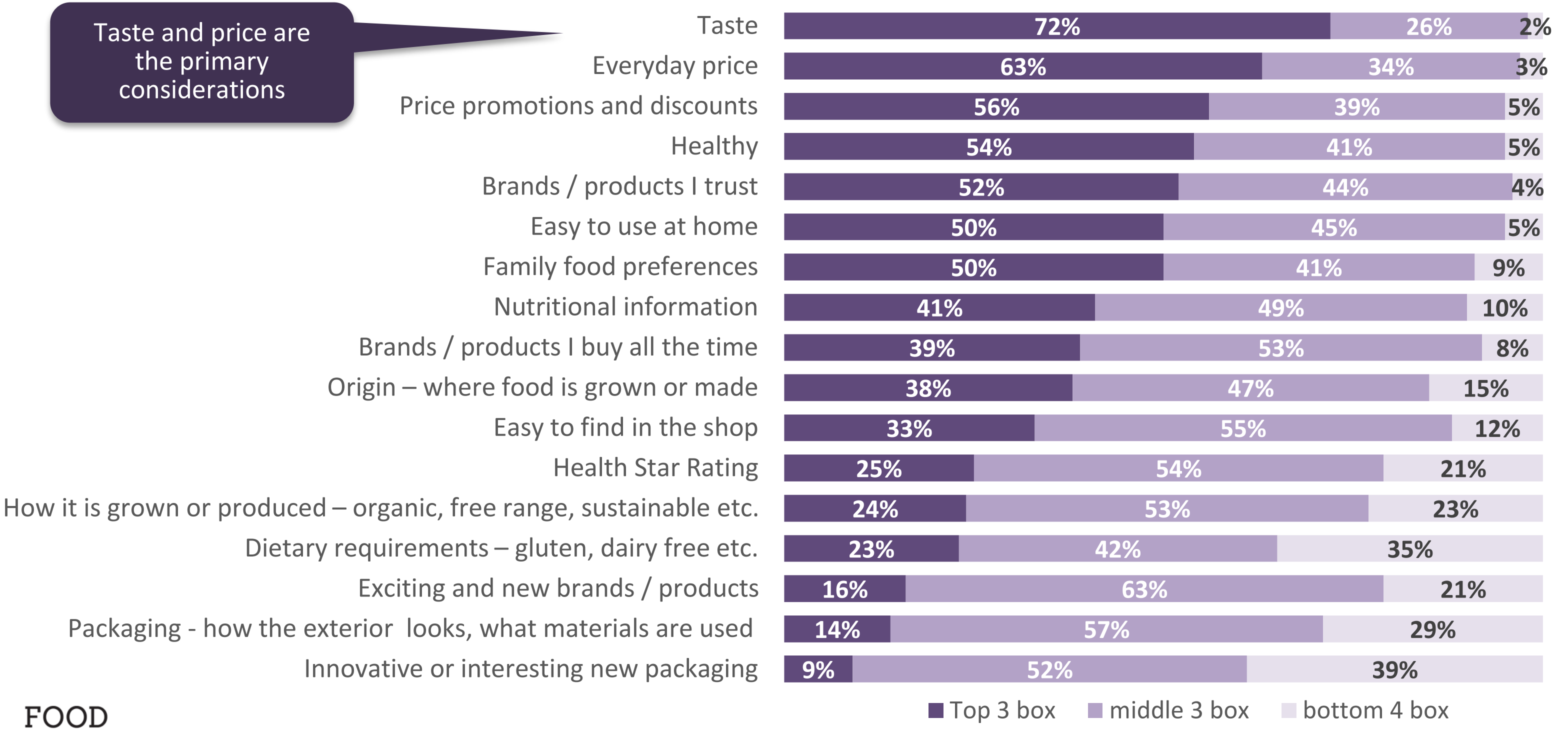
Shopping

FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Ipsos

What influences food purchase decisions?

Taste is the leading consideration when purchasing groceries followed by price and promotional activities. Nutritional info is more influential then heath star rating. Provenance is a key factor for 2 in 5 consumers. A third of consumers do not consider pack design or materials when making a purchase decision.



FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

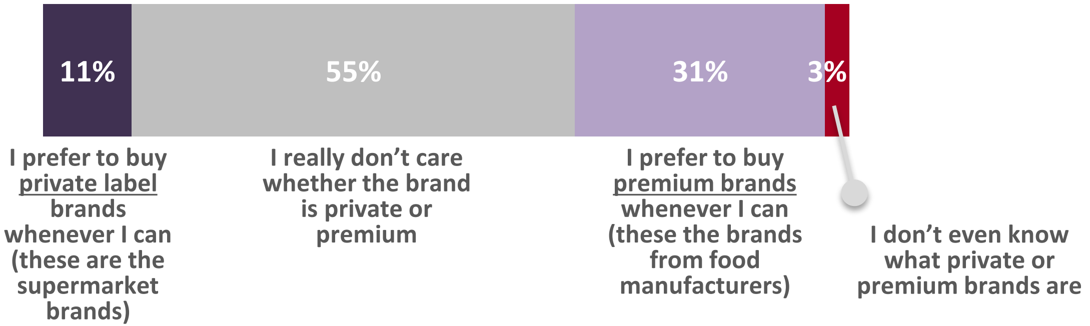
Source: SPB6 (What influences instore choices| 10 point scale used)
Base: total sample (n=2429)

Who is buying private label brands?

Of those who have a preference, it is 3-1 in favour of premium brands.
That said there are 55% of consumers who don't care whether the grocery they buy are private label or premium branded.

PREFER PRIVATE LABEL
- 30-39 year olds (14%)
- Functional Cooks (14%)
- Victorian/Tasmanian (15%)
- Young families (15%)
- Have postgraduate degree (15%)

PREFER PREMIUM BRANDS
- Older families (36%)
- High Income $100K + (38%)
- African/Asian background (37%)



Source: SPB8 (What is your brand preference?)
Base: total sample (n=2429)

Meal preparation

What we cook

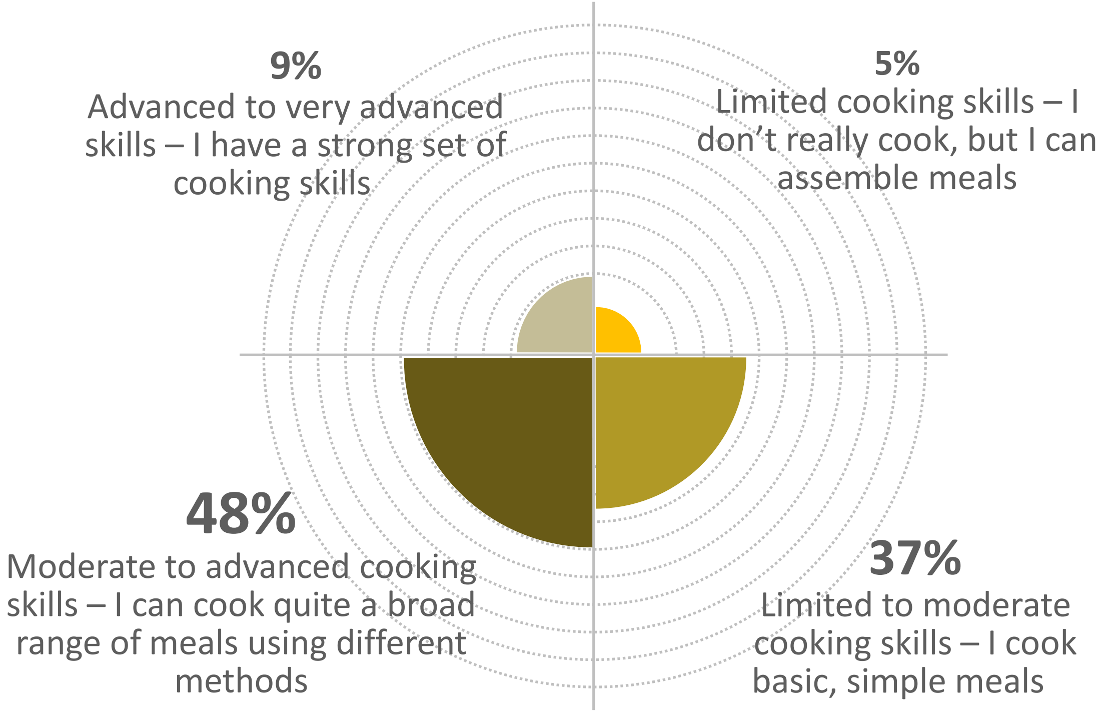
FOOD CHATs

CONSUMPTION • HABITS • ATTITUDES • TRENDS

Ipsos

Self rated cooking skill levels

Most Australians perceived themselves to possess a moderate level of cooking ability.

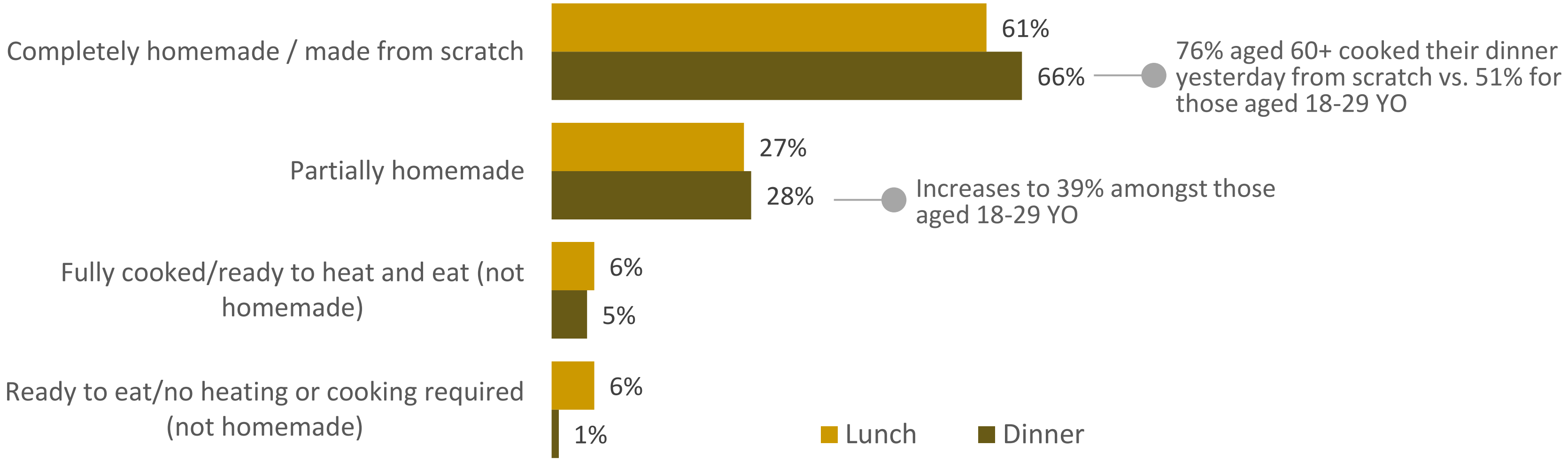


FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Source: MP16 (What best describes your level of cooking skills?)
Base: total sample (n=1512)

Are the lunch/dinner prepared yesterday…

9 out of 10 meals prepared yesterday is home made; two thirds completely from scratch.



Source: MP5 (What type of food do you like to prepare?)
Base: lunch (n=591) / dinner (n=921)

Why do Australians cook the way they do?

‘From scratch’ cooks are seeking healthier, cheaper options for their meals while those eating ready made meals like that they are easier and quicker to prepare.
The cooks who partially made their meal from scratch are most likely to want to minimise time in the kitchen.

	Completely homemade/ made from scratch	Partially Homemade	Fully cooked/ready to heat and eat (not homemade)	Ready to eat/ no heating required (not homemade)
It is healthier	**51%**	26%	18%	7%
It is quicker	20%	40%	**39%**	**38%**
It is cheaper	**32%**	22%	12%	9%
It is easier	25%	37%	**44%**	**20%**
To spend less time in the kitchen	9%	**23%**	16%	11%
I couldn’t think of anything else to cook	10%	10%	8%	4%
For variety / something different	16%	15%	13%	2%
It is the only way I know how to cook	15%	9%	4%	2%

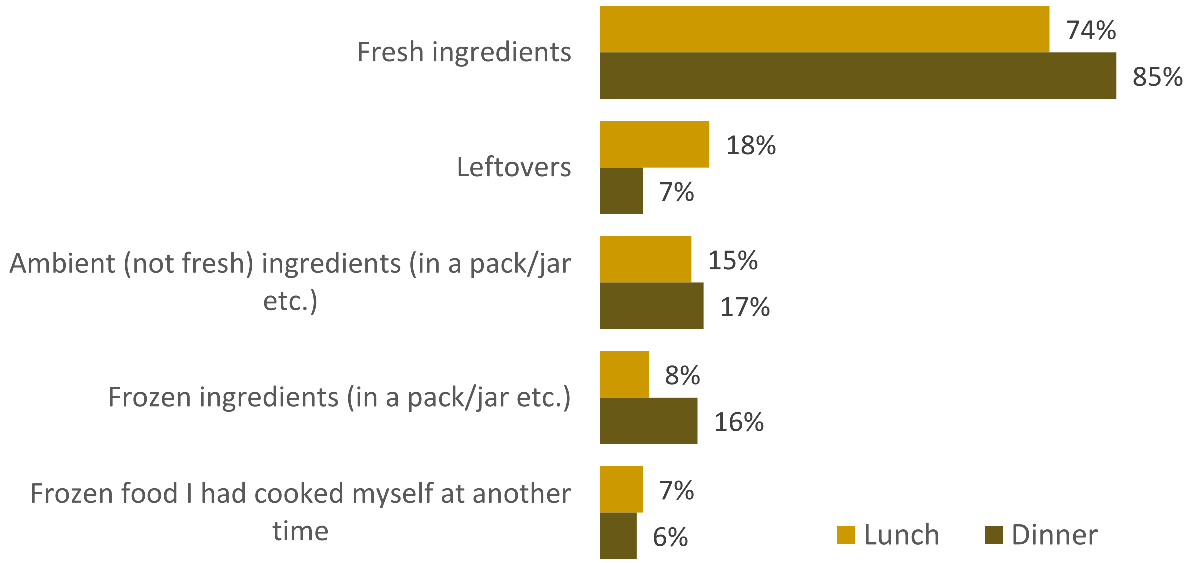
FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Source: MP5 (What type of food do you like to prepare?) MP6 (Why do you cook in this way?)
Base: meal preparers (n=971 / 419 / 77 / 45)

Ipsos

Ingredients used yesterday for meal preparation

Australians like to prepare their meals using ***fresh*** ingredients.
While left overs are more likely to feature at lunchtime, frozen ingredients are more likely used for dinner preparation. Australians are more likely to have left overs or frozen meals for lunch on Mondays.



FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

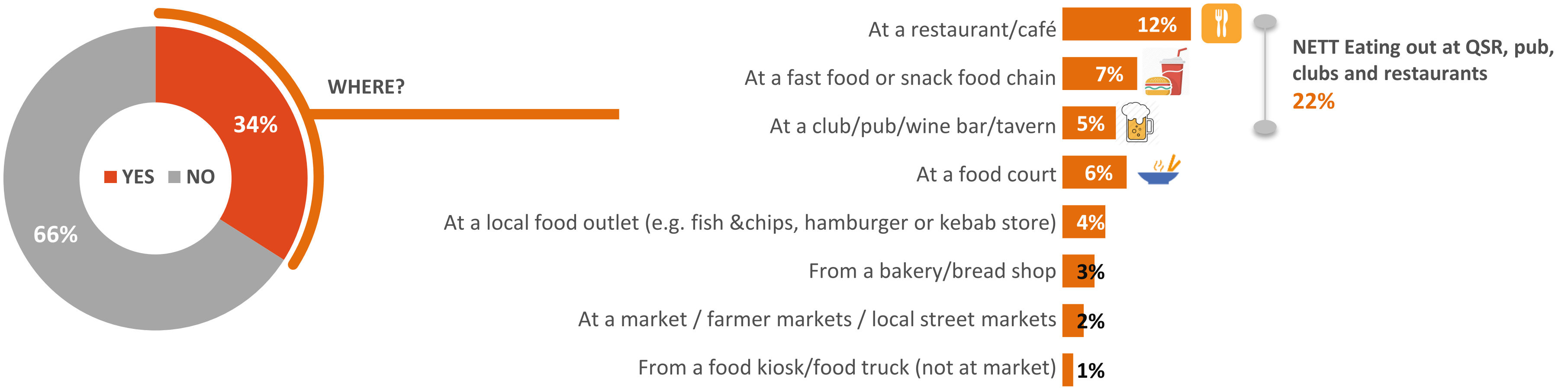
Source: MP7 (Which ingredients did you use during your meal preparation?)
Base: lunch (n=591) / dinner (n=921)

Ipsos

Eating out

Venues for eating out yesterday

1 in 3 Australian ate out yesterday, most notably at a restaurant/café, fast food/snack chain, food court or pub/club/wine bar.



FOOD CHATs
CONSUMPTION • HABITS • ATTITUDES • TRENDS

Source: C19 (Did you consume and F&B out of home yesterday)
Base: total sample (n=3002)

Average no. of occasions eating out at…

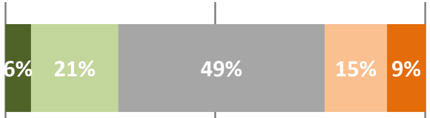
Australians eat out at fast food/snack chains and restaurants/cafes once a week; less often for pubs/clubs. Over a 12month period, 18-29YOs reported an increase in visitation across the 3 venues.

Frequency of visitation (over the last 12 months)

FAST FOOD/SNACK CHAINS

4.6x (per month)

20% NEVER



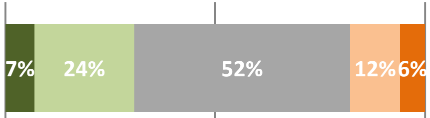
↑ Aged 18-29 YO – 52% increased a lot/little

↑ Young families – 35% (ditto)

RESTAURANT/CAFÉ

4.2x (per month)

8% NEVER

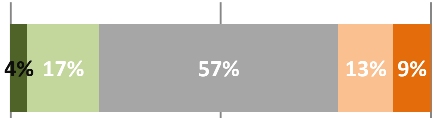


↑ Aged 18-29 YO – 53% increased a lot/little

PUB/CLUB/BAR/TAVERN

2.4x (per month)

24% NEVER



↑ Aged 18-29 YO – 41% increased a lot/little

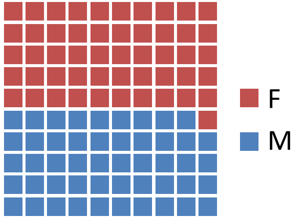
Increased a lot | Increased a little | Stayed about the same | Decreased a little | Decreased a lot

Source: E04 (Approximately how often per month would you eat out at…) | E05a/b/c (Would you say that your frequency of visit to … has increased, decreased or stayed the same over the last 12 months?)
Base: All eating out yesterday (n=660)

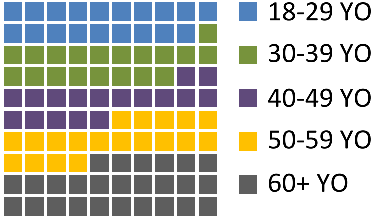
Information about the sample

Sample profile

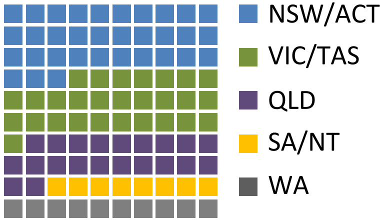
GENDER



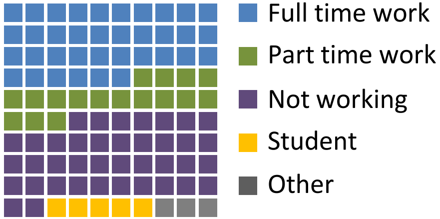
AGE



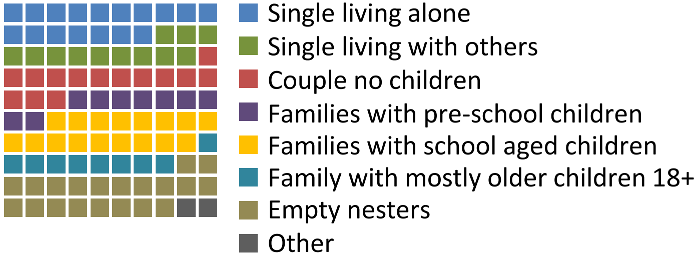
STATE



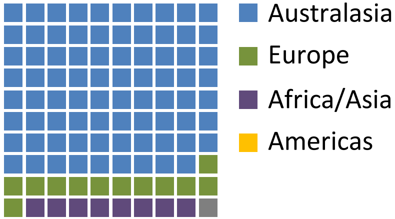
EMPLOYMENT



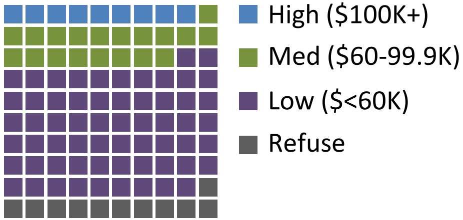
LIFESTAGE



COUNTRY OF BIRTH



PERSONAL INCOME



Source: SQ1, SQ2, SQ3a, D1, D2, D4 & D5
Base: total sample (n=3002)

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist - NYSE-Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

For further information on FOOD CHATS, please contact:

KATHY BENSON
Strategy & Research Director

Kathy.Benson@ipsos.com

+61 7 3016 7662

Kathy brings to the table advanced research capability with strong strategy skills specialising in brand development research, consumer sentiment and segmentation research.

EILEEN FONG
Director

Eileen.Fong@ipsos.com

+61 2 9900 5143

Eileen has a keen interest in understanding human behaviour and specialises in innovation /new product development research across many food and beverage categories.