

January 2017

Sugar and Gum Confectionery - UK

“While the market has remained resilient amidst the sugar debate, it is facing pressure to contribute to reducing sugar consumption. Portion control will be an important tool for operators to reach the reduction goal. Meanwhile, that many parents are open to artificial sweeteners in kids’ sweets highlights this as an ...

Condiments and Dressings - UK

“Changing meal preferences have hit the demand for traditional condiments. Meanwhile, NPD focused around hot and spicy flavours and those inspired by world cuisines has so far failed to re-energise sales. Steps to re-engage users are much needed. With strong interest in versatility, suggestions for pairing condiments with different meals ...

December 2016

Free-from Foods - UK

“The free-from market continues to see impressive growth. NPD has been a key part of recent growth, enabling the market to gain share of users’ spend through unlocking new occasions and encouraging trading up. High interest in products delivering on health, naturalness and portability highlight areas of innovation going forward ...

Processed Poultry and Red Meat - UK

“The prospect of imminent cost rises heightens the need for companies to differentiate themselves by means other than price. That many buyers are willing to pay more for farmers’ pay guarantees and for more specific animal welfare details underlines how placing their ethical policies front and centre can pay dividends ...

Supermarkets - UK

“Supermarkets remain the dominant sector within the wider grocery market but continue to lose market share. This is as much to do with increased choice in the market and demographic shifts as it is the fault of supermarket operators. However, there is a need to redefine what a supermarket can ...

November 2016

Fish and Shellfish - UK

“Despite positive attitudes towards fish and shellfish in terms of most people being confident preparing it, thinking it is a quick-to-cook meal option and seeing it as good for a healthy diet, the average consumer is failing to eat the recommended two portions of fish a week by some distance ...

October 2016

Bread and Baked Goods - UK

Unprocessed Poultry and Red Meat - UK

“There is scope for retailers to bring bread and baked goods from local bakeries into stores through collaborations. This can help the grocery giants to show a community spirit, as well as improving their retail offering with genuinely artisan products. This can be teamed with a backstory about the bakers’ ...

Cheese - UK

“The cheese market is expected to see a value decline in 2016, largely due to heavy retail discounting. Continued decline in the dominant cheddar segment has been responsible for the overall fall in cheese volume sales, while bolstered recipe cheese performance suggests consumers’ interest in scratch cooking continues. Pressure from ...

“With cost rises looming on the horizon, there is a pressing need for retailers to move their communication beyond price. Highlighting their credentials in terms of farmer relations or responsible antibiotic use offers a promising means for companies to distinguish their offering from rivals’ given the strong consumer interest.”
...

Attitudes towards Lunch Out-of-home - UK

“While the majority of UK adults still buy lunch out of home, an increase in non-users suggests a cautious mind-set as real incomes come under pressure. Restaurants innovate in ordering management technology to rival their grab-and-go competitors for the custom of increasingly time-poor consumers. C-store formats and supermarkets that utilise ...

September 2016

Yellow Fats and Edible Oils - UK

“A guarantee of fair pay to farmers offers a promising means for butter/spreads/oils producers to establish a point of difference and to drive sales given the strong consumer interest in the issue. The fact that many oil buyers are not influenced by price further underlines the possibilities in ...

Food and Non-food Discounters - UK

“Aldi and Lidl are continuing to take sales away from the grocery multiples by expanding their store estates and dispelling the perception that low prices means sacrificing on quality. But UK consumers struggle to differentiate between the two and this will need to change as they increasingly find themselves competing ...

Attitudes towards Frozen Food - UK

“Frozen food is a near-universal part of British menus, spurred by the strong value for money and convenience image of buyers’ favoured products. Yet for many people this only entails a handful of product types. Current consumer trends pose challenges for frozen, as many buyers lack confidence in cooking with ...

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

August 2016

Breakfast Cereals - UK

“RTE cereals have suffered from the negative media focus on sugar and competition from other products for the breakfast occasion. Given strong consumer interest,

Pet Food - UK

“Greater attention to transparency of ingredients is required to overcome consumers’ concerns about what exactly goes into pet food. This comes against a

launches tapping into current healthy eating trends like 'positive nutrition' show potential going forward. Further development in low sugar should help brands to stand out in ...

backdrop of confusion over ingredients lists on pet food. As such, the concept of "clean labels" can be just as relevant for pet food as it is ...

July 2016

Yogurt and Yogurt Drinks - UK

"In a price-driven market, yogurt companies will need to find a compelling alternative reason for shoppers to choose their products, as competitively lowering prices eventually becomes unsustainable. With many people amenable towards paying more for a guarantee on farmers' pay or animal welfare, making their credentials in these areas tangible ...

Breakfast Eating Habits - UK

"Breakfast is an almost universal occasion. While 55% of people eat it at home every day, almost half (49%) sometimes eat breakfast out of home. That 28% do so once a week or more demonstrates that this is an established habit for a sizeable minority.

"Barriers remain, however, with the ...

June 2016

Attitudes towards Sports Nutrition - UK

"There is strong interest in collaborations between sports nutrition and mainstream brands. Given that the boundaries between the two are becoming increasingly blurred, a proactive move to be part of this trend, rather than fighting it, could be timely."

– Emma Clifford, Senior Food and Drink Analyst

Ice Cream and Desserts - UK

"Opportunities are ripe for operators to explore healthier formulations in ice cream and desserts, with significant interest in low-sugar and low-fat products. Resizing offers another potential route to explore in ice cream, while tapping into the 'health halo' of yogurts and fruit snacks offer desserts a potential way forward in ...

May 2016

Attitudes towards Cooking in the Home - UK

"While the recession has been a driving factor for the scratch cooking trend, enjoyment and ingredient control are as important as saving money in prompting people to cook. This should go some way to maintain interest in scratch cooking even as incomes rise. Marketing messages centred on enjoyment provide a ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Prepared Meals Review - UK

"Boosting the nutritional benefits of prepared meals can tap into the current high interest in "positive nutrition"

foods while helping to overturn the typically unhealthy image of these products. Within this, vegetables, superfoods, whole grains and ancient grains can play an increasingly important role, as well as foodie health trend ...

April 2016

Convenience Stores - UK

“Consumers are increasingly looking for convenience in all aspects of their grocery buying habits. That is why we have seen a shift to more fluid grocery shopping habits with consumers, particularly younger consumers, shopping on a more when-needed basis. This shift has fuelled the convenience market and the leading players ...

Baby Food and Drink - UK

“Homemade food continues to dominate usage, offering parents a cheaper way to feed their child as well as control over ingredients. This poses a threat to the baby food and drink market. Brands and own-labels can play a role in helping self-sufficiency, through sharing their expertise for example in online ...

The Leisure Outlook - UK

“The ever-growing importance of food to pub revenues means that landlords are competing as much against mid-market restaurant chains as they are against other pubs. There’s a growing case for replicating the kind of child-oriented provisions, such as toys and colouring books, that the likes of Pizza Express and Wagamamas ...

March 2016

Online Grocery Retailing - UK

“The online grocery market continues to grow in double digits but remains a niche market in terms of the wider grocery market. However, the shift away from superstores to more convenient shopping channels is certainly benefiting the market.”

– **Nick Carroll, Retail Analyst**

Added Value in Dairy Drinks, Milk and Cream - UK

“Given shoppers’ willingness to boycott a milk where farmers are seen to not have received a fair price together with their uncertainty over which operators pay farmers fairly, there is a need for companies to make their credentials in this area tangible to consumers.”

Chocolate Confectionery - UK

“Flat volume sales in chocolate confectionery show the continuing need for brands to use innovation to encourage trading up, both when buying chocolate as a treat for oneself and when gift purchasing. With the majority of people thinking it is OK to eat small amounts of chocolate every day as ...

Cakes and Cake Bars - UK

“Opportunities are ripe for operators to explore healthier formulations, with significant unmet demand for such products. In this context, superfood ingredients –including ancient grains, coconut oil and vegetables – can play an important role, tapping the current focus on ‘positive nutrition’.

Biscuits, Cookies and Crackers - UK

“While the majority of people are concerned about sugar, sales of sweet biscuits are holding up well. With consumers likely to become more focused on portion control due to concerns about sugar though, smaller-sized convenience products and mini packs that also cater better for on-the-go snacking are likely to become ...

Specialist Food and Drink Retailers - UK

“The trend towards convenience shopping is driving footfall back into towns and cities where the specialists tend to be located, but with this comes additional competition from c-stores, discounters and online. While e-commerce isn’t the answer for many specialists, increasing use of technology to engage with customers and improved convenience ...

February 2016

World Cuisines - UK

“Core product categories in established cuisines are struggling. The robust consumer interest in ethnic spice kits suggests that more deconstructed formats can allow operators to tap into the scratch cooking trend. With a broad interest in trying new ethnic food, emerging cuisines will be key areas for new product development ...

Attitudes towards Healthy Eating - UK

“Working against light/diet foods is a mentality, where the focus is not on cutting out the ‘bad’ ingredients (fat/sugar), but on eating highly nutritious food to boost your health. As such, products which place a strong emphasis on their nutritional excellence are likely to chime among many consumers ...

January 2016

Food Packaging Trends - UK

Consumer Snacking - UK

“Snacking is almost universal. 95% of UK adults have snacked in December 2015, down from 97% a year prior. Usage is down in all categories bar savoury biscuits.

Pasta, Rice and Noodles - UK

“Health concerns, in particular around carbohydrates, are likely to continue to dog the category in the immediate future. Brands and retailers should look therefore to innovation in healthier options such as low-carbohydrate, low-calorie or added-functionality in order to tackle consumers’ fears head-on.”

Free-from Foods - UK

“Packaging concepts which disrupt the norm and offer an alternative to the homogeneity of the mass-market food market resonate with many young consumers. Here, both unique packaging designs and customisation can win favour, lending even large brands a personal feel.”

– **Emma Clifford, Senior Food and Drink Analyst**

Crisps, Savoury Snacks and Nuts - UK

“Despite the obesity crisis and the large swathes of the UK population trying to lose weight, UK adults have a rather relaxed attitude to crisps, with 82% agreeing that they are fine to eat as an occasional treat and more than six in ten eating them once a week.

“The ‘health halo’ of free-from foods is a key driver of uptake, opening up a pool of opportunity beyond actual or suspected allergy or intolerance sufferers. However, it also leaves the market exposed to the vagaries of consumer opinion. The importance of health in driving uptake also means that companies ...

Cooking Sauces, Pasta Sauces and Stocks - UK

“Brands and retailers in cooking sauces need to target those interested in home cooking, especially those wanting to add their own personal touch and an element of creativity to dishes, as well as people looking for quick and easy meal options when they need them. A focus on authenticity, improved ...