

### April 2016

#### Fruit and Vegetables - Ireland

"The drive among Irish consumers to improve their diets and overall health has helped to boost the usage of fruit and vegetables in both NI and RoI – with produce dubbed as 'superfoods' seeing sales improve drastically during 2015. However, many consumers still struggle to reach their five-a-day, pointing to ...

### March 2016

#### Convenience Store Foodservice - US

"The growth of ready-to-eat, grab-and-go, chef-prepared and fresh food-for-now offerings in the convenience store space is the result of increased consumer demand, along with improved quality and consumer perception of quality, more-and-better menu options, as well as implementation of emerging technologies that are simplifying and streamlining the ordering and payment ...

#### Cakes and Cake Bars - UK

"Opportunities are ripe for operators to explore healthier formulations, with significant unmet demand for such products. In this context, superfood ingredients –including ancient grains, coconut oil and vegetables – can play an important role, tapping the current focus on 'positive nutrition'.

#### Biscuits, Cookies and Crackers - UK

"While the majority of people are concerned about sugar, sales of sweet biscuits are holding up well. With consumers likely to become more focused on portion control due to concerns about sugar though, smaller-sized convenience products and mini packs that also cater better for on-the-go snacking are likely to become ...

#### Chocolate Confectionery - US

"Dollar sales of chocolate confectionery continued to grow in 2015, albeit at a tempered pace compared to

#### International Food Trends - US

"Sales of international foods in the US are projected to grow moderately between 2015 and 2020, from \$12.2 billion to \$13.9 billion. Immigration and the increasingly multicultural nature of American society are factors that are influencing growth."

#### Online Grocery Retailing - UK

"The online grocery market continues to grow in double digits but remains a niche market in terms of the wider grocery market. However, the shift away from superstores to more convenient shopping channels is certainly benefiting the market."

– Nick Carroll, Retail Analyst

#### Bottled Water - UK

"Bottled water has enjoyed robust growth, benefiting as a low-cost option on the go while incomes were squeezed and boosted by good weather and its sugar-free credentials. The slow growth in real incomes should facilitate growth in spending. However, bottled water risks this prompting trading up to other drinks, highlighting ...

#### Consumer Snacking - UK

"Snacking is almost universal. 95% of UK adults have snacked in December 2015, down from 97% a year prior. Usage is down in all categories bar savoury biscuits.

#### Dairy Milk - US

"The momentum dairy milk experienced in 2014 failed to continue in estimated 2015 as the category faced

## Food and Drink - International

previous years. The indulgence category has avoided steep losses, even as consumers place an increased importance on health."

### Packaged Red Meat - US

"Consumers are increasingly turning to non-traditional venues for their red meats, with parents notably likely to purchase red meat online, and Hispanic consumers turning to mass merchandisers for red meat."

### Healthy Dining Trends - US

"The nature of health is shifting away from counting calories and moving towards a focus on holistic "wellness." New restaurants are entering the market with an emphasis on natural, nutritious, and quick meals designed to attract diners stressed for time but wanting healthful meals. Restaurants must understand what motivates ...

### Convenience Stores - US

"Convenience stores are a steady presence in most US consumers' lives and a significant \$450 billion business. With 82% of survey respondents stating that they have gone to a convenience store within the last three months, this channel is clearly an important platform for connecting with shoppers and making sales."

## February 2016

### Beverage Blurring - US

"Beverage blurring is the concept of cross-category beverages, also known as hybrid or fusion drinks, and the impact they have on the consumer impression and behavior. Cross-category drinks combine two or more drink categories, blending flavors and functionality to create a new beverage that could fall under multiple categories."

### Private Label Food Trends - US

challenges from a surplus of milk, declining exports, declining consumer consumption, and strong competition from the non-dairy milk segment. Mintel forecast declines to continue through 2020; however, opportunities to calm future sales declines ...

### Specialist Food and Drink Retailers - UK

"The trend towards convenience shopping is driving footfall back into towns and cities where the specialists tend to be located, but with this comes additional competition from c-stores, discounters and online. While e-commerce isn't the answer for many specialists, increasing use of technology to engage with customers and improved convenience ...

### Crackers - US

The crackers category reached \$7.7 billion in 2015, representing growth of 17% from 2010-15. Consumer interest in snacking, and perceptions of crackers as a healthier snack than other salty snacks helps boost category sales. However, in recent years sales have slowed, reflective of strong competition from other food categories ...

### Whiskey and Dark Rum - Ireland

"Improving consumer confidence and the influx of tourism to NI and RoI has helped to boost the overall alcohol industry in Ireland during 2015 – including the whiskey and rum markets. Moving forward into 2016, if economic improvement continues it will see the value sales of whiskey and rum continue ...

### World Cuisines - UK

"Core product categories in established cuisines are struggling. The robust consumer interest in ethnic spice kits suggests that more deconstructed formats can allow operators to tap into the scratch cooking trend. With a broad interest in trying new ethnic food, emerging cuisines will be key areas for new product development ...

### Pasta, Rice and Noodles - UK

## Food and Drink - International

"Store brand food and beverages represent an opportunity for retailers to distinguish themselves from competitors, yet sales have grown slowly since 2010 and are forecast to continue at this pace."

**-Mimi Bonnett, Category Manager - Food and Drink, Foodservice**

### Attitudes towards Healthy Eating - UK

"Working against light/diet foods is a mentality, where the focus is not on cutting out the 'bad' ingredients (fat/sugar), but on eating highly nutritious food to boost your health. As such, products which place a strong emphasis on their nutritional excellence are likely to chime among many consumers ..."

### Attitudes towards Craft Alcoholic Drinks - UK

"Consumers are likely to become increasingly demanding of brands which claim to be 'craft', and the onus is on the brands to ensure that they can provide clear evidence of their craft credentials."

**- Chris Wisson, Senior Drinks Analyst**

### Chips and Dips - US

"Both the chips and dips categories continue to perform well, boosted by consumer interest in snacking, and a variety of innovative flavors and formats. Both categories are driven by taste, rather than health, as consumers allow themselves to indulge. The chips and dips markets are expected to maintain stable growth ..."

### Ethnic Restaurants and Takeaways - UK

"Authenticity is a core attribute when it comes to diner expectations of ethnic restaurants but customisation and demonstrable expertise are also key differentiators which specialist operators must capitalise on to fend off competition from generalists."

**- Richard Ford, Senior Food Analyst**

"Health concerns, in particular around carbohydrates, are likely to continue to dog the category in the immediate future. Brands and retailers should look therefore to innovation in healthier options such as low-carbohydrate, low-calorie or added-functionality in order to tackle consumers' fears head-on."

### Feeding Babies and Toddlers - US

Following five years of 2.4% annual sales growth, the market for baby/toddler foods has reached \$6.9 billion, and with the increase in the birthrate, the market for baby/toddler food and drinks will grow.

### Fast Casual Restaurants - US

"The fast casual market is still evolving as existing brands expand their offerings and new brands emerge to fill the gaps in the market. Fast casual restaurants continue to shape the entire foodservice industry by offering highly customizable items made with premium ingredients and a new wave of fast casuals ..."

### Menu Flavours - UK

"Despite momentum in the economy in 2015, the legacy of the recession means that many consumers remain cautious with their spending. The onus therefore remains on operators to encourage further spending on this category, menu innovation remaining a key strategy."

### Consumer Snacking Habits - Ireland

"While health considerations are important for Irish consumers when snacking, they are also choosing to indulge in products such as chocolate and cakes. As such, developing healthy snacks that focus on taste can tap into the treat factor that consumers are looking for and enable them to consume fewer calories ..."

January 2016

## Food and Drink - International

### Food Packaging Trends - UK

“Packaging concepts which disrupt the norm and offer an alternative to the homogeneity of the mass-market food market resonate with many young consumers. Here, both unique packaging designs and customisation can win favour, lending even large brands a personal feel.”

– Emma Clifford, Senior Food and Drink Analyst

### Bottled Water - US

Total retail sales of bottled water posted estimated gains of 6.4% in 2015, reaching more than \$15 billion, with strong year-over-year sales growth since 2011. Total category sales are expected to continue upward as consumers search for BFY (better-for-you) beverage alternatives and bottled water is perceived as a convenient ...

### Free-from Foods - UK

“The ‘health halo’ of free-from foods is a key driver of uptake, opening up a pool of opportunity beyond actual or suspected allergy or intolerance sufferers. However, it also leaves the market exposed to the vagaries of consumer opinion. The importance of health in driving uptake also means that companies ...

### Crisps, Savoury Snacks and Nuts - UK

“Despite the obesity crisis and the large swathes of the UK population trying to lose weight, UK adults have a rather relaxed attitude to crisps, with 82% agreeing that they are fine to eat as an occasional treat and more than six in ten eating them once a week.

### Cider - UK

“Positioning 750ml sharing bottles of ciders alongside wines on restaurant/pub menus should help to boost cider’s perceived sophistication and links to food-led drinking occasions.”

### Beer - US

The US beer category is currently experiencing a major overhaul. While little movement is evident in terms of the overall performance of the category, there are significant shifts happening within. Dollar sales of beer are expected to grow a moderate 4% in 2015, amounting to overall gains of 21% since ...

### Baking Mixes - US

“Total US sales of baking mixes declined in 2015 by 3.4% to \$4.1 billion and are forecast to continue declining at this pace into 2020. Consumers are migrating away from packaged foods that contain artificial ingredients and preservatives and toward fresh alternatives found at in-store bakeries and specialty ...

### Dining Out: A 2016 Look Ahead - US

The restaurant industry in 2015 was shaped by the continued blurring of traditional foodservice segments, volatile commodity prices, and the strengthened relationship of technology and food. 2016 is poised to be a positive year for the restaurant industry, though a number of customers plan on spending less money at restaurants ...

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

“Brands and retailers in cooking sauces need to target those interested in home cooking, especially those wanting to add their own personal touch and an element of creativity to dishes, as well as people looking for quick and easy meal options when they need them. A focus on authenticity, improved ...