

August 2015

Table Sauces and Seasonings - UK

“Products such as seaweed and umami-flavoured powder offer ways to keep consumer spend in the seasonings category even if they cut back on salt usage.”

November 2014

The Private Label Food Consumer - UK

“Own-label is largely absent in single-serve chocolate products, meaning that it is missing out on impulse buying for on-the-go and out-of-home occasions – a key snacking occasion – indicating this as a potential area for own-label growth.”

– Emma Clifford, Senior Food Analyst

Supermarkets: More Than Just Food Retailing - UK

“Aldi and Lidl are wedded to the smaller-store, limited range, largely-own-brand offer. So there is limited scope for them to cater to shopper demand for a wider range or for more branded lines – and so to capture more main-shop customers.”

– John Mercer, European Retail Analyst

October 2014

Red Meat - UK

“Cost remains a barrier for the red meat market, creating growth opportunities for cheaper cuts. However, over half of youngsters say that uncertainty about how to cook cheaper cuts puts them off buying them. Positioning cheaper cuts as an economical and ethical choice, along with educating the consumer as to ...

Poultry - UK

“Social media offers a potential channel for operators to convey the high standards of living of their poultry, eg through video footage. Elements of gamification, which

Fish and Shellfish - UK

“Whilst seafood operators have done much to ensure their sourcing is responsible and there is a healthy innovation pipeline, the two-a-week recommendation continues to be a key opportunity operators are yet to fully realise.”

– Richard Ford, Senior Food and Drink Analyst

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn't feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Cheese - UK

“The ending of milk quotas post-2015 should bring challenges and opportunities for the market, particularly for British brands. Meanwhile, openness to new formats

enable consumers to interact with poultry, can help to generate interest in their welfare.”

– **Emma Clifford, Senior Food Analyst**

and trading consumers into territorials should help build category value.”

– **Richard Ford, Senior Food and Drink Analyst**

Consumer Attitudes Towards Lunch Out-of-Home - UK

“Despite improvements in the UK economy, household budgets remain squeezed and therefore consumers are still cautious. The onus is thus on operators to proactively provide consumers with additional reasons to visit their venues more frequently and/or increase spend per head when they do visit.”

– **Helena Childe, Senior ...**

September 2014

Fruit and Vegetables - UK

“Many leading UK grocers stock non-standard produce under their own-brand economy ranges. However, actively drawing attention to the surrounding issues, such as food waste and support to farmers, should help to build goodwill as well as staying ahead of the risk of state intervention.”

Bread and Baked Goods - UK

“Education around bread’s value-for-money credentials must go hand-in-hand with innovation in areas such as healthy baked goods and snacking formats if brands are to address falling category sales.”

August 2014

Pet Food - UK

“Just under a quarter of pet owners see high protein as an important choice factor, while 13% note low in salt. However, few pet food products currently make references to either, suggesting these as potential areas for NPDP.”

Breakfast Cereals - UK

“While manufacturers have reformulated their cereal recipes over the years, only three in 10 users think cold breakfast cereals are healthier than they used to be. This may reflect companies being wary of a consumer backlash against any changes to the taste profile of their products.”

Yellow Fats and Edible Oils - UK

“Sales of spreads continue to decline, with a variety of external reasons at play. But the category is also seen by consumers as not delivering on taste as well as its two key USPs (Unique Selling Points); ease of use and the presence of healthy fats. Operators in this market ...

July 2014

Home Baking - UK

“As consumer spending rises, it is likely to become increasingly important for home baking companies to remind people of the benefits of baking in order to maintain consumer interest. Brands can leverage the relaxation associated with baking in their advertising campaigns, which is likely to resonate given that stress affects ...

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

June 2014

Ice Cream and Desserts - UK

“Flavour trends have been widely explored by operators in the ice cream and desserts market, looking to cater to adventurous palates and continuously refresh their offering. Coffee, dessert and alcohol-inspired flavours have been seen across the ice cream and desserts market, appealing to adult tastes.”

Cakes and Cake Bars - UK

“Cake companies can look to completely new formats in their NPD (New Product Development), given the interest in these from one in four users. For example, companies could create their own versions of the hybrid sweet treats (eg cronut, duffin) which have garnered a lot of media attention in the ...

May 2014

Prepared Meals Review - UK

“International cuisines have been widely explored by operators in the prepared meals market looking to cater to adventurous palates and continuously refresh their offering. Mintel’s consumer data show the ongoing demand for such NPD, with South American, Vietnamese and Korean cuisines enjoying the highest interest.”

Food Packaging Trends - UK

“The notable interest from the younger generation in packaging that helps them with portioning products indicates that this is seen as a useful added-value feature for packaging. It can also boost products’ green credentials through helping to combat food waste. Such features could also be positioned as an easy way ...

Chocolate Confectionery - UK

“Chocolate features widely in baking recipes, but few brands offer products geared towards baking. There is significant demand in this area, with a quarter of chocolate eaters interested in using their favourite chocolate in baking.”

April 2014

Dairy Drinks, Milk and Cream - UK

“Reflecting the established role of milk as a household staple, volume sales have posted modest growth. Milk is not a go-to drink as a drink on its own, however a tailored breakfast or exercise proposition can offer a growth avenue for brands, and a justification for a price premium in ...

Convenience Stores - UK

“For convenience retailers, those consumers incorporating c-stores within their regular grocery shopping repertoire are most important. On this basis, young shoppers – most importantly, the 25-34 age group – should be the focus for retailers.”

March 2014

Food and Drink Retailing - UK

“Food retailing remains highly competitive, but all the evidence indicates that competition is moving away from price. With almost perfect information in the market and most of the majors doing some form of price matching, we think that the competitive agenda will move to all the other key factors that ...

Online Grocery Retailing - UK

“Grocers can cultivate greater shopper loyalty by encouraging cross-channel shopping: we think consumers are more likely to stick with those shoppers who are providing an integrated mix of supermarkets, online and c-stores that caters to different shopping missions.”

February 2014

Consumer Attitudes Towards Cooking in the Home - UK

“Men are markedly less likely than women to have responsibility for cooking and/or preparing foods in British households, and also cook meals from scratch far

Baby Food and Drink - UK

“Innovation that taps into parents’ preference for homemade baby food has been limited, presenting ripe opportunities for baby food manufacturers. Extending their ranges with cooking ingredients that are specifically designed to be used in recipes for babies and toddlers, such as low-salt stock, extra-mild spices and low-acidity oils offers a ...

Breakfast Eating Habits - UK

“Operators could look to marketing to reposition breakfast as a way to connect people or to offer a bit of me-time before tackling the day, reminding consumers that, for example, a bowl of porridge or a crumpet with butter is worth savouring.”

Biscuits, Cookies and Crackers - UK

“The majority of users want to see more on-the-go packs of savoury biscuits and crackers. Offering snack packs containing one or two servings and placing them next to other on-the-go snacks such as cereal or chocolate bars near supermarket tills should forge associations with on-the-go occasions.”

Sweet and Savoury Spreads - UK

“Despite the openness to jam as part of a healthy snack among families, few brands have actively targeted this occasion with marketing or through specific product formats. Examples from markets such as cheese, where

less frequently, showing that traditional stereotypes still ring true. So it is interesting to note that men (31%) are more likely than women (26 ...

snacking formats have posted rapid growth, show how more specific targeting can help brands drive standout ...

Pasta, Rice and Noodles - UK

“The current interest in high protein food presents significant opportunities for the pasta market, given that a sizeable four in ten users would like to see more pasta which is high in protein, rising to half of 25-34s.”

January 2014

World Cuisines - UK

“Some ethnic food brands may benefit from positioning their products specifically as child- or family-friendly. Cooking pastes, for instance, could more actively promote how they are a suitable option for the whole family, allowing for heat levels tailored to taste.”

Consumer Snacking - UK

“More than a quarter (26%) of users eat snacks when in need of an energy boost and keeping energy levels up is important to around half of snackers. While various breakfast biscuit brands have made energy provision a central part of their positioning, this proposition remains rare in the wider ...

Crisps, Salty Snacks and Nuts - UK

“Tesco’s high-tech Watford store, which opened in August 2013, is relatively unusual in that it features a fridge of chilled dips in the crisp aisle. It is something which other stores may be tempted to replicate considering the large minority (44%) of crisp users note that more supermarkets should offer ...