

January 2022

Supermarkets - UK

“Both 2020 and 2021 will have been record years for grocery retail in the UK. 2021 may not fully match the demand seen in 2020, but fundamental changes in working life for many and persistent hesitancy for some around visiting out-of-home venues means demand remains heightened. Online has been the ...

Attitudes towards Sugar & Sweeteners - UK

“Having exacerbated the obesity crisis and spurred the government to double down on HFSS products, the COVID-19 pandemic has accelerated the need for the food/drink industry to cut sugar. A focus on less sweet flavour profiles remains a missed opportunity. Meanwhile, demystifying sweeteners and exploring those with other nutritional ...

Attitudes towards Cooking in the Home - UK

“COVID-19 has resulted in more meals being eaten at home, and driven an increase in scratch cooking, a trend that was already being seen before the pandemic. Home cooks still place a high value on convenience and shortcuts to cooking though, offering good news for brands in prepared ingredients. Home ...

Leisure Outlook - UK

“Pent-up demand for leisure activities in the summer has fallen, and yet participation remains stronger than a year ago. Efforts to boost domestic tourism will increase visits to museums while operators have the opportunity to ramp up participation in physical spaces by capitalising on consumers’ keen appetite for competitive socialising ...

December 2021

Cheese - UK

“COVID-19 has provided a considerable boost to cheese thanks to its affordability, versatility and the increased cooking from scratch trend. Whilst an increased consumer focus on health and the environment poses a threat to the market, openness to vegan/plant-based alternatives offers a way to keep people engaged. The use ...

Meat Substitutes - UK

“The combination of the meat reduction trend and more space being allocated in mainstream grocery stores to meat substitutes kept sales growing in 2021. Tasting more like meat, being cheaper than meat and being made with sustainably sourced ingredients are key enticements for non-users, while among users ready-to-eat products and ...

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

November 2021

Attitudes towards Frozen Foods - UK

Processed Poultry and Red Meat Main Meal Components - UK



Food - 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 ...

“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 ...