

## February 2021

### Meat Substitutes: Inc Impact of COVID-19 - UK

“While lapsing during the COVID-19 pandemic, the meat reduction movement is expected to quickly rebound, driven by its perceived benefits related to health, weight management, sustainability and money-saving. However, meat substitutes must really deliver on these factors to reap the rewards from this trend.

A sharper focus on nutritional excellence ...

## January 2021

### Pizzas and Pies: Inc Impact of COVID-19 - UK

“More meals and snacks being eaten at home during the COVID-19 pandemic boosted retail sales of both pizza and savoury pastries during 2020. The income squeeze in 2021 and the enduring rise in home working longer term will continue to benefit the category, although consumer interest in healthy eating will ...

### Attitudes towards Cooking in the Home: Inc Impact of COVID-19 - UK

“The COVID-19/coronavirus outbreak has meant people have found themselves cooking at home more, some out of necessity and some thanks to having more time in their day. Many have developed new skills and there’s marked appetite among many consumers for retaining these habits. Despite this, ease and speed of ...

### 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 ...

### Cooking Sauces and Pasta Sauces: Inc Impact of COVID-19 - UK

“The restrictions and lockdowns enacted to combat the spread of COVID-19 in 2020 have provided a boost to cooking and pasta sauces. The category has benefited from the edict to work from home, a reluctance to visit foodservice venues and people tightening their purse strings. The expected shift towards more ...

### Processed Poultry and Red Meat Main Meal Components: Inc Impact of COVID-19 - UK

“Sales of processed meat/poultry meal components have been boosted by increased rates of at-home working and the growth in home cooking as a consequence of the COVID-19 restrictions. Offering recipe suggestions to showcase processed meat products’ versatility should allow companies to drive usage frequency, with scope for a stronger ...

## 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 ...

### November 2020

#### Cheese: Inc Impact of COVID-19 - UK

“COVID-19 has provided a boost to cheese sales. Its value proposition, shelf life and versatility will have worked in the category’s favour during the strict spring lockdown, with the leading cheddar segment and recipe cheese benefiting as people ate at home and cooked from scratch. Cheese’s affordable image and the ...

#### Breakfast Eating Habits: Inc Impact of COVID-19 - UK

“More people having breakfast at home every day during the COVID-19 pandemic boosted retail sales of breakfast foods, but with a return to workplaces and schools brands in breakfast foods face a challenge holding on to some of these increases in sales. Healthier but convenient breakfasts are a big opportunity ...

#### 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 ...