

October 2022

Cheese - UK

“The income squeeze will take its toll on cheese, with 42% of people who eat and buy cheese saying money concerns would make them spend less. Together with the popular view that own-label cheese is just as good quality as branded, this puts the leading brands under pressure to prove ...

Chocolate Confectionery - UK

“Growth in volume sales of chocolate will be dampened by a combination of the income squeeze, HFSS restrictions and consumers’ focus on moderation. Evenings in and gifting will support sales during the cost-of-living crisis, given that eight in 10 eaters and buyers of chocolate think it is an affordable treat ...

Coffee and Tea Tracker - US

Coffee and tea continue to exhibit strong growth led by away-from-home occasions, as consumers flock to cafes on their commute, to socialize and as a third space. Operators should prioritize unique offerings to compete with at-home occasions. Growth in tea should incentivize brands to market across generations, as consumers seek ...

September 2022

Cheese - US

“The cheese category has grown 19% since 2017, owing in no small part to significant gains made during the course of the pandemic. More importantly, the category has yet to relinquish much of those gains as consumers continue to embrace the category and its versatile, flavorful range of offerings. With ...

Gum, Mints and Breath Fresheners - US

“The gum, mints and breath fresheners market needs a dose of refreshment itself, including stronger brand identity, innovation and the introduction of new

Pet Food - UK

“Belying the oft-cited ‘recession-proof’ nature of the category, shifts in behaviour driven by the cost-of-living crisis and high levels of inflation will see volume sales slip into decline in 2022. While its expensive image is a major barrier for eco-friendly pet food, there are ripe opportunities around concepts combining sustainability ...

Pet Food - US

“Inflation is driving sharp increases in pet food dollar sales but isn’t weakening pet owners’ resolve to feed their pets the best. Quality, health and palatability are as important as ever. In addition, a new generation of sustainability-minded owners will demand options that are easier on the planet but still ...

Food and Non-food Discounters - UK

“Following two years of pandemic-impacted trading the UK’s economy has now been hit by record inflation. Amid this growing cost-of-living crisis, consumers are increasingly looking at ways to stretch already tight budgets. The discounters with their clear value focus are set to benefit from this period of financial uncertainty. As ...

Dark Spirits and Liqueurs - UK

“Dark spirits and liqueurs’ discretionary nature and relatively high price mean that they are likely to lose sales over 2022-23 as a result of pressure on household incomes. Smaller formats, including RTD versions, are

occasions for use. Proving relevancy in routines will help a market that was stagnant pre-pandemic and continues to struggle.”

On-premise Restaurant Technology - US

“On-premise technology offers operators and consumers the path to a common goal – a seamless dining experience featuring high quality food. By implementing the right technologies, restaurants can make operations efficient and deliver on consumers’ expanded needs for value, convenience, speed while also offering highly personalized experiences that build consumer ...

The Gen Z Food Consumer - US

“Gen Zs were forced to come of age in uncertain times, facing pandemic-related disruptions during the final stages of childhood and the first of adulthood, followed by record inflation. Already vulnerable to new financial pressures, Gen Z will remain focused on value. Brands can ease the transition, providing guidance, rewards ...

Dining Out Dayparts - US

“Despite consumer desire for elevated experiences after a period of limitations, value will continue to play a critical role in dining out decisions, and smaller, more affordable options may be the economizing compromise that diners opt for, rather than overt attrition. Brand communications should reinforce notions of enjoyment and the ...

August 2022

Breakfast Cereals - UK

“The strong perception of breakfast cereals as a good-value breakfast choice will support the market while household incomes are squeezed. Making the contribution to daily nutrient intakes more central to on-pack messaging can help the category tap into the predicted long-term focus on health. Meanwhile, interest in ideas about what ...

Tea and RTD Tea - US

Food and Drink - International

among means for brands to support sales even as shoppers economise. Extensions into sweet treats also ...

Yogurt and Yogurt Drinks - UK

“Rapidly rising inflation in the yogurt category and the wider cost of living crisis put the leading brands at risk of trading down in 2022 and 2023. The continued interest in health however will drive continued demand in the category, also creating opportunities for operators to drive added value. Keen ...

Tea and Other Hot Drinks - UK

“Tea holds a comforting constancy for people. The cost-of-living crisis will boost the appeal of this perception, as consumers seek out emotional support during stressful times, while cost-saving efforts fuelling at-home occasions should prevent a steeper drop in tea retail sales. Localism and alcohol moderation trends represent potential areas of ...

Burger and Chicken Restaurants - UK

“Consumer behaviour within the fast food market continues to be polarised, as some associate value with low-cost food, and others associate it with high-quality burgers and chicken. As operators have been forced to pass rising costs on to customers, some brands are premiumising their offer with a range of more ...

Frozen Snacks - US

Food and Drink - International

"Tea's time-honored roles in both the wellness space and many consumer routines secures demand in the face of pricing volatility, though inflation's blanket presence over grocery purchase decisions may amplify – and redirect – consumers' value appraisals. A category comfortably basking in its health halo, tea and tea drink brands ...

Attitudes towards Low- and No-Alcohol Drinks - UK

"The market's overpriced image is curbing growth during the cost-of-living crisis. Developing flavour complexity, for example through aroma and warming ingredients, and exploring added benefits around health and mood will help to boost perceptions of value. Inclusion in lunchtime meal deals will lower the price barrier, boost visibility and unlock ...

Weight Management Trends - US

"The movement towards holistic health and self-care – fuelled in part by the pandemic – has become part of the conversation surrounding weight management strategies. It's now imperative that industry players utilize a lifestyle approach for the greatest efficacy and sustainability. While emotional 'feel good' factors are important, weight managers ...

"The frozen snacks category has grown 52% since 2017, boosted by demand for cost-effective, filling snacks and small meals that are easy to make. Nevertheless, the category does face a lack of identity, as consumers recognize frozen snacks as convenient and flavorful but don't appear to regard them as ...

Coffee and RTD Coffee - US

"Consumers are looking to cut costs following rising inflation, creating opportunities for coffee brands to capitalize on consumers' decrease in foodservice expenditures. Consumers' investments in their home coffee bars made during the pandemic are paying off as consumers increasingly experiment with new coffee drinks within the home, offering growth opportunities ...

Prepared Meals - US

"Convenience is a defining benefit of the prepared meals category, but in an increasingly competitive marketplace, convenience alone isn't enough to drive sustained growth. Prepared meals makers must work to meet ever-rising consumer expectations for product quality, health, and taste."

July 2022

Nuts, Seeds and Trail Mix - US

"The nuts, seeds and trail mix category is ready for a reset. Despite strong connections to snacking, plant-based proteins and a generally healthy reputation, the category was one of the few largely unaffected by the pandemic: finding neither gains nor losses during its heights and now seeing a slight slowdown ...

Milk and Non-dairy Milk - US

"Inflation is putting the holistic value of dairy milk on a pedestal, while calling greater attention to non-dairy's shortcomings in taste, nutrition and versatile usage. As economic conditions improve and discretionary income returns, the playing field will once again level off. Dairy and non-dairy milk brands can play a role ...

Fast Casual Restaurants - US

"Fast casual operators should seize the opportunity to capture new and existing diners to combat competition in other segments and become the go-to destination for all meal occasions. With the right marketing tactics and promotions, operators in this segment can continue to accelerate their growth and win with new and ...

Marketing to Millennials - US

"Millennials are at a lifestage where they are in distinct subsegments – some becoming newly independent while others are comfortably settling into parenthood. Because Millennials are at such different stages, each with their own unique set of needs, they must be marketed to accordingly. For example, Younger Millennials aspire to ...

Food and Drink - International

Juice and Juice Drinks - US

"Shifting consumer motivations for increased juice and juice drink purchase demonstrates the duality of the category as both a health tool, and a guilty pleasure. While consumers aren't trying to deny their sugar problem and see the validity of juice and juice drinks in delivering quality nutrition, they're more interested ...

Non-chocolate Confectionery - US

"The biggest strengths of non-chocolate confectionery are in its variety of taste, texture and overall experience while also meeting the need for personal treating and snacking. The foundation for the market is strong, but split, as consumers are not necessarily loyal to brand or even product attributes. Brands will benefit ...

How People Shop for Alcoholic Drinks - UK

"Meal deals' important role in driving alcoholic drinks sales, particularly among younger adults, suggests that more brands should look to be included in these promotions. Meal deals can help to cut through decision paralysis among people feeling overwhelmed by retailers' selections, and can also help to drive sales of alcoholic ...

Ready Meals and Ready-to-cook Foods - UK

"While incomes feel squeezed in 2022, ready meals/ ready-to-cook foods can offer an affordable alternative to eating out. Making healthy ingredients visible will help the category respond to the predicted long-term focus on health, whilst interest in shelf-stable, vegetable-based ready meals points to an opportunity for the segment to tap ...

Foodservice Coffee and Tea - US

"The foodservice coffee and tea market overcame COVID-related challenges as consumers resumed their pre-pandemic behaviors and returned to their favorite coffee shops. While the rise of remote work will shift market dynamics, remote workers remain steadfast AFH coffee and tea customers. However, rising inflation will create new challenges for foodservice ...

Travel Hub Foodservice - UK

"Having endured an extremely challenging couple of years, UK travel hubs must now contend with the cost-of-living crisis. The threat of commuters seeking cheaper alternatives is driving travel hub foodservices to play on price, but high overheads make this unsustainable.

Providing good value is not always about being the cheapest ...