

November 2021

Yogurt and Yogurt Drinks - UK

“The image of yogurts and yogurt drinks as both health- and mood-boosting amid the heightened appeal of these benefits arising from the pandemic will support market growth, with scope to dial up these connotations. Meanwhile, exploring large, eco-friendly formats is timely given strong consumer interest and the sharper spotlight on ...

October 2021

Food and Non-food Discounters - UK

“Despite concerns around their lack of ecommerce offering and potentially crowded stores, the discounters saw sales surge in pandemic-struck 2020. Looking ahead, the sector looks set to leave these turbulent 18 months behind with a spring in its step as continuing economic uncertainty makes their value-led proposition tempting for consumers ...

Attitudes towards Sports Nutrition - UK

“Consumers focusing more on exercise and eating healthily post-COVID will drive relevance of sports nutrition products among a wider audience, but they face growing competition from high-protein products in mainstream food and drink categories. With an ageing population less intense, lower levels of exercise hold untapped potential, while the ‘positive ...

September 2021

Bread - UK

“That 50% of bread eaters/buyers say health reasons have motivated them to cut down on the amount of bread they eat poses a continuing challenge to the market in terms of growing volume sales. This is especially relevant in the wake of the COVID-19 outbreak, which has reinforced the ...

Chocolate Confectionery - UK

Vitamins and Supplements - UK

“Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers’ lessening health anxiety. Opportunity for growth lies in brands pushing a ‘prevention rather than cure’ approach in order to drive value sales in the long term. Organic products warrant further exploration, aligning well with consumers’ ...

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

“The government’s anti-obesity drive and consumers’ heightened health concerns, stoked by the pandemic, put pressure on the chocolate category to cut sugar. However, reformulations run the risk of deterring consumers. Companies therefore need to create products which deliver a significant sugar reduction alongside other appealing attributes. Vegan and vitamin/mineral-fortified ...

August 2021

Leisure Outlook - UK

“Consumer participation in leisure activities is at the highest level measured since the start of the pandemic, however things are far from back to normal as many people remain hesitant about visiting venues or attending events. Despite this, there is good reason for optimism as consumers who feel ready to ...

Consumer Snacking - UK

“The COVID-19 pandemic has seen an increase in snacking at home, both in the day and in the evening, including more comfort eating. The widely held view that less healthy snacks have a place as part of a balanced diet ensures continued opportunities for indulgent snacks. However, consumers’ heightened focus ...

July 2021

Ready Meals and Ready-to-cook Foods - UK

“The market was hit in 2020, but the easing of COVID-19 restrictions in 2021 will see busier lifestyles return, making the convenience of these meal solutions more attractive once again. Consumer interest in freshly-made ready meals, and the view of these foods as combatting food waste, hold potential for the ...