



Synthesis – Survey about the image and awareness of Rungis Market

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Date: 6 July 2009
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Translated by SEMMARIS – September 2009

Method

This survey has been undertaken by TNS Sofres for SEMMARIS, applied to a sample of 1,000 members of the public representing the whole French population aged 18 and over, interviewed face-to-face at their homes by the TNS Sofres interviewers' network.

Such a survey had already been realized in 2001 and 2005. It mainly aims at measuring Rungis International Market's image and awareness, in a current context of evolving consumer behaviour.

Fresh products are mainly bought at supermarkets

In spite of a commencing mutation in French people's consumer behaviour, they seem to remain loyal to traditional networks when they look for fresh products.

Indeed, according to this survey, 61% of the French say they buy their fresh products at supermarkets. 14% would prefer to buy at street markets and 8% at retail shops.

Other points of sales seem less attractive, probably considered as "top-up" shops rather than main buying centres: only 6% of the French would buy their foodstuff at hard discounters, 4% at small grocery stores, 3% direct from the farm and 2% in shops specialized in organic products. Online distribution and box delivery programmes aren't a significant fresh products distribution player at the moment in France.

The preference in points of sales is the same wherever the people come from, except the Paris region where the street markets seem to remain popular. Indeed they are the Parisians' favourite place to buy their fresh products (for 29% of them, compared to 14% for the rest of France), before the supermarkets 27% and local convenience stores (17%). Inhabitants of the Paris region are also more loyal to traditional retail shops than the national average level (16% compared to 8%).

Consumers increasingly careful about the products' origin

Of particular interest also is the increasing care the French pay to the origin of the products they are buying. 74% of them say so (+2 pts compared to 2005).

The most careful ones are those who buy their fresh products mainly at street markets (91%) or direct from the farm (90%), and at a lower scale retired people (80%) and inhabitants of the South of France (80%).

An important trust towards the main player of food distribution...

The most trusted distributors in terms of quality appear to be the producers (91% of the French trust them), the specialized retailers (90%), the street markets (84%) and then the wholesale markets like Rungis (79%).

The other players are backed to a lesser extent: 63% trust the supermarkets, 60% the organic shops, 48% the food manufacturers, 46% the hard discounters and only 13% trust online shopping.

... but suffering compared to 2005

Regarding products' quality, all the main players in food distribution suffer from a lower trust level than in 2005. This disgrace hits more the supermarkets (-16 pts / 2005) and food manufacturers (-9 pts), the hard discounters (-4 pts) but also the retailers, the street markets, the wholesale markets (-3 pts each). Even the online distributors are losing popularity (-3 pts) in spite of an already low level of trust from the consumer.

→ This backlash in consumer confidence is probably linked to the current crisis context, supported by a growing tension on the purchasing power these recent years and also growing concerns against the back margin in supermarkets.

Except for producers and specialized retailers who benefit from a good level of trust whatever the population category, there are some differences.

For example, the “working-class” trust more supermarkets whereas “upper-classes” (with a net income higher than 3,000€ for the household) and over-50’s trust more street markets and wholesale markets like Rungis.

Rungis International Market: a good awareness and great popularity

Obviously, Rungis’ awareness is better in the Paris area compared to other French regions; nevertheless at a national level 82% of the French interviewed associate the word Rungis to the International Market. This awareness reaches 95% in the Paris region.

Rungis Market benefits also from a great image among members of the public. 79% of the French have a good image of Rungis (even excellent for 17%). This popularity seem to be based on the variety, quality and security of the products sold there.

85% think that Rungis offers a large variety of products, 79% that it enables France to be supplied in quality fresh products and 72% that it has state of the heart health and safety standards.

Besides, 71% think it is a key player at an international level, 61% that it belongs to the French gastronomic and cultural heritage and 53% that it actively supports traditional retail.

Finally, a product bought at Rungis would be a guarantee of quality for 59% of the French. And 53% say that they are encouraged to buy at shops displaying the sticker “Vous aimez la qualité, je me fournis à Rungis” (“You love quality products, I buy at Rungis”).

