

## December 2011

### Table Sauces and Seasonings - UK

“The revival of interest in scratch cooking has particularly benefited the table sauces and seasonings market, with attitudes towards the sector centred round cooking habits. Flavour enhancement, customisation of dishes and using table sauces in a variety of ways are of great importance to table sauces users.”

### Kids' Snacking - UK

“Kids continue to look for indulgent treats when buying their own snacks, something which goes against the government’s aims to improve the nation’s health. A solution to this may be promoting healthy snacking with the help of an appointed ambassador(s) easily identifiable among children.”

### Healthy Snacking - UK

“That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat ...

## November 2011

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

### Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

### Cooking Sauces, Pasta Sauces and Stocks - UK

“Consumers with children are more likely than average to have eaten all types of ethnic cooking sauces and the market therefore has a unique opportunity to engage younger consumers from an early age, broadening their repertoire and building loyalty for the future.”

### Food Retailing - UK

“These are tough times for the food retailers. For the first time trading down is becoming a big issue, thanks to their own success in building premium ranges in the good times.

### Sugar and Gum Confectionery - UK

“Reducing sugar content as both a cost-saving measure and to align with consumer interest for healthier sweets may be the best route to keeping sugar confectionery at a manageable price for both manufacturers and users.”

## October 2011

### Meat, Poultry and Fish - UK

“There is potential for meat, poultry and seafood to expand consumer repertoires, to compete more aggressively with ready meals and to secure long-term value growth through innovation. However, companies are operating in a very different market environment than five years ago – innovation cannot lose sight of value for money ...

### Organic Food - UK

“The organic market too needs to engage with people’s emotions rather than their vague ideas about whether pesticides are harmful or not, by clearly communicating tangible benefits. Happily, this is what the Organic Trade Board is looking to do with its Why I Love Organic campaign.”

### Cheese - UK

“Many consumers appear to increasingly view cheese as a small indulgence for which health is not a major consideration. A poor perception of low-fat options is one of the main barriers to growth of the segment as 44% think that reduced-fat cheese tastes bland, with males in particular holding this ...

## September 2011

### Meat-free and Free-from Foods - UK

“Meat-free food is criticised by two in five consumers for being artificial, bland and boring, yet the level of innovation in the category suggests the market is constantly evolving. Increased investment in above-the-line spend is necessary to communicate these improvements to consumers, while ongoing focus on new product development is ...

### Functional Food and Drink - UK

Estimated value growth of 32% over 2006-11 saw the functional food and drink market reach £785 million. The market has benefited from consumers’ efforts to be healthy but it also continues to face some sizeable challenges. There is a debilitating level of consumer cynicism towards functional health claims and 75 ...

### Online Grocery Retailing - UK

“Some 13% of adults have never shopped online, but would like to, making for a sizeable pool of opportunity in the short term. There is also marked potential to grow sales among established users, with nearly one in three online shoppers spending less than 10% of their total grocery budget ...

### Over-55s' Eating Habits - UK

“With health a concern and a priority for the ageing population, NPD which focuses on added benefits eg cholesterol-lowering spreads, as seen in functional food products such as Benecol would appeal to this group and could be a means of generating interest in new food products.”

## August 2011

### Yellow Fats and Edible Oils - UK

“In the short term, promotion-led strategies may remain a necessity, given consumers’ promiscuity in this category, one in five having switched from butter to

### Breakfast Cereals - UK

“Breakfast cereal makers must continue to work on their credentials in this area. And there is evidently a consumer demand for healthier formulations, too. Large

spreads to save money. However, factors such as animal welfare, fair pay to farmers and healthiness resonate among a sizeable minority of consumers as grounds for ...

minorities of consumers listed health- related issues as the most important factors, with sugar the most important factor for nearly half (45%) of cereal eaters ...

### July 2011

#### Ice Cream - UK

“Ice cream is most typically eaten as a treat, signalling the role of the category as being first and foremost about indulgence. Reflecting this, favourite flavour is most commonly quoted as an important choice factor when buying ice cream. A unique flavour signature, where consumers can discern the difference, could ...

#### Pizza - UK

“Although pizza has avoided the kind of negative press that has traditionally been directed at other fast food, such as hamburgers and ready meals, it is tarred with the same brush, when it comes to healthiness, in the eyes of the consumers.”

#### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

### June 2011

#### Yogurt and Desserts - UK

Estimated value growth of 21% over 2006-11 saw the yogurts market reach £1.79 billion. The market has benefited from consumers' long-term focus on healthy eating, and the unusual image it has forged as a healthy but enjoyable snack. However, heavy promotional activity has in recent years dampened value growth ...

#### Baby Food and Drink - UK

When it comes to a baby's likes and dislikes, mum knows best. But baby food, drink and milk manufacturers appear to be winning the trust of parents. Of parents who have an infant under 1, only 22.8% do not use manufactured baby foods.

#### Cakes and Cake Bars - UK

Estimated to reach £1.6 billion in 2011, the cakes and cake bars market has experienced 12.4% growth between 2006 and 2010. This report examines the UK retail market for ready-to-eat (RTE) cakes. It includes packaged (or wrapped) and unpackaged (or unwrapped) cakes that are kept at ambient temperatures.

### May 2011

### Sandwiches and Lunchtime Foods - UK

This report focuses on the impact of the recession on the lunch meal occasion within the eating out market, although it also refers to trends in the in-home market in order to explore consumers' wider lunchtime habits.

### Prepared Meals and Meal Kits - UK

Estimated at £3.3 billion in 2010, the prepared meals and pies and pasties market has experienced growth of 11.9% between 2005 and 2010.

### Soup - UK

Unlike some other sectors of the food industry, soup has proven a resilient market during the economic downturn. With annual sales growth up at least 5% since 2008, consumers have increasingly relied on soup as a cheap meal despite reduced levels of disposable income.

## April 2011

### Convenience Stores - UK

This report demonstrates that the entrance of the major multiples into the C-store arena has galvanised the existing players into action. Investment has increased dramatically and all the major symbol groups have responded by improving their offer, their stores and their systems.

### Food Provenance - UK

Food provenance – the origin of what we eat and drink – enjoys a permanent place on the brands' and media's food and drink agenda, also maintaining its visibility among consumers.

### Dairy Drinks, Milk and Cream - UK

The long-term trend in the UK milk market is one of declining volumes, as milk has lost its role as the favoured source of calcium. Though still a fridge staple, used by nine in ten household, milk's main uses now are with hot drinks and breakfast cereals, leading to a ...

### Pricing and Promotions in Food - UK

Despite a heavyweight promotional culture in the UK, three quarters of consumers are more concerned about rising food prices than they were a year ago, which suggests retailers haven't shielded them as much as they thought, and the situation is about to worsen as the major CPG companies warn of ...

### Chocolate Confectionery - UK

The hot topic in chocolate confectionery is the escalation of cocoa prices and how manufacturers are responding by lowering product weights and/or increasing prices. Chocolate has escaped the worst of the recession due to its affordability, relative to other treats, and to lifestyle trends, however this threatens to reposition ...

### Biscuits, Cookies and Crackers - UK

Mintel estimates the biscuits, cookies and crackers market to reach £2.3 billion in 2011, an increase of 2.7% on 2010. Sweet biscuits continue to dominate the sector and are forecast to represent 83% of the market in 2011.

## March 2011

### Private Label Food and Drink - UK

### Pasta, Rice and Noodles - UK

## Food - UK

The UK private-label food and drink market is estimated to have posted growth of 25% over 2005-10, to reach £36 billion. It thus underperformed slightly against total consumer spending on at-home food and drink, estimated to have grown by 29% over the period.

This report assesses the performance of the UK noodles, rice and pasta market. Value sales have grown by 9% and 2.9% in 2009 and 2010 respectively, with market value reaching £1.47 billion in 2010. Global shortages of wheat – the result of extreme weather conditions in key supply ...

### Pet Food and Supplies - UK

UK consumers are heavily invested in the pet care market. Their personal lifestyle, health and hygiene expectations are being transferred to pets, and the market is only too happy to cater to this demand.

### Sweet and Savoury Spreads - UK

Mintel estimates the sweet and savoury spreads market at £664 million in 2010, an increase of 3.9% on 2009. Sweet spreads have taken share from savoury, having adapted to consumers' needs by investing in convenient packaging and promoting variety of usage.

## February 2011

### Cereal and Snack Bars - UK

Growth of 32% against 2005 saw the market reach an estimated £371 million in 2010. The robust growth conceals a slowing trend in annual growth rates from 8% in 2008 to 4% in 2009 and just 2% in 2010.

### Fruit and Vegetables - UK

Estimated to reach £12.3 billion in 2010, the fruit and vegetables market has experienced 24% growth between 2005 and 2010. Nine in ten consumers eat fruit and vegetables, with over a quarter of consumers eating six or more types as a means of varying consumption. Innovation has concentrated on ...

### Breakfast Eating Habits - UK

Consumers have an established habit of eating breakfast at home every day, making this part of their daily routine. This habit has become more pronounced as consumers see breakfast at home as a cost-effective option that enables them to make their discretionary income go further. This report examines consumer breakfast ...

### Children's Eating and Drinking Habits - UK

Obesity is still dominating the headlines however it seems that finally there is some evidence of positive change in children's eating and drinking habits. School dinner choices have improved; children are snacking less during the day and appear to have cut back on crisps, sweets and chocolate. It is difficult ...

## January 2011

### Bread and Baked Goods - UK

When Mintel last examined the market for Bread and Baked Goods in February 2009, rising wheat prices and the economic downturn were proving challenging for the category. Since then, penetration of bread has remained high at over 95%; however, frequency of bread consumption has continued to decrease.

### Crisps and Salty Snacks - UK

Growth of 24% since 2005 saw the crisps and salty snacks market achieve estimated sales of £2.6 billion in 2010. Performance during the period has been volatile, the market growing rapidly in 2008 and 2009, with slightly slower rates in 2010.

### Food and Drink Packaging Trends - UK



## Food - UK

Estimated to reach £5.6 billion in 2010, the food and drink packaging market has experienced a 3.2% decline between 2005 and 2010. Manufacturers, brands and retailers are increasingly using packaging that can be easily recycled or is recyclable, in order to reduce the amount of waste sent to ...