

**January 2022**

## Dark Spirits and Liqueurs - UK

“After a sharp drop in the dark spirit and liqueur market in 2020, the reopening of hospitality over spring and summer 2021 saw sales rapidly regain momentum. However, with the expected pressures on household finances in 2022 caused by rising inflation, the market will see another year of gradual recovery ...

## 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 ...

## RTD Alcoholic Beverages - US

“The strong attention placed on the RTD alcoholic beverages category leading into 2020, driven by seltzer excitement and prepared cocktail quality improvements, was further intensified amid the pandemic. Home drinkers looking for convenient variety gave the category a shot and explored within it, moving RTDs from occasional party drinks to ...

## White Spirits - US

“Although the pandemic dampened on-premise spirit consumption and the total market in 2020, it accelerated the growth of trends in the spirits market that will ultimately benefit white spirits brands who follow them: a love of premium spirits, creative at-home cocktails and RTD options that casualize and extend white spirits ...

## Attitudes towards Sugar & Sweeteners - UK

“Having exacerbated the obesity crisis and spurred the government to double down on HFSS products, the

## Food and Drink - International

### Eating Out Review - UK

“Four in five Britons ordered takeaways in 2021 as COVID-19 has well and truly accelerated the shift towards home delivery services, giving consumers more choices than ever before.

Still, many people are tempted out by an increasingly diverse and high quality dining scene, with on-premise participation driven by consumers making ...

### 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 ...

### The Future of Foodservice: 2022 - US

“The foodservice industry has been one of the hardest hit by the pandemic, but also saw operators rapidly evolve to serve changed consumer needs related to value, safety, and convenience. Even amid continued labor, supply, and inflation challenges, the foodservice industry is beginning to recover. After accelerating technological advancements that ...

### Consumer Approach to Nutrition - US

“Consumers approach nutrition with the best of intentions towards being healthier and feeling better. But external factors like household income complicate their ability to prioritize nutrition and even the ability to put mental effort into looking at labels or counting calories. Clearly labelling products as low sugar, high protein or ...

### Perimeter of the Store - US

“Fresh food departments in the perimeter that offer ingredients for home meal prep have seen a substantial boost in the pandemic as consumers have spent more time in the kitchen. To keep sales elevated in the long

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 ...

run, retailers should look to create a more engaging perimeter shopping experience revolving ...

### December 2021

#### Cooking Sauces, Pasta Sauces and Marinades - US

“After a 2020 with unprecedented growth of 23%, sales of sauces and marinades essentially stagnated in 2021, though still 20+% ahead of their 2019 levels. Sales will correct in 2022, as consumers more fully return to dining out and pandemic restrictions abate. Category brands have work to do to engage ...

#### 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 ...

#### Frozen Breakfast - US

“Frozen breakfast players have many paths moving forward: leaning into occasional indulgence will bring satisfying variety to at-home routines; a play for portability can lessen the blow of the return to on-the-go occasions that might otherwise be lost to foodservice; improving natural positioning and nutritional value can strengthen health cred ...

#### Foodservice Disruptors - US

“Amidst a struggling industry, nimble and innovative operators are disrupting traditional foodservice models, adding automation and new operating formats as well as online engagement strategies to continue reaching consumers. Many of these efforts are responses to labor and supply chain issues and pandemic-influenced consumer patterns, but will become necessary investments ...

#### Beer - US

“The rebounding on-premise channel and consumers’ eagerness to reconnect with friends and family reconciled 2020 pandemic loss in the beer category. However, the longer-term impact of the pandemic has yet to be felt, and brands must act to address societal shifts in how consumers are spending their time and money ...

#### Better for You Eating Trends - US

“The better-for-you foods market has grown steadily in recent years, with the vast majority of adults making healthy food choices at least some of the time. The ongoing nature of COVID-19 has amplified this trend. Some 49% of consumers are choosing BFY products more often than a year ago, and ...

#### Cheese - US

“Following 2020’s accelerated category growth brought on by pandemic circumstances, 2021 category sales were tempered yet still positive, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines, including increased out-of-home activities. Yet, segment performance is disproportionate, with the natural and ...

#### Center of Store - US

“The shelf-stable and frozen food categories of the center store, long overshadowed by fresh perimeter departments, gained importance and attention in the COVID-19 pandemic as home-bound consumers looked to stock their pantries and freezers. While center store sales overall will inevitably revert to their slow-growth pre-pandemic pattern, retailers and marketers ...

### November 2021

## Food and Drink - International

### Approach to Health Management - US

“Personal health is more important than ever before for consumers, but how they approach managing their health is evolving as consumers encounter new health concerns and goals. Adults are taking their learnings from the previous year and applying them to how they care for their health now, with a strong ...

### Dark Spirits - US

“The pandemic created short-term issues for the spirits market due to the reduction in on-premise expenditures but also accelerated existing trends that will ultimately benefit the spirits market in the long term. Specifically, the pandemic reinforced consumers’ preferences for higher-end spirits and contributed to increased spirit category engagement as consumers ...

### 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 ...

### Wine - US

“As a mainstay of consumers’ alcohol repertoires, wine was able to reach those eager to reacclimate to on-premise drinking, as well as those who continued to primarily drink at home in 2021. The wine category has rebounded from 2020 dollar losses, though it did so in the context of overall ...

### Yogurt and Yogurt Drinks - UK

### Cooking in America - US

“Brands in the at-home food space are well positioned as the conditions surrounding the pandemic have led to an increased reliance on meals made at home. Currently, safety concerns around eating out combined with rising inflation are keeping consumers in their own kitchens. Fortunately for brands, this time spent cooking ...

### Pub Visiting - UK

“The pub sector has been among the biggest casualties of the COVID-19 pandemic, with pubs forced to close during the three national lockdowns in 2020 and 2021 and operating under restrictions when allowed to open for the remainder of 2020 and long stretches of 2021, when consumers’ reticence about being ...

### Tea and Other Hot Drinks - UK

“Tea and other hot drinks have benefited from the uptick in at-home food and drink occasions brought about by the COVID-19/coronavirus outbreak. While standard black tea looks set to face continued pressure from ever-growing competition, the focus on health puts herbal tea in a strong position to appeal thanks ...

### The Vitamins, Minerals and Supplements Shopper - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic. In 2021 the number of adults who shopped for vitamins, minerals or supplement exclusively in-store decreased, while online shopping for these products increased – and many consumers ...

### Bacon and Lunchmeat - US

“In the pandemic’s first year, with a significant number of consumers and school-aged children at home with few away-from-home food options, bacon and lunch meat saw dramatic increases in sales: 21% in 2020 and another 6% in 2021. Yet, this growth also reflects the strongly established usage patterns of the ...

“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

#### Attitudes towards Pub Catering - UK

“COVID-19 has encouraged consumers to seek out high-quality experiences as well as support businesses in their local area. In order to respond pubs will need to update their menus to include dishes with locally sourced ingredients, premium meals that deliver a sense of occasion and modern sharing platters suited to ...

#### Foodservice Alcohol Trends - US

“The on-premise alcohol market is in a recovery period following the vaccine rollout; yet, the Delta variant’s spread, along with general financial uncertainty, has consumers rethinking their foodservice alcohol expenditures. Moreover, consumers developed new home-based drinking behaviors and routines over the course of the pandemic; these new home drinking behaviors ...

#### Poultry - US

“The retail poultry market received a substantial boost during the pandemic as consumers turned to home meal prep, but in the long run sales are likely to return to their historic slow-growth pattern. Poultry is a familiar staple in most households, and a key to accelerating growth may lie in ...

#### 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’ ...

#### Restaurant Breakfast and Brunch Trends - US

“After a tricky year, as consumers begin to return to more out-of-home, impulsive and on-the-go occasions, operators can take on a larger role in helping diners to navigate each day while also establishing new rituals. Many breakfast (and lunch) occasions are up for grabs, making this a good time for ...

#### Pizza - US

“The \$8.1 billion pizza market is expected to grow an additional 1.9% in dollar sales in 2021 as consumers continue to work remotely, navigate economic uncertainty and face cooking fatigue, continuing reliance on convenient and affordable meal solutions. Still, future growth is somewhat stifled as consumers renew their ...

#### 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 ...

#### Marketing to Moms - US

“American moms experienced mixed feelings in the past year as they balanced feelings of thankfulness with others such as exhaustion, being overwhelmed and anxiety, as their workload was aggravated during the pandemic. Despite some uncertainty due to the new COVID-19 variant, moms understand it is time for their children to ...

## Food and Drink - International

### The Gen Z Diner - US

“Gen Z is a generation with great influence, both financially and culturally, despite being a smaller group compared to Millennials and Baby Boomers. Teens already have great influence over where they eat with their family and friends, which shows that restaurants need to connect with Gen Z early on. As ...

### 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

### Hot and Cold Cereal - US

“The \$11.1 billion hot and cold cereal market is expected to face a 3.8% dollar sales decline in 2021 as consumers shift their breakfast routines outside the home. Still, prolonged remote working will enable cereal brands to position themselves as an easy, at-home breakfast during the workweek. Long-term ...

### Milk and Non-dairy Milk - US

“The dairy and dairy alternative milk market is evolving at a rapid pace, with specialty dairy milks, plant-based offerings and pandemic-driven priorities in health, variety and ethics shaking up the aisle once characterized by generic commodity positioning.”

### Attitudes towards Low- and No-alcohol Drinks - UK

“The low- and no-alcohol drinks market is well-placed to gain users as a result of the COVID-19/coronavirus outbreak, as health takes a more central stage in people’s food and drink considerations. There are many areas for brands to expand into to tempt consumers, whether it’s by offering drinks recipes ...

### Fast Food Restaurants - UK

“The pandemic has changed the way consumers consume fast food. Instead of relying solely on spontaneous visits from consumers seeking a convenient meal solution while they are on the move, fast food operators are now meeting consumer demand for a fast food treat with a sense of occasion.”

### Chocolate Confectionery - UK

“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

### Yogurt and Yogurt Drinks - US

“While 2020 marked a budding return to relevance of the spoonable yogurt and yogurt drinks market, driven by the influx of pandemic-necessitated time spent and

### Pet Food - US

“After receiving a short-term boost from stock-up buying and a spike in pet acquisition motivated by the pandemic, the pet food market is settling back into a

## Food and Drink - International

meals and snacks eaten at home, continued projected growth in 2021 is a testament to the category's more longstanding potential. The near-term years will be ...

pattern of modest but steady growth. While premiumization and momentum in treats and toppers continue to move the category forward, pet owners continue ...

### Prepared Cakes, Pies and Pastries - US

"The \$11.3 billion prepared cakes, pies and pastries category is expected to continue growing in dollar sales in 2021 as many of the realities of 2020 persist – namely prolonged remote working and continued home-based social gatherings. The refrigerated and frozen segments of the category are expected to experience ...

### Tea and RTD Tea - US

"As Americans become increasingly engaged with a health and wellness mentality, the market will see greater diversity of users. This will necessitate that tea innovations capture a broader range of health and wellness benefits while placing flavor and refreshment at the forefront of messaging. The opportunity is to deliver added ...

### Functional Drinks - US

"Functionality has been the most important driver to innovation in the non-alcoholic beverages market for the past decade, and consumer demand for drinks with added benefits has only increased during the pandemic. The number of adults consuming drinks with functional claims has risen over a year ago, as has the ...

### Coffee and RTD Coffee - US

"The pandemic brought strong growth for the coffee market as consumers tried new coffee products, created their own specialty coffee drinks and upgraded their home coffee bars. This increase in home coffee experimentation and exploration will benefit the coffee and creamer markets for years to come, and the rise of ...

### 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 ...

### Fruit - US

"The fruit category is poised to maintain much of the sales momentum it gained over the course of the pandemic, particularly the fresh segment. Fresh fruit is unique in that it is perceived as inherently healthy and is the original in grab-and-go convenience, and it dominates category sales, controlling 90 ...

### COVID-19 Impact on Food and Drink: One Year Later - US

"The COVID-19 pandemic afforded food and drink brands across the board an unparalleled opportunity to prove their worth. While the strong dollar gains will be short-lived, the relevance can resonate. 2021 will be marked with continued uncertainty for consumers eager to reclaim power as they navigate the opportunities and limitations ...

### 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

### Foodservice Brand Ethics - US

## Food and Drink - International

“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 ...

“Restaurant customers overwhelmingly embrace foodservice brand ethics, desiring to see employee welfare, animal welfare and sustainability improvements at restaurants, and this is especially true for quickly growing demographics such as younger, multicultural consumers. Consumers expect restaurant chains to be able to pay for these improvements themselves, rather than passing on ...

### Soup - US

“The \$8.7 billion soup market is expected to decline modestly in 2021 as consumers increasingly adopt pre-pandemic routines, reducing the demand for shelf stable foods such as canned soup. But some areas of the category continue to thrive due to their role in scratch cooking or their connections to ...

### Foodservice Coffee and Tea - US

“The foodservice coffee and tea market suffered acute losses during the pandemic as morning commute traffic dissipated. While traffic will rebound as the country reopens, the rise of remote work will create new challenges. However, the pandemic accelerated consumers’ shift away from basic coffee/tea beverages toward cold and specialty ...

### Prepared Meals - US

“While the prepared meals category got a substantial temporary sales boost during the pandemic as consumers cut back on foodservice spending, it had been generating modest growth before, driven by improvements in product quality, healthfulness and cuisine variety. Continued improvement in these areas will be necessary to keep the category ...

### Brand Overview: Drink - UK

“Consumer concerns around COVID-19 are beginning to show signs of decline, but there will be a continued drive towards health and wellbeing from consumers. In the short term this will continue to be related to products that people hope will support their immune system, but over the longer term the ...

### Soft Drinks Review - UK

“The COVID-19/coronavirus hit the UK soft drinks market; the lockdowns and restrictions leading to loss of high-value on-premise and out-of-home retail occasions with the uptick in at-home occasions failing to offset this. The outbreak has put a heightened spotlight on sustainability and the nation’s health, accelerating the need for ...

### Sports and Energy Drinks - UK

“While the greater spotlight on health arising from the COVID-19 pandemic presents big opportunities for the market, the long-term shift towards working at home will curb impulse purchasing. Targeting at-home usage through larger pack sizes, formats that need to be diluted and products that are designed for exercising at home ...

### The Ethical Food Consumer - UK

“Increased consumer awareness of environmental issues, stoked by media coverage of the pandemic, offers considerable growth potential for ethical food and drink. However, widespread consumer doubts over whether their actions make a difference and uncertainty over what the different certifications stand for pose considerable barriers to encouraging more ethical shopping ...

### Dairy and Non-dairy Drinks, Milk and Cream - UK

“The COVID-19 outbreak has reinforced the importance of getting the right nutrition to support overall health, an enduring focus on health expected to be one of the lasting impacts of the pandemic. This points to heightened pertinence for nutrition-centred messages across the food and drink market, including for milk, with ...

### Juice and Juice Drinks - US

### Fast Casual Restaurants - US

## Food and Drink - International

“Over the last decade, the juice/juice drink category has suffered from an ongoing identity crisis of sorts, as factors like sugar and artificial ingredient content came to overshadow the nutritional value of these products. COVID-19 and subsequent lockdowns and limitations altered routines and led to a reprieve from steadily ...

### Pizza Restaurants - US

“Pizza restaurants came into the COVID-19 crisis ready to handle delivery and carry-out orders, and the uptake in demand provided a crucial opportunity to reach infrequent or lapsed consumers as well as build loyalty among its most avid base. This is an important time for innovation to sustain the uptick ...

### Vegetables - US

“The dramatic increase in at-home cooking, coupled with a greater general interest in wellness, prompted considerable growth for the vegetable category in 2020. A slow return to certain pre-pandemic behaviors will lead to a slight sales correction, but the need for more-convenient yet still healthy foods will see consumers turn ...

“Fast casual restaurants need to remain nimble and convenient for diners to continue on the road to post-pandemic recovery. This means catering to traditional mealtimes as well as expanding to other occasions, such as for work or happy hour. Expanded occasions and menu items can especially appeal to younger generations ...

### Convenience Stores - UK

“The convenience sector has the opportunity to take a position at the confluence of two of the leading trends of the current retail environment. The rise in interest in local communities and local shopping and the vast growth in online retailing. If stores are able to position themselves as centres ...

### Attitudes towards Lunch at Home - UK

“COVID-19 has provided a significant boost to the lunch at home occasion, thanks to the closure of foodservice establishments and increased working from home during 2020 and much of 2021. More flexible working predicted going forward points to a larger lunch at home audience than pre-pandemic, with opportunities lying in ...

## June 2021

### Food Packaging Trends - US

“Food packaging has been front of mind during the COVID-19 pandemic as a vital tool for keeping food safe and stocking up in the pandemic as well as supporting consumers making more at-home meals and snacks. Food has been a great source of pleasure in the pandemic, and packaging has ...

### Attitudes towards Lunch Out-of-home - UK

“COVID-19 is expected to have long-lasting consequences for how and where people work, and some out-of-home lunch expenditure will be redistributed to foodservice venues within suburban and rural areas due to the expected decline in commuting into cities. Foodservice brands in suburban areas have an opportunity to offer more experimental ...

### Cookies - US

“The cookie category found significant growth in 2020 due to increased at-home snacking and comfort eating during the COVID-19 pandemic. The category will find continued, although much reduced, growth in 2021, even as consumers slowly return to pre-pandemic routines. Amid the growth, consumers increasingly sought out home-baked options and online ...

### Marketing to Millennials - US

“Having just survived their second economic recession in 15 years, Millennials are prioritizing a stable career and financial independence before making any other major life decisions. However, a shift in priorities can be seen for Millennials in their mid-30s. These older Millennials are prioritizing marriage and especially parenthood. Meanwhile, younger ...



## Food and Drink - International

### Beverage Packaging Trends - US

“Packaging can play an integral role in addressing consumers’ beverage needs in a post-pandemic America. The rise of remote work coupled with a recovering economy suggests growing consumer interest in large pack sizes, while brands must also promote small pack sizes to financially stressed consumers and consumers within smaller HHs ...

### Restaurant Takeout and Delivery - US

“Takeout and delivery programs and services have become integral to restaurants as they work to find ways to adapt to the changes accelerated by the pandemic: in consumer needs and preferences and in how brands approach business operations. Brands with established delivery and takeout programs and third-party partnerships benefited from ...

### Plant-based Proteins - US

“The plant-based proteins market continued to gain momentum in recent years, fueled by a number of factors from concern for personal health to the environment. The growing availability of convincingly meat-like meat alternatives has accelerated the widespread consumption of these products among consumers who continue to eat animal-based foods as ...

## May 2021

### Baby Food and Drink - UK

“The COVID-19 outbreak hit sales of baby food and drink products by boosting scratch cooking. Shortcut cooking products such as parent/child meal kits and cooking sauces specially formulated for babies/toddlers would help companies to capitalise on this trend, which Mintel expects to continue due to permanent shifts in ...

### Grains and Rice - US

“Purchase of rice and grains is nearly universal, and its best assets, versatility and value came in especially handy in 2020. While grains and rice may be saddled with a less-than-exciting reputation, they proved to be both a pantry staple and fundamental part of meal time. Going forward, brands will ...

### Packaged Red Meat - US

“Like most retail food and drink categories, red meat got a big boost in sales during the pandemic as consumers cut back on restaurant dining and did more home cooking. Maintaining that momentum in the years to come, however, will be a challenge for the red meat industry as older ...

### Bottled Water - UK

“Concerns around sustainability gave way to the impact of COVID-19 as the biggest driving force for change in the bottled water market in 2020/21. On-premise sales were hit by the closure of hospitality venues, while the loss of impulse out-of-home occasions took its toll on retail. As restrictions ease ...

### Attitudes towards Private Label Food - UK

“A savvy shopping mentality is firmly ingrained among British consumers when it comes to their grocery purchases. Private label has become intrinsically linked with this; 56% of branded/own-label buyers say that buying own-label makes them feel like a savvy shopper. This bodes well for the continuing relevance of private ...

### Marketing to Generation Z - US

“Refusing to fall in line with previous generations, Gen Z consumers are adamant about forging their own path. They want to be seen as change makers with unique and creative solutions, who aren’t afraid to take on the world’s biggest issues. However, behind the scenes, increased use of technology and ...

## Food and Drink - International

### Energy Drinks - US

“The energy drink market thrived in 2020 despite the drop in c-store traffic, as consumers relied on energy drinks to help them overcome challenges brought on by the pandemic. Consumers’ energy needs will remain elevated even as the pandemic fades, as many consumers continue to face increased workloads, more consumers ...

### Savoury Biscuits - UK

“Savoury biscuits have benefited from people eating them more at home during COVID-19, but face a challenge to keep users eating them beyond the pandemic. The biggest opportunities for brands lie in flavour innovation, more inspiring pairings and premium products, while tapping into interest in healthy eating and sustainably sourced ...

### Salty Snacks - US

“Salty snacks enjoy near universal penetration, with almost all consumers enjoying at least some snacks in this diverse category. While this provides a strong foundation, concerns about sodium, calories, carbs and artificial ingredients can undercut usage and drive some to the growing array of snack competitors. Category players will need ...

## April 2021

### Carbonated Soft Drinks - US

“The CSD market found strong growth during the pandemic, as changed consumer routines shifted the majority of meal and drink occasions to the home and consumers sought comfort and familiarity. Successful innovation in flavors, formats and formulations – especially in the diet segment – paired with sophisticated distribution networks buoyed ...

### Ice Cream and Frozen Novelties - US

“An increase in eating and treating at home boosted the ice cream and frozen novelty market in 2020, bringing in a 16.3%-dollar sales increase over 2019 totals. The category is expected to hold onto a large share of

### World Cuisines - UK

“COVID-19 has brought about a considerable boost for the world cuisine market, thanks to many more evenings at home and the closure of the majority of foodservice establishments. Accompaniments/ingredients have been the driving force of this growth, demonstrating the uptick in cooking from scratch. Openness to healthier options bodes ...

### Sugar and Gum Confectionery - UK

“The COVID-19 pandemic spells troublesome times for sweets and gum, partly due to their high reliance on social, on-the-go lifestyles. However, it enhances opportunities for sweets around nostalgia, more unusual, globally-inspired flavours and healthier NP. Inspiring people to use sweets in recipes and looking to crossover innovation to other sweet ...

### Brand Overview: Food - UK

“The coronavirus outbreak has urged consumers to review their eating habits, triggering a rise in at-home cooking and eating occasions. As the notion of holistic wellbeing becomes more influential, brands with a healthy and caring reputation become more appealing. However, Brits’ sweet tooth and desire for small indulgences position those ...

### Ethnic Restaurants and Takeaways - UK

“Reduced footfall has made the idea of committing to a long-term lease, especially in city centres, less viable, forcing ethnic restaurant or takeaway operators to reassess their product offerings. Some brands are also

growth, due to ample innovation from category players, but brands ...

## Private Label Food and Drink - US

“Private label food and drink products were making slow but steady gains before the pandemic and have the potential to do so long after. Grocery retailers continue to invest in their product portfolios and see them not just as a way to cater to price-conscious shoppers but also as an ...

## Desserts - UK

“COVID-19 has fuelled a sharp rise in dessert sales, bucking its previous ongoing decline. This ambient category has been the main engine room of this uptick; its nostalgic brands and value-for-money proposition chiming well at a time of upheaval and economic uncertainty. The increased focus on health brought about by ...

## White Spirits and RTDs - UK

“The COVID-19 outbreak boosted retail sales of white spirits and RTDs in 2020 but is likely to erode sales longer term by accelerating the alcohol moderation trend. Further NPD in lower calorie, low/non- alcoholic spirits alternatives would help companies to better appeal to the health-conscious. Products with experiential aspects ...

## Specialist Food and Drink Retailers - UK

“Specialist food and drink retailers have suffered in a year like no other in recent times. With the economy struggling as the pandemic took hold, wages dropped and footfall on the high street plummeted as online retail surged. There is light at the end of the tunnel now however, and ...

## Food and Drink - International

crossing over to the retail sector with their own supermarket ranges in an effort to extend their ...

## Cordials and Squashes - UK

“While health was firmly on the government and consumers’ agenda before the pandemic, the COVID-19 outbreak has brought it into even sharper focus. This spotlight has upped the potential for enhanced health benefits to appeal. Cordial/squash which supports immune health or with added vitamins/minerals, for example, interests around ...

## Online Grocery Retailing - UK

“Online grocery was not just the leading growth area in the grocery sector in 2020, but across all of UK retail. A combination of consumer concern and greater in-home food and drink demand served to not only see the channel record growth during the periods of lockdown but throughout the ...

## Snack, Nutrition and Performance Bars - US

“The COVID-19 pandemic has driven consumers to increase at-home cooking and snacking. While this has benefited most snack categories, it undercut those options oriented towards meal replacement and eating on the go. With re-emergence underway, bars are well positioned for a quick recovery and sustained five-year growth. In particular, bars ...

## March 2021

### Packaged Bread - US

### Healthy Dining Trends - US

## Food and Drink - International

“After nearly a half-decade of little growth, COVID-19 rejuvenated the bread category across segments. Strong ties to comfort, versatility, affordability and convenience are at the core of growth in 2020, as consumers worked and learned from home and were forced to shift a large portion of food dollar spend to ...

### Baking and Mixes - US

“After four years of little to no growth, the baking mixes and ingredients category experienced an unprecedented 24.7% dollar sales increase in 2020, as a result of consumers’ swift adoption and interest in at-home baking during the pandemic. Close to a third of US adults are baking more often ...

### Still and Sparkling Water - US

“The pandemic resulted in relatively strong sales of bottled water and further solidified its status as a necessary staple product in the minds of many core category consumers, a designation that will benefit the category for years to come. However, the loss of key social occasions weighed down the market ...

### Free-from Foods - UK

“There is a pressing need for free-from products to justify their prices and improve their value for money image amid more cautious spending habits. In the longer term, the pandemic’s acceleration of sustainability and health trends will support the market’s continued growth. However, brands will have to go the extra ...

### Cider - UK

“Cider sales through the on-trade have been hit by the enforced closures of pubs, bars and restaurants due to COVID-19, and the restrictions on these venues when they’ve been able to operate. While some of this spend has shifted to retail, many occasions have been lost. However, there are positives ...

### Attitudes towards Healthy Eating - UK

“In recent years the percentage of diners making healthy choices has grown, and the majority of consumers who order from restaurants continue to select healthy menu items at least some of the time. However, the COVID-19 pandemic has caused a decline in balanced dining, with more consumers going the direction ...

### Quick Service Restaurants - US

“Quick service restaurants stood to benefit the most from the COVID-19 crisis thanks to their affordability and their longstanding investments in drive-thru, takeout and delivery. They’re also viewed as the safest and most convenient meal solution for many American families right now and for the foreseeable future. QSRs will need ...

### How America Eats - US

“The pandemic has not only boosted retail grocery sales, it has also at least temporarily changed the way Americans shop for and prepare food and how and when they eat. Snacking is growing more prevalent throughout the day and is also fulfilling a wider variety of needs, creating opportunities for ...

### Pasta, Rice and Noodles - UK

“The pasta, rice and noodles market has enjoyed a sharp uplift thanks to COVID-19. While the move to the next normal will see sales ebb, the lasting rise in working from home, newly gained cooking skills and expected enduring plant-based trend all hold potential for the market. The consumer interest ...

### Crisps, Savoury Snacks and Nuts - UK

“More people being at home all day during COVID-19 lockdown periods has supported growth in sales of crisps, savoury snacks and nuts, the biggest usage occasions being snacking during the day or the evening, and with lunch. Flavour innovation continues to be a major theme in NPD, including tapping interest ...

### Full-service Restaurants - US

“Full-service restaurants are certainly feeling the effects of COVID-19 more intensely than their limited-service counterparts, but that does not mean they’re down for

## Food and Drink - International

“Whilst the majority of people state that they try to eat healthily all or most of the time, this is in stark contrast to the true poor state of the nation’s health, which COVID-19 has shone a light on. This widespread mistaken belief of healthy habits will prove a challenge ...

### Sports and Performance Drinks - US

“As Americans become increasingly engaged with a health and fitness mentality, the market will see a corresponding increase in diversity of users – and in turn, usage occasions. This will necessitate that innovations capture a broader range of health and wellness benefits. Functional wellness is quickly becoming the next barometer ...

the count. Current full-service patrons are highly engaged meaning operators have a prime opportunity to reach them with exciting on- and off-premise experiences. Restaurants will need to ...

## February 2021

### What America Eats - US

“COVID-19 brightened the spotlight on food’s role in consumers’ lives. 67% of US adults put a lot of thought into what they eat, and 26% have turned to food and drink for comfort more often due to the pandemic. It also disrupted habits and behaviors in a way that leaves ...

### In-store Bakery - US

“In-store bakery sales declined for the first time in more than a decade in 2020, as some retailers shut down bakeries during the initial phase of pandemic response and consumers turned to affordable aisle offerings and online shopping channels during a time of uncertainty and disruption. But the dip doesn’t ...

### Convenience Store Foodservice - US

“Convenience stores’ foodservice sales are suffering during the pandemic due to far fewer drivers on the roads and an increase in online and bulk grocery shopping. Temporary halts of self-service foodservice options also hurt sales in 2020. C-stores must recover foodservice sales by stealing a page from restaurants’ playbooks and ...

### Nutrition Drinks - US

“The nutrition drinks market is well situated to weather the current economic storm, thanks to the association of products in this category with general wellness and immune system health during a health-crisis-driven recession. Although the weight loss drinks segment suffered losses thanks to the lockdown, an unexpected uptick in sales ...

### Crackers - US

“After nearly a half decade of no significant gains, cracker sales saw meaningful growth of 7% in 2020. The category saw a dramatic increase in sales during the early days of consumer stockpiling that have held largely steady from their year-ago performance, suggesting that consumers didn’t just stock up, they ...

### Fruit Juice, Juice Drinks and Smoothies - UK

“COVID-19 has had a huge impact on the fruit juice, juice drinks and smoothies category. Nationwide lockdowns and restrictions saw many higher-value usage occasions through on-premise and on-the-go channels disappear overnight, the uptick in sales of larger formats not enough to compensate for this loss. Going forward, significant interest in ...

January 2021

### Potato and Tortilla Chips - US

“Increased meals and snacking taking place at home not only gave rise to an already flourishing chips category, 2020 reinforced some of the category’s fundamental strengths. Chips are an anchor of the increasingly competitive snack market, not only a dominating sales force, but also delivering on the primary need state ...

### How America Dines - US

“The pandemic has been an Earth-shattering event for the foodservice industry, one that will reshape the entire industry landscape and alter how Americans dine. The industry will emerge from the pandemic smaller and leaner as FSRs close and new small-footprint LSRs spring up focused primarily on takeout traffic. Consumers will ...

### Restaurant Value and Pricing - US

“Value remains top of mind for dining decisions as many Americans cut back on foodservice spending due to the ongoing COVID-19 crisis and economic uncertainties. Restaurants must improve the convenience of their off-premise options via tech solutions for faster and effortless ordering, pickup and delivery to satisfy consumers’ needs and ...

### Health Management Trends - US

“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year. Illness prevention, prioritizing quality time, stress management and recovery are key themes that will support consumers’ desire ...