

May 2023

World Cuisines - UK

“Whilst incomes remain squeezed the increase in at-home meal occasions presents significant potential for world cuisine brands. Responding to the widespread interest in products that are suitable for energy-efficient cooking appliances is particularly pertinent. Meanwhile, the appeal of meals consisting of multiple dishes on leisure occasions and authentic snacks and ...

Cakes, Cake Bars and Sweet Baked Goods - UK

“There being such a wide array of reasons for people to buy cakes and sweet baked goods will continue to support sales. The category faces intense competition though from other treats, making NPD important. New flavour twists and more chocolate-branded or café/bakery branded products will appeal as ways to ...

April 2023

Attitudes towards Gluten-/Wheat-Free Food - UK

“The income squeeze is putting considerable pressure on the gluten-/wheat-free market, exacerbated by these products’ higher price than their standard equivalents’. Prioritisation of gluten-/wheat-free treats over essentials if money was tight and interest in brand collaborations point to opportunities to keep people engaged. Meanwhile, making sustainable ingredients more ...

Brand Overview: Food - UK

“Brands with a loyal set of consumers are well positioned as purchase patterns change during the cost-of-living crisis. Value perceptions will be important during periods where consumers look to alternative products, however price is not the only factor that consumers take into account when considering what to purchase. Health and ...

Upcoming Reports

Attitudes towards Lunch Out-of-Home - UK - 2023

Leisure Outlook - UK

“Over a quarter of consumers say good quality food and drink is an important factor when choosing a leisure activity. As a result, this has prompted venues primarily focusing on leisure activities - such as cinemas and social entertainment venues - to focus on improving the quality of their food and drink ...

Condiments and Dressings - UK

“The market will continue to be supported by the ongoing demand for homemade meals in 2023, with the shift towards foodservice and prepared products posing a threat later in the period. The success of NPD and marketing in aligning the market with the long-term trends in the nation’s eating habits ...

Baby Food and Drink - UK

“Ongoing pressure on household incomes over 2023-24 will continue to erode volume sales of manufactured baby food by favouring scratch cooking. Promoting their products as components in home-cooked meals, offering recipes and further NPD in short-cut cooking products should allow brands to tap into the home-cooking trend and to drive ...

Dairy Alternatives - UK - 2023



Food - UK

**Dairy and Dairy Alternative
Drinks, Milk and Cream - UK -
2023**

**Online Grocery Retailing - UK -
2023**

**Sugar and Gum Confectionery -
UK - 2023**

**Pasta, Rice and Noodles - UK -
2023**