

November 2021
Attitudes towards Frozen Foods - UK

“The COVID-19 pandemic drove strong sales growth for frozen foods in 2020; however, brands will need to disrupt shoppers’ habitual approach to buying frozen if they are to continue to grow sales in the ‘Next Normal’. Frozen foods with ethical attributes warrant further attention as these attract strong consumer interest ...

Pet Food - UK

“Cat and dog food’s sales growth was accelerated by the COVID-19 outbreak thanks to rapid growth of the cat and dog population, the premiumisation trend and growth of treats and snacks. The various aspect of pets’ holistic wellbeing pose the biggest opportunities and threats for the market, from helping owners ...

Processed Poultry and Red Meat Main Meal Components - UK

“The boost to processed meat/poultry meal components due to COVID-19 has been short-lived. The growing meat reduction trend fuelled by increased focus on health and the environment for many poses a pressing threat to the market. Drawing attention to the essential nutrients these foods can provide can help to ...

Breakfast Cereals - UK

“Breakfast cereal brands are working on making as much of their product ranges as possible non-HFSS ahead of the new restrictions in late 2022. As well as supporting healthy diets though, products also need to deliver on taste. More indulgent flavours would encourage more frequent eating of breakfast cereals, including ...

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