

### April 2014

#### Fruit and Vegetables - Ireland

“There is a disparity between the NI and RoI fruit and vegetable markets, with the cost of these items growing for NI consumers, while decreasing for RoI consumers. Should the trend continue, it could see a re-emergence of cross-border shopping, with NI consumers visiting RoI retailers along the border to ...

#### Children's Eating Habits - Ireland

“Children’s eating habits are largely determined by their parents; meaning that the establishment of good dietary habits for children is primarily formed in the home. In order to gain the trust and loyalty of parents, supermarkets and restaurants should look to reinforce healthy eating messages outside of the home, be ...

### March 2014

#### Food and Drink Retailing - UK

“Food retailing remains highly competitive, but all the evidence indicates that competition is moving away from price. With almost perfect information in the market and most of the majors doing some form of price matching, we think that the competitive agenda will move to all the other key factors that ...

#### Non High Street Foodservice Trends - UK

“Concerns over the future of the high street and the mature eating out market have seen operators attempt to widen distribution channels. High footfall areas such as travel hubs, shopping centres and university campuses are proving popular choices for operators looking for new opportunities.”

#### Snack and Nutrition Bars - US

“Even as snack and nutritional bars take on product attributes from each other and attempt to provide a range of attributes within a single product or brand, brands have an opportunity to stand out from their competitors by maintaining focus on a singular use. For example, energy bars can be ...

#### Cookies and Crackers - US

“Less than 10% of cookie and cracker buyers look for gluten-free varieties. While gluten-free developments attract attention due to new product innovation, at this point, this feature does not make or break cookie or cracker purchase.”

#### Bottled Water - UK

“There is a lot of scope for packaging innovation, to increase the convenience of these products for users, make them more visually appealing and give them standout. Importantly, this would help position the company as being more innovative and forward-thinking than its competitors.”

#### Biscuits, Cookies and Crackers - UK

“The majority of users want to see more on-the-go packs of savoury biscuits and crackers. Offering snack packs containing one or two servings and placing them next to other on-the-go snacks such as cereal or chocolate bars near supermarket tills should forge associations with on-the-go occasions.”

#### Online Grocery Retailing - UK

“Grocers can cultivate greater shopper loyalty by encouraging cross-channel shopping: we think consumers are more likely to stick with those shoppers who are providing an integrated mix of supermarkets, online and c-stores that caters to different shopping missions.”

#### Convenience Store Foodservice - US

“Convenience stores today have to perform a tricky balancing act in regards to foodservice: consumers are asking for healthy options, an array of foods and beverages, freshly made sandwiches and entrees, and

## Food and Drink - International

indulgent treats, all while still providing quick service at a low price. Operators will need to focus on ...

### Bottled Water and Cold Beverages Mixes - US

“Offerings that stress hydration, health, and convenience will support increased bottled water consumption. Consumers remain price sensitive in the category, and with so many choices, value will be what consumers fall back on. Products with higher price points need to be justified through unique flavors and innovation to draw in ...

### Nut-based Spreads and Sweet Spreads - US

“Greater competition from other brands both within and outside of the nut-based and sweet spreads market will have an impact on the category. To fight the competition, manufacturers need to promote the versatility of their spreads for use as an ingredient, dip, snack, and beyond to help increase product appeal ...

### Crisps, Nuts and Corn Snacks - Ireland

“With links between diet and health becoming increasingly prominent, Irish crisp and snack brands should look to engage in NPD to produce a range of ‘better for you’ snacks, particularly using non-potato sources such as grains and production methods such as baked and high temperature and pressure (popped chips). Experimenting ...

## February 2014

### Consumer Attitudes Towards Cooking in the Home - UK

“Men are markedly less likely than women to have responsibility for cooking and/or preparing foods in British households, and also cook meals from scratch far less frequently, showing that traditional stereotypes still ring true. So it is interesting to note that men (31%) are more likely than women (26 ...

### Sweet and Savoury Spreads - UK

### Convenience Stores - US

“Quick stops to pick up a few items or get gasoline are the primary reasons that consumers visit convenience stores. While convenience stores have a reputation for unhealthy food, many are improving their offerings to provide healthier alternatives appealing to shifting consumer tastes, hoping to encourage more visits.”

### Cider - Ireland

“The cider market in Ireland has endured the same issues as the larger alcohol industry, with dwindling value sales in the on-trade as consumers increasingly drink at home. Cider reaps both the advantages and disadvantages of being seen as a summer drink, being seen as more refreshing than beer by ...

### The Locavore: Attitudes toward Locally-sourced Foods - US

“As local claims become more widespread, product marketers will need to develop a means to authenticate provenance. Exploring a system of official certification and communicating a transparent path to market information to interested buyers will be necessary to stand apart from the competition.”

### Pasta, Rice and Noodles - UK

## Food and Drink - International

“Despite the openness to jam as part of a healthy snack among families, few brands have actively targeted this occasion with marketing or through specific product formats. Examples from markets such as cheese, where snacking formats have posted rapid growth, show how more specific targeting can help brands drive standout ...

### Leisure Venue Catering - UK

“Operators could look to more specific targeting of particular consumer groups to ignite interest. Investing in enticements such as healthier and faster payments options, both of which are of interest to households with children, would offer tangible benefits to parents, potentially encouraging them to spend more and feel that they ...

### Grocery Retailing - US

“When it comes to shopping for groceries, the choices can be overwhelming. While an increasing range of different retailers sell grocery items, their offerings vary. In a crowded marketplace, retailers need to clearly define and communicate how they differ from the competition, stand out by offering customized promotions to retain ...

### Dry Pasta, Rice and Noodles - US

“While respondents are very likely to say low price is an important factor in their selection of pasta and rice products, brands should do more to show that their products provide value beyond price. They can do this by offering more natural, whole grain, low sodium or some other healthful ...

### LSR: Ethnic Concepts - US

“With an increase in interest for exotic and authentic cuisine, Latin, Asian, and Mediterranean concepts are entering the marketplace in abundance. This rapid growth of ethnic limited-service restaurants is due in part to the success of the fast casual assembly-line model. This operational strategy helps deliver the level of authenticity ...

“The current interest in high protein food presents significant opportunities for the pasta market, given that a sizeable four in ten users would like to see more pasta which is high in protein, rising to half of 25-34s.”

### Alcoholic Drink Packaging Trends - UK

“While information on the label can be influential, the actual feel of the product can also sway shoppers’ purchasing decision.”

### Food Storage - US

“The food storage market is expected to grow slowly into 2018. However, the market does face some challenges. Companies and brands will have to continue exploring new innovation opportunities in order to accelerate market growth and stave off competition from private label, as well as better engage the growing Hispanic ...

### Beverage Packaging Trends - US

“New government regulations, fluctuating disposable income, and higher expectations for health and sustainability transparency are impacting the beverage packaging market. A balance of egoistic, altruistic, and ergonomic qualities is a must for successful packaging, with innovative ascetics allowing packaging to stand out.”

### The Snacking Occasion - US

“As consumers continue to adopt a snacking culture, choosing to snack anywhere, anytime, and on practically anything, the format and function of snacks will need to evolve to meet their needs. Snacks with healthy claims and natural ingredients are still important; however, snackers still want to indulge responsibly from time ...

January 2014

## Food and Drink - International

### Nutritional and Performance Drinks - US

“Functional claims are expanding across food and drink categories, as brands seek to differentiate themselves from the competition. The nutritional and performance drinks market should promote the fact that its products are engineered specifically for the functionality they promote, unlike other products for which claims such as protein delivery and ...

### Ethnic Foods - US

“Authenticity appears as more of a value-add than a requirement for purchase of products used in home ethnic food preparation. While nearly half (47%) of ethnic food consumers say they are willing to spend more on authentic ethnic/international food, only one quarter say authenticity claims are a leading factor ...

### World Cuisines - UK

“Some ethnic food brands may benefit from positioning their products specifically as child- or family-friendly. Cooking pastes, for instance, could more actively promote how they are a suitable option for the whole family, allowing for heat levels tailored to taste.”

### Consumer Snacking - UK

“More than a quarter (26%) of users eat snacks when in need of an energy boost and keeping energy levels up is important to around half of snackers. While various breakfast biscuit brands have made energy provision a central part of their positioning, this proposition remains rare in the wider ...

### Non-Alcoholic Beverages Occasions - US

“Many beverages are pigeonholed to a degree by the times of day at which they are most commonly used. Brands could increase consumption frequency by positioning their products as suitable for a wider range of occasions and locations, such as milk with meals or juice drinks instead of sports drinks ...

### Chips, Popcorn, Nuts, and Dips - US

### Dining Out: A 2014 Look Ahead - US

“Price value matters to consumers, whether it comes in the form of coupons, meal deals, LTO discounts, or rewards program paybacks. Since women are more value conscious than men, this should provide direction for restaurants that want to cater to women, who often also are in charge of making sure ...

### Breakfast Restaurant Trends - US

“There exists great potential for limited service restaurants to ramp up breakfast sales by understanding consumer needs and adapting their offerings. Operators can expand their breakfast hours as well as retool menu items to include BFY, portable, and innovative offerings. Additionally, operators must work to provide consumers with non-menu benefits ...

### Menu Flavours - UK

“One in 10 diners agree they actively look for dishes in restaurants that they have read or heard about (eg in magazines/TV), rising to 19% amongst Londoners. This illustrates the significance of headline grabbing products and dishes in today’s fast moving eating out market.”

### Crisps, Salty Snacks and Nuts - UK

“Tesco’s high-tech Watford store, which opened in August 2013, is relatively unusual in that it features a fridge of chilled dips in the crisp aisle. It is something which other stores may be tempted to replicate considering the large minority (44%) of crisp users note that more supermarkets should offer ...

### Cider - UK

“There are strong signs of longevity in the flavoured cider segment and, with 49% of cider drinkers being interested in flavoured ciders with unusual ingredients, new flavours could help it to retain momentum.”



## Food and Drink - International

“The salty snacks category will continue to benefit from the anytime, anywhere snacking mentality. Changing product preferences, combined with shifting US demographics, will be top of mind for manufacturers. However, the real challenge will be addressing concerns about the nutritional content of snacks, while still allowing consumers the chance to ...