

June 2012

Energy Drinks and Energy Shots - US

In 2011, Mintel estimates energy drinks and energy shots market sales at \$8.1 billion, which represented a dollar sales growth of 16% over 2010. The market has regained its growth after experiencing a dip in 2009, which could be attributed to the influence of the recession. As of June ...

Menu Flavours - UK

“Operators have to be proactive in marketing new menu additions – this means spelling out reasons to purchase as well as communicating what they consist of.”

Trends in Snacking and Value Menus in Foodservice - US

Due to an increasingly on-the-go lifestyle and a tendency toward smaller, more frequent meals, snacking has become a part of consumers’ daily routines. Consumers have become less regimented in their consumption patterns and consume nearly any type of food at any time of day, causing the definition of “mealtime” to ...

Cake and Cake Bars - UK

“There are opportunities for cake manufacturers and particularly those within the smaller cakes segment to boost their suitability for sharing by launching products in sharing bags or pouches, which would also improve cakes’ portability and convenience for on-the-go eating.”

Attitudes Toward Healthy Food - US

America’s collective weight problem and its impact on the country’s healthcare system has been well-documented by the media. While some Americans have sought or will seek to improve their eating habits, the country’s weight situation is expected to grow even worse. The Centers for Disease Control and Prevention’s (CDC) *Obesity* ...

Food and Drink - International

Prepared Meals - UK

“The prepared meals sector faces a number of negative health preconceptions, limiting its growth potential. Despite high levels of innovation in the market in terms of recipe reformulation to remove/reduce levels of salt/fat/additives and the launch of new ‘healthier’ products; the majority of consumers remain sceptical about ...

Baby Food and Drink - US

The \$5.4 billion baby food and drink category has been steadily declining during and after the recent recession, experiencing a dollar sales drop of 10.3% between 2007 and 2011. Consumer frugality has led many to breastfeeding and feeding their babies and toddlers adult food or made-from-scratch baby food ...

Frozen Handheld Food - US

The frozen handheld food market generated \$2.7 billion in total U.S. sales in 2011 and grew by 18% from 2006-11, outperforming many other frozen and non-frozen food sectors. Innovation and renewed interest in the breakfast segment in particular have been driving sales for this market since 2009. However ...

The Budget Shopper - US

Popularized during the height of the recession, the term “budget shopper” referred to a consumer who was struggling to make ends meet by scrutinizing costs, weighing out the pros and cons of nearly every purchase, and making spending cutbacks wherever possible. Although the recession officially ended in 2009, consumer attitudes ...

Non-alcoholic Beverages at Restaurants - US

Mintel’s proprietary research finds that overall usage of non-alcoholic beverages at restaurants is high, but health trends increasingly shape consumer choice in what they drink. Sugary, high-calorie beverages—particularly those sweetened with high-fructose corn syrup (like carbonated soft drinks)—have

Food and Drink - International

been targeted by media, government, and medical communities as a culprit ...

Carbonated Soft Drinks - UK

“The market must continue to advertise to keep the category front of mind with the consumer and step up innovation of healthier variants including the use of new sweeteners, to keep pace with that in competing categories such as juice drinks, which has increased NPD at a faster rate than ...

Drinking in the Home - UK

“Exploring NPD positioning cider as a more sophisticated drink, such as vintage ciders and premium products like Aspell’s could also help the segment to boost its appeal among older age groups, together with a greater emphasis on food matching.”

Cheese - US

The cheese market, which didn’t fare well during the economic downturn, turned a corner in 2011 with a sales increase of 6.1%, reaching total U.S. retail sales of \$18.9 billion. Sales continue to increase in 2012, not only for private label (which benefited most in the sagging ...

May 2012

Frozen Snacks - US

The \$1.6 billion frozen snacks market has been steadily growing during and after the recent recession, oscillating with food price increases, suffering to some extent from the unhealthy stigma associated with frozen products, and suffering from a lack of innovation. However, the versatility of frozen snacks, coupled with increased ...

Bottled Water - US

In 2011, bottled water sales are estimated at \$12.1 billion, which is 3.1% growth in dollar sales over 2010. The market is beleaguered with a number of issues including attrition from some of the key consumer groups such as blacks, Hispanics, and teens; growth of cheaper-priced private label ...

Dairy Drinks, Milk and Cream - UK

“Strong endorsement of regional products, particularly among higher-earning households, suggests this is a powerful way to engage with users and build loyalty based on provenance rather than price.”

Pub Catering - UK

“There is no doubt that pubs have to work harder to keep up with trends in the wider eating out market in order to stem the decline in visitor numbers. Actively chasing footfall is a must which can be approached through strategies such as targeting specific consumer groups more directly ...

Lunch Meat - US

Sales in the \$12.6 billion lunch meat category grew by only 1.8% in 2011 (only 0.2% when adjusted for inflation). The slowed growth is likely due to a slowdown in volume sales due to product price increases, a failure of new product innovation to resonate with consumers ...

Soup - UK

“There are clear opportunities through which soup manufacturers can encourage usage among the 16-24 age group, such as introducing more soup variants with ‘fillingness’ claims, which should appeal to the 48% of them who would eat soup more often if it filled them up.”

Food and Drink - International

Healthy Dining Trends - US

Healthy dining initiatives have come to a head as consumers are demanding greater transparency from restaurants in terms of ingredients, processes, and preparation. These desires have been driven in part by the economy, calorie disclosure laws, wellness initiatives by associations, rising obesity rates and other health problems, as well as ...

Frozen Meals - US

In 2011, frozen meals generated an estimated \$7.9 billion in total U.S. sales and grew by a microscopic 0.6%. Nonetheless, this was a welcome change from the previous two years of declines. Given the importance of the category to both manufacturers and retailers, both sides will need ...

April 2012

Specialty Foods - The NASFT State of the Industry Report - The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have once again collaborated to produce the ninth annual *State of the Industry Report – The Market*, following the first report which published in May 2004. The purpose of this report is simply to show changes in the industry ...

Dairy and Non-dairy Milk - US

Milk processors face an uphill battle, including the dominance of private labels; consumer concerns over the presence of growth hormones in non-organic milk; fluctuations in commodity prices; supply shortages for organic milk; and growing consumer concern about the safety of animal products in general. With that long list of challenges ...

Ethnic Restaurants - UK

Mainstream ethnic operators need to keep up with what the rest of the eating out market place, and smaller, emerging players in the ethnic restaurant sector, are doing in order to remain relevant to consumers. Otherwise the market is in danger of losing even more trade to in-home alternatives and ...

Bottled Water - UK

“Awareness of the importance of staying hydrated has grown, with more than half of consumers saying that this is an influencing factor when drinking bottled water, either in or out of the home, but there remains a need to remind consumers to increase their consumption.”

Pricing and Promotions in Food and Drink - UK

“Consumers are becoming increasingly savvy about promotions and are aware of what represents value and what does not, something which means that retailers may have to give greater consideration to the specific mechanics and objectives of their promotional strategies.”

Convenience Stores - UK

“The convenience operations from the major grocery multiples are not traditional c-stores: instead, they are pared-down versions of their superstore offers. For independents, this means there are pressures to compete but there are also gaps in the offer to exploit. The independents must restate the convenience in c-store shopping, providing ...

Chocolate Confectionery - US

Chocolate confectionery posted modest year over year sales growth through the recession to reach \$18.6 billion in 2011. A combination of product innovation and price increases led to a 16% gain in the category from 2006-11. Leading companies expanded their mainstay product lines by way of new formats and ...

Cookies and Cookie Bars - US

In 2011, the cookie/cookie bar category returned to positive territory in terms of sales growth, as total U.S. sales reached an estimated \$6.4 billion. The 2.7% increase was a nice improvement from 2010, which saw sales drop by 0.7%.

Food and Drink - International

Soup - US

Recession-inspired frugality resulting in changing consumer purchase habits has conspired to soften sales in the \$6.4 billion soup industry. After sales declines in prior years, the category showed minimal growth between 2010 and 2011, with sales essentially flat.

Chocolate Confectionery - UK

“Better quality of chocolate, added ingredients (such as fruit and nuts) and ethical sourcing are all potential means for brands to justify higher prices while greater transparency around the reasons for increases in price would also be likely to be warmly received by users.”

Biscuits, Cookies and Crackers - UK

“Another means of reviving the fortunes of the beleaguered healthier biscuit sector is by targeting the under-exploited healthy kids’ biscuits market. A hefty six in ten users with children would like to see more healthy biscuits for children.”

On-premise Alcohol Consumption Trends - US

The restaurant recession appears to be over and patrons are starting to venture out from their homes to visit restaurants and bars once again. Over the past few years, operators have ramped up their beverage programs in order draw consumers back using a variety of strategies, from new drinks, ingredients ...

Provenance in Food and Drink - UK

“The strong interest in provenance among the higher-earning households signals the ongoing potential to leverage origin information to justify added value. Emphasising provenance on-pack has potential to appeal to those consumers who are willing to pay more for a British product.”

Coffee - UK

“Newer types of premium instant innovation are important in replacing the jar, which consumers are used to associating with lower prices and brands should look to expand and segment their ranges by introducing sachets, cubes and refill pouches.”