

**How to win
in the Non Alcoholic Beverages market
in Poland
offering healthier hydration**

**Fabrizio Gavelli
General Manager Danone Waters Poland**

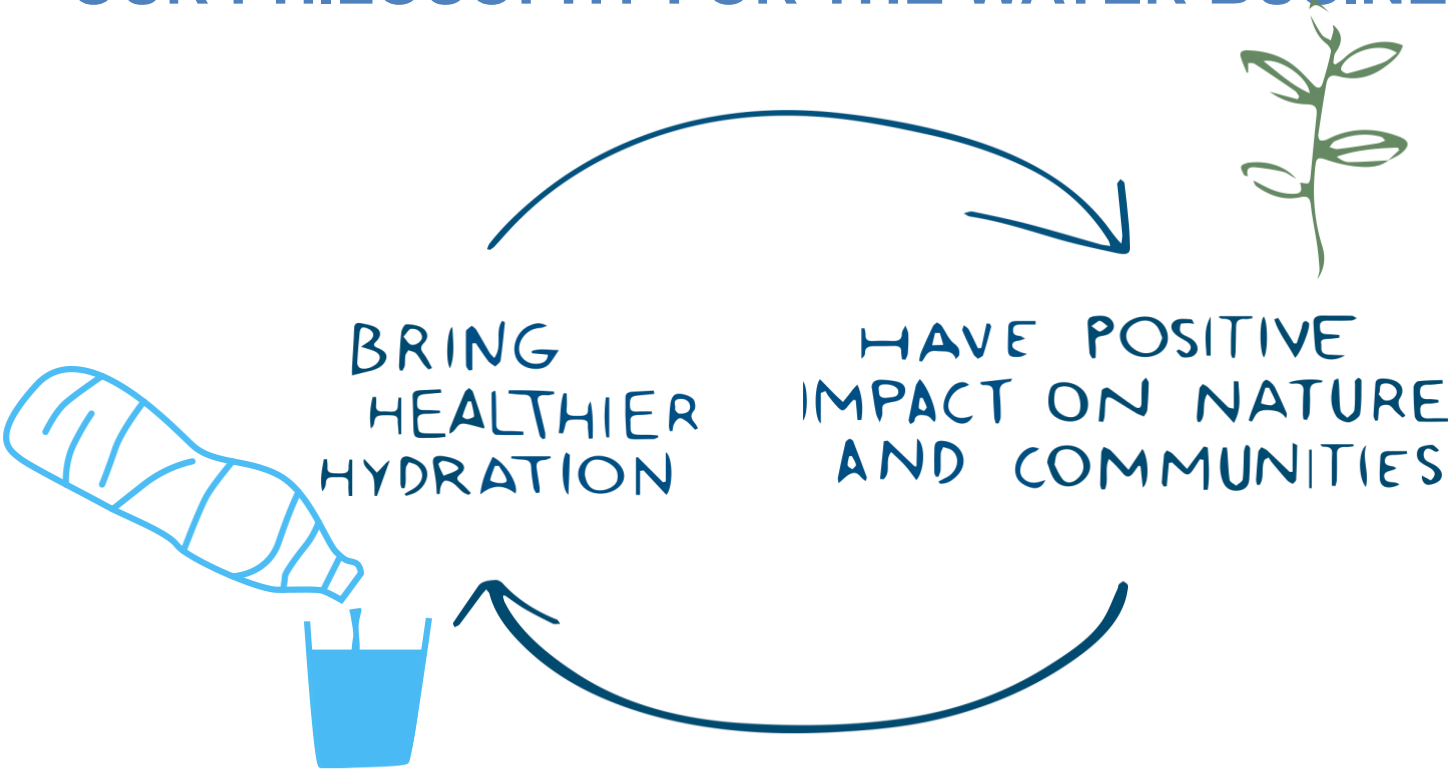
DANONE AND ITS UNIQUE MISSION

BRINGING HEALTH
THROUGH FOOD TO AS
MANY PEOPLE AS POSSIBLE

DANONE

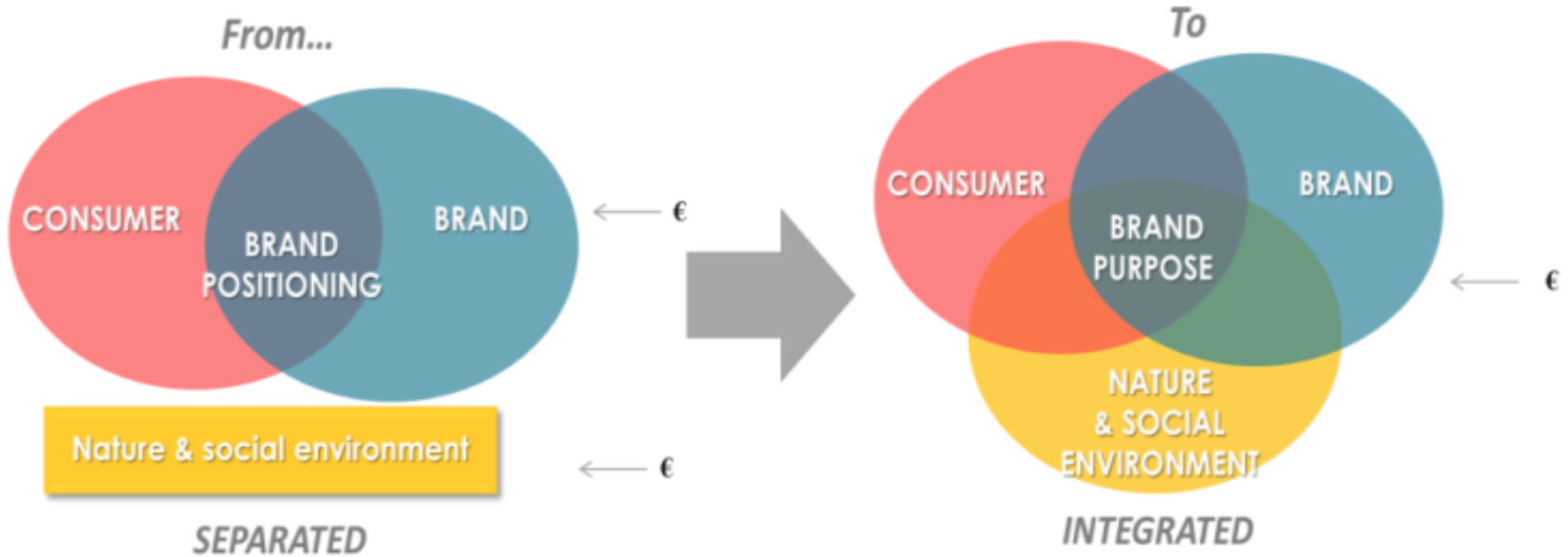


OUR PHILOSOPHY FOR THE WATER BUSINESS



ON NATURE'S SIDE

WITH A NEW BRAND APPROACH



ON NATURE'S SIDE



WIN IN BEVERAGES BY MAKING HEALTHY TRENDY



IN POLAND PEOPLE DO NOT DRINK ENOUGH



RECO: 2,5L

AVG 1,7l

RECO: 2L



AVG 1,6l

AND DO NOT DRINK PROPERLY



POLES DRINK ON AVERAGE

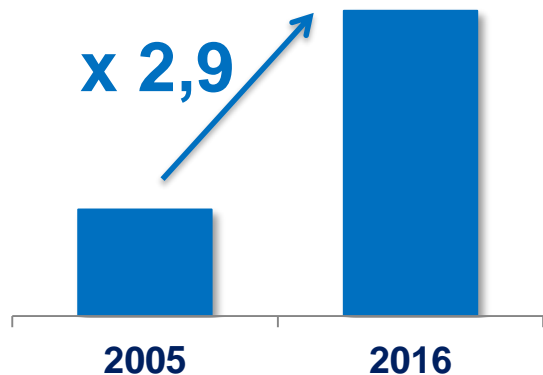
ONLY 0,5L OF WATER

14 000 000

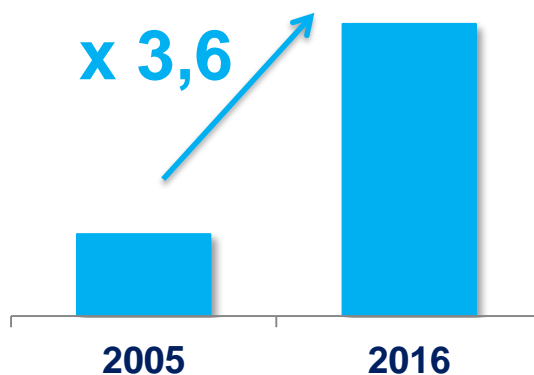
DRINK EVEN LESS THAN THAT

COMPANY HISTORICAL DEVELOPMENT IN POLAND

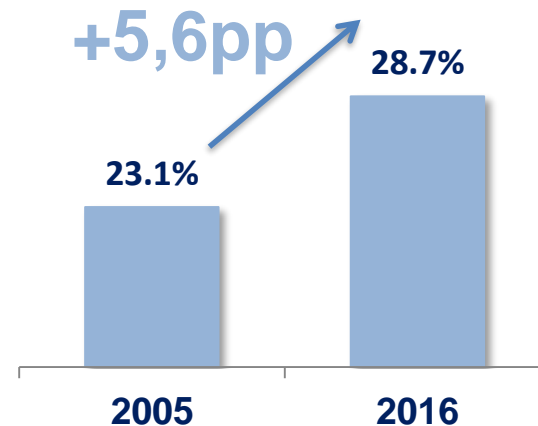
Water Category
Value Sales



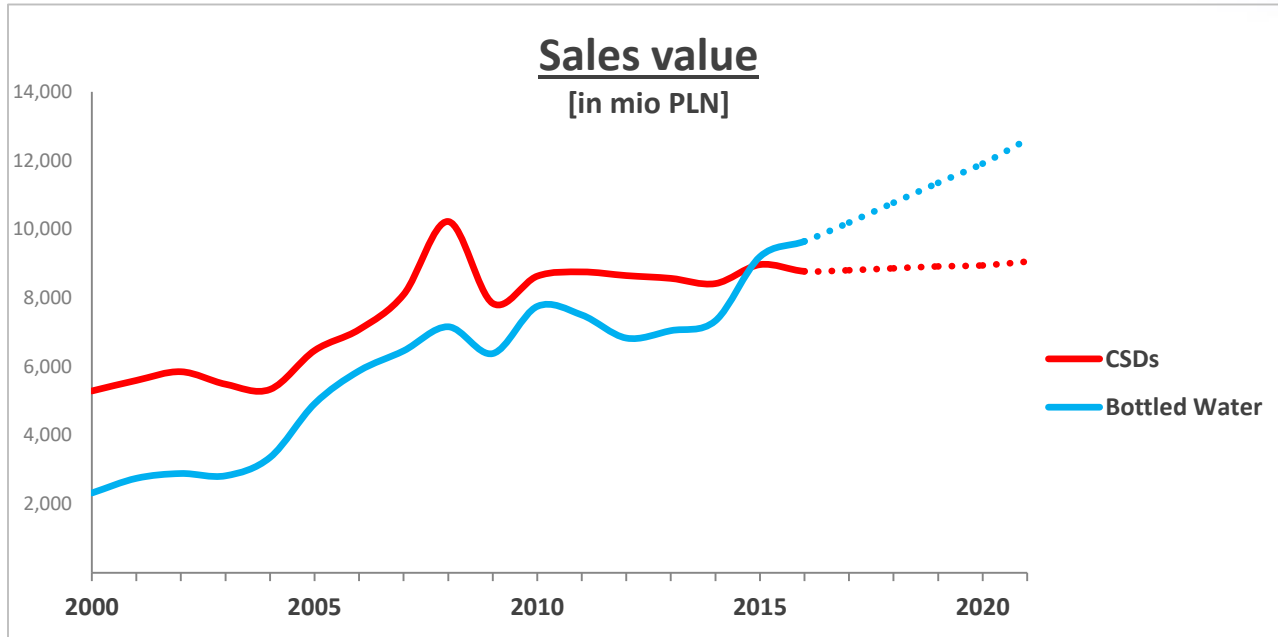
DanoneWaters
Value Sales



Żywiec Zdrój
Value Shares



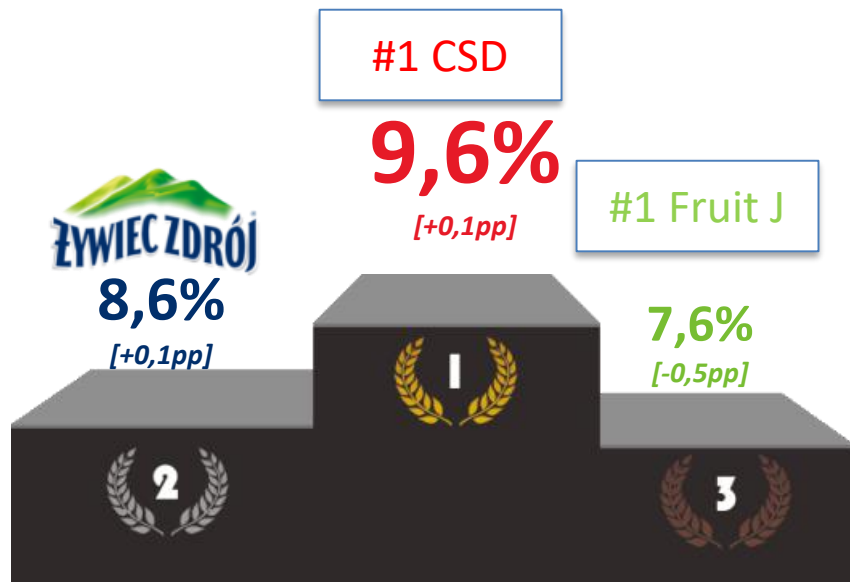
... FOR HEALTHIER HYDRATION



TOP3 NAB'S SHARES

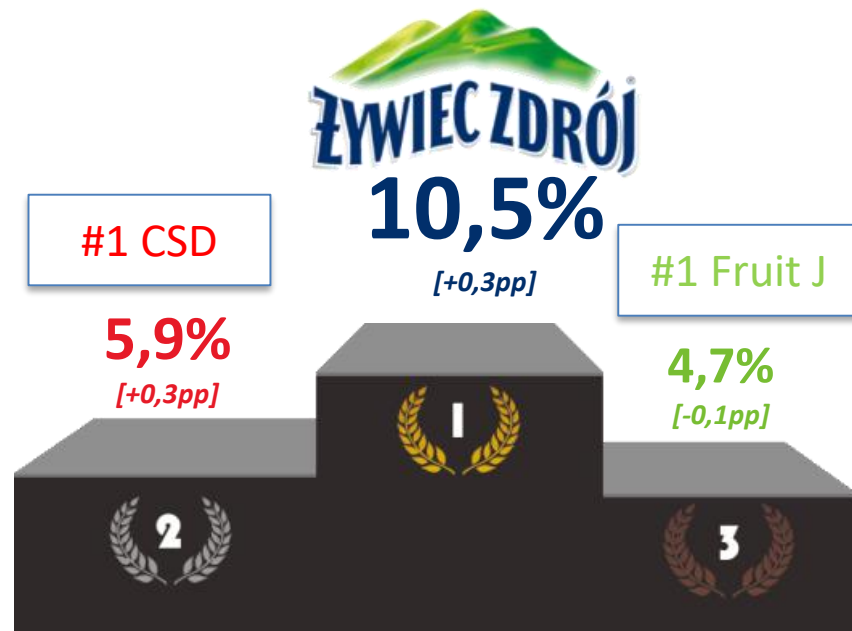
Value MS in NABs

FY2016
[vs. YAGO]



Volume MS in NABs

FY2016
[vs. YAGO]



ON NATURE'S SIDE

Source: Nielsen RA, FY2016

From storytelling to storydoing

BUILDING HEALTHY HABITS & CARE FOR NATURE VIA STORYDOING

building good habits

**mamo, tato,
wolę wodę!**

1,2 mio educated kids



caring for nature





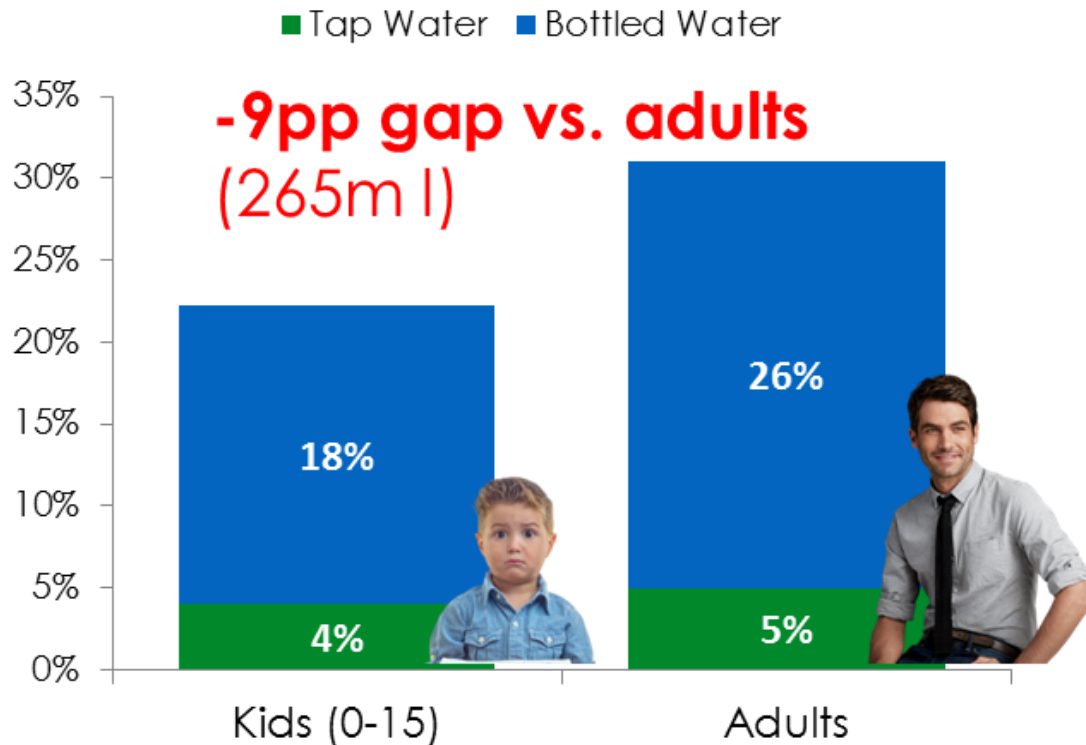


AND ESPECIALLY FOR MORE RELEVANT TARGET GROUPS



**AND WE MUST
MAKE IT FUN
FOR KIDS**

KIDS DRINK EVEN WORST THAN ADULTS



Source: Poland U&A 2014

TO BE REVERTED THROUGH INNOVATION ...



ON NATURE'S SIDE

... CONTINUOUSLY



ON NATURE'S SIDE



AND APPLYING NEW APPROACH TO THE BEVERAGES



FOR HEALTHIER HYDRATION

PRODUCT COMPOSITION

waterbased



juice content / natural flavors



**LOW
CALORIE**

*healthy
option*

low calories



non preserved



ON NATURE'S SIDE

**SURPRISINGLY
LIGHT**



ON THE NATURE'S SIDE



SOLUTIONS

**CHANGE
HOW
BUSINESS
SEES
ITSELF**

**CHANGE
HOW
OTHERS
SEE
BUSINESS**



15:46 / 16:28



Michael Porter: Why business can be good at solving social problems

TED
Talks

TED



Iscriviti

6,9 Mln

249.617 visualizzazioni