

January 2021

Carbonated Soft Drinks: Inc Impact of COVID-19 - UK

“Emotion-led motivations to drink CSDs have come to the fore since the COVID-19 outbreak and will be pivotal in driving usage in its aftermath, with nostalgia helping to create a feel-good factor. Strengthening associations with emotional wellbeing, for example with ingredients linked to relaxation, will resonate. There are also more ...

Supermarkets: Inc Impact of COVID-19 - UK

“COVID-19 will bring a record year for the grocery sector in terms of sales and 2020 will also be the year to mark a rebalancing of the sector. A legacy boost to online will naturally take more demand away from large-format stores and will mean a further rethink about how ...

December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

Beer: Inc Impact of COVID-19 - UK

“Beer sales have been hit hard by the closure of pubs and bars and restrictions during the COVID-19 pandemic, with the increased sales through retail not enough to make up for lost sales through the on-trade. This will mean a bigger emphasis for beer brands on beer drinking at home ...

November 2020

Still, Sparkling and Fortified Wine: Inc Impact of COVID-19 - UK

“While the COVID-19 outbreak gave a boost to retail wine sales, these are in the firing line for cutbacks in 2021 amid pressure on household incomes. Meanwhile consumers’ heightened health awareness will accelerate the alcohol reduction trend. Opportunities remain, however, for small bottles to appeal as offering portion control and ...

Food and Non-food Discounters: Incl Impact of COVID-19 - UK

“The discount sector is well positioned to benefit from the economic uncertainty in the UK caused by the COVID-19 pandemic. With a more mature market, competition will be fierce and retailers will have to work hard to differentiate themselves. The food discounters have managed to carve out a unique niche ...

October 2020

Coffee: Inc Impact of COVID-19 - UK

“COVID-19 has provided the coffee market with a temporary boost, as the nationwide lockdown brought out-of-home coffee to the home overnight. As the

Dark Spirits and Liqueurs: Inc Impact of COVID-19 - UK

“Despite being a major threat to the market, the re-energised focus of health since COVID-19 also presents opportunities. Being almost non-existent in this

lockdown continues to be eased, however, more coffee occasions are expected to shift back out of home, albeit to a lesser extent than previously. Whilst coffee in ...

category, the rapidly growing low-/no-alcohol space is ripe for development in dark spirits, as is NPD in lower sugar/calorie liqueur drinks. The rise in at-home ...

September 2020

Attitudes towards Sports Nutrition: Inc Impact of COVID-19 - UK

“While the COVID-19 lockdown has severely curbed exercise opportunities, the outbreak has sparked a keener interest in health and exercise that could open up opportunities for sports nutrition ahead. The economic downturn however poses a stark challenge in the short term, as the market faces intense competition from more affordable ...

Attitudes towards Premium Alcoholic Drinks: Inc Impact of COVID-19 - UK

“Sales of alcoholic drinks have been hit hard by the COVID-19 pandemic, and encouraging consumers to pay more for drinks will be challenging during a recession. It will be ever more important for brands to give drinkers reasons to pay higher prices, including through communicating superior taste, featuring ‘craft’ cues ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

August 2020

Tea and Other Hot Drinks: Inc Impact of COVID-19 - UK

“While proving troublesome for many markets, the COVID-19 crisis has provided the necessary ingredients needed to reverse the fortunes of the ailing tea and other hot drinks categories. Some of the long-term legacies of the pandemic will also support sales, such as greater remote working and an emphasis on physical ...

Yogurt and Yogurt Drinks: Inc Impact of COVID-19 - UK

“The changes to consumers’ habits and priorities brought about by the COVID-19 lockdown hit spoonable yogurt in spring 2020. The income squeeze triggered by the outbreak means challenging times ahead for brands, dialling up the need to prove their added value in the already highly price-led category. The heightened focus ...

What Children Drink: Inc Impact of COVID-19 - UK

“Health is set to become an even higher priority for parents in the wake of the COVID-19 pandemic, providing a golden opportunity for children’s drinks

with functional benefits. Drinks supporting eye health, gut health and 'tooth friendly' drinks warrant exploration, attracting significant consumer interest with little availability in the market ...

July 2020

Brand Overview: Drink: Inc Impact of COVID-19 - UK

"Since the COVID-19 outbreak, the drinks industry has faced unprecedented challenges while also glimpsing unexpected opportunities as consumers embrace new drinking habits and as associations between health and diet strengthen. However, economic uncertainty will drive consumers to price-oriented purchasing behaviours, meaning that it will be vital for brands to emphasise ...

The Impact of COVID-19 on Food and Drink - UK

"The pandemic has created huge challenges for the food and drink industry, but it has also been the catalyst for huge opportunities. These are both immediate with many businesses thriving from agilely adapting to new consumer needs and in the long-term as the crisis will leave a number of lasting ...

Bottled Water: Inc Impact of COVID-19 - UK

"The loss of high-value impulse occasions during the COVID-19 outbreak in 2020 has severely disrupted the bottled water market. The market faced scrutiny prior to the outbreak as the nation has looked to combat plastic packaging waste. The economic downturn adds to its woes, further boosting the appeal of tap ...

Convenience Stores: Inc Impact of COVID-19 - UK

"The shift to localised shopping during the peak of COVID-19 will have benefited the convenience sector, driving larger-basket demand and sales as consumers necessarily shopped more in their local communities. Longer term the importance of c-stores within these communities will only be reinforced, presenting opportunities for convenience retailers to tap ...

Drinks Packaging Trends: Inc Impact of COVID-19 - UK

"With the COVID-19 crisis monopolising the nation's attention and media coverage, the plastic waste issue has fallen off the radar to a certain extent. However, while immediate concerns around packaging waste will have taken a back seat for many, a quarter of people reported that the environment had become a ...

June 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

"COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on

job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

May 2020

Alcoholic Drinks Review: Inc Impact of COVID-19 - UK

“At the same time as facing the immediate upheaval brought about by the COVID-19 outbreak, the industry must also look ahead and respond to widespread consumer concerns about the healthiness of alcoholic drinks and the alcohol moderation trend, which the increased focus on health resulting from the outbreak will elevate ...

Attitudes towards Premium Soft Drinks: Inc Impact of COVID-19 - UK

“Giving consumers more for their money will be vital, especially through the tough financial times many households face due to the COVID-19 outbreak. Proving and promoting health credentials will be crucial for brands in order to remain relevant to consumers’ shifting tastes. Added value through functional benefits could be a ...

April 2020

Online Grocery Retailing - UK

“In 2019 growth slowed for the fourth consecutive year in the online grocery market, as the sector continues to struggle to reach new customers with much of the growth in the market coming from existing users. The start to 2020 has seen growth rapidly accelerate due to the COVID-19 outbreak ...

March 2020

Health Food Retailing - UK

The market for health foods continues to grow on the back of the rising trend for health and wellbeing but consumers remain sceptical of the potential benefits of the products. While there are opportunities for specialist retailers to remain relevant, online retailers and especially supermarkets have been working hard to ...

Baby Food and Drink - UK

“That parents would like to see more chilled and frozen varieties poses an opportunity for further expansion in these areas, these being largely untapped in baby/toddler food. While moving into the chilled or frozen aisles comes with hurdles in terms of costs, price points, shelf-life and visibility, the strong ...

Leisure Outlook - UK

“The coronavirus outbreak presents a catastrophic threat to the sector both in the short- and long term. Meeting Brits in the home can help mitigate losses for some, for example through virtual entertainment and delivery food services. Transparency and flexibility will be welcomed by consumers.”

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit,

continued high employment and above-inflation wage rises, have combined to pushed Mintel's consumer ...

February 2020

Cider - UK

“Promoting craft-style cues such as authenticity, heritage and high juice content may help cider to retain interest among drinkers looking for quality over quantity. Meanwhile, lower- and non-alcoholic variants have made strong inroads in the beer market and may provide more opportunities for cider brands in the coming years, particularly ...

January 2020

Fruit Juice, Juice Drinks and Smoothies - UK

“The spotlight on sugar has put pressure on the category for several years now, but emerging health trends offer opportunities for these products to promote their health credentials. Growing focus on the importance of fibre points to NPD potential in fruit juices and smoothies, while the trend for reducing alcohol ...

White Spirits and RTDs - UK

“Fuelled by exponential growth in the popularity of gin, the white spirits category has elevated innovation in recent years to explore new flavours, colours and ingredients. However, brands will need to aim for uniqueness, sustainable credentials and provenance going forward to create premium, standout products that can weather increasing competition ...