



68% of Europeans would know how to distinguish an Iberian Ham from any other Cured Ham and one in five Britons claims to understand the labelling system

- According to a study carried out by the Institute for Market Research and Strategic Marketing (Ikerfel) for the Interprofessional Association of the Iberian Pig (ASICI).
- Flavour continued to be the most important element, reaching close to excellent levels. This was followed by appearance, quality and labelling.
- 70% of respondents thought that the Ham Passion Tour encouraged them to buy more Iberian Ham.
- Iberian Ham is most commonly consumed internationally in vacuum-packed sliced format, with nearly 80% of respondents consuming it this way in the United Kingdom.

(15 September, 2020). A recent study carried out by the Institute for Market Research and Strategic Marketing (Ikerfel) has demonstrated Iberian Ham's enormous potential in international markets within the framework of the Ham Passion Tour promotional campaign.

The main objective of this research has been to measure the impact of the awareness campaign "Ham Passion Tour. Ham, The Passion of Europe", promoted by the ASICI (Interprofessional Association of the Iberian Pig) and the EU since 2018 under the brand name Iberian Hams from Spain. This campaign has enabled us to take a giant step in strengthening the product, with more than 430,000,000 impressions in strategic markets such as the United Kingdom, France, Germany and Spain.

According to the survey carried out among consumers who were defined as the product's target market, two out of three people interviewed typically bought Iberian Ham to a greater or lesser extent, although only 6% exclusively bought this type of ham and 13% bought it more often than non-Iberian ham. As might be expected, the number of people who prefer to buy Iberian ham was significantly higher in Spain than in the rest of the countries that were analysed.

Among the respondents, 68% said that they would be able to distinguish an Iberian Ham from any other cured ham, with flavour acting as the main differentiating factor between them. Three-quarters of respondents said that their consumption of Iberian Ham had not changed and two out of ten believed that their consumption had increased in recent years.

In addition, two-thirds of respondents said that they knew the difference between an Iberian



Ham and a non-Iberian ham. Spain stood out significantly as the country with the greatest understanding of the difference, as well as where respondents said that they consumed the product the most.

Flavour continues to be the most important element according to all respondents, reaching close to excellent levels. This was followed by the appearance, quality and labelling, which remained at stable levels compared to previous surveys. These were followed by elements such as colour and price. The seal, size, aroma and origin became less important factors and were mentioned less frequently.

More than one in three respondents understood the labelling system that is used to classify Iberian Ham. Knowledge is significantly higher in Spain than in the rest of the countries. Germany and France particularly stood out, where around one in every three respondents understood this system. In the United Kingdom, however, only one in five people understood it.

Generally speaking, Iberian Ham was more commonly consumed in vacuum-packed format, with almost 60% of the total respondents consuming it in this way. This increased significantly in Germany (67%) and the UK (80%).

Among the other conclusions of the study, it should be noted that, while in Spain the most common form of consumption was sliced directly off the leg, with almost half of respondents choosing this option, 20% of respondents said they bought the whole piece and only one in three bought it in vacuum-packed format. International markets had a clear preference for buying the product sliced. In France, 57% of consumers surveyed bought the product in vacuum-packed format, 67% in Germany and almost 80% in the United Kingdom.

Seven out of ten respondents consumed the same amount of Iberian Ham, three-quarters of respondents considered that their consumption levels would stay the same in the future and two out of ten thought that it would increase.

The “Ham Passion Tour” promotional campaign

According to the survey, **70% of respondents believed that the campaign encouraged them to consume more Iberian Ham**, a percentage that stands out significantly in the case of Spain.

The spontaneous awareness of the campaign at a global level also increased slightly. **One in ten consumers remember a campaign that promoted the consumption of Iberian Ham.** If we look at the different countries, recollection was greater in Spain and the United Kingdom.

This increase was mainly reflected in Spain, as the percentage of people who claimed to have seen it increased significantly by almost 30%. However, in Germany and the United Kingdom, there was less notoriety, while in France, levels stayed the same.

In all the countries, we saw an increase in positive responses to the campaign, which became almost universal. The quality of the product and its flavour were the factors that the campaign

Ham Passion TOUR



communicated most strongly. The health benefits of moderate consumption of Iberian Ham, for its part, stayed the same with a high margin for improvement.

About ASICI

The Interprofessional Association of the Iberian Pig (ASICI) is a non-profit Interprofessional Agri-Food Organisation (IAO), which equally represents more than 95% of the organisations in the production line (farmers) and more than 95% of the transformation line (industrial) of Iberian pork. Created in 1992, it was recognised by the Ministry of Agriculture, Fisheries and Food in 1999 as the Interprofessional Agri-Food Organisation for the Iberian Pork Industry.

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