

February 2021

Meat Substitutes: Inc Impact of COVID-19 - UK

“While lapsing during the COVID-19 pandemic, the meat reduction movement is expected to quickly rebound, driven by its perceived benefits related to health, weight management, sustainability and money-saving. However, meat substitutes must really deliver on these factors to reap the rewards from this trend.

A sharper focus on nutritional excellence ...

January 2021

Pizzas and Pies: Inc Impact of COVID-19 - UK

“More meals and snacks being eaten at home during the COVID-19 pandemic boosted retail sales of both pizza and savoury pastries during 2020. The income squeeze in 2021 and the enduring rise in home working longer term will continue to benefit the category, although consumer interest in healthy eating will ...

Attitudes towards Cooking in the Home: Inc Impact of COVID-19 - UK

“The COVID-19/coronavirus outbreak has meant people have found themselves cooking at home more, some out of necessity and some thanks to having more time in their day. Many have developed new skills and there’s marked appetite among many consumers for retaining these habits. Despite this, ease and speed of ...

Supermarkets: Inc Impact of COVID-19 - UK

“COVID-19 will bring a record year for the grocery sector in terms of sales and 2020 will also be the year to mark a rebalancing of the sector. A legacy boost to online will naturally take more demand away from large-format stores and will mean a further rethink about how ...

Cooking Sauces and Pasta Sauces: Inc Impact of COVID-19 - UK

“The restrictions and lockdowns enacted to combat the spread of COVID-19 in 2020 have provided a boost to cooking and pasta sauces. The category has benefited from the edict to work from home, a reluctance to visit foodservice venues and people tightening their purse strings. The expected shift towards more ...

Processed Poultry and Red Meat Main Meal Components: Inc Impact of COVID-19 - UK

“Sales of processed meat/poultry meal components have been boosted by increased rates of at-home working and the growth in home cooking as a consequence of the COVID-19 restrictions. Offering recipe suggestions to showcase processed meat products’ versatility should allow companies to drive usage frequency, with scope for a stronger ...

December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

November 2020

Cheese: Inc Impact of COVID-19 - UK

“COVID-19 has provided a boost to cheese sales. Its value proposition, shelf life and versatility will have worked in the category’s favour during the strict spring lockdown, with the leading cheddar segment and recipe cheese benefiting as people ate at home and cooked from scratch. Cheese’s affordable image and the ...

Breakfast Eating Habits: Inc Impact of COVID-19 - UK

“More people having breakfast at home every day during the COVID-19 pandemic boosted retail sales of breakfast foods, but with a return to workplaces and schools brands in breakfast foods face a challenge holding on to some of these increases in sales. Healthier but convenient breakfasts are a big opportunity ...

October 2020

Pet Food: Inc Impact of COVID-19 - UK

“The recession triggered by COVID-19 is prompting consumers to scrutinise their spending. The extensive private label presence on the one hand and the myriad of small specialist brands on the other leave mainstream brands faced with a formidable task to prove their value. Health is as much of a focus ...

Food and Non-food Discounters: Incl Impact of COVID-19 - UK

“The discount sector is well positioned to benefit from the economic uncertainty in the UK caused by the COVID-19 pandemic. With a more mature market, competition will be fierce and retailers will have to work hard to differentiate themselves. The food discounters have managed to carve out a unique niche ...

Bread: Inc Impact of COVID-19 - UK

“COVID-19 has provided a boost to the bread category. With the nationwide lockdown, bread volume sales, which have been on a downward trajectory for several years, rose, thanks to out-of-home breakfasts and lunches shifting to the home overnight.

September 2020

Vitamins and Supplements: Inc Impact of COVID-19 - UK

“The pandemic will drive demand for vitamins and supplements as health and wellness become bigger consumer priorities. Immune health in particular is in the spotlight, and brands can look to offering more holistic solutions, considering the links between stress, sleep, nutrition and diet on immunity. The category is expected to ...

Fish and Shellfish: Inc Impact of COVID-19 - UK

“The lockdown helped boost the sales of frozen and ambient as people sought out long-life products. As incomes come under pressure, fish/shellfish’s relatively high price means cutbacks are on the cards. The segment’s healthy image should see it benefit from the increased health focus in the wake of the ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

August 2020

Yogurt and Yogurt Drinks: Inc Impact of COVID-19 - UK

“The changes to consumers’ habits and priorities brought about by the COVID-19 lockdown hit spoonable yogurt in spring 2020. The income squeeze triggered by the outbreak means challenging times ahead for brands, dialling up the need to prove their added value in the already highly price-led category. The heightened focus ...

Attitudes towards Sports Nutrition: Inc Impact of COVID-19 - UK

“While the COVID-19 lockdown has severely curbed exercise opportunities, the outbreak has sparked a keener interest in health and exercise that could open up opportunities for sports nutrition ahead. The economic downturn however poses a stark challenge in the short term, as the market faces intense competition from more affordable ...

Breakfast Cereals: Inc Impact of COVID-19 - UK

“COVID-19 has provided the stagnating breakfast cereals market with a temporary boost, as the nationwide lockdown brought out-of-home breakfasts to the home overnight. As the lockdown continues to be eased, however, more breakfast occasions are expected to shift back out of home, the category seeing growth slow.

Ready Meals and Ready-to-cook Foods: Inc Impact of COVID-19 - UK

“During the COVID-19 pandemic demand for ready meals has been hit by people doing more cooking from scratch. Offering quick meals is still important though, and NPD should focus on both better-for-you options that tap interest in healthy eating, as well as meals that are attractive as a nice treat ...

Consumer Snacking: Inc Impact of COVID-19 - UK

“Snacking continues to be an ingrained part of UK lifestyles. With COVID-19 prompting a nationwide lockdown, out-of-home snacking disappeared overnight, but the traditional associations of many snacks as offering a low-cost mood boost kept them firmly on the menu at home.

July 2020

Chocolate: Inc Impact of COVID-19 - UK

“Although the market has proven resilient in past difficulties, the economic downturn triggered by the COVID-19 outbreak will coincide with new challenges. The heightened spotlight on health will dial up the pressure from the existing sugar reduction targets. However, there is openness to reduced sugar variants and opportunities within flavour ...

The Impact of COVID-19 on Food and Drink - UK

“The pandemic has created huge challenges for the food and drink industry, but it has also been the catalyst for huge opportunities. These are both immediate with many businesses thriving from agilely adapting to new consumer needs and in the long-term as the crisis will leave a number of lasting ...

Brand Overview: Food: Inc Impact of COVID-19 - UK

“COVID-19 has opened up a number of opportunities for brands to tap into the ‘next normal’. In the short term, people may be seeking familiarity and comfort from the food they eat and the brands they recognise, but it is crucial that brands use this time to create longer-term opportunities ...

June 2020

Dairy and Non-dairy Drinks, Milk and Cream: Inc Impact of COVID-19 - UK

Convenience Stores: Inc Impact of COVID-19 - UK

“The shift to localised shopping during the peak of COVID-19 will have benefited the convenience sector, driving larger-basket demand and sales as consumers necessarily shopped more in their local communities. Longer term the importance of c-stores within these communities will only be reinforced, presenting opportunities for convenience retailers to tap ...

Kids' Snacking: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak has disrupted children’s snacking patterns, driving frequency of at-home snacking while curbing impulse buying and eliminating school lunchbox occasions. Concerns have been raised that increased at-home snacking plus decreased activity will have a slew of negative effects on children’s health, including obesity and poorer dental and eye ...

Condiments and Dressings: Inc Impact of COVID-19 - UK

“The impact of COVID-19 on the dairy and non-dairy drinks, milk and cream market will be limited. A surge of in-home milk consumption in hot drinks, cooking and baking will boost retail sales during the lockdown. In the medium to long term, sustainability will continue to pique consumer interest and ...

“COVID-19 has had a positive short-term impact on sales of condiments and dressings, as demand for food to eat at home increased, and is likely to boost sales for some time to come, with only some of the sales gains expected to be lost in 2021. Encouraging more use of ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

May 2020

Ice Cream: Inc Impact of COVID-19 - UK

“Amid a rapidly evolving consumer environment during the COVID-19 outbreak, the market must respond to consumer health concerns while preserving the inherently indulgent nature of the ice cream category. While there is a sizeable interest in healthier options, key indulgence drivers such as texture must not be neglected when it ...

Food Packaging Trends: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak has sharply increased the amount of food people eat at home, feeding through to increased demand for packaging for this. The big focus in food packaging in recent years has been on plastic reduction, and the industry has made major progress towards the targets set out by ...

Cakes, Cake Bars and Sweet Baked Goods: Inc Impact of COVID-19 - UK

“COVID-19 will negatively impact the cakes, cake bars and sweet baked goods market in the short term. An increase in home baking as well as the loss of potential eating occasions due to the nationwide lockdown will inflict a hit. Any potential benefits gained from the fact that these products ...

April 2020

Online Grocery Retailing - UK

“In 2019 growth slowed for the fourth consecutive year in the online grocery market, as the sector continues to

struggle to reach new customers with much of the growth in the market coming from existing users. The start to 2020 has seen growth rapidly accelerate due to the COVID-19 outbreak ...

March 2020

World Cuisines - UK

“World cuisines are an ingrained part of UK menus. Within established cuisines strong demand for newness points to opportunities for introducing new formats, whilst providing on-pack explanations of unfamiliar dishes should help emerging cuisines grow their user base.”

Baby Food and Drink - UK

“That parents would like to see more chilled and frozen varieties poses an opportunity for further expansion in these areas, these being largely untapped in baby/toddler food. While moving into the chilled or frozen aisles comes with hurdles in terms of costs, price points, shelf-life and visibility, the strong ...

Sweet Biscuits and Snack Bars - UK

“The permissibility of eating small amounts of sweet biscuits each day is continuing to support sweet biscuit sales. Portion-size packs, healthier biscuits, seasonal lines and a quality over quantity approach all offer opportunities for brands in biscuits, but familiar favourites offering crunchy biscuits and chocolate coatings will remain most popular ...

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

Health Food Retailing - UK

The market for health foods continues to grow on the back of the rising trend for health and wellbeing but consumers remain sceptical of the potential benefits of the products. While there are opportunities for specialist retailers to remain relevant, online retailers and especially supermarkets have been working hard to ...

Sugar and Gum Confectionery - UK

“With myriad products competing to give consumers a mood-boosting sugar fix during times of uncertainty, compelling NPD will remain vital for players in the sweets market. Lower-sugar sweets, vegan sweets and premium sweets continue to offer a lot of potential. Focusing on UK provenance and more environmentally friendly packaging would ...

Leisure Outlook - UK

“The coronavirus outbreak presents a catastrophic threat to the sector both in the short- and long term. Meeting Brits in the home can help mitigate losses for some, for example through virtual entertainment and delivery food services. Transparency and flexibility will be welcomed by consumers.”

February 2020

Attitudes towards Healthy Eating - UK

“People’s openness to reformulation is good news for the industry, faced with government targets to make their products healthier, but also adds to the pressure to do so. That many would even welcome punitive measures such as taxing unhealthy foods provides food for thought for the government, but also to ...

Home Baking - UK

“Home baking remains popular in the UK, linked to the main reasons for home baking being enduring, but growth in sales is being held back by most people not baking very frequently. Products offering easy shortcuts continue to be an opportunity for brands, given that lack of time and skills ...

Crisps, Savoury Snacks and Nuts - UK

“The wealth of better-for-you NPD has contributed to ongoing growth for this mature market. Consumers’ ongoing appetite for more choice in healthier options, both for adults and specifically for children, signals that this area continues to offer opportunities and warrant attention. With taste remaining the top priority within this category ...

Free-from Foods - UK

“With the free-from trend now a firmly established phenomenon, growth is expected to slow. The spotlight on sustainability should, however, support the demand for dairy alternatives. Products catering for special occasions and those for children hold potential for growing sales among established users.”