December 2013

Beer - UK

“The market is having greater success with the newer range of sweeter flavoured/alcoholic ginger beers which are typically positioned as gender-neutral and which are equally likely to be drunk by men and women. These continue to offer a route for beer brands to increase usage and make beer more ...

November 2013

Fruit Juice, Juice Drinks and Smoothies - UK

“A focus around energy provision should create standout in the market. Such propositions remain rare, however, this is an area the under-35s show above-average interest in.”

Private Label Food and Drink - UK

“Tesco’s October 2013 relaunch of its premium tier Finest range should provide a boost to premium own-label NPD. Such innovation should be well placed to chime with the ongoing rise in consumer confidence and to tap into the predicted increase in consumer spending.”

White Spirits and RTDs - UK

“Brands at the premium tier in particular should tread carefully when experimenting with flavour as it risks masking the ‘pure’ flavour of the drink, something which is so important for premium spirits.”

October 2013

Organic Food and Drink - UK

“It is important for organic brands to communicate to shoppers in a more effective way the tangible, concrete benefits their products offer them. Given the vast amount of product information that is already competing for shoppers’ attention, clear, dynamic labels that can be understood at a glance are needed.”

Cordials and Squashes - UK

“Health should be near the forefront of producers’ strategies, appealing to not only health-conscious adults but also those looking for suitable soft drinks for their families.”

September 2013

Still, Sparkling and Fortified Wine - UK

“Rather than trying to compete with standard strength wines, the lower-alcohol category may be better placed to promote its accessibility to younger consumers and target drinking occasions which have driven growth in categories such as cider."

August 2013

Dark Spirits and Liqueurs - UK

"While modern spins on whisky are likely to be shunned for drinks such as single malt by older drinkers, producers would be unwise to ignore the growing influence of appealing to younger tastes."

Coffee - UK

"Most pertinently for the coffee pods segment will be convincing consumers that the products deliver better quality than instant coffee. This suggests that the coffee pods segment needs to convince the wider population that the price premium of coffee pods is justified, eg through promoting the lack of wastage, increased ...

July 2013

Sports and Energy Drinks - UK

"Building associations between energy drinks and everyday situations such as work and commuting, rather than extreme lifestyles, could help to increase the relevancy of energy drinks among current non-users."

Drinking Out of the Home - UK

"With the price of drinking out of home consistently rising, the pressure is on landlords to keep pace with consumers' increasing expectations of the pub experience."

June 2013

Tea and Other Hot Drinks - UK

"Tea enjoys a long-established role as a quintessentially British drink. Even today, the majority of consumers see tea drinking as part of being British, and report enjoying the ritual of drinking tea, offering a strong platform for communication around these issues."

Drinking in the Home - UK

"Lower-alcohol drinks tend to be cheaper, because of lower taxation, and are often lower calorie. Both factors should make them attractive to people drinking at home, helping to retain users at a time when people are cutting back on spend."

May 2013

Carbonated Soft Drinks - UK

"A striking 41% of consumers who have bought soft drinks in the on-trade currently consider their quality as poor, and only one in three users are satisfied with the range available, highlighting that there remains unmet demand in terms of choice and quality of soft drinks in the on-premise market ...

Pub Visiting - UK

"With closures slowing, the now-streamlined pub industry is better placed to take control of its own fortunes and focus on its strengths rather than looking for people to blame for its recent problems."

Baby Food and Drink - UK

"Critically, only 30% of parents trust organic baby food over non-organic, suggesting the label is not doing enough to justify a price premium. Furthermore, agreement falls to 24% of parents with a youngest child aged under six months, suggesting that failure to win over these young parents could hinder future ...

April 2013

Convenience Stores - UK

"Investment by major retailers in the extension of their convenience store portfolios and improvements in the proposition are factors in bringing consumers into convenience shopping. Further consolidation will hit weaker retailers, notably independents, but it looks likely to have a positive impact for the consumer and the sector."

Dairy Drinks, Milk and Cream - UK

"With three in ten users saying they rarely cook recipes that involve cream, communicating the versatility of cream as a cooking ingredient, such as with on-pack recipes, has scope to encourage usage. Year-round flavour innovation has scope to appeal to a small proportion of cream users."

Attitudes towards Pricing and Promotions in Food and Drink - UK

"The potential danger entailed by supermarkets purely focusing on price is that consumers could develop a level of apathy towards such pricing strategies. More than a third of consumers agree that 'Price matching removes the need to think about price when grocery shopping', indicating that price matching no longer serves ...

March 2013

Food and Drink Retailing - UK

"Fortunately, horse meat is not poisonous – unlike the adulteration of olive oil scandal, which hit southern Europe a couple of decades ago. The issue is that trust in labelling has been seriously undermined because some, perhaps many, meat suppliers had been using cheaper product and then passing it off ...

Online Grocery Retailing - UK

"Without a hike in delivery charges or perhaps substantially higher minimum order values, online retailing for multichannel grocers is never likely to yield margins comparable to store-based shopping. But we think retailers can focus marketing communications on higher socio-economic groups to help mitigate the inherent financial disadvantages of retailing online ...

Provenance in Food and Drink - UK

"The horse meat scandal, which broke in January 2013, has put the spotlight on the sourcing of food, with concerns raised over the way in which meat from overseas has entered the UK food chain.

Bottled Water - UK

"Features such as purity, low calorie content and sourcing/origins are all strengths for the bottled water market and operators should not marginalise these in their efforts to make water a more exciting and adventurous market."

Drink - UK

While the food industry is likely to feel the effects for some time, consumers are ...

– Chris Wisson, Senior Drinks Analyst

February 2013

Consumer Attitudes towards Functional Food and Drink - UK

“While this greater regulation is intended to clarify the picture for consumers, as 58% of adults think that functional claims are exaggerated/misleading, it may in fact fail to do so in the short term, if brands continue to use consumer expectations of ingredients to their advantage.”

– Chris ...

Food and Drink Packaging Trends - UK

“The food and drink industry suffers a bad reputation for excessive packaging, with most consumers deeming a lot of packaging to be superfluous. There is scope for manufacturers to overturn this negative perception by communicating to consumers the positive impact packaging can have on the environment by extending the shelf ...

January 2013

Cider - UK

“Cider producers should be looking to build value into their products to justify a higher price, with purity, limited/special editions and single origins/batches the best ways of encouraging drinkers to trade up.”