

November 2011

Meat, Fish and Poultry - Ireland

Irish producers and manufacturers of meat, poultry and fish products have built up an excellent reputation for quality and care. However, despite the positive image held in the consumer's mind, recession-affected Irish consumers are increasingly more concerned about price, making locally-sourced meat products less of a priority. As the economy ...

October 2011

Spirits: The Consumer - US

This report covers the spirits market, specifically the consumer, building on *Spirits: The Consumer—U.S., August 2010*.

September 2011

Prepared Meals and Meal Kits - Europe

“Prepared meals and meal kits seem to fit in perfectly with the lifestyle of today's consumer. They are quick, convenient and hassle free, and so appeal to time-pushed consumers. They are an excellent alternative to restaurant meals, fitting in with the cocooning trend brought on by the economic recession. However ...

Pizza - Europe

“Sales of pizza grew in the Big 5 throughout the review period with the one exception of France. Actual innovation, however, remains undynamic. Different toppings allow for easy innovation: the German market has definitely benefitted from this, even introducing ethnic flavoured pizza. However, genuine, market changing innovation is still lacking ...

Dips and Spreads - US

Like other food markets, the \$7.2 billion U.S. retail market for dips and spreads has been challenged by the economic recession and subsequent slow recovery. Dips and spreads are further challenged by market

Vitamins and Supplements - UK

“Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage”.

Foodservice Green and Sustainability Initiatives - US

There is an ever-increasing awareness of the environmental impact of the foodservice industry. That coupled with a growing consumer demand for source-verified, sustainable food offerings has created opportunity for increased efforts by operators to “green-up” operations and menus, both to benefit the planet and to appeal to consumers who want ...

In-store Bakeries - US

This report focuses on retail in-store bakeries (ISBs) in U.S. supermarkets and supercenters. Mintel estimates that this market will reach a sizable \$12.4 billion by the end of 2011. To funnel consumers into stores, retailers

saturation. However, growing consumer demand for more exotic savory and sweet flavors, and a focus ...

Dark Spirits - Europe

Dark spirits have been more affected by the economic downturn than white spirits. Declining consumption of alcohol and an older age bias are behind the steady decline in volume sales. Dark spirits are performing better in value terms thanks to high levels of premiumisation. The recent decline in horeca consumption ...

Specialty Foods - The NASFT State of the Industry Report - The Market - US

Specialty foods are broadly defined for this report as products that have limited distribution and a reputation for high quality. These items continue to gain in popularity—and are easier to find in all kinds of outlets—as the American consumer has developed a more sophisticated and discerning palate.

Meat-free and Free-from Foods - UK

“Meat-free food is criticised by two in five consumers for being artificial, bland and boring, yet the level of innovation in the category suggests the market is constantly evolving. Increased investment in above-the-line spend is necessary to communicate these improvements to consumers, while ongoing focus on new product development is ...

Children and Obesity - US

According to the National Health and Nutrition Examination Survey, as recently as 2008 nearly 17% of kids in the U.S. are obese, which is triple the percentage in 1980 and amounts to no less than an epidemic. There are myriad reasons for the catastrophic rise in obese kids, but ...

Online Grocery Retailing - UK

“Some 13% of adults have never shopped online, but would like to, making for a sizeable pool of opportunity in the short term. There is also marked potential to grow

Food and Drink - International

are placing increasing emphasis on providing shoppers with a range of offerings. In ...

Private Label Beverages - US

Private label beverages have performed relatively well in recent years as Americans turned to the category in search of value. However, it is also apparent that the category faces stiff competition from branded beverages and the global beverage giants that spend hundreds of millions a year to promote their brands ...

Burger and Chicken Restaurants - UK

“Developments in the wider fast food market have broadened the range of convenience/grab-and-go products available to diners. However, on the whole, the term continues to be synonymous with traditional players such as chicken/burger bars which are currently trying to provide healthier options without distancing themselves from their established ...

Quick Service Restaurants - US

The recession may be officially over, but the recovery is proving to be nearly as challenging for quick-service restaurants (QSRs). Though QSR sales are expected to be up 3.3% from 2010-11, unemployment remains high, which drives more consumers to QSRs' lower prices, but also limits how much consumers have ...

Sports and Energy Drinks - UK

“There is likely to be increasing price-competition between brands within the energy/sports drink category, especially with recent entrants such as Monster and Relentless retailing at competitive prices, and an opportunity for more premium own-label variants as the market becomes more reliant on the major multiples.”

Functional Food and Drink - UK

Estimated value growth of 32% over 2006-11 saw the functional food and drink market reach £785 million. The market has benefited from consumers' efforts to be

Food and Drink - International

sales among established users, with nearly one in three online shoppers spending less than 10% of their total grocery budget ...

healthy but it also continues to face some sizeable challenges. There is a debilitating level of consumer cynicism towards functional health claims and 75 ...

Over-55s' Eating Habits - UK

“With health a concern and a priority for the ageing population, NPD which focuses on added benefits eg cholesterol-lowering spreads, as seen in functional food products such as Benecol would appeal to this group and could be a means of generating interest in new food products.”

British Lifestyles - UK

The cost of living is rising and we are changing the way we shop as a result. Forced to evaluate our spending, we are increasingly becoming savvy shoppers with half of us no longer wanting to pay full price for anything. Brand loyalty is one of the biggest victims of ...

Seasonal Chocolate - US

The seasonal chocolate market benefits from very favorable consumer perception, since products are typically bought to help celebrate holidays or special occasions. Consequently, it is somewhat immune to recessionary pressures as these products are bought on an occasional basis. This does not mean seasonal chocolate is entirely unaffected by economic ...

August 2011

Ice Cream - Europe

While the European ice cream market grows fairly well, a closer look at the figures reveals that many of the most developed nations are peaking, with expansion strongly concentrated on emerging markets. This trend is paralleled by the greying of the population in the advanced countries; old people eat less ...

Pasta, Rice and Noodles - Europe

Pasta and rice enjoy universal penetration. However, while the pasta market is saturated and volume growth can only be modest, rice still has potential; particularly if manufacturers focus on increasing the frequency of its consumption. In the current climate however, between 2005 and 2010, volume sales of pasta, in the ...

White Spirits and RTDs - Europe

“The European spirits market has fared well despite the recession. In fact, a focus on premium lines has reaped dividends with consumers seeing quality products as better value for money. Still there are some issues that need to be addressed to install more dynamism into the market. Expanding to older ...

Energy Drinks and Energy Shots - US

This report explores the energy drinks and shots market. The market has recovered admirably from the throes of the recession and grew 15.4% from 2010-11, after slowing down to a growth rate of 4.8% from 2008-09. Energy drinks and shots continue to thrive for their functional positioning, particularly ...

Yellow Fats and Edible Oils - UK

“In the short term, promotion-led strategies may remain a necessity, given consumers’ promiscuity in this category, one in five having switched from butter to

Pet Food - US

The increasingly prevalent view among pet owners that dogs, cats and other pets are members of the family has helped to insulate the pet food industry from the full

spreads to save money. However, factors such as animal welfare, fair pay to farmers and healthiness resonate among a sizeable minority of consumers as grounds for ...

Fast Casual Restaurants - UK

“Fast casual dining is a dynamic area of the eating out market at present; demonstrating to the wider market the importance of factors such as brand personality, consumer engagement and transparency when it comes to displaying food quality and value. As well as tapping into consumers’ continuing demand for convenience ...

Breakfast Cereals - UK

“Breakfast cereal makers must continue to work on their credentials in this area. And there is evidently a consumer demand for healthier formulations, too. Large minorities of consumers listed health- related issues as the most important factors, with sugar the most important factor for nearly half (45%) of cereal eaters ...

Innovation on the Menu: Flavor Trends - US

Underneath the marketing and the advertising, flavorful menu dishes are at the core of any restaurant’s operations. Creating appealing menu items that satisfy customers and encourage them to come back is the goal of many restaurants. The manufacturers and suppliers that work with restaurants—both street independents and large, international chains—are ...

Adult Obesity - US

Adult obesity in the U.S. has reached epidemic levels. More than a third of adults are obese in 2011, due to increased calorie consumption, lack of exercise/ sedentary lifestyles and an economy that is forcing many consumers to choose more affordable meal options that contain very little nutritional value ...

Drinking Out of the Home - UK

“The on-trade needs to remind consumers of the positive elements of drinking out of the home and the qualities that cannot be easily replicated in the home.

Food and Drink - International

force of the recession and its aftermath. Indeed, pet owners’ abiding concern for the health and well-being of their pets is ...

Dark Spirits - UK

“One of the key reasons why malt whisky has not seen the growth in sales that might have been expected given the many positive attributes associated with it, is the lack of major brands within this highly fragmented product segment. Those brands which have invested in their brand equity, such ...

Stevia and Natural Sweeteners - US

The all-natural, zero-calorie sweetener market is still emerging in the U.S., as evidenced by the 105% growth the market experienced from 2009 through 2011 (estimated). Furthermore, consumer awareness of stevia and other natural sweeteners is also up considerably from two years ago (roughly 50% or more for all three ...

Casual Dining - US

Mintel’s exclusive consumer research finds that 72% of respondents visited a casual restaurant for lunch or dinner in the last month, yet frequency is moderate. Price emerges as the deterrent for more frequent use.

Butter, Margarine and Spreads - US

Sales of butter and margarine/spreads/blends rose from \$4 billion in 2009, to an estimated \$4.2 billion in 2011. Although the rising price of butter was largely responsible for category and segment growth, changing consumer tastes have created numerous opportunities. Some of the topics covered in this report ...

Online and Mobile Shopping - US

While the recession and persistently low consumer confidence levels have dragged down sales in many sectors of the U.S. retail market in recent years, online

Food and Drink - International

Socialising with friends and meal occasions are the main motivators to drinking out of home (for 68% and 63% of consumers respectively), which ...

Cereal, Energy and Snack Bars - Europe

Cereal, energy and snack bars straddle a fine line between healthiness and indulgence. Positioned as a snack, they carry the negative connotations associated with snacking, but also have more positive credentials as a healthier snack alternative. In fact, indulgence is still an important driver of the European snack bars market ...

and mobile shopping have been bright spots. Throughout the recession and recovery, ecommerce sales have grown at a significantly faster pace than offline retail ...

Drinking in the Home - UK

“While price remains the overriding reason for consumers to drink at home, other factors are emerging as reasons for consumers to look at drinking in the home less as a financial necessity and more as a positive choice, such as intimacy of the surroundings and relaxation. The off-trade can leverage ...

July 2011

Ice Cream and Frozen Novelties - US

Recession-inspired frugality and increasing health consciousness have conspired to turn the overall \$10.2 billion FDMx ice cream and frozen novelties market's sales trend negative in recent years. But in spite of these constraints, consumers' love affair with frozen treats is as strong as ever, and opportunities exist across the ...

Biscuits, Cookies and Crackers - Europe

Retail value sales of biscuits, cookies and crackers reported positive growth during the 2004-10 period, supported by rising demand but also by higher retail selling prices, which reflect the rising cost of raw materials such as cereals, cocoa and palm oil. Volume sales increased to a different extent by country ...

Wine - Europe

Wine innovation in Europe remains dynamic, although the number of launches has declined in relation to 2009. The markets are recovering after a downturn caused by the recession, which led to reduced volume and value growth. The leading wine markets (France, Italy, Germany, Spain and the UK) are growing again ...

Sweet and Savoury Spreads - Europe

The spreads market continued to grow throughout the recent recession, driven by a desire for indulgence and a demand for new natural and functional spreads. Sweet spreads remain a staple food, although the penetration of jams, for example, is threatened by the growing use of breakfast cereals, lower sales of ...

Attitudes Toward Independent Restaurants - US

Independent restaurants have an appeal in that they are unique and better able to adapt to trends than their chain counterparts. The economic downturn has been challenging for the restaurant industry overall, and independents have been especially hard hit.

Ice Cream - UK

“Ice cream is most typically eaten as a treat, signalling the role of the category as being first and foremost about indulgence. Reflecting this, favourite flavour is most commonly quoted as an important choice factor when buying ice cream. A unique flavour signature, where consumers can discern the difference, could ...

Eating Out Review - UK

Food and Drink Vending Trends - US

Food and Drink - International

“Value remains a key issue in 2011 as consumers are expected to remain cautious, with price promotions also an ongoing theme in the market. However, the emphasis now is on cultivating a ‘want to buy’ mentality amongst diners, to distract them from price comparisons and play to their demands for ...

Tea and RTD Teas - US

This report explores the tea and ready-to-drink (RTD) tea market, which grew 31% from 2006-11, primarily on the strength of the RTD segment. The market continues to thrive on the pro-health perception of tea coupled with the fact that manufacturers have been savvy in bringing out consumer-preferred teas in innovative ...

Pizza - UK

“Although pizza has avoided the kind of negative press that has traditionally been directed at other fast food, such as hamburgers and ready meals, it is tarred with the same brush, when it comes to healthiness, in the eyes of the consumers.”

The vending industry roughly dates back to 215 B.C., when the first vending “machines” were located in Egyptian temples and dispensed holy water in exchange for coins. Since then, the industry has evolved considerably, of course, with many ups and downs along the way. Most recently, the food and ...

Wine - UK

“As with Champagne leveraging its French sophistication, the key brand for any wine is its country of origin and Mintel’s research shows that Italy, France, South Africa and Australia are all well positioned to exploit the perceived superior identity of their wines

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.