

NUTRITIONAL TRENDS AND SUSTAINABLE PREFERENCES

CHOICE PROJECT 2

DANONE

Karim Amagir,
Chief Financial
Officer of Europe



20
24

Sanae el Ouahabi
Riet Molenaar
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Niels penning

1. General Information

You are presented with the final report prepared for our client Karim Amagir, the Financial Director of Danone. This report outlines the steps undertaken in this project to achieve the described end product.

Team:

Sanae Elouahabi (team leader) | 17 years old | class 5v2 | Student ID number, 119331

Max van den berg | 16 years old | class 5v2 | Student ID number, 119333

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[World food company - Danone](#)

Websites:

Each team member has their own portfolio showcasing all the projects they have worked on in the past few years. Please find the links below:

Sanae el Ouahabi: <https://sanae-portfolio6.webnode.nl/>

Max van den bergh: [max portfolio \(jouwweb.nl\)](https://max-portfolio(jouwweb.nl))

Riet Molenaar: <https://portfolioriet.webnode.nl/>

Niels Penning: <https://portfolio-calandlyceum-niels06.webnode.nl/>

Begin-Enddate

07-02-24 - 26-06-24

2. Preface

You are currently reading the Project Approach of four students following the O&O course. The team consists of Sanae Elouahabi, Riet Molenaar, Max van den Bergh, and Niels Penning.

We attend Calandlyceum and all four of us are enrolled in Technasium, currently in the fifth year of pre-university education (vwo), where we pursue the Technasium program. This course focuses on Research & Design. Students work on project-based assignments with real-world clients. In this course, we approach companies and carry out tasks for them, allowing us to familiarize ourselves with the business world and improve general skills, such as writing a schedule, etc. As we are now in the upper years, we are responsible for finding our own clients and identifying problems we want to analyze. We also use a competency monitor, which helps us develop skills in certain competencies such as creativity, ambition, communication, etc. For each project, we select one of these aspects as a goal and devise a SMART plan to achieve it.

When starting a new project, the first step is to create a Personal Development Plan (POP) form, where we outline the learning objectives we aim to achieve in the upcoming project. This project runs from February 7th to June 26th. We would like to extend our gratitude to Danone for allowing us to collaborate with them on this project, and we hope that our project has contributed to the work Danone conducts abroad. As a team, we have certainly learned a lot from this experience.

3. Summary

Danone is a leading food company that focuses globally on dairy products, plant-based alternatives, baby food, and medical nutrition. Founded in 1919 in Spain, the company is headquartered in Paris, France, and is known for its commitment to healthy nutrition and sustainability. With a wide range of products, Danone serves consumers worldwide.

The upcoming research question for this project focuses on the key consumer trends and preferences related to health, nutrition, and sustainability. The goal is to understand how Danone can adapt its product portfolio to meet these changing needs. This may include exploring consumer preferences for organic ingredients, plant-based options, reduced sugar and salt levels, packaging with lower environmental impact, and transparency about production processes. By researching these trends and preferences, Danone can develop strategies to better align its products with consumer needs while strengthening its position as a leader in healthy and sustainable nutrition.

4. Inhoudsopgave

Inhoud

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5. Introduction

We stand at a pivotal moment in history, where health, nutrition, and sustainability are becoming increasingly prominent topics. People are paying more attention to what they eat, how it affects them, and its impact on our planet. This has a significant influence on what we buy and consume. Companies in the food industry, such as Danone, therefore need to understand well what consumers want and expect.

This research delves deeper into the question: what do consumers actually want when it comes to health, nutrition, and sustainability? And how can Danone adjust its products to meet these changing needs?

Danone doesn't just want to make products that people enjoy eating; they also want products that are good for their health and for the world around us. That's why it's important to understand what people want and how those desires are changing.

In this study, we want to not only discover what the trends are, but also why people make certain choices. By understanding this, Danone can better respond to what consumers want and make their products even better. Together, we can work towards a healthier and more sustainable future. With the right adjustments to their product portfolio, Danone can not only meet the needs of today's consumers but also have a sustainable impact on the world of tomorrow.

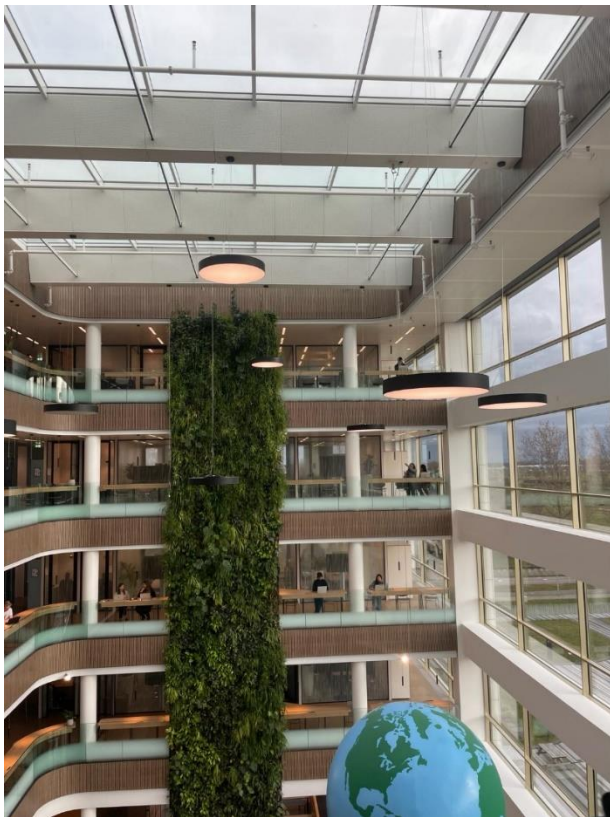


Figure 1

6. Client

Our Client In the vast landscape of global companies. Rarely there are companies as committed to health, sustainability and community as Danone. With a rich history dating back to 1919, Danone has evolved from a modest yoghurt company into a global food and beverage company, making a profound positive impact on the lives of millions of people around the world.

One of the key points of Danone's approach is sustainability. Recognizing the urgent need to properly address key environmental challenges, Danone has taken very important steps to reduce its carbon footprint, conserve water resources and promote biodiversity. Through initiatives such as the One Planet. One Health. Danone aims to be carbon neutral by 2050 and encourage regenerative agricultural practices.

An important mindset that informs Danone's vision is: Every time we eat and drink, we vote for the world we want to live in "

The person within Danone we are in touch with for our collaboration is Karim Amagir, He is the Finance Director within Europe within the company Danone. He studied Business Economics at Hogeschool InHolland. And has been working within the Danone company for a long time.

At the start of the R&D project with Danone, we recognized the enthusiasm to partner with a company that shares our values and vision for a healthier and more sustainable future. Together, we have the opportunity to increase our impact and bring about positive change.

7. The assignment

This plan of approach has been developed at the request of Danone Europe, with the primary objective of gaining a comprehensive understanding of the key consumer trends and preferences related to health, nutrition, and sustainability, as outlined in our research question: "What are the key consumer trends and preferences regarding health, nutrition, and sustainability, and how can Danone adapt its product portfolio to meet these changing needs?" The focus is on identifying the needs and expectations of consumers to enable Danone to effectively adapt its product portfolio to these evolving trends.

Approach

The research will involve a variety of methods, including surveys and market analyses. Through these methods, we aim to understand the drivers and motivations behind consumers' choices and to uncover patterns in their purchasing behavior regarding healthy food and sustainable products.

Additionally, we will examine how other companies in the food industry are addressing similar challenges. We will identify best practices and analyze lessons learned to determine what works and what doesn't when it comes to adjusting product portfolios to meet consumer needs.

An important aspect of the research is understanding the diversity within the consumer market. We will examine various demographic groups, such as age, gender, income, and geographical location, to understand how preferences and trends differ among these groups.

Through in-depth analysis of collected data and insights, we will formulate recommendations for Danone. These recommendations will focus on potential adjustments to the product portfolio, such as introducing new products, improving existing products, or adjusting marketing strategies to better align with consumer trends.

Objective

The ultimate goal of this research is to provide Danone with actionable insights and strategic recommendations that can be implemented to strengthen its competitive position and continue its mission of delivering healthy and sustainable food to consumers worldwide. We aim to have a tangible impact on how Danone develops its products and on the way consumers make their food choices.

Collaboration with internal stakeholders within Danone is essential to ensure that the research findings closely align with the company's strategic objectives. Through regular updates, feedback sessions, and workshops, we will ensure that the research findings are relevant and can be integrated into decision-making within the organization.

(verduurzamingnederland, sd)

(activa products, sd)

8. Problem definition

The issue of food waste has become an increasingly urgent matter, not only within the food industry but also globally. Food waste not only has significant economic implications but also serious social and environmental consequences. Danone, as a leading food company, acknowledges the necessity to contribute to reducing food waste and aims to integrate this aspect into its broader strategies for product development and operations. Food waste is a global problem that extends beyond Danone. The quantity of food discarded annually, both by consumers and within the supply chain, is alarmingly high. This is attributed to various factors, including overproduction, inefficient distribution, cosmetic standards, consumer behavior, and a lack of awareness regarding the value of food. Consequently, vast amounts of food end up in landfills, representing not only a waste of valuable resources but also contributing to greenhouse gas emissions and other environmental issues.

For Danone, this presents a significant challenge as the company strives for sustainable business practices and a positive societal impact. Food waste runs counter to these objectives and poses a barrier to achieving a more circular and sustainable food chain. Therefore, it is essential for Danone to find ways to reduce the amount of discarded food while maintaining and strengthening its competitive position. By participating in this research on consumer trends and preferences regarding health, nutrition, and sustainability, Danone aims not only to gain insights into the changing needs of its customers but also to identify opportunities to reduce food waste. This includes identifying innovative production methods, packaging techniques, and distribution strategies that can enhance the shelf life and value of food products. Furthermore, understanding the motivations and behaviors of consumers can help Danone develop effective communication strategies that encourage consumers to be more mindful of their food consumption and to experiment with new products that have a longer shelf life.

In conclusion, the issue addressed by this research is not only the adaptation of Danone's product portfolio to changing consumer trends but also the reduction of food waste as part of a broader effort to operate more sustainably and responsibly in the food industry.



Figure 2

9. Preliminary investigation

9.1 Main question (Preliminary research)

What are the key consumer trends and preferences regarding health, nutrition, and sustainability, and how can Danone adapt its product portfolio to meet these changing needs?

9.2 Sub-Question (preliminary research)

How can Danone adjust its range to reduce the amount of wasted products while also addressing the key consumer trends?

Today's consumers are more focused than ever on health, nutrition, and sustainability. This shift in consumer behavior presents both challenges and opportunities for food companies. Danone, as a leading company in the food industry, faces the challenge of adapting its product portfolio to these changing consumer needs. This preliminary research focuses on exploring the key consumer trends and preferences in these areas and investigates how Danone can adjust its range to reduce the amount of wasted products while also addressing these trends.

Recent studies show a clear trend towards healthier eating habits. Consumers are looking for products that are not only nutritious but also offer specific health benefits, such as improved digestion or increased immunity. There is also a growing demand for organic and plant-based products, as consumers become increasingly aware of the impact of their dietary choices on their health and the environment.

Sustainability has become another crucial aspect in consumers' choices. This includes not only how products are produced and packaged but also the ethical considerations behind ingredients and corporate policies. Consumers expect transparency about the origin of products and the environmental impact of their production and distribution processes.

The rise of technology has made consumers more empowered than ever before. They use technology to obtain product information, read reviews, and evaluate companies based on their social responsibility. This trend towards transparency requires companies to be more open about their processes and willing to engage in dialogue with consumers.

Danone has already taken steps towards a more sustainable and health-conscious product line, such as the introduction of plant-based products and commitment to reducing sugar in its products. However, the challenge of food waste remains a significant focus within the industry.

9.3 Product innovation

By focusing on innovation, Danone can develop products that align with the latest health and sustainability trends. This can range from further reducing sugars and artificial ingredients to exploring new, sustainable packaging solutions.

Sustainability Initiatives

Danone can expand its sustainability efforts by implementing strategies such as zero-waste production processes, reducing the carbon footprint, and improving efficiency in the supply chain.

Technology and Consumer Engagement

Harnessing technology to increase transparency and engagement can help Danone build stronger brand trust. This can be achieved, for example, through mobile apps that provide consumers with insight into the origin and production of their food.

The expected timeline for this research is three months, with possible challenges such as obtaining current and specific data on consumer behavior and the rapid evolution of consumer trends.

This preliminary research will provide essential insights that can help Danone strategically adjust its product portfolio to meet the changing needs of consumers in terms of health, nutrition, and sustainability, with a specific focus on reducing food waste. By innovating and evolving in line with these consumer trends, Danone can strengthen its position as a market leader and have a positive impact on both consumers and the environment.

(danone, sd)



Figure 3

10. Requirements specification

10.1 Introduction and background information:

Describe the background of the study, including why it is important for our client Danone to understand consumer trends related to health, nutrition and/or sustainability.

Clarify the purpose of the research and how it will help adapt Danone's product portfolio.

Literature Review:

Conduct a thorough literature review to identify existing consumer trends and preferences related to health, nutrition and sustainability.

Analyze studies, reports and research on consumer behavior and market trends within the food industry.

Methodology:

Define the research methods that will be used as surveys, focus groups, interviews, or a combination thereof.

Define the population of the study, including demographic characteristics such as age, gender and lifestyle preferences.

Describe the sample design and sample size needed for representative results.

10.2 Data collection:

Develop surveys, interview questions, and/or focus group moderation guides aimed at understanding consumer trends and preferences.

Implement the chosen research methods and collect data from the target audience.

Data analysis:

Analyze collected data to identify key consumer trends and preferences related to health, nutrition and sustainability.

Use statistical analysis and qualitative methods to discover patterns, themes and insights.

Results:

Present key findings from studies, including graphs, tables, and summary descriptions.

Identify specific consumer trends and preferences relevant to Danone.

Recommendations:

Outline how Danone can adapt its product portfolio to meet the identified consumer trends and preferences.

Suggest specific product innovations, enhancements or marketing strategies that can help leverage new market opportunities.

10.3 Conclusion:

Draw conclusions based on the research findings and emphasize the importance of adapting Danone's product portfolio to changing consumer trends and preferences.

Indicate how the research can contribute to achieving Danone's long-term health, nutrition and sustainability goals.

References:

List all sources, studies and literature used that are relevant to the research.

Deliverables:

Diverse Deliverables needed for furthermore information.

11. Deliverables

Deliverables

	The task	Contests	Responsible
Deliverables			
1	Search for client	For this project, the first thing we need to do is find a client.	Sanae
1.1	Weekly contact with the client.	Providing updates on what we are doing.	Sanae
1.3	The planning	It must be clear and available to the entire team.	Niels
1.4	Plan of approach	It says what we are going to do for this project. The care, layout and language are also good.	Riet
1.4.1	POA Introduction and layout	Introducing us and the project.	Riet
1.4.2	POA Client	Here we explain who we are actually doing this assignment for and everything else about this company.	Max
1.4.3	POA Deliverables	Here we explain what we are going to do for this project to arrive at our final report.	Niels
1.4.4	PVA Planning	What, how and who has which task is in the planning.	Niels
1.4.5	POA Problem definition	Here everything is explained about the problem that we as a group are going to try to solve.	Sanae
1.4.6	Preliminary investigation	We want to investigate what is already being done.	Sanae
1.4.7	Requirements specification	We are looking for as much information as possible about what they look like now and what should be included anyway. This is all put in one document.	Max
1.5	Develop questions research	This is where the real research that we will do for our client starts.	Niels
1.5.1	Competitive analysis	An analysis of competitors in the food industry, focusing on how they deal with similar consumer trends and preferences.	Riet
1.5.2	Consumer research	Conducting quantitative and/or qualitative research among consumers to understand their current attitudes, behaviors and needs regarding health, nutrition and sustainability.	Sanae

1.5.3	Waste research	Here we will investigate how to ensure that fewer Danone products are thrown away	Niels
1.6	Analyze data	All data is now being analyzed.	Max
1.7	Final report	All information we obtained from our research will be included in our final report.	Sanae
1.7.1	Project completion	Making sure everything is finished and putting the finishing touches on everything.	Niels

12. Planning

Week	Day	General	Riet	Sanae	Max	Niels
9	26-2					
	28-2			1. Search for client		
10	4-3					
	6-3					
11	11-3					
	13-3		1.4.1 POA Introduction and lay-out	1.4.5 POA Problem definition	1.4.2 Client	
12	18-3			1.4.6 Preliminary investigation	1.4.7 Requirements specification	1.3 1.4.4 The Planning
	20-3		1.4 POA hand in			1.4.3 The deliverables
13	25-3					
	27-3					
14	1-4	Testweek	Testweek	Testweek	Testweek	Testweek
	3-4	Testweek	Testweek	Testweek	Testweek	Testweek
15	8-4					
	10-4					
16	15-4					
	17-4		1.5.1 Competitive analysis			
17	22-4					
	24-4					
18	29-4	Meivakantie	Meivakantie	Meivakantie	Meivakantie	Meivakantie
	1-5	Meivakantie	Meivakantie	Meivakantie	Meivakantie	Meivakantie
19	6-5	Meivakantie	Meivakantie	Meivakantie	Meivakantie	Meivakantie
	8-5	Meivakantie	Meivakantie	Meivakantie	Meivakantie	Meivakantie
20	13-5					
	15-5					
21	20-5			1.5.2 Consumer research		
	22-5					
22	27-5					
	29-5					1.5.3 Waste research

23	3-6				1.6 Analyze data	
	5-6					
24	10-6			1.7 Final report		1.7.1 Project completion
	12-6	DEADLINE	FINAL Report	DEADLINE	FINAL Report	DEADLINE

13. Proces and completion

Here is a brief description of how the process of our project will proceed in the coming months:

1. Regular Consultation Moments:

- Regular consultation moments will be scheduled between the research team and Danone's employee Karim Amagir. These consultation moments can be, for example, weekly or biweekly and serve to discuss the progress of the research, address any challenges and plan the next steps.

2. Contact person:

- Our contact person (Karim Amagir) serves as the main contact between the company Danone and us, the research team. Our contact person is contacted on a weekly basis to provide needed information, answer questions and coordinate any needed resources.

3. Teacher Involvement:

- The teacher will be involved in the process by maintaining regular contact with the research team, monitoring the progress of the study and providing feedback on the intermediate results. The teacher could also possibly participate in consultation moments with Danone and help resolve any problems.

4. Completion of the Project:

- The project will be completed after all research activities are over and the results are analyzed. The final presentation will be scheduled where the research team will present the findings to Danone and any other stakeholders.

- Assessment of the project will take place during the final presentation at the technasium parrade and in the final report, where Danone and the teacher will have the opportunity to ask questions, give feedback and evaluate the work of the research team (date technasium parrade yet unknown).

- A report will be prepared summarizing the findings, recommendations and conclusions of the study. This report is then submitted to the teacher for review. It is also sent to the principal.

This process ensures a structured approach to the research project, with our own way, which is comfortable for us, has clear lines of communication, regular moments of consultation and review to monitor progress and accept the quality of the work.

14. Bronnenlijst

Bibliografie

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danone. (sd). Opgehaald van <https://www.danone.com/>

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