



MARCA BY BOLOGNA FIERE 2020

# THE SUSTAINABLE JOURNEY OF RETAILER BRANDS

**IPLC**

*ITALY, Bologna | January 16th, 2020*



# THE SUSTAINABLE JOURNEY OF RETAILER BRANDS

## *THE DUTCH CASE*

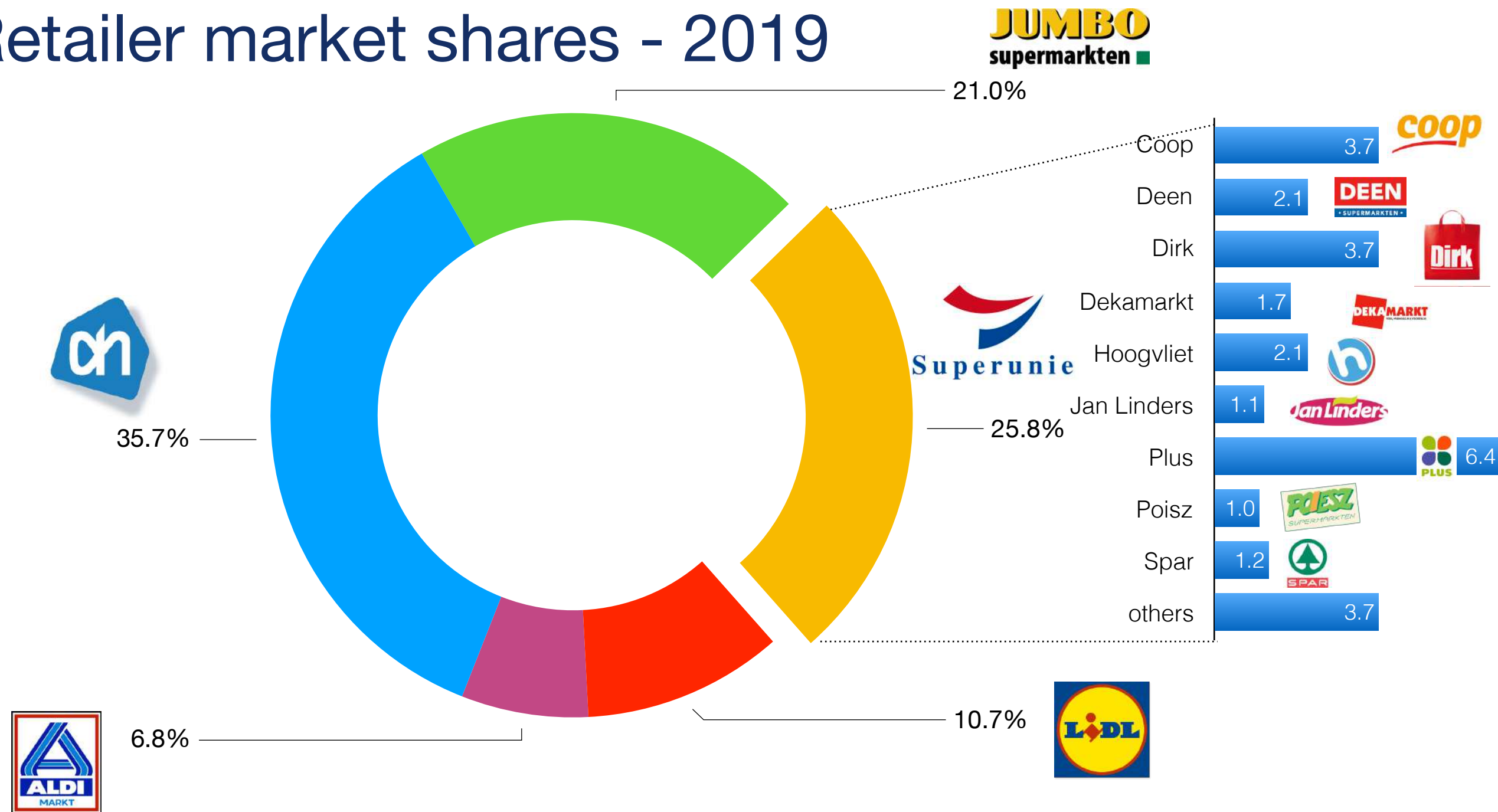
*KOEN DE JONG*

THE UNITED STATES CASE

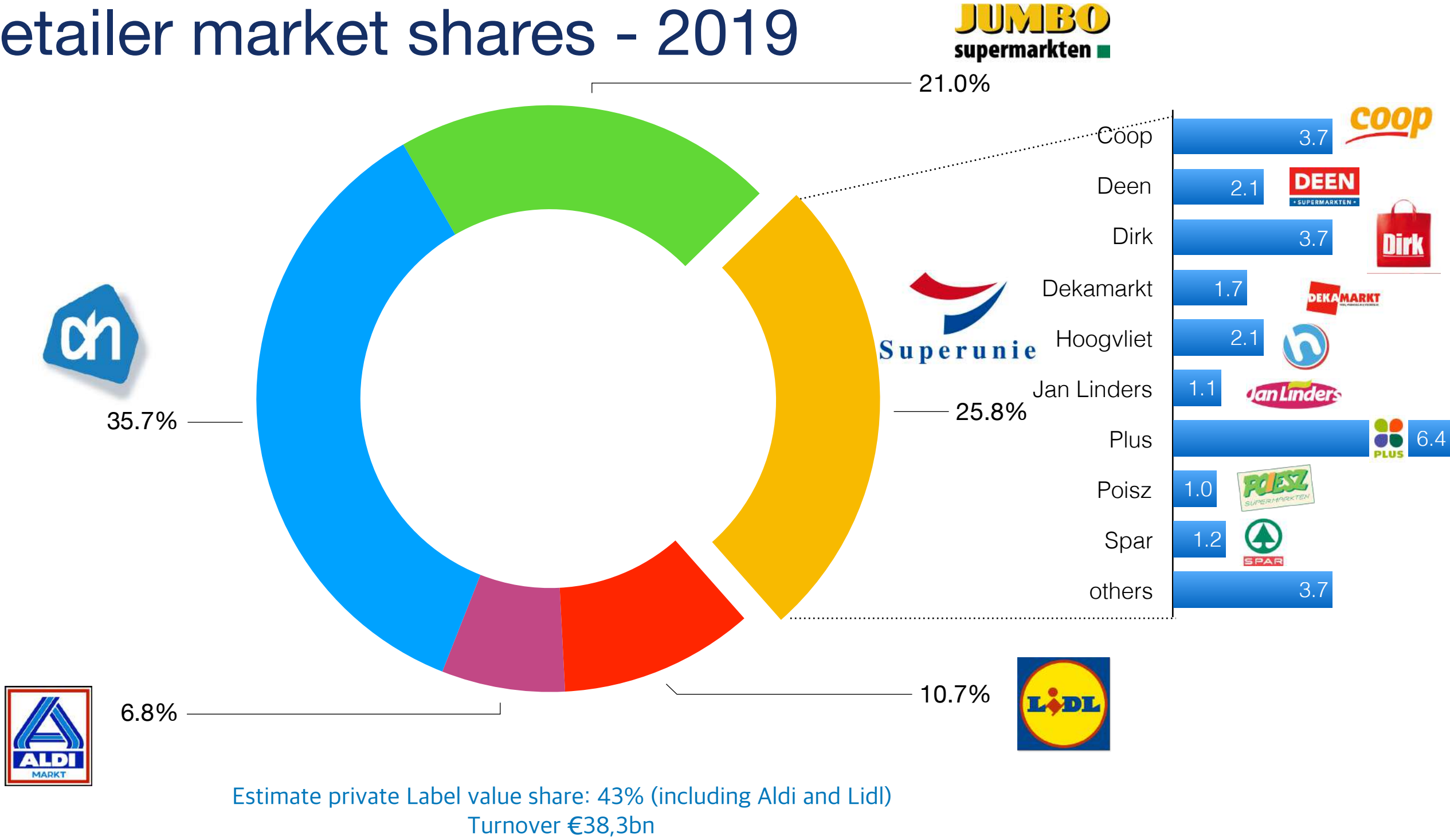
THE FRENCH CASE



# Retailer market shares - 2019



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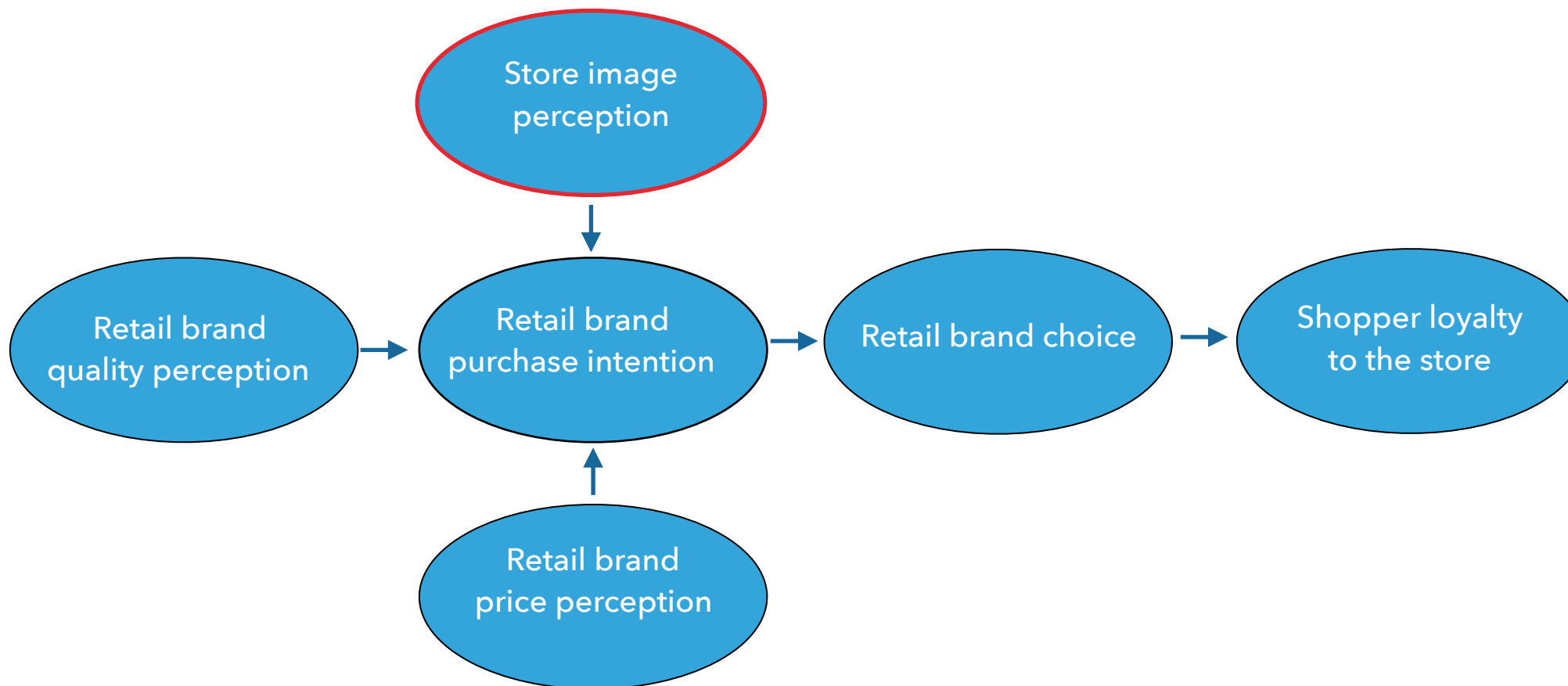


# Further consolidation of retail landscape

- ▶ Amazing growth of Jumbo: 4.9% to 21% market share in past 10 years
- ▶ Market share retailer brands: 27,3% (including discounters: 43%)
- ▶ Retail consolidation has intensified competition
- ▶ Professional players place private label and sustainability central in their strategy



# Why addresssing sustainability is important



Source: Price premium for food brands, Journal of Product & Brand Management, 2014



# Sustainability at Albert Heijn

- ▶ All tea, coffee, orange juice and cocoa is Rainforest Alliance certified (UTZ) all cocoa containing products, sustainably grown
- ▶ Fruit and vegetables are sourced as close as possible, as far as necessary
- ▶ Reduce food waste by 50% in 2030 (vs 2015)
- ▶ Better life scheme for chicken, porc and beef



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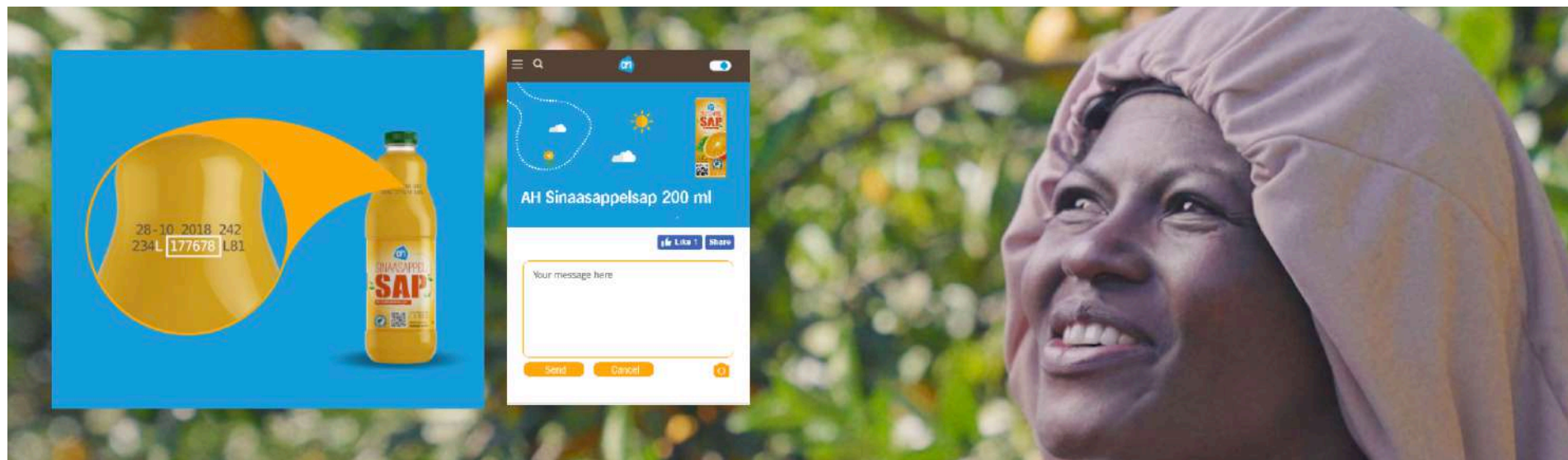
- ▶ Program to improve sustainable dairy supply chain along 3 pillars: cow-soil-farmer





# Transparent supply chains to build shopper trust

- ▶ Full traceability and transparency offered to the Albert Heijn consumer for orange juice and eggs





# Transparent supply chains to build shopper trust

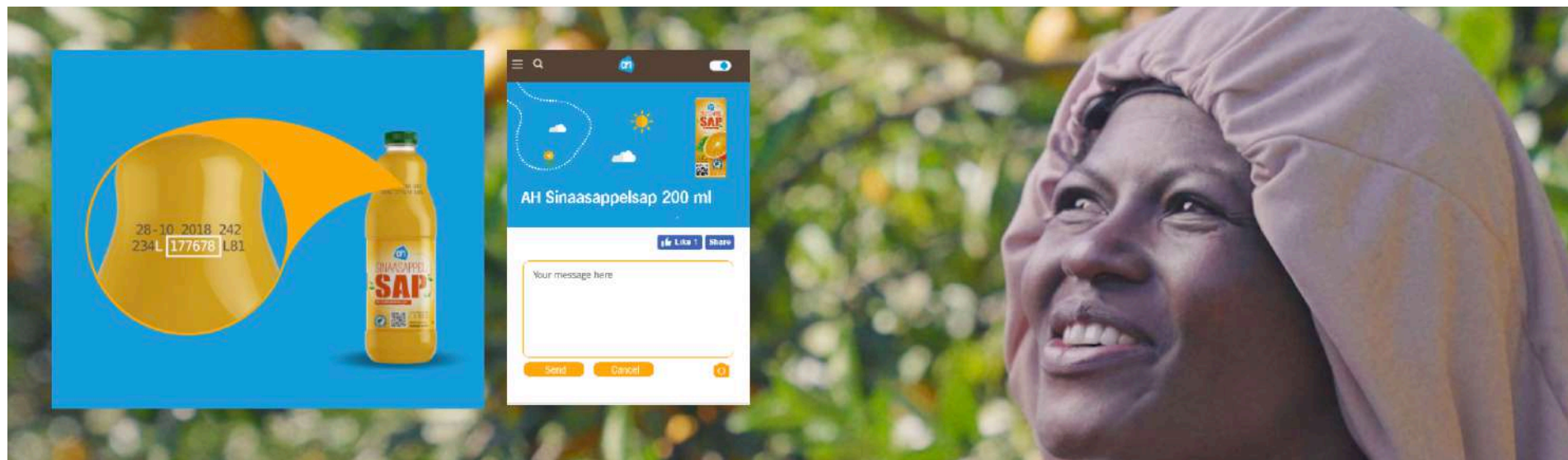
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# Transparent supply chains to build shopper trust

- ▶ Full traceability of Albert Heijn consumer products



**Van**  
met het

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Wil je weten waar jouw eitje vandaan komt? Vul dan hier de code in die je kunt vinden op de achterkant van je winkelmandje. Dan voer je ook de THT-datum van je ei in, voor alle extra informatie. Dit kan alleen met onze eieren met één ster Beter Leven.

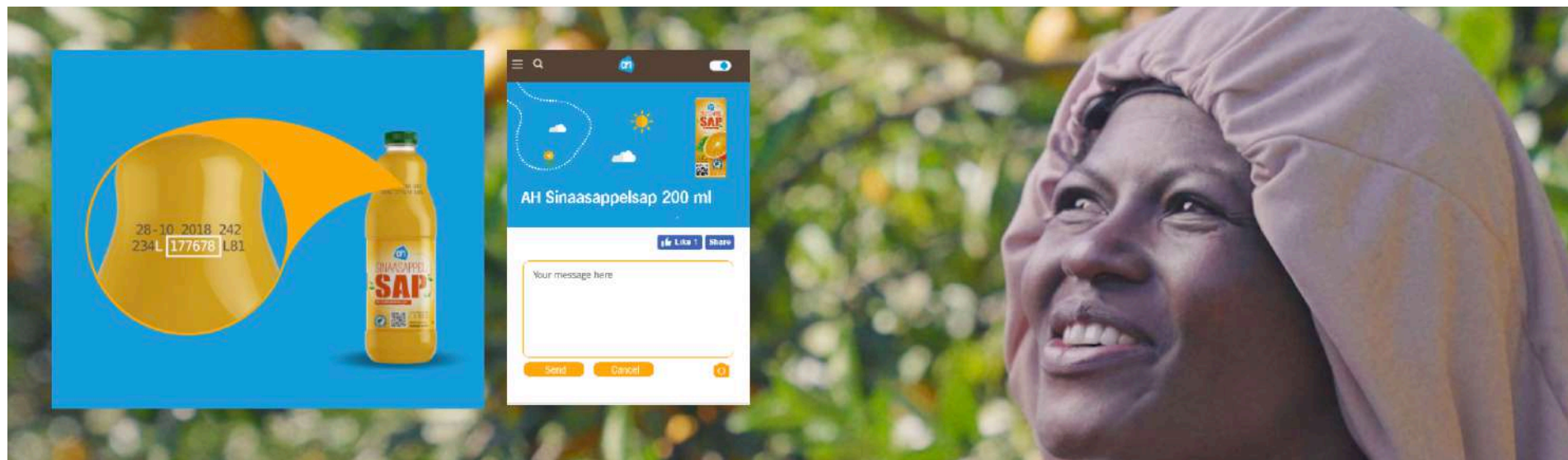
[Meer weten](#)





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# Sustainability at Albert Heijn

- ▶ Focus on reducing, re-using, recycling and the use of renewable materials
- ▶ By 2025 all packaging to be recyclable
- ▶ 25% packaging reduction by 2025 (vs 2018)
- ▶ Case: Bio-based milk container





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