

March 2019
World Cuisines - UK

“Recipe promotions for world cuisine dishes with all the ingredients located together in-store are a highly attractive proposition for shoppers. These will encourage experimentation while tapping into consumers’ desire to become more knowledgeable about world cuisines. Inspiration for meals which are authentically healthy, good value for money and meat-free/vegan ...

Online Grocery Retailing - UK

“Online grocery is still one of the fastest-growing channels of the grocery retail sector, but growth slowed for the third consecutive year in 2018. The number of users is plateauing as retailers struggle to engage new customers onto services that are still predominantly targeting big-basket shops in a period where ...

Specialist Food and Drink Retailers - UK

“Specialists have enjoyed two years of growth, helped by high inflation in 2017 and a return to growth in real wages in 2018. However, growth is forecasted to slow in the coming years and cost and convenience continue to be barriers to usage. Therefore it is important that specialists look ...

The Leisure Outlook - UK

“Consumers spent cautiously over the Christmas and New Year season of 2018/19 despite having money left at the end of the month. Yet the promise of spring looks strong, partly due to people’s plans for the coming quarter, which should help the leisure sector rebound from the recent lull ...

February 2019
Consumers and the Economic Outlook - UK
Cakes, Cake Bars and Sweet Baked Goods - UK

“While lower sugar is the key attribute seen to denote healthier cakes/sweet baked goods, companies reformulating products will need to reassure consumers that the taste and indulgent aspects will remain unaffected. That many people find shop-bought cakes too sweet however suggests opportunities for new products with inherently lower-sugar recipes ...

Baby Food and Drink - UK

“Nowadays, companies are expected to do the right thing and caring about the environment is on the priority list. A focus on steps to address concerns over the environmental impact of packaging will ensure that more environmentally-conscious parents continue to buy into the baby food and drink category.”

- Amy ...

Savoury Biscuits - UK

“The dependency on evening snacking for usage has left savoury biscuits vulnerable to competition from other snacks vying for the same occasion. Inspiring people to explore toppings other than cheese and to use savoury biscuits in different ways is needed to build usage for other meal occasions. As recipe suggestions ...

Attitudes towards Healthy Eating - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel started tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

“Gut health is widely seen as essential for overall health, however, few people have knowingly eaten foods which support gut health. This points to a lack of awareness of which foods provide this benefit. Products with EFSA-approved claims in this area should therefore look to flag this up clearly on-pack ...

Pasta, Rice and Noodles - UK

“Tapping into their image as value for money meal options, and giving shoppers more recipe ideas for recreating popular dishes tried in restaurants at home offer high-potential routes for encouraging more frequent usage of pasta, rice and noodles. A greater focus on nutritional claims, such as promoting fibre and protein ...

January 2019

Crisps, Savoury Snacks and Nuts - UK

“Snacks are one area where health priorities take more of a backseat for consumers. In light of the government expectations of calorie reductions, this poses a notable challenge to the category. Brands looking to explore a better-for-you positioning in line with government goals need to ensure products deliver on taste ...

Sugar and Gum Confectionery - UK

“The price-sensitivity of the sugar confectionery market and the powerful influence of price promotions present a real challenge to mainstream players. This puts the onus on operators to create even more compelling – and importantly unique - reasons to buy products. Positively, there are a number of largely untapped opportunities in ...