

July 2015

Artisan Food - Ireland

“The improving economic situation in NI and RoI has helped to see consumers loosen their purse strings a little in 2015 and to the benefit of artisan food products. That being said, moving forward, consumers will increasingly expect goods positioned as being artisan to prove these credentials.”

– Brian ...

Innovations in Beer - Ireland

“The Irish beer market appears to have had a good year, with reported growth in 2014, however, the Irish market is not out of the woods just yet, with total sales expected to see a slight decrease in 2015. With increased innovation in the beer market, and in particular craft ...

June 2015

Snacking in Foodservice - US

The limited service specialty snack segment is growing, as consumers continue to snack on-the-go and enjoy the variety of foods and beverages that snack shops offer. Snacking in LSRs (limited-service restaurants) can be healthful or indulgent, but customization is the key focus. Portability and convenience are important in the segment ...

Ice Cream and Desserts - UK

“There is no shortage of innovation in the ice cream and desserts market. There is nonetheless plenty of scope to take NPD in new directions to inject even more excitement into the category and grab the attention of experimental “foodie” consumers keen to step outside their comfort zone. Super sour ...

Eating Out Review - UK

The eating out market continues to grow modestly and has largely held its own as a key area of discretionary expenditure. However, the share of people deeming eating out as their top spending priority shows a downward trend.

Attitudes towards Sports Nutrition - UK

Whilst three in four adults exercise, with six in 10 doing so at least once a week, only 28% of adults eat/drink sports nutrition products. Positioning sports nutrition products as an important part of an ‘everyday’ exercise routine thus offers potential for the market to bring new users into ...

The Ethical Food Consumer - UK

“Ethics is becoming ever more ingrained into food and drink operators’ sourcing policies but it is a complex area which is important to get right. Not only do consumers expect good ethical practices from operators, they also expect to be informed and reassured over why they’re paying extra and where ...

Vegetables - US

The roughly \$50 billion vegetable market has grown 2-5% annually since 2010. The market has been bolstered by fresh segments (fresh-cut salad and fresh vegetables), and hampered by the smaller frozen and shelf-stable vegetables segments. Mintel expects much of the same through 2020 as consumers further latch on to the ...

In-store Bakeries - US

“In-store bakeries will continue their recent pattern of sustained, if not spectacular, sales growth, particularly as innovation in baked items deliver healthier

Carbonated Soft Drinks - UK

“That nearly half of adults view low sugar content as more important than the brand highlights how essential it is that brands’ diet/light variants are widely available

Food and Drink - International

indulgences and more convenient breakfast baked goods. With a fairly sizable portion of consumers not even thinking of their in-store bakery as an option for breads and other ...

The Food/Drink Shopper: Beyond the Grocery Store - US

"While supermarkets continue to dominate retail sales of food and drink, a slight loss of share can be seen from 2005-15. Supermarkets aren't going the way of dinosaurs; however consumer interest in low price, convenience, and fresh offerings, as well as changing eating habits, drive movement to a wider range ...

Cheese - Ireland

"With the cost of cheese for NI and RoI consumers continuing to decline in 2015 on the back of the abolition of the EU milk quotas, we will continue to see the value of the cheese sector decline. Moving forward cheese companies will need to look more closely at innovations ...

to retain users. However, concerns continue to linger about artificial sweeteners, translating to marked interest in plant-derived sweeteners in the CSD (carbonated ...

Carbonated Soft Drinks: Spotlight on Natural/Craft - US

"The CSD category has faced several years of sales declines, the result of artificial ingredients, sweeteners, sugar concerns, links to obesity and diabetes, and other health issues. Total retail sales of carbonated soft drinks (CSDs) is expected to decline as negative diet soda sales continue to overtake regular sales gains ...

Pet Food - US

"Although pet owners' interest in premium pet food will contribute to some sales growth in 2015, the humanization trend is evolving beyond flavors to ensuring nutritional benefits, ingredient quality and manufacturing standards are as high as human food rather than transposing human food trends wholesale into pet food."

- ...

May 2015

Chocolate Confectionery - UK

"While low/no/reduced sugar chocolate innovation in the UK is still very much a niche area, there are tentative signs that operators are placing a greater focus on it. Chocolate products with a low/no/reduced sugar claim grew from 1% of new launches in 2012 to 4% in ...

Kids' Snacking - UK

Almost all parents bought snacks for their child in the six months to March 2015. Also reflective of the ingrained nature of kids' snacking is that three quarters of children snack at least once a day.

Consumers' Food Safety Concerns - UK

The level of trust consumers have in the food and drink industry is evidently low, with few believing either retailers or manufacturers to have complete information on their supply chains. Consumer faith in the role of the state, or official bodies, in guaranteeing the safety of food and drink in ...

Added Value in Dairy Drinks, Milk and Cream - UK

"The dairy drinks, milk and cream market faces challenges on several fronts at present, including for example, the maturity of the white milk segment, the ongoing grocery retailer milk price wars, concerns over sugar (flavoured milk) and the macro trend towards healthier products (cream)."

Food and Drink - International

On-premise Alcohol Trends - US

“Millennials offer an opportunity for restaurants to cater to their unique tastes and desires, as this group is more likely to drink at restaurants than are other generations. Operators that offer distinct drinks such as specialty cocktails and restaurants’ own brand of alcohol can help create the quality dining experience ...

Free-from Food Trends - US

“Foods bearing a free-from claim appear increasingly relevant to consumers, even as those claims begin to cite relatively obscure ingredients. These foods, in consumers’ eyes, are closely tied to health – whether their own, their family’s, or the planet’s.”

Pub Catering - UK

“The expansion of casual dining and ethnic food venues and the new threat posed by coffee shops trialling evening menus should act as a clarion call to pubs to ensure they can compete when it comes to modern dining trends.”

Energy Drinks - US

The energy drink and shot category posted stellar gains of more than 50% between 2009 and 2014, thanks to consumers’ needing extra energy for their hectic lifestyles and specific popularity with Millennials. It has recovered from its lowest sales gains in 2013, when the category came under fire for ingredient ...

Sugar and Alternative Sweeteners - US

The sugar and alternative sweeteners category reached almost \$5 billion in 2014, representing growth of only 3% from 2009-14. Sugar’s negative impact on health has impaired growth; however, honey represents the category sweet spot and is indicative of the future natural direction of the market. At the same time consumers ...

Bread - Ireland

Competitive Shift: Retail into Foodservice - US

“Food retailers have gained traction in the freshly prepared meals category by providing foods that are of high quality, healthy, and competitively priced. Further, they have renovated stores and spaces to highlight their offerings, making these products easy for consumers to find and purchase. Foodservice operators need to focus on ...

Prepared Meals Review - UK

“Actively encouraging people to give prepared meals their own twist may make these products more attractive through added involvement in the preparation process, also tapping into many consumers’ interest in experimenting with food. Here, recipe ideas can help to illustrate the versatility of products.”

– Emma Clifford, Senior Food ...

Alcoholic Beverage Mixers and Liqueurs - US

Dollar sales of alcoholic beverage mixers declined from 2009-14, settling at just over \$315 million. While cocktail culture is in full swing, cocktails experience lower consumption than beer, wine, and spirits.

Pub Visiting - UK

“More one-off promotions, for example, linking into seasonal produce, and enabling consumers to redeem the offer on smartphones rather than with paper vouchers could help to boost usage of promotions.”

– Chris Wisson, Senior Drinks Analyst

Consumers and the Economic Outlook: Quarterly Update - UK

“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

“Consumer interest in healthy baked goods should inspire NPD activity. Incorporating wholegrain as well as ancient grains such as chia and spelt is further likely to enhance the appeal of the category.”

– **Sophie Dorbie, Research Analyst**

April 2015

Dairy and Non-dairy Milk: Spotlight on Non-dairy - US

“Consumers want the healthiest beverage; however, many are not certain what that beverage is. Conflicting reports on health leaves consumers confused, and forcing heated segment competition. To resonate, milk manufacturers must continue to educate consumers.”

Baby Food and Drink - UK

“Brands could offer parents more reassurance about the healthiness of manufactured baby/toddler food by referencing more actively on-pack all the nutritional qualities the product has to offer, acknowledging key nutrients such as protein, calcium and carbohydrates.”

– **Colette Warren, Food and Drink Analyst**

Attitudes towards Low- and Non-alcoholic Drink - UK

“Cost is also a barrier hampering over-45s’ interest in the market and introductory offers or money-back guarantees could encourage trial to try to address the doubts about the quality of these drinks.”

– **Chris Wisson, Senior Drinks Analyst**

Eating Out: The Digital Consumer - UK

“As the mobile platform remains a relatively underdeveloped part of the restaurant market in the UK, there is much scope for operators to use smartphone apps to push more impulsive eating out habits, such as through ‘push’ marketing techniques.”

Frozen Snacks - US

“The frozen snacks market continues its relatively flat performance of recent years, as consumers find other snacking options increasingly palatable in terms of convenience, flavor, and nutrition, leaving frozen snacks relatively few new consumer bases to mine. Households with children remain the \$4.5 billion category’s key audience, but growing ...

Biscuits, Cookies and Crackers - UK

“After a period of impressive growth since its launch, the breakfast biscuits market lost momentum in 2014. That a quarter of users are interested in breakfast biscuits with a high fruit content, and a similar number are interested in high-protein versions, signals scope for further development.”

– **Aimee Townshend ...**

Full Service Restaurants - Casual, Family and Fine Dining - US

“Foodservice operators, including full service restaurants, have been focusing mostly on Millennials, but there are other demographics that also offer lucrative opportunities, such as Baby Boomers and Hispanics. Since price is still a consideration for so many of the younger population, it makes sense to focus on those with more ...

Convenience Stores - UK

“Convenience stores are most used in urban environments with the majority of consumers using c-stores close to their home. The millennial generation, aged 16-35, are the most likely to visit c-stores and also are the most frequent users of the format. This generation is increasingly migrating to urban areas and ...



Food and Drink - International

Pasta, Rice and Grains - US

"The pasta, rice, and grains categories face stagnant sales due to perceptions that, in general, they are high in gluten and carbohydrates and the mixes may be too processed. Brands must provide more healthful options to spur sales. Emerging grains can help breathe new life into this category, with additional ...

Snacking Motivations and Attitudes - US

"Nearly all Americans snack, especially younger adult consumers who also are more likely to have increased their snacking frequency over the last year. Snacking may also be replacing standard daily meals, and this behavior is likely to continue. Americans claim a preference toward healthier snacks, specifically those with simple ingredients ...