

Welcome >>

CONSUMER FOCUS – ISSUE 7

NIGEL WRIGHT 
GROUP

Welcome to the latest edition of Consumer Focus Magazine, our dedicated annual publication for the global consumer industry. >>

As we go to print, the big story dominating the business news this year is the declining oil price. So far, this has amounted to a \$1.5 trillion transfer of income from energy producers to consumers, which is excellent news for the consumer industry. Consumer businesses have also started the year by making significant investments in talent attraction, amidst what are some of the best conditions for recruitment there has been since

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2008. We therefore anticipate 2015 to be a great year for both ourselves and our customers.

In this issue, you can read about some of the ambitious goals companies within the consumer industry have over the next 12 months, as well as gain an insight into our own plans to expand our business. We also catch up with senior executives from some of the sector's most dynamic brands, and cover a range of themes including employer branding, innovation and international growth.

In our emerging markets feature this year on page 34, we talk to experts about the perhaps understated, yet huge potential for growth in Turkey, Iran and Nigeria amidst enduring political instability, terrorism and, of course, the spread of Ebola. On page 58 Boston Consulting Group also offer some insight into the 'The Shifting Economics of Global Manufacturing', explaining how countries like China are now falling behind the likes of Mexico for cost competitiveness.

The debates in Europe have been dominated in many ways by the implications of the accounting scandal at Tesco and its impact on consumers and suppliers. On page 40 experienced food industry entrepreneur John Stapleton gives his views on this as well as telling us about his experiences growing and then selling New Covent Garden

Soup Company (NCGS) as well as the latest developments at his current venture, Little Dish.

Industry suppliers are in the spotlight again in our cover feature on page 6 when Angus MacIntosh, CPO at global FMCG giant Beiersdorf, explains why the business has chosen to revert back to 'good old fashioned' procurement in an effort to get value for money and a better service from its suppliers as it expands production into China and other new markets across Asia, Africa and Australia.

Employer branding is a big theme in this year's magazine. As hiring returns

to the fore, companies are increasingly aware that to compete for the best talent they must skillfully promote their attractiveness as an employer. On page 48 Group HR Director David Wilkinson from Premier Foods, the owner of some of the UK's best loved brands, takes us through the company's employer brand initiatives aimed at changing perceptions of the business as it looks to expand its workforce over the next twelve months.

Elsewhere, we learn about the global innovation agenda at LG (page 54), big changes in Norwegian retail (page 18) and the future of E-commerce in Spain (page 12). As ever, throughout this edition you can find out all of the latest news from our teams across Europe.

We hope you enjoy the latest edition of Consumer Focus Magazine and would welcome feedback on any of its content.

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