



SUSTAINABLE MARKETING STRATEGIC PLAN for

Mediterranean Artisanal Salinas

The project MedArtSal

Salinas across the Mediterranean are today facing many pressures due to social values change and economic stresses; the market of their products is subject to strong competition from cheaper land-produced salt and the world trade. Faced with the need to be economically viable, salinas are confronted with the choice of closing, industrializing the production or changing the business orientation towards sustainable tourism and new artisanal products, already successfully experienced.

MedArtSal aims to promote the sustainable development of artisanal salinas, providing concrete support on economic, environmental and governance issues. Addressing common challenges in four Mediterranean regions (Italy, Spain, Lebanon and Tunisia), the project will promote the development of a sustainable and adaptable management model fostering the territorial valorization of artisanal salinas.

Marketing activities

Gourmet salts are basically sea salts with lower sodium levels and are harvested naturally. These salts are available in various colors, textures, forms, packaging formats and flavors. Emergence of demand for gourmet salts has been due to consumer concern for healthier alternatives, clean-label products, increase awareness of products across various social media platforms and growing traction towards innovative flavors, ingredients

The artisanal salt market is an interesting niche that has grown significantly in recent years and where the business opportunities are encouraged by the fact that the control of the distribution channels is much lower than the industrial salt one. To approach, a Marketing Plan that combines

traditional and digital strategies is absolutely essential, since the internet channel has the greatest interest for the commercialization of the potential products generated in the project.

Consumers believe that gourmet salt is better than table salt. The demand for exotic food and sophisticated dining is increasing among them, so they are ready to spend more on these facts. This is expected to boost the demand for gourmet salt.

MARKET ANALYSIS

MARKET APPROACH

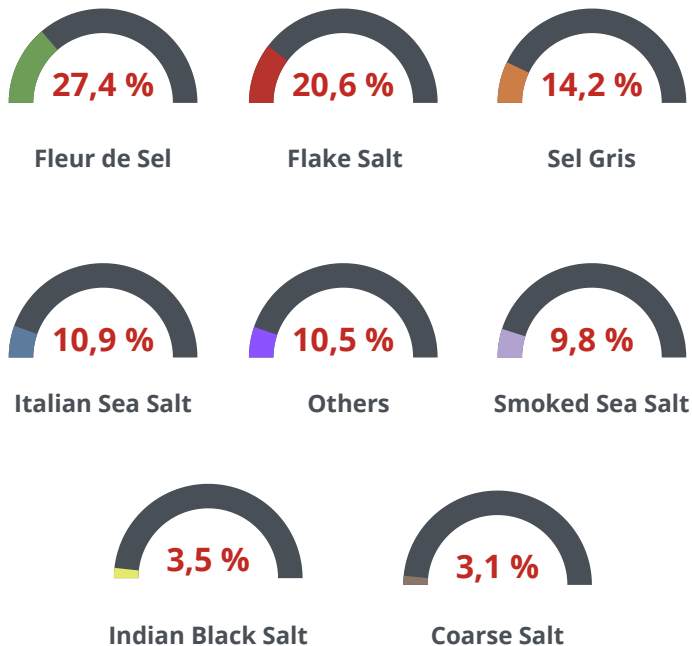
Companies are trying to expand their market presence, product portfolio, and distribution networks through acquisitions and collaborations as gourmet salts market is highly fragmented and highly competitive with a large number of small local players and few global players.

End-user companies and manufacturers are collaborating and forming alliances on the basis of a quality of products as in the U.S. and European countries, companies are more concerned towards the purity and quality of gourmet salts.

TARGET MARKET

In the global market, the demand for gourmet salts is increasing in meat, poultry & fish products. Increasing demand for exotic preparations of meat & poultry is expected to increase the demand for gourmet salts across the globe. Furthermore, The increasing consumer interest in various seafood products also proves to be a positive factor for the gourmet salt market.

GLOBAL GOURMET SALTS MARKET VALUE SHARE



KEY IDEA

Companies are more focused on the application of gourmet salts in a variety of applications, offering tailor-made solutions for new product applications. For instance, along with the use of gourmet salts in exotic food, companies are also offering gourmet salts for application in frozen food, bakery products, and seafood

Forecast

- The revenue from the global Gourmet Salts market is US\$ 2,339.2 Mn in 2019, and is expected to reach **US\$ 3,752.2 Mn** by the end of 2029
- Sales revenue is expected to register a **CAGR of 4.8%** over the forecast period (2019– 2029)
- Volume of the global Gourmet Salts market is 52,857 Tons in 2019, and is expected to reach **75,363 Tons** by the end of 2029
- In terms of volume, the market is expected to register a **CAGR of 3.6%** over the forecast period (2019–2029)

TARGET REGION

Europe represents a majority of market share in terms of value and volume, but the demand for gourmet salts products is expected to be low in the region. Currently, the demand for Gourmet Salts products is increasing at significant growth in **Asian markets** owing to flourishing end user industries such as food service and food processing industries. This expects to higher demand for Gourmet Salts in near future.

GLOBAL FOOD MARKET TRENDS

- High demand for natural, healthy, functional and organic
- Increase label scrutiny and recognized ingredient list
- Transparent and clear information
- Significance for ethical positioning such as eco-friendly, recycled, natural and others
- On-the-go consumption
- Demand for credible labeling and certification
- Preference for plant-based food and beverage products
- Animal welfare

DIFFERENTIATING STRATEGY

The key differentiation strategy adopted by the manufacturers of gourmet salts is to innovate various packaging formats. The manufacturers are innovating and implementing the new types of packaging to attract the attention of the consumers which will define their gourmet salt as the premium product.

MARKETING STRATEGY

Through research, MedArtSal has defined the best strategy for companies interested in developing marketing ideas through the market. Here is a presentation of some of the ideas included in our Strategic Marketing Plan that the salina's marketing manager may implement to develop his own strategies according to the market situation. The purpose of the strategies presented is to promote artisanal salt in the gourmet market, including some ideas for tourism market, hence industrial salt is not included.

PRODUCT IDEAS

The product portfolio should be focused on products made with raw material from salinas and services or activities that can be carried out in them. The salinas must seek to offer good quality products and services and try to be at the forefront of

developments in the sector, seeking to offer the greatest innovation in the market. Below, it will be detailed a list of ideas of products and services for those salinas which want to expand their business activity.

Products to promote

It is interesting to highlight that, although gourmet salt is the flagship product of Mediterranean salinas, there are other raw materials which are not widely used yet: algae, mud and halophytic plants. Some companies create products especially

with algae so it would be interesting to sell these raw materials or, even better, create an own line of products made of them. Below, there is a summary of ideas of products and services for those salinas which want to expand their business activity.

SALT

Virgin salt
Flavoured salt
Flake salt
Italian salt
Chips, nuts and chocolates
Facial and body scrub
Bath salts

ALGAE

Spices
Fresh, salting and tinned
Products with algae
Shampoo
Scrubs
Soaps
Creams

HALOPHYTIC PLANTS

Freshly
Canned
Spices
Soaps
Creams
Masks

MUD

Facial and body scrub
Face masks
Face and body creams
Soaps

Tourism activities

The traditional salinas are also a favorable space in which to develop tourist activities and offer experiences to visitors.

- Shop
- Guided tours
- Salt Museum/ Interpretation Salt Center
- Restaurant
- Celebrations
- Salt, algae and fish tasting
- Saline spa
- School outings
- Summer activities
- Artisan markets
- Art exhibitions
- Sport activities
- Birdwatching
- Craft workshops
- Traditional salinas' fishing show



Packaging



In increasingly globalized markets, with products of very similar characteristics and quality, differentiation is the key element that will help companies which sell gourmet salts outperform their competition. Therefore, many companies bet on packaging to differentiate their products from others and gain the attention of consumers, ensuring that their product ends in the shopping cart.

The growing global ecological awareness, both by companies and consumers, is generating a paradigm shift in terms of packaging. Taking into account that the products that the salinas commercialize are created in natural environments and in an artisanal way, the use of sustainable or reusable packaging materials will be encouraged here in order to allow the creation of a more environmentally friendly packaging, getting rid of plastics and metal in most cases.

PRICE IDEAS

Until recently, hardly more than one type of salt was found in grocery stores and supermarkets. But little by little, as gastronomy has risen in the scale of cultural interests, new ways of seasoning dishes have become popular. With this increase in supply, it is possible to find a kilo common table salt in shops for less than one euro and a kilo of caviar flavored Fleur de Sel for 720 euros.

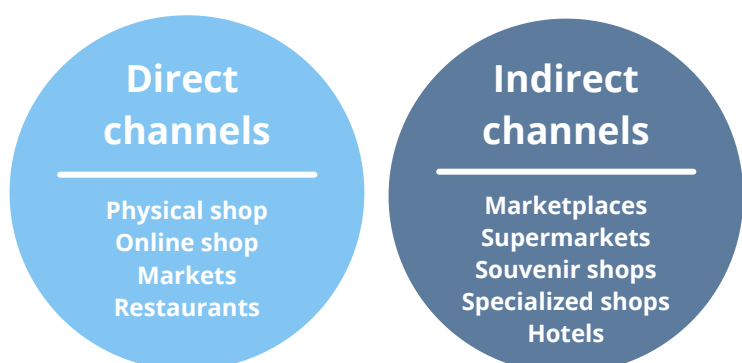
From everything seen so far, a great conclusion can be drawn: the prices respond above all, in addition to the positioning of the brand and the variety of salt, to the packaging used, being those products with containers made of fine materials such as glass or ceramics more expensive than those used with plastic ones.

The exclusive varieties of certain brands, such as the natural sea salt foam from Bras del Port or the natural sea salt rocks from Salinas Bocacangrejo, have the advantage of, despite being products very similar to others in terms of characteristics, the fact of offering some differences in contrast with them and being treated as a new variety, makes them unique and capable of setting relatively high prices with respect to their cost of production.

Price range of gourmet salts



PLACE IDEAS



Through the place policy it is decided how to facilitate products access to customers, with the intention of supplying the demand in terms of the desired quantity, the right place and so on.

Salinas may use different channels strategies from direct sales (sales made through the commercialization that the salina) to long channels including importers, distributors, wholesales, retail, HORECA and others.

Logistics

Distribution logistics is related to the function that allows the transfer of final salinas' products and makes them available to the customer. It enables the user to obtain the product in the right place and time.

The competition is tough and any proposal which may be different. And in this purpose there is a star: the shopping experience. The higher the price of the product or service to be purchased and the greater the risk perceived in it by the customer, the more decisive will be the opinions and recommendations of other buyers be.

That is why one of the strengths of an online seller is the shopping experience that, in most cases, the customer will focus on the quality and speed of shipping,

- Consider your potential for shipping products to other countries
- It is high recommended to made an exhaustive analysis of costs
- Before exporting, consider if you have enough stock to satisfy a possible future demand
- Start by selecting one channel depending on your product and then expand it

PROMOTION IDEAS

Promotion is a marketing tool whose specific objectives are to inform, persuade and remind your target audience about the products that your salina manages. Within the influence stage, you have to publicize the characteristics, advantages and benefits of the product or service.

This strategy is quite important, since if the work is well done,

the salina will be able to promote their products and services, create the need for them in the market and even achieve a good positioning of the brand.

As the future is linked to online channel since nowadays, "if it is not on the nternet, it does not exist", the company must consider promotional strategies following these ideas:

ONLINE MARKETING

Marketplaces
Supermarkets
Souvenir shops
Specialized shops
Hotels

Online marketing includes all those advertising or commercial actions and strategies that are executed in the media and internet channels. It differs from traditional marketing as it allows a greater scope and the analysis of results in real time.

PROMOTION

Sampling
Special Editions
Events in salinas
Involvement in local projects
Free shipping

The goal of a promotion is to offer the consumer an incentive to purchase or acquire a product or service in a short term, which translates into an increase in sales. Here it is important to define the innovation, the target, the temporality and the incentive.

PUBLIC RELATIONS

Tourist offices
Media
Fairs and events
Hotels

The task of a public relations strategy is to create stronger ties between companies and clients, as well as to keep opinion leaders well informed about what is happening in their area of interest to correctly position the company in the market.

<http://www.enicbcmed.eu/projects/medartsal>