

July 2022

Sugar and Gum Confectionery - UK

“Value sales of sweets and gum have shown a strong recovery in 2021/22, but volume growth remains hard to achieve. While consumers show strong interest in sugar reduction NPD, such products continue to play a limited role in the market, the technical hurdles in delivering a compelling experience a ...

Dairy and Dairy Alternative Drinks, Milk and Cream - UK

“At a time when the rapidly rising cost of living is weighing on consumers’ minds, milk producers are also facing an uphill battle due to rising costs, these feeding through to sharp rises in retail prices. Looking to the future, sustainability presents the market with both a threat and an ...

June 2022

Attitudes towards Lunch at Home - UK

“A permanent shift to more remote working will continue to support the at-home lunch occasion going forward. Pressures on household incomes in 2022 will boost the appeal of home-made lunches as an affordable option, benefiting ingredients and meal components. Products which tick a number of boxes on nutrition will tap ...

Food and Drink Gifting - UK

“Food and drink gifting occasions will remain resilient during the income squeeze in 2022-23, but there is a strong likelihood of trading down within categories. Recommendations of more affordable substitutes for favourite products should chime in this climate. ‘Build your own gift package’ initiatives can also help retailers to attract ...

Attitudes towards Lunch Out-of-home - UK

“Lunchtime foodservice operators’ margins have been squeezed more than ever before having felt the brunt of the pandemic, Brexit, VAT returning to 20% from 1 April 2022 and now unprecedented increases in fuel/energy and ingredients costs. They must also contend with Britons’ preference towards eating lunch at home, resulting ...

World Cuisines - UK

“The world cuisine retail market will benefit from these products offering an affordable alternative to eating out as incomes are squeezed in 2022. Familiar dishes ‘with a twist’ can help lower barriers to trial for less established cuisines, whilst versatile products suitable for meat-containing and meat-free meals can tap into ...

Convenience Stores - UK

“New technologies, ways of living and government legislation are opening up exciting opportunities for the convenience sector but retailers must adapt quickly to tap into them. A renewed focus on making the experience convenient as well as revamping food-to-go will be top of the agenda, but rising inflation, growing costs ...

May 2022

Leisure Outlook - UK

Breakfast Eating Habits - UK

“18-24s are now as likely to take part in competitive socialising activities as they are to go to the pub for drinks, highlighting their desire for new and varied activities that provide a sense of adrenaline but don’t necessarily involve consuming alcohol”.

– Paul Davies, Category Director – Leisure, Travel ...

Cakes, Cake Bars and Sweet Baked Goods - UK

“Cakes and sweet baked goods saw a strong recovery in 2021 sales, driven by the return of social gatherings, and should be fairly well protected from the income squeeze through being an affordable treat for most people. Visual appeal is a big driver of choice in cakes, so reduced in-store ...

“The return to workplaces and places of study has offered long-awaited support for out of home venues. Some 51% of adults reported eating breakfast out of home in early 2022, this figure set to rise further as people are asked to go back to workplaces more regularly.

The enduring shift ...

April 2022

Free-from Foods - UK

“As concerns about inflation and the rising cost of living intensify, free-from products face growing pressure to justify their presence in consumers’ shopping baskets. Messaging around the environment remains a key one for operators even amidst these pressures given the long term expected greater emphasis on this area.”

Attitudes towards Healthy Eating - UK

“Propelled by the pandemic-driven rise in both eco- and health- consciousness, the prevailing ‘holistic health’ ethos is increasingly extending to that of the planet, and a very powerful proposition will be created through bringing together benefits around both. The popular concepts of ‘food as medicine’ and ‘mood foods’ continue to ...

Brand Overview: Food - UK

“The nation’s sweet tooth creates opportunities of growth for brands that consumers see as delicious and indulgent. However, attempts from the UK government to promote healthier nutritional habits make it more challenging for brands to tempt consumers with HFSS treats. As the rising cost of living puts the notion of ...

Baby Food and Drink - UK

“Pressure on household incomes in 2022 will erode sales of baby food, drink and milk by boosting scratch cooking and further reducing birth rates. Parent/toddler cooking kits and frozen baby/toddler food products warrant attention, given strong consumer interest and limited availability. The former’s appeal as a fun and ...