

## December 2010

### Meat Free Foods - UK

Three in five UK adults now eat meat-free food, according to consumer research for this report. However, only 6% of adults identify themselves as vegetarians, this share remaining broadly stagnant in recent years. Demand from people eating both meat and meat-free foods, has been a key factor supporting underlying growth ...

### Cooking Sauces - UK

Estimated to reach £833 million in 2010, the cooking sauces market has experienced sales growth of 31% between 2005 and 2010. Around three quarters of consumer use cooking sauces, with cook-in sauces the most popular, used by four fifths of consumers over the past 12 months. Innovation has focused on ...

## November 2010

### Barbecue Foods - UK

Two in three adults ate food cooked on the barbecue in summer 2010, with some 120 million barbecue occasions fuelling estimated sales of barbecue foods of some £1.7 billion in 2010. The market has posted healthy growth in recent years, helped by better weather, still a key driver of ...

### Food Retailing - UK

2009 was a relatively quiet year for the major food retailers, insofar as any year could be said to be so for companies that are so large and so dominant not just in their own sector, but in UK retailing as a whole. After the campaign of vilification in the ...

## October 2010

### Organic Food - UK

This report covers the UK retail market for organic food produced according to organic principles and standards. This includes fruit and vegetables, meat and poultry,

### Children's Packed Lunches - UK

This report examines the dynamics of the children's packed lunch sector, and the key products involved in the market. The healthy eating message is now an intrinsic part of the primary school curriculum and children are being taught about the benefits of a healthy and balanced diet.

### Dieting and Weight Control Foods - UK

- Low fat/calorie foods with added health benefits would appeal to the over 45 year olds who form the core of the weight control foods market. These consumers are more likely to be looking to change their diet to improve their health.
- As men are more likely to agree that ...

### Bottled Sauces - UK

This report examines the UK retail market for ready-to-eat bottled sauces. These are generally added to a meal at the table as an accompaniment, although they can also be used as an ingredient in cooking. The market can be segmented into table sauces and dish-specific sauces.

### Red Meat - UK

This report examines the UK market for red meat sold through retail outlets for consumption at home.

dairy products, fish and seafood, eggs, prepared foods and groceries, cereal products, baby and toddler foods and infant formula. It includes organic foods that are ...

### September 2010

#### Fish and Shellfish - UK

This report covers the retail market for seafood for in-home consumption. This includes fish (fin fish) and shellfish (including crustaceans), whether fresh, frozen or ambient, as well as ready-to-cook products.

#### Nuts, Seeds and Dried Fruit - UK

This report covers nuts, seeds and dried fruit, eaten as snacks and used in cooking/baking. Also included in this report are nut mixes.

### August 2010

#### Home Baking (Cooking and Baking from Scratch) - UK

Despite the trend towards healthy eating, consumers have taken a greater interest in home baking, driving value sales in the home baking market up by 12.7% between 2007 and 2009. The market is expected to grow by a further 9.1% in 2010, taking sales to £576 million. Consumers ...

#### Discounters - UK

- The two most important factors in choosing a supermarket are convenience and price. Hard discounters can lead on the latter, but have to persuade consumers that they should be prepared to make a second trip to do their weekly shopping trip.
- Hard discounters do not appeal just to the poorest ...

### July 2010

#### Poultry and Game Meat - UK

#### Functional Foods - UK

The functional foods market has been enjoying healthy sales growth with value sales increasing by 3.7% between 2008 and 2009 to reach £719 million. Consumers are making greater efforts to be healthy and have greater access to information about the key foods they should be eating to stay healthy ...

#### Burgers - UK

This report covers burgers sold through retail outlets for consumption at home. Meat burgers include products the prime protein constituent of which is beef, lamb, pork, chicken, turkey or fish, while meat-free burgers are those made primarily of meat substitutes or vegetable matter. These substitutes include for example Quorn soya ...

#### Seasonal and Boxed Chocolates - UK

- The importance of NPD activity and marketing support in the run up to the major festive periods cannot be underestimated as 25m adults bought boxed or seasonal chocolates as a gift for someone at Christmas while 17 million bought them at Easter.
- Manufacturers should look to develop packing options that ...

#### Pies and Pasties - UK

The poultry sector saw volume sales decline for a number of years under pressure from bird flu and rapidly rising inflation. However, the poultry market has regained momentum in the recession, enjoying a strong image as easy to cook, versatile and better value for money than red meat.

- As a good value and filling meal option, the pies & pasties category has performed well during the recession with value sales climbing by 5.2% between 2007 and 2009 to reach an estimated £941m in 2009
- An opportunity exist to grow the market by increasing frequency of consumption among ...

### June 2010

#### Eggs - UK

- Consumers are 'creatures of habit' when buying eggs - only 16% are adventurous enough to have eaten three or more different types of eggs in the last year.
- The health benefits of eggs are an important consideration for consumers, a third eat them because of their protein content.
- Welfare issues have ...

#### Consumer Snacking - UK

- Nine in ten British adults eat snacks between meals, nearly half of them on a daily basis. There are in total an estimated 13 billion at-home snacking occasions a year, and 6.4 billion occasions on the go.
- Tangible benefits are key for healthy snacks looking to attract women. Just ...

#### Cakes and Cake Bars - UK

This report examines the UK retail market for ready-to-eat (RTE) cakes. It includes packaged (or wrapped) and unpackaged (or unwrapped) cakes that are kept at ambient temperatures. The market can be broadly segmented into large cakes, occasion cakes and individual cakes.

### May 2010

#### Chilled and Frozen Ready Meals - UK

- Expected to reach £2.7 billion in 2010, the ready meals market has grown by just 7% since 2005. The market contracted in 2008 as a result of consumer cut backs, but has bounced back strongly since, suggesting that the six million users switching to more cooking have not been ...

#### Milk and Cream - UK

- Healthy growth in volume and value sales, highlights how the milk market has thrived during the recession, in fact it's one of the few areas where the market share of organic produce has increased.
- Milk suppliers have lost a PR battle: negative warnings over the fat content of milk are ...

#### Soup - UK

This report assesses the performance of the UK soup market since Mintel's last report on this sector in May 2008. Since 2007, the UK market for soup has grown by 11% to reach £511 million in 2009.

### April 2010

#### Food Provenance - UK

This report reveals that while no single food issue chimes with the whole of Britain, animal welfare has become the most widely shared concern. British and local origin of food rank close behind, broadly on a par with purity of food, but well ahead of considerations like organic and carbon ...

#### Health Food Retailing - UK

This report concentrates on products traditionally sold through health food stores. Functional foods, ie those with added ingredients that are of benefit to health (eg cholesterol-reducing margarine), are not strictly health foods but are discussed throughout the report as an associated category.

### March 2010

#### Cat and Dog Food - UK

- Despite the recession, the cat and dog food market has remained robust: in 2009, the market grew by 4% to reach £1.8 billion. By contrast, volume sales have remained fairly static, largely due to the switch from wet to dry food in the dog food market.
- Value growth has ...

#### Complete Canned Meals and Meats - UK

- Value sales of canned meals and meats increased by 14.8% between 2007 and 2009 to reach an estimated £770 million in 2009.
- Almost 13m consumers buy branded canned meals/meat, yet 8m feel there is no difference in taste between own label and branded product.
- Baked beans have continued ...

### February 2010

#### Consumer Breakfast Eating Habits - UK

- With tightening budgets and relatively less disposable income, 22m consumers appreciate the cost efficiencies of having breakfast at home compared to a restaurant.
- Two-thirds of consumers eat their breakfast at home everyday with just 2% eating out everyday. This is in contrast to the US where 46% of consumers eat ...

#### Breakfast Cereals - UK

- Just over 9m consumers have a wide selection (ie four or five) of breakfast cereals in their cupboards, principally but not exclusively multigrain-based recipes, low fat, children's or honey based cereals.
- Health considerations are the top priority when choosing a breakfast cereal, with 43% of consumers checking the amount ...

#### Cereal Bars - UK

- Simply toning down the sweetness in cereal bars could win over 3.6 m adults who shun the bars for being too sweet.
- Bigger is better. Larger cereal bars have the potential to attract over four million adults. This group doesn't eat cereal bars as they prefer something more substantial ...

### January 2010

#### Sandwich Shop Retailing - UK

- The market potential of healthy sandwiches is not being fully exploited. Three in ten sandwich buyers seek out such sandwiches, yet, low fat variants accounted for just 7% of new launches in 2009.
- Starting to provide nutritional information could open a market of nine million people to sandwich shops. Unlike ...

#### Consumer Food Packaging - UK

- Easy to recycle (biodegradable) packaging is the top packaging attribute sought by 23 million consumers.
- Consumers appear to consciously attach less importance to the way packaging looks, as only 1.2 million consider stylish packaging to be an important packaging attribute.
- Food packaging design should factor in multi-functional uses as ...

#### Consumer Food Labelling - UK

This report looks at awareness and importance of different food labels, as well as the understanding of them within the context of the changing nature of the overall food market in the UK.