

February 2011

Prepared Meals and Meal Centres - Europe

While prepared meals still get a bad press, consumers do not always heed the negative reports. The recent economic downturn did not send that many customers back to cooking from scratch. However, it did lead to some switching towards ambient lines, and a general peaking in sales of chilled lines ...

January 2011

Pasta, Rice and Noodles - Europe

Consumption of rice and pasta increased by 7% and 10% respectively during the 2005-09 period. The pasta market was more buoyant as the recession has revitalised sales of dry pasta, and an increased amount of consumers fuelled sales of premium ranges. Value sales increased even more strongly as global rice ...

Pizza - Europe

Retail volume sales of pizza reached 680,000 tonnes in 2009, up by 1% on the previous year and by 12% on 2005. The recession has produced a set of opposing forces on the pizza market. More people have made staying at home the new eating out; this supports sales ...

Vitamins and Supplements - Europe

As consumers across Europe have become increasingly aware of the benefits of a healthy diet, the demand for healthy food as well as vitamins and dietary supplements has risen over the last two decades. The emergence of a body of medical evidence linking diet to physical health has also encouraged ...

Processed Fruit and Vegetables - Europe

Overall, value sales of canned and frozen food have posted steady annual growth and have been safe from

Yogurt and Desserts - Europe

Spoonable yogurt and chilled desserts resisted the challenges of the global economic crisis thanks to a strong consumer demand throughout Europe and intensive new product development.

Cooking Sauces, Pasta Sauces and Stocks - Europe

Volume sales of cooking and pasta sauces are estimated to reach 781,000 tonnes in the review countries (France, Germany, Italy, Spain, Russia, Belgium, Czech Republic, Hungary and the UK). This is stable in comparison with recent years but up by 8% on 2005. Mature markets such as Germany, France ...

Wine - Europe

As the consumption of wine declines, in particular in the mature EU markets, wine makers continue to diversify their ranges and develop new wines to suit changing consumer demand. Recent product launches therefore featured a large number of lighter, refreshing wines designed to meet the current demand for versatile wine ...

Juice and Juice Drinks - Europe

The European fruit juice markets have seen a great deal of change in favour of pure juices away from concentrate juices over the past five years; driven by a demand for healthy and tasty drinks. This has led to considerable value growth and development of premium segments such as freshly ...

any adverse effects caused by the economic recession thanks to their general affordability. Recent product innovation within processed fruit and vegetables has concentrated on convenience, demonstrated in microwaveability and ease of use ...

December 2010

Sports and Energy Drinks - Europe

The UK market is the largest in Europe for both sports and energy drinks; with sales estimated to reach £807 million and £241 million, respectively, in 2010. In the 'big 5', sales of energy drinks have continued to post healthy growth in recent years, while sports drinks have put on ...

Beer: The Market - US

In this report, the second part of a two-part report on beer, Mintel takes an in-depth, market-centric view of the market. The consumer-centric view is covered in Mintel's Beer: The Consumer—U.S., November 2010. The beer market faced numerous challenges in 2009, the recession being the key impediment to growth ...

Poultry - US

The U.S. retail poultry market gained 31% during 2005-10, topping an estimated \$41 billion in 2010. It enjoys a healthy halo compared to red meat, thanks to its lower fat content. Additionally, its low cost has made it more attractive to cost-cutting consumers in the past five years. Lastly ...

The Private Label Food and Drink Consumer - US

Private label food and drink products have garnered more attention in the media, as well as the business community, in recent years in part because of the impressive growth across multiple categories. Consumers are buying private label food and drink products in greater numbers, typically because these products represent better ...

Fish and Seafood - US

Cheese - Europe

Europe has some of the world's largest cheese markets and producers in the world, with France ranking number-one in value terms and Germany taking the top spot by volume. New product innovation has been maintained at a high level, with additive- and preservative-free products taking centre stage. Consumers are increasingly ...

White and Dark Spirits - Europe

Spirits consumption has been declining for many years in some of the review countries such as Germany, Italy and Spain. Consumers are increasingly opting for other drinks such as beer and wine with the implementation of stricter drink-driving regulations, and a rising awareness of health risks related to alcohol consumption ...

Sugar and Sweeteners - US

With the recession, more people have been cooking, baking, eating and drinking at home, which has helped the sugar and sweeteners category maintain positive sales growth. However, health issues are an underlying force for the category and these concerns have had a decided impact on each of the four segments ...

Yogurt and Yogurt Drinks - US

The yogurt and yogurt drinks market is benefiting greatly as consumers pay greater attention to healthy eating. Sales have risen steadily over the past five years, and with U.S. per capita consumption still trailing that of Europe by a wide margin, it appears that prospects for continued growth are ...

Emerging Restaurant Concepts - US

Food and Drink - International

The fish and seafood category generated almost \$16 billion in total U.S. sales for 2010, making it a good catch for both consumers and retailers. However, it is somewhat unique in that a good portion of its revenue is generated by random weight, non-UPC coded items, making brand development ...

Is it over yet? That's the question about the "Great Recession" being asked by consumers and businesses. Few are as hopeful that the economy has righted itself as are restaurateurs. Higher unemployment, lower disposable income and shaky consumer confidence meant Americans dined out less often and spent less than they ...

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 ...

Processed Meat, Poultry and Fish - Europe

Meat gets a bumpy ride, attacked from many quarters; suppliers are on the defensive. This can help fish suppliers, whose products are considered generally healthier, even if they too need to look to their sustainability credentials. The fish market thus expands steadily, while meat consumption is subject to shocks. Many ...

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.

Cider - UK

The cider market has been one of the real success stories of the alcohol market over the past five years, helped by clever innovation which has constantly updated its appeal to its core 18-34-year-old consumer base. However, looking forward, 2011 and beyond threatens to be even tougher for the industry ...

Made to Order Smoothies and Shakes - US

This report explores made to order smoothies and shakes by foodservice operators. Mintel focuses its exclusive consumer research on the smoothie segment given its relative infancy in the beverage market and substantial growth potential considering the increasing number of players becoming active in this genre. The crux of these findings ...

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 ...

Dairy Market - Is Functional Still a Driving Force? - Ireland

The Irish dairy market has proved more robust than other food categories in the recession, growing by 4% in value sales over the last five years to reach an estimated €1.4 billion in 2010, despite the impact of heavy promotional activity and trading down over 2009 into 2010.

Red Meat - US

With total U.S. sales of \$71.9 billion estimated in 2010, red meat sales have grown 15% since 2005; however, the industry experienced its first single-year decline from 2009-10. In this report, Mintel presents sales trends of red meat, including performance by company and brand, as well as by ...

November 2010

Food and Drink - International

Breakfast Entrees and Sandwiches - US

The market for frozen and refrigerated breakfast entrées and sandwiches showed impressive growth in 2006, but the rate of growth decelerated in 2007 and then again in 2008 and 2009, as recession gripped the nation. Like many other sectors, this is a category that is faced with the challenge of ...

Food Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 98% of all European retail sales, excluding Russia. The remaining ten countries are either too small (eg Luxembourg) or are not sufficiently well developed to warrant detailed coverage (eg Romania and Bulgaria ...

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 ...

Cookies and Cookie Bars - US

With annual sales of more than \$6 billion and some of the world's biggest manufacturers, including Kraft and Kellogg's as major players, the category has the potential to be at the forefront of how companies engage their target audiences through traditional and emerging media.

Bottled Sauces - UK

Family Midscale - US

The restaurant industry has felt the impact of the recession and the family midscale segment is no exception. With competition coming from all angles, industry operators are walking the tightrope between health and indulgence, while attempting to diversify the core consumer base and drive home the price:quality ratio message.

Beer: The Consumer - US

In this report, part one of a two-part report on US beer, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Beer: The Market—U.S., December 2010. This report provides brewers and marketers with a glimpse into not only the consumption trends, but ...

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 ...

In-store Catering - UK

Increasing emphasis is being placed on in-store catering, both as a revenue stream and as a footfall driver. For example, bookstore retailer Waterstone's has increased the floor space dedicated to catering in order to help build its reputation as a destination leisure venue; this has in part been motivated by ...

Fruit Juice and Juice Drinks - UK

The fruit juice and juice drinks market is valued at £3.1 billion in 2009 and, while both volumes and values have grown in recent years, the category has been hit by consumers trading down and a reduction in investment in both advertising and innovation. The juice drinks sub-sector has ...

Christmas Drinking - UK

Food and Drink - International

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.

- Christmas is the perfect time for brands to attract 18-34 year-old drinkers. For example, over half (53%) of this age group who are Christmas drink buyers try something outside of their usual repertoire of drinks during the festive period.
- Alcohol manufacturers have an opportunity to help make people good hosts ...

Sweet and Savoury Spreads - Europe

This market is a relatively stable one, even recession-proof, as sweet spreads are a great comfort food. Sales depend a lot on sales of bread, and the latter market is mature. However, suppliers seek to convince consumers of other usages, not just on bread, especially as breakfast declines in popularity.

Dairy Drinks (Yogurt, Milk, Smoothies) - Europe

European FMCG reports - now new and improved!

Cereal, Energy and Snack Bars - Europe

Value sales of cereal, energy and snack bars reported double-digit growth in the review countries between 2005 and 2009, with the exception of Germany. However, growth slowed down in recent years and is expected to remain as such during the forecast period (2010-14).

Non-chocolate Confectionery - US

In spite of the weak economy, non-chocolate confectionery has shown impressive sales growth across all product segments in the past two years, proving that it is a recession-resistant category, much to the pleasure of manufacturers, marketers and retailers. Consumers are rewarding themselves with sweet treats, and thus rewarding the industry.

Casual Dining - US

The casual dining segment has emerged as the poster child for recession-era restaurant industry woes, with the symptoms of declining customer counts and check averages, sales slumps and unit hemorrhaging, and even bankruptcies.

Spoonable Desserts - US

The multi-billion dollar spoonable desserts market spans both the traditional and specialty retail environment, featuring shops that sell ice cream and other popular dessert options. This is a very dynamic category, as it features something for everyone and includes some of the most indulgent treats, as well as portion-controlled packaging ...

Wine - US

This report builds on the analysis presented in Mintel's Wine—U.S., October 2009, and previous editions published in October 2008, February 2007, January 2006, June 2003 and August 2001. The report also builds on the analysis presented in Mintel's *Champagne and Sparkling Wine—U.S. July 2006* and the previous edition in ...

October 2010

Food and Drink - International

Impact of the Recession on Eating Out Habits - UK

There is no doubt that the food service industry was heavily affected by the recession, but fears that consumers would cut out eating out altogether, due to it being an area of secondary expenditure failed to materialise. Eating out is no longer a luxury for the majority of the British ...

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, 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 ...

Red Meat - UK

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

Rosé Wine - UK

This is a one-off Mintel report focusing specifically on the rosé market rather than analysing the entire wine market, which segments into red, white and rosé wine.

Specialty Foods - The NASFT State of the Industry Report: The Consumer - US

This report, a companion to *NASFT: State of the Specialty Food Industry Report—The Market—U.S., March 2010*, examines consumer attitudes towards, and opinions about, specialty foods.

Food Allergies and Intolerance - US

To understand the market impact of food allergies and intolerances, Mintel explores sales of food and drink

Business and Industry Catering - UK

The general mood in contract catering is 'stable', 'survived', 'in good shape', reflecting the fact that food and service management (FSM) companies feel they have endured the worst the recession has to throw at them – even though the next 12 months will be challenging.

Budget Shopper - US

The official announcement that the recession came to an end in June 2009 seems out of sync with the reality of most Americans still feeling the effects of the downturn. Reflecting an enduringly recessionary mindset, a majority of consumers continue to say that they are budgeting their money more than ...

Frozen Snacks - US

Frozen snacks are quite popular in the U.S., but the category faces stiff competition from the salty snacks market, which thrived during the recession. Quick service restaurants (QSRs) also pose a formidable challenge in that many chains have introduced and spent lavishly to promote products similar to the most ...

Alcohol Purchasing in Supermarkets - UK

This is the first time that Mintel has produced a separate report looking at consumer behaviour surrounding and attitudes towards purchasing alcohol at supermarkets.

Cooking Enthusiasts - US

Since the recession began in December 2007, millions of Americans have made changes to their lifestyles in an effort to mitigate the impact of the downturn. High rates of unemployment and poverty combined with historically low consumer confidence levels have driven many to continue embracing frugality despite statements from the ...

Pizza Restaurants - US

In this report, Mintel presents sales trends of pizza restaurants, as well as performance by market segment—delivery, takeout and dine-in. The heart of the



Food and Drink - International

products specifically marketed as “free-from” or without certain common allergens. Despite the negative economic pressures brought about by the recession, the free-from category has proven to be a bright spot, with dairy/lactose-free ...

report is Mintel’s exclusive consumer research and analysis including: