

August 2015

### Table Sauces and Seasonings - UK

“Products such as seaweed and umami-flavoured powder offer ways to keep consumer spend in the seasonings category even if they cut back on salt usage.”

December 2014

### White Spirits and RTDs - UK

“The continued decline in volume sales of bottled RTDs makes a complete overhaul of the segment a necessity. A shift to premium bottle designs coupled with a focus on more adult orientated flavours would be a good starting point.”

### LSR: Coffee Houses and Donut Shops - US

“Coffee house and donut shop consumers say they are worried about the lack of healthy options and the high caffeine content of their beverages. Operators can do a better job of providing a wider variety of foods that their consumers define as healthy and offering beverages with different levels of ...

### Condiments and Dressings - US

“Positioning products as a helping hand to assist less skilled home cooks to achieve the end results they desire should find strong appeal among this group. In contrast, developing more complex products that push experienced cooks beyond their edge may appeal to those looking to expand their repertoire in the ...

### RTD Alcoholic Beverages - US

“Sales in the RTD alcoholic beverage category will grow for the foreseeable future, but this category has a history of up-and-down performances, from the heyday of the launch of wine coolers to the growth of alcopops and flavored alcoholic beverages, and the accompanying demise between the emergence of each. Due ...

### Cooking Sauces, Marinades and Spices - US

“Consumers – particularly that increasingly important group, Millennials – are more interested in unprocessed foods because they perceive them to be healthier and ‘higher taste’ foods for the unique flavor. Cooking sauces may be able to slow down projected declines, and marinades may be able to increase sales more quickly ...

### Coffee Shops - UK

“In a market with low brand loyalty, operators could benefit from building a deeper relationship with fans to foster real loyalty rather than just catering to consumers’ bargain-hunting and promiscuous spending behaviour.”

### The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

### Sugar Confectionery and Breath Fresheners - US

“While there remain concerns about the nutritional content of sugar confectionery products, ultimately, consumers still want to indulge. The category continues to grow as a result of new product innovation catering to consumption occasions and keeping the category fresh and exciting. In addition to these successes, there is opportunity to ...

## Food and Drink - International

### Beer - UK

“Immigration into the UK from countries such as Romania and Bulgaria looks set to continue in the coming years. The time may therefore now be right for retailers and brands alike to roll out beers from these countries more widely in the UK, particularly as the major beer companies such ...

### Non-carbonated Beverages - Ireland

“Concern about sugar continues to grow, with half of Irish consumers worried about the sugar content of some juices. Moving forward this will likely see continued new products being launched containing natural sweeteners to appeal to concerned consumers.”

## November 2014

### Fruit Juice, Juice Drinks and Smoothies - UK

“Consumer concerns about the high sugar content of fruit juices and smoothies are reflected in the continuing decline in volume sales. However, the openness among consumers to steps that would reduce the sugar content of such drinks suggests scope for the market to engage with health-conscious consumers.”

### Supermarkets: More Than Just Food Retailing - Europe

Mintel’s European report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia.

### The Private Label Food Consumer - UK

“Own-label is largely absent in single-serve chocolate products, meaning that it is missing out on impulse buying for on-the-go and out-of-home occasions – a key snacking occasion – indicating this as a potential area for own-label growth.”

– **Emma Clifford, Senior Food Analyst**

### Stocks and Sauces - Ireland

“Reformulating stocks and sauces to produce low salt and sugar variants is likely to appeal to health-conscious Irish consumers and encourage more frequent usage, thus driving value growth in the market.”

– **Sophie Dorbie, Research Analyst**

### Pizza and Pasta Restaurants - UK

“There is room for pizza/pasta restaurants to improve the leisure experience of dining at their venues to make them both more relaxing and engaging. Adding more experiential factors to store layouts, for example, could help elevate the dining out occasion and distract consumers from focusing on the cost of ...

### Juice, Juice Drinks and Smoothies - US

“Some 41% of adults say they are most likely to turn to products in the category for added nutrition, the most widely applicable among the leading uses named. Next to that, 40% seek good taste. The category would do well to focus on these attributes in order to expand consumption ...

### Attitudes toward Private Label - US

“Despite the substantial advances store brands have made in terms of quality, Mintel’s consumer research reveals that more than four in 10 consumers still perceive store brands to be inferior to national brands. Store brands must do a better job of distinguishing between their value and premium tiers to attract ...

## Food and Drink - International

### Fish and Shellfish - UK

“Whilst seafood operators have done much to ensure their sourcing is responsible and there is a healthy innovation pipeline, the two-a-week recommendation continues to be a key opportunity operators are yet to fully realise.”

– **Richard Ford, Senior Food and Drink Analyst**

### White Spirits - US

“With flavored vodkas reaching a virtual saturation point, the time could be right for the addition of unique flavors into other white spirits. Consumer research shows interest in flavored versions of rums and tequilas, and manufacturers could capitalize on that interest, while also maximizing awareness and usage of existing flavored ...

### Pizza Restaurants - US

“With the popularity of pizza, the sky is the limit on how operators can keep their offerings interesting and relevant for customers. However, restaurants will need to keep in mind that traditional views of convenience and customization have changed, and instead, there has been a shift toward personalizing pies for ...

### Cereal Bars and Breakfast Biscuits - Ireland

“Cereal bar brands should look to the US market for NPD inspiration with regard to protein-rich launches. With Irish consumers keen to see more protein-packed bars, such developments could add value to the overall category.”

– **Sophie Dorbie, Research Analyst**

## October 2014

### Red Meat - UK

“Cost remains a barrier for the red meat market, creating growth opportunities for cheaper cuts. However, over half of youngsters say that uncertainty

### Supermarkets: More Than Just Food Retailing - UK

“Aldi and Lidl are wedded to the smaller-store, limited range, largely-own-brand offer. So there is limited scope for them to cater to shopper demand for a wider range or for more branded lines – and so to capture more main-shop customers.”

– **John Mercer, European Retail Analyst**

### Diet Trends - US

“Due to rising levels of obesity, the diet market is poised for growth. However, a great deal of skepticism toward products is hindering growth.”

– **Emily Krol, Health and Wellness Analyst**

### Poultry - US

“Consumers remain concerned about the safety of the poultry they purchase, though it is not impacting category sales. They value knowing where their poultry comes from and how it’s raised, creating opportunities for brands to educate them on their purchase, and eliminate confusion surrounding popular poultry claims.”

– **Amanda ...**

### Poultry - Ireland

“Cooking from scratch continues to be an important trend in the wider food industry, and suppliers of unprepared poultry products stand to benefit, with Irish consumers seeing poultry as a versatile ingredient that can be included in any number of different types and styles of cuisine.”

– **Brian O’Connor ...**

### Still, Sparkling and Fortified Wine - UK

“The scope to increase value sales is limited by the heavy promotional activity that is both accepted and expected

## Food and Drink - International

about how to cook cheaper cuts puts them off buying them. Positioning cheaper cuts as an economical and ethical choice, along with educating the consumer as to ...

### Wine - US

“While indications point to an advantage for off-premise merchandisers, shifts in the market, including the expansion of sales locations, are making the wine retail landscape increasingly competitive. While this is good news for the category, growing the reach of wine, it’s requiring sellers to adopt more creative sales models.” ...

### Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

### Poultry - UK

“Social media offers a potential channel for operators to convey the high standards of living of their poultry, eg through video footage. Elements of gamification, which enable consumers to interact with poultry, can help to generate interest in their welfare.”

– Emma Clifford, Senior Food Analyst

### Ethnic Trends in Restaurants - US

“The ethnic foods operator is caught between trying to offer authentically ethnic foods while catering to an audience that wants to exert control over every aspect of their dining experience. Consumers indicate they are looking for new food experiences, but are anxious about not knowing enough about a menu item’s ...

### Consumer Attitudes Towards Lunch Out-of-Home - UK

“Despite improvements in the UK economy, household budgets remain squeezed and therefore consumers are

by shoppers. Therefore, other avenues such as clearer information about the differences between more and less expensive wines and the opportunity to sample wines before buying may be better placed to ...

### Dark Spirits and Liqueurs - UK

“While whisky brands seek to make themselves more accessible to a wider pool of users through encouraging mixability and flavoured expressions, operators in the rum category are seeking to carve out a place at the premium and super premium tiers with aged expressions”

– Douglas Faughnan, Senior Food & Drink ...

### Dark Spirits - US

“Dark spirits, whiskey in particular, have managed to grow sales fairly strongly in recent years, yet they remain far from routine in consumers’ alcohol-consumption routines. Flavor innovation is drawing the interest of some consumers, but such efforts may be overshadowed by the rush of RTD alcoholic beverages.”

### Fruit and Vegetables - US

“Respondents report that only 16% of their daily food intake consists of vegetables and 16% consists of fruit, which is far less than the share of plate for these foods recommended by the USDA’s MyPlate nutritional guide. Brands and grocers have an opportunity to increase the appeal of their fresh ...

### Cheese - UK

“The ending of milk quotas post-2015 should bring challenges and opportunities for the market, particularly for British brands. Meanwhile, openness to new formats and trading consumers into territorials should help build category value.”

– Richard Ford, Senior Food and Drink Analyst

### Cooking Enthusiasts - US

“The recession fueled a surge in cooking at home as a way to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home.

## Food and Drink - International

still cautious. The onus is thus on operators to proactively provide consumers with additional reasons to visit their venues more frequently and/or increase spend per head when they do visit.”

– **Helena Childe, Senior ...**

### LSR: Sandwiches, Subs and Wraps Concepts - US

“The issues that sandwich, sub, and wrap concepts face stem from the versatility of the product itself. While consumers are clearly more than willing to go to a sandwich shop to eat, they can easily make a sandwich at home, go to a burger place, or skip out on the ...

### Cheese - US

“Cheese remains a popular food for its versatility, nutritional benefits, and variety of flavors and formats. While the general category trend is toward natural cheeses, and consumers still have concerns about the nutritional value of processed cheese, they still are eating it and sales have not suffered terribly.”

– ...

### Coffee - US

“Coffee manufacturers face increased competition both from within their own category and from other beverages. Consumers are embracing the choice and variety of coffee options and from other beverages, but with a slowly improving economy, manufacturers will be challenged to maintain consumer interest in in-home coffee consumption.”

– **Elizabeth ...**

## September 2014

### Bread and Bread Products - US

“The US bread and bread products market is experiencing slow growth in 2014 and is expected to continue this pattern into 2019. Many consumers perceive bread as too high in carbohydrates and calories. Low-carb, low-calorie, and generally healthier breads (such as high fiber brands) are likely to help sales, as ...

### Fruit and Vegetables - UK

Mintel data suggest that though saving money is an important driver for cooking, there ...

### Fish and Shellfish - US

“The US fish and shellfish category grew moderately between 2009 and 2014, reaching \$16.7 billion, and is expected to continue growing at this pace into 2019, reaching \$20.1 billion. Sales are largely driven by consumer perceptions that fish and shellfish are healthier than other meats, although consumers surveyed ...

### Meat - Ireland

‘With half of RoI consumers having purchased meat from discounters (Lidl and Aldi) in the last month, the renewed focus on the sourcing of Irish meat by these retailers is clearly proving to be a success.’

– **Sophie Dorbie, Research Analyst**

### Contract Catering - UK

“Market conditions remain tough with consumers’ ongoing price sensitivity in this sector continuing to exert pressure on operators’ margins. Operators therefore should remain focused on menu innovation trends in order to trigger consumers’ ‘want to buy’ mentality.”

### Hot Dogs and Sausages - US

## Food and Drink - International

“Many leading UK grocers stock non-standard produce under their own-brand economy ranges. However, actively drawing attention to the surrounding issues, such as food waste and support to farmers, should help to build goodwill as well as staying ahead of the risk of state intervention.”

### Bread and Baked Goods - UK

“Education around bread’s value-for-money credentials must go hand-in-hand with innovation in areas such as healthy baked goods and snacking formats if brands are to address falling category sales.”

### Sugar and Sweeteners - US

“The success of the honey segment is likely tied to the high perception of health it holds among US consumers. Some 60% of respondents to Mintel’s custom consumer survey say honey is good for health, compared to 10% who say granulated sugar is good for health.”

- **Beth Bloom, Food ...**

### Gluten-free Foods - US

“Overall, the gluten-free food market continues to thrive off those who must maintain a gluten-free diet for medical reasons, as well as those who perceive gluten-free foods to be healthier or more natural. The category will continue to grow in the near term, especially as FDA regulations make it easier ...

### Butter and Spreads - Ireland

“Whilst butter has benefited from the scratch cooking resurgence, sweet spreads have yet to fully tap into the home baking market. Positioning these products as ideal ingredients for fuss-free baking may help drive interest in the category.”

- **Sophie Dorbie, Research Analyst**

“The hot dog and sausage category is projected to grow, but manufacturers must do more to address issues related to health, product quality, and freshness in order to enjoy more robust category sales. Consumers are also seeking a wider variety of flavors and ethnic offerings.”

- **Julia Gallo-Torres, Senior ...**

### Cordials and Squashes - UK

“There is potential for energy drinks brands such as Red Bull or Monster to enter the super-concentrate market. These brands are likely to hold more resonance among young consumers than more family-oriented brands such as Robinsons.”

### Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for ‘less than perfect’ diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

### Feeding Your Kids - US

“For parents, feeding their kids is largely driven by generational factors, as well as parenting styles and demographics. There are distinct differences in the attitudes and behaviors of parents based on what groups they belong to and identify with. It’s important for manufacturers and brands to target these subsets specifically ...

**August 2014**

### Pet Food - UK

### Burger and Chicken Restaurants - UK

## Food and Drink - International

“Just under a quarter of pet owners see high protein as an important choice factor, while 13% note low in salt. However, few pet food products currently make references to either, suggesting these as potential areas for NPD.”

### Breakfast Cereals - UK

“While manufacturers have reformulated their cereal recipes over the years, only three in 10 users think cold breakfast cereals are healthier than they used to be. This may reflect companies being wary of a consumer backlash against any changes to the taste profile of their products.”

### Coffee - UK

“While tea has long been regarded as the nation’s favourite hot drink, the UK is equally a nation of coffee drinkers. While usage remains biased towards standard instant, a greater focus on the convenience and quality of micro-ground can support trading up.”

### Yogurt and Yogurt Drinks - US

“The largest percentage of yogurt and yogurt drink users do so for health reasons. Some 44% say they use products in the category because they are healthier than other snack options. Treat positioning is the consumption driver for a smaller 33% of consumers.”

- Beth Bloom, Food and Drink Analyst ...

### Energy Drinks - US

“While the energy drink and shot category is still young and growing, many consumers are still not consuming them. New launches and marketing is increasing awareness, but the food and beverage industry is overflowing with offerings that provide similar energy functions without the safety and health stigma that plagues energy ...

### Hot Drinks - Tea - Ireland

“With an ageing population meaning that adults are extending their working life, opportunities exist for tea

“Half of adults say that they are discouraged from dining at fast food venues because the food served is not good for them, yet uptake of healthy options is typically low. Dishes with improved health credentials which continue to deliver on the fast food experience users expect should resonate.”

### Yellow Fats and Edible Oils - UK

“Sales of spreads continue to decline, with a variety of external reasons at play. But the category is also seen by consumers as not delivering on taste as well as its two key USPs (Unique Selling Points); ease of use and the presence of healthy fats. Operators in this market ...

### LSR: Burger, Chicken and Seafood Concepts - US

“Limited service burger, chicken, and seafood restaurants face stiff competition among themselves and against other concepts. Often competing on price, these concepts rely on core offerings coupled with innovative items to draw attention. These operators have also overhauled their menus to add healthful options and ramped up their usage of ...

### Baking and Dessert Mixes - US

“The US baking and dessert mixes category experienced flat sales in 2013 and 2014 at \$2.7 billion. Sales are forecast to remain flat in 2015 and decline to \$2.5 billion by 2019. Concerns about the health impact of eating too many baked goods are negatively impacting sales. Additionally ...

### Hot and Cold Cereals - US

“Overall, the cereal category faced another years of sales declines mainly as a result of increasing competition from other convenient and nutritious foods. The category’s sweet spot, the hot cereal segment, has increased, albeit minimally, but helps balance the category overall. The question remains, will innovative packaging and marketing, and ...

brands to develop products to appeal to this market eg blends with energy boosting and invigorating properties.”

– **Sophie Dorbie, Research Analyst**

### July 2014

#### Pet Food - US

“While pet ownership is down, this has not deterred pet owners from continuing to view their pets as family members, and treating them accordingly. The humanization of pets and their dietary needs continues unchecked, as pet food resembles more and more that which one would find on the grocery ...

#### Ice Cream and Frozen Novelties - US

“While more than half of frozen treat buyers express the importance of product price in their purchase decision, flavor rules. In practice, gelato (with its corresponding higher price point) has driven growth in the category in recent years.”

#### Eating Out: The Decision Making Process - UK

“Recommendations from family/friends are key influencers in venue choice, whilst online review sites populated with customer-generated content are also now popular among diners. Operators are encouraged to embrace the new era and promote peer-to-peer reviews and, where possible, create their own legion of brand ambassadors.”

#### Tea and Other Hot Drinks - UK

“Higher-caffeine teas could help brands increase usage by positioning the drink as an energy-boosting alternative to coffee while in hot chocolate, new formats would provide a platform for trading drinkers up.”

#### Drinking Out of the Home - UK

#### Butter, Margarines and Oils - US

“As consumers increasingly turn to butter over margarine/spreads for its natural appeal, spread brands are challenged to provide products that more closely align with consumer needs. Spreads that contain only natural ingredients, without artificial preservatives or additives, are likely to hold the most appeal for consumers who dislike the ...

#### Tea and RTD Tea - US

“The healthfulness of tea has been heavily pushed through media and marketing. However, consumers’ focus may be switching away from health, which they have most likely come to expect from the category, and are now looking for flavor and product innovation to keep them interested.”

#### Sports and Energy Drinks - UK

“Brands in this market need to find new ways of convincing users of the safety and efficacy of their drinks. At the same time, it is necessary for them to identify new angles to engage prospective consumers. Drinks made from natural ingredients show strong potential with more than seven in ...

#### Dining Out: The Restaurant Decision-Making Process - US

“The US restaurant industry is so large and mature that it’s increasingly difficult to carve out opportunities for growth. Operators must focus on differentiation, not only with menus but overall positioning. The answer may lie in even greater customization, with tailored restaurant concepts for niche audiences and for different day ...

#### Home Baking - UK



## Food and Drink - International

“Some 44% of out-of-home drinkers state that they prefer to drink in venues which offer locally produced drinks. Pubs can use local products to entice visitors but communicating the availability of these, such as via external signage, is central to reaping the benefits.”

“As consumer spending rises, it is likely to become increasingly important for home baking companies to remind people of the benefits of baking in order to maintain consumer interest. Brands can leverage the relaxation associated with baking in their advertising campaigns, which is likely to resonate given that stress affects ...

### Healthy Dining Trends - US

“Healthy eating in America is not only a hot topic in the industry, it is also a source of growth (or growing pains) for many foodservice operators. Consumers are now highly knowledgeable about what types of foods they should be consuming, and which ones would best benefit their bodies. Along ...

### Yogurt and Yogurt Drinks - UK

“That half of users of yogurt/yogurt drinks express concern about the sugar content in these highlights the need for the industry to tackle this issue. Trends towards clearer on-pack labelling in the UK will shine more light on the sugar content of yogurts.”

### Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

### Food Packaging Trends - US

“Shoppers remain concerned about the safety of food packaged in plastic or cans, which creates an opportunity for manufacturers to be proactive about offering information to alleviate these concerns. This may include information about packaging materials, or ingredient sourcing, as well as sustainability initiatives.”

– Amanda Topper, Food Analyst

### Eating Out Review - UK

“Experience-driven facets are needed to help operators differentiate dining out from the rather lacklustre experience that many diners experienced during the recession when all eyes were on the price, and help reinvigorate consumer enthusiasm for spending on the category.”

## June 2014

### Carbonated Soft Drinks - UK

“Carbonated soft drinks are consumed with meals by three in eight users but tailoring flavours more closely to meals may boost consumption further. Half of users believe that CSDs with less sweet flavours would complement a meal better.”

### Limited Service Restaurant (LSR) Specialty Shops - Snacks, Beverages & Desserts - US

“Limited service specialty restaurants are often singular-item focused. They must figure out how to create buzz and position their item in a variety of ways to appeal to a wide range of consumers. Certain brands have found success in creating line extensions with seasonal and limited-time offers, new formats like ...

### Craft Beer - US

### Pizza - US

## Food and Drink - International

“The leading purchase driver among craft beer drinkers is style, pointing to a more discerning consumer base. This focus on style and flavor is a major element that differentiates a craft beer drinker from the rest, and points to the future of beer in the US. Whereas consumers used to ...

### Beer - Ireland

“The Irish beer market continues to struggle in 2014, with volume and value sales in the on-trade continuing to decline, as consumers drink at home more. The market has however experienced a strong level of innovation in terms of flavour, packaging and new product launches by craft brewers, helping to ...

### Ice Cream and Desserts - UK

“Flavour trends have been widely explored by operators in the ice cream and desserts market, looking to cater to adventurous palates and continuously refresh their offering. Coffee, dessert and alcohol-inspired flavours have been seen across the ice cream and desserts market, appealing to adult tastes.”

### Cakes and Cake Bars - UK

“Cake companies can look to completely new formats in their NPD (New Product Development), given the interest in these from one in four users. For example, companies could create their own versions of the hybrid sweet treats (eg cronut, duffin) which have garnered a lot of media attention in the ...

### Innovation on the Menu: Flavor Trends - US

“Restaurant operators don’t necessarily need to reinvent the wheel if they want to stay on trend for new flavors and cuisines. Instead, focusing on how restaurants can differentiate themselves from in-home cooking through authentic ethnic flavors, fresh herb combinations, and unique sauce pairings can garner more interest in a restaurant ...

### Warehouse Clubs - US

“Warehouse clubs are favored for their competitive prices, bulk items and quality products; however annual membership fees deter some consumers. Warehouse

“Frozen pizza brands face growing competition from pizza restaurants, as more consumers are able to spend on restaurant pizza again and a majority of consumers perceive store-bought pizza as inferior. Frozen brands can compete by continuing to focus on convenience, while also pointing to brand quality improvements.”

### Carbonated Soft Drinks - US

“The carbonated soft drink market is continuing to decline as consumers are driven away by artificial sweeteners, high sugar content, and other ingredient concerns. The CSD category is an easy target as other beverages innovate and entice consumers away from sodas.”

### Drinking in the Home - UK

“Encouraging consumers to trade up to better quality is possible given that 62% of drinkers think that it is worth paying more for better quality. The key to this is conveying tangible reasons for the higher price, for example the use of high-quality ingredients or limited batches.”

### Perimeter of the Store - US

“As consumers shop the perimeter more, they are expanding their use of various grocery channels. Nontraditional retailers such as mass merchandisers must be sure that the quality of their perimeter products and the services provided at specialty counters are as important as value to successfully compete with traditional supermarkets.” ...

### Prepared Cakes and Pies - US

“Portion-controlled formats, higher-quality ingredients, and new flavors can help consumers indulge in prepared cakes and pies, while maintaining a sense of moderation. Positive perceptions of private label products, which represent the largest share of the market, will increase price competition, but also create opportunities for brand names to differentiate with ...

### Foodservice - Ireland

“Convenience continues to be the primary driver in consumers’ choice of foodservice establishment when dining outside of the home, providing a boost to the

## Food and Drink - International

clubs can offer more tiers of membership as well as more trial shopping days to promote the value of shopping at warehouse clubs.”

– Ali Lipson, Senior Retail ...

### May 2014

#### Prepared Meals Review - UK

“International cuisines have been widely explored by operators in the prepared meals market looking to cater to adventurous palates and continuously refresh their offering. Mintel’s consumer data show the ongoing demand for such NPD, with South American, Vietnamese and Korean cuisines enjoying the highest interest.”

#### On-premise Alcohol Consumption Trends - US

“On-premise operators include restaurants, bars, and other venues, and they are all competing for consumer dollars. Operators must set themselves apart by creating a unique dining experience to drive traffic. This incorporates menu offerings as well as overcoming a lack of food or drink options. A strong push toward ...

#### Pub Catering - UK

“Adding more treat elements such as cocktails and drinks flights can help venues enhance their special-occasion proposition and help to drive footfall for higher-spending occasions. Alternatively, launching more products facilitating regular purchase such as takeaway coffee and morning goods allows brands to further exploit their image as providing everyday value ...

#### Colleges and Universities Foodservice - US

“A student’s time in college is a unique experience, and the role of university dining services is just as special. This is the pivotal time where students’ eating habits are formed, and college students are willing and eager to learn more about the foods they consume. The role of foodservice ...

QSR and coffee shop channels. Full service outlets should look to menu innovation in addition to establishing an online presence to encourage consumers to dine outside ...

#### SFA State of the Industry Report - US

Mintel and the Specialty Food Association have collaborated to produce the 11th annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is to show changes in the industry as a whole, and in the specific segments included ...

#### Baby Food and Drink - US

“More than half of respondents to Mintel’s survey say they give their babies/toddlers aged three and younger adult food. While this is to be expected as babies reach their toddler years, brands can counter the potential for parents to feed their babies adult food by highlighting the specific nutritional ...

#### Alcoholic Beverage Drinking Occasions - US

“Alcoholic beverage consumers, particularly Millennials, are constantly looking for innovative offerings to improve on their drinking occasion experiences. However, consumers’ diverse drinking preferences are challenging brands to keep their consumers coming back. Category crossover innovation and at-home beverage recreation can help integrate brands in multiple locations and new occasions.” ...

#### Food Packaging Trends - UK

“The notable interest from the younger generation in packaging that helps them with portioning products indicates that this is seen as a useful added-value feature for packaging. It can also boost products’ green credentials through helping to combat food waste. Such features could also be positioned as an easy way ...

## Food and Drink - International

### Pub Visiting - UK

“Times have changed for the pub industry and publicans should be carefully working out how to tailor their food menus, for example by using local ingredients and tiering prices, to their customers to stave off competition from other pubs and restaurants.”

### Milk and Cream - Ireland

“Usage and sales of milk and cream remained strong in Ireland during 2013 and are expected to do so in 2014. Moving forward into 2015, with the removal of the EU milk quotas and increasing demand for Irish dairy products overseas, we could see milk prices become more volatile ...

### Chocolate Confectionery - UK

“Chocolate features widely in baking recipes, but few brands offer products geared towards baking. There is significant demand in this area, with a quarter of chocolate eaters interested in using their favourite chocolate in baking.”

## April 2014

### Dairy Drinks, Milk and Cream - UK

“Reflecting the established role of milk as a household staple, volume sales have posted modest growth. Milk is not a go-to drink as a drink on its own, however a tailored breakfast or exercise proposition can offer a growth avenue for brands, and a justification for a price premium in ...

### Chocolate Confectionery - US

“Less than 10% of chocolate buyers say it’s important for a product they buy to be ethically sourced. While a preference for Fair Trade products appears low, even among those who are familiar with the concept, ethical claims will be means of preserving an audience as the attention to company ...

### Prepared Meals and Side Dishes - US

“Category purchasers value the convenience of prepared meals and side dishes and prefer items with natural ingredients, cleaner product labels, and better-for-you claims. Addressing the specific reasons consumers purchase these items, and promoting their versatility, can benefit the category overall.”

### Bread - Ireland

“The all-Ireland bread market has experienced steady growth between 2009 and 2014, boosted by almost universal usage by Irish consumers. Looking ahead in order to drive growth within the market, brands should look to speciality breads as consumer spending improves in addition to flavour and format innovations to add value ...

### Soup - US

“Although more than eight in 10 respondents agree that soup is a healthy meal option, many also agree that prepackaged soup contains too much sodium and too many artificial ingredients and preservatives. Brands should work to equate wholesome ingredients with nutrition and flavor, and deemphasize low sodium content because it ...

### Milk, Creamers and Non-Dairy Milk - US

“Consumers are searching for innovative products, new flavors, and convenient packaging to fulfill their desire for healthier, on-the-go lifestyles. Opportunities for growth are present for the milk category to adapt to consumers’ nutritional demand by diversifying flavor profiles and occasion usage. However, the industry faces obstacles in its efforts to ...

## Food and Drink - International

### Baby Food and Drink - UK

“Innovation that taps into parents’ preference for homemade baby food has been limited, presenting ripe opportunities for baby food manufacturers. Extending their ranges with cooking ingredients that are specifically designed to be used in recipes for babies and toddlers, such as low-salt stock, extra-mild spices and low-acidity oils offers a ...

### Full Service Restaurants - US

“Full service restaurants face many obstacles preventing traffic which will need to be rectified in order to boost sales. Such issues include menus that don’t reflect the changing needs of consumers, outdated branding, a perception of poor value, and limited healthful options. In response, operators can expand dayparts and item ...

### Breakfast Eating Habits - UK

“Operators could look to marketing to reposition breakfast as a way to connect people or to offer a bit of me-time before tackling the day, reminding consumers that, for example, a bowl of porridge or a crumpet with butter is worth savouring.”

### Frozen Snacks - US

“Concerns about the nutritional value of frozen snacks will continue to be top of mind for consumers. Manufacturers will need to reformulate or expand their product offerings, ensuring these items meet consumer preferences for high-quality ingredients and convenient formats. More frequent snacking occasions will also impact product offerings, as well ...

### Children's Eating Habits - Ireland

“Children’s eating habits are largely determined by their parents; meaning that the establishment of good dietary habits for children is primarily formed in the home. In order to gain the trust and loyalty of parents, supermarkets and restaurants should look to reinforce healthy eating messages outside of the home, be ...

### Convenience Stores - UK

“For convenience retailers, those consumers incorporating c-stores within their regular grocery shopping repertoire are most important. On this basis, young shoppers – most importantly, the 25-34 age group – should be the focus for retailers.”

### Attitudes towards Family Dining - UK

“More in-store entertainment and ordering/payment services are likely to take on a technological guise in the coming years as restaurants catch up to the fact that consumers, particularly children, are increasingly tech-savvy.”

### Own Label Alcoholic Drinks - UK

“Retailers should proactively promote their quality and awards won to level the playing field against brands, particularly as the economy improves and brands are poised to benefit from an easing of the budgeting mentality.”

### Fruit and Vegetables - Ireland

“There is a disparity between the NI and RoI fruit and vegetable markets, with the cost of these items growing for NI consumers, while decreasing for RoI consumers. Should the trend continue, it could see a re-emergence of cross-border shopping, with NI consumers visiting RoI retailers along the border to ...

March 2014

### Food and Drink Retailing - UK

### Non High Street Foodservice Trends - UK

## Food and Drink - International

“Food retailing remains highly competitive, but all the evidence indicates that competition is moving away from price. With almost perfect information in the market and most of the majors doing some form of price matching, we think that the competitive agenda will move to all the other key factors that ...

### Snack and Nutrition Bars - US

“Even as snack and nutritional bars take on product attributes from each other and attempt to provide a range of attributes within a single product or brand, brands have an opportunity to stand out from their competitors by maintaining focus on a singular use. For example, energy bars can be ...

### Bottled Water - UK

“There is a lot of scope for packaging innovation, to increase the convenience of these products for users, make them more visually appealing and give them standout. Importantly, this would help position the company as being more innovative and forward-thinking than its competitors.”

### Online Grocery Retailing - UK

“Grocers can cultivate greater shopper loyalty by encouraging cross-channel shopping: we think consumers are more likely to stick with those shoppers who are providing an integrated mix of supermarkets, online and c-stores that caters to different shopping missions.”

### Bottled Water and Cold Beverages Mixes - US

“Offerings that stress hydration, health, and convenience will support increased bottled water consumption. Consumers remain price sensitive in the category, and with so many choices, value will be what consumers fall back on. Products with higher price points need to be justified through unique flavors and innovation to draw in ...

### Nut-based Spreads and Sweet Spreads - US

“Concerns over the future of the high street and the mature eating out market have seen operators attempt to widen distribution channels. High footfall areas such as travel hubs, shopping centres and university campuses are proving popular choices for operators looking for new opportunities.”

### Cookies and Crackers - US

“Less than 10% of cookie and cracker buyers look for gluten-free varieties. While gluten-free developments attract attention due to new product innovation, at this point, this feature does not make or break cookie or cracker purchase.”

### Biscuits, Cookies and Crackers - UK

“The majority of users want to see more on-the-go packs of savoury biscuits and crackers. Offering snack packs containing one or two servings and placing them next to other on-the-go snacks such as cereal or chocolate bars near supermarket tills should forge associations with on-the-go occasions.”

### Convenience Store Foodservice - US

“Convenience stores today have to perform a tricky balancing act in regards to foodservice: consumers are asking for healthy options, an array of foods and beverages, freshly made sandwiches and entrees, and indulgent treats, all while still providing quick service at a low price. Operators will need to focus on ...

### Convenience Stores - US

“Quick stops to pick up a few items or get gasoline are the primary reasons that consumers visit convenience stores. While convenience stores have a reputation for unhealthy food, many are improving their offerings to provide healthier alternatives appealing to shifting consumer tastes, hoping to encourage more visits.”

### Cider - Ireland

## Food and Drink - International

“Greater competition from other brands both within and outside of the nut-based and sweet spreads market will have an impact on the category. To fight the competition, manufacturers need to promote the versatility of their spreads for use as an ingredient, dip, snack, and beyond to help increase product appeal ...

“The cider market in Ireland has endured the same issues as the larger alcohol industry, with dwindling value sales in the on-trade as consumers increasingly drink at home. Cider reaps both the advantages and disadvantages of being seen as a summer drink, being seen as more refreshing than beer by ...

### Crisps, Nuts and Corn Snacks - Ireland

“With links between diet and health becoming increasingly prominent, Irish crisp and snack brands should look to engage in NPD to produce a range of ‘better for you’ snacks, particularly using non-potato sources such as grains and production methods such as baked and high temperature and pressure (popped chips). Experimenting ...

## February 2014

### Consumer Attitudes Towards Cooking in the Home - UK

“Men are markedly less likely than women to have responsibility for cooking and/or preparing foods in British households, and also cook meals from scratch far less frequently, showing that traditional stereotypes still ring true. So it is interesting to note that men (31%) are more likely than women (26 ...

### The Locavore: Attitudes toward Locally-sourced Foods - US

“As local claims become more widespread, product marketers will need to develop a means to authenticate provenance. Exploring a system of official certification and communicating a transparent path to market information to interested buyers will be necessary to stand apart from the competition.”

### Sweet and Savoury Spreads - UK

“Despite the openness to jam as part of a healthy snack among families, few brands have actively targeted this occasion with marketing or through specific product formats. Examples from markets such as cheese, where snacking formats have posted rapid growth, show how more specific targeting can help brands drive standout ...

### Pasta, Rice and Noodles - UK

“The current interest in high protein food presents significant opportunities for the pasta market, given that a sizeable four in ten users would like to see more pasta which is high in protein, rising to half of 25-34s.”

### Leisure Venue Catering - UK

“Operators could look to more specific targeting of particular consumer groups to ignite interest. Investing in enticements such as healthier and faster payments options, both of which are of interest to households with children, would offer tangible benefits to parents, potentially encouraging them to spend more and feel that they ...

### Alcoholic Drink Packaging Trends - UK

“While information on the label can be influential, the actual feel of the product can also sway shoppers’ purchasing decision.”

### Grocery Retailing - US

### Food Storage - US

## Food and Drink - International

“When it comes to shopping for groceries, the choices can be overwhelming. While an increasing range of different retailers sell grocery items, their offerings vary. In a crowded marketplace, retailers need to clearly define and communicate how they differ from the competition, stand out by offering customized promotions to retain ...

### Dry Pasta, Rice and Noodles - US

“While respondents are very likely to say low price is an important factor in their selection of pasta and rice products, brands should do more to show that their products provide value beyond price. They can do this by offering more natural, whole grain, low sodium or some other healthful ...

### LSR: Ethnic Concepts - US

“With an increase in interest for exotic and authentic cuisine, Latin, Asian, and Mediterranean concepts are entering the marketplace in abundance. This rapid growth of ethnic limited-service restaurants is due in part to the success of the fast casual assembly-line model. This operational strategy helps deliver the level of authenticity ...

“The food storage market is expected to grow slowly into 2018. However, the market does face some challenges. Companies and brands will have to continue exploring new innovation opportunities in order to accelerate market growth and stave off competition from private label, as well as better engage the growing Hispanic ...

### Beverage Packaging Trends - US

“New government regulations, fluctuating disposable income, and higher expectations for health and sustainability transparency are impacting the beverage packaging market. A balance of egoistic, altruistic, and ergonomic qualities is a must for successful packaging, with innovative ascetics allowing packaging to stand out.”

### The Snacking Occasion - US

“As consumers continue to adopt a snacking culture, choosing to snack anywhere, anytime, and on practically anything, the format and function of snacks will need to evolve to meet their needs. Snacks with healthy claims and natural ingredients are still important; however, snackers still want to indulge responsibly from time ...

## January 2014

### Nutritional and Performance Drinks - US

“Functional claims are expanding across food and drink categories, as brands seek to differentiate themselves from the competition. The nutritional and performance drinks market should promote the fact that its products are engineered specifically for the functionality they promote, unlike other products for which claims such as protein delivery and ...

### Ethnic Foods - US

“Authenticity appears as more of a value-add than a requirement for purchase of products used in home ethnic food preparation. While nearly half (47%) of ethnic food consumers say they are willing to spend more on authentic ethnic/international food, only one quarter say authenticity claims are a leading factor ...

### Dining Out: A 2014 Look Ahead - US

“Price value matters to consumers, whether it comes in the form of coupons, meal deals, LTO discounts, or rewards program paybacks. Since women are more value conscious than men, this should provide direction for restaurants that want to cater to women, who often also are in charge of making sure ...

### Breakfast Restaurant Trends - US

“There exists great potential for limited service restaurants to ramp up breakfast sales by understanding consumer needs and adapting their offerings. Operators can expand their breakfast hours as well as retool menu items to include BFY, portable, and innovative offerings. Additionally, operators must work to provide consumers with non-menu benefits ...



## Food and Drink - International

### World Cuisines - UK

“Some ethnic food brands may benefit from positioning their products specifically as child- or family-friendly. Cooking pastes, for instance, could more actively promote how they are a suitable option for the whole family, allowing for heat levels tailored to taste.”

### Consumer Snacking - UK

“More than a quarter (26%) of users eat snacks when in need of an energy boost and keeping energy levels up is important to around half of snackers. While various breakfast biscuit brands have made energy provision a central part of their positioning, this proposition remains rare in the wider ...

### Non-Alcoholic Beverages Occasions - US

“Many beverages are pigeonholed to a degree by the times of day at which they are most commonly used. Brands could increase consumption frequency by positioning their products as suitable for a wider range of occasions and locations, such as milk with meals or juice drinks instead of sports drinks ...

### Chips, Popcorn, Nuts, and Dips - US

“The salty snacks category will continue to benefit from the anytime, anywhere snacking mentality. Changing product preferences, combined with shifting US demographics, will be top of mind for manufacturers. However, the real challenge will be addressing concerns about the nutritional content of snacks, while still allowing consumers the chance to ...

## January 1970

### Roadside Catering - UK

The prevalence of major fast food providers, such as McDonald's and Burger King, and traditional preconceptions about the quality of the food served in them, has meant that roadside outlets have become synonymous with unhealthy, lower-quality foods. Going forward, roadside service stations and restaurants could alter this perception and bolster ...

### Menu Flavours - UK

“One in 10 diners agree they actively look for dishes in restaurants that they have read or heard about (eg in magazines/TV), rising to 19% amongst Londoners. This illustrates the significance of headline grabbing products and dishes in today's fast moving eating out market.”

### Crisps, Salty Snacks and Nuts - UK

“Tesco's high-tech Watford store, which opened in August 2013, is relatively unusual in that it features a fridge of chilled dips in the crisp aisle. It is something which other stores may be tempted to replicate considering the large minority (44%) of crisp users note that more supermarkets should offer ...

### Cider - UK

“There are strong signs of longevity in the flavoured cider segment and, with 49% of cider drinkers being interested in flavoured ciders with unusual ingredients, new flavours could help it to retain momentum.”