

### March 2007

#### Impact of Branding in the Food Market - UK

While the food market overall is characterised by steady, if unspectacular, growth, certain categories of product are showing strong growth. This has attracted the attention of three main company types:

#### Potatoes - UK

Less than one in two consumers eat potato on a weekly basis, as consumers increasingly look for different taste experiences. For these consumers, the potato market could be convenient, versatile and healthy. Other consumers have a 'shopping conscience' characterised by awareness of food issues such as local sourcing, seasonality, fair ...

#### Stocks/Bouillons, Gravies and Stuffings - UK

While traditional British dishes are all the rage, the market is managing to hold its own. But as trends in home cooking become increasingly cosmopolitan and eating occasions less formal, dishes like shepherd's pie and Lancashire hotpot could become occasional treats - with the Sunday Roast the last preserve of gravy ...

### February 2007

#### Game and Exotic Meat - UK

The market for game meat is growing strongly. Improved standards of handling and hygiene have encouraged supermarkets to stock game meat, and consumers have taken to it as part of their search for new and interesting tastes that fit with their renewed interest in good food.

#### Sugar and Artificial Sweeteners - UK

The market for sugar and artificial sweeteners in the UK is in long-term decline in volume terms, due to the growth in consumers avoiding sugar - the mainstay sector in this market. However, tonnage is declining

#### Pizza - UK

The pizza market is showing strong growth, of 6% over the last year, driven by the performance of the chilled sector. Pizza has traditionally been seen as a convenient, quick to cook and easy to clean up option, which, although, not a family favourite, had a place as an easy ...

#### Chilled Desserts - UK

Despite the increased concerns about healthy eating, sales of chilled desserts have been buoyant, rising by around 40% at current prices to achieve a market value of £393 million in 2006.

#### Bread - UK

Consumers are increasingly focusing on healthy eating. In the context of the bread market there is evidence of a higher level of demand for wholegrain and health-orientated products, although total volume consumption has not risen. However, most interest is generated by products which are not only good for you, but ...

significantly as a result of the greater concern among consumers about their eating habits ...

### January 2007

#### Indian Foods - UK

The Indian market is facing maturity and value has remained relatively static for the last five years despite investment in new product development and range refreshes. Indian food has a high penetration and is perceived as an occasional treat, however, in order for the market to grow in value a ...

#### Pasta and Pasta-based Meals - UK

Pasta satisfies the major consumer needs of being convenient and perceived as healthy. The market retains consumer interest with a plethora of new products, predominantly under retailers' own label. The market has grown, yet consumer measures point to lighter consumption.

#### Fresh Fruit and Vegetables - UK

Despite its inherent maturity, the market for fresh fruit and vegetables continues to grow, driven primarily by the trend towards healthier eating and in particular the government's 5 A DAY campaign. Other factors which are contributing to increased sales value include the ongoing expansion of the range of convenience formats ...