

September 2017

## Hot and Cold Cereal - US

"As more consumers prioritize quick, healthy, portable breakfast foods that keep them full and energized, the cereal category continues to decline. Still, cereal remains a huge category with near-universal penetration. The key to reinvigorating the cereal category may lie less in trying to fix its inherent shortcomings than leveraging its ...

## Dark Spirits and Liqueurs - UK

"Drinking with mixers and gifting are key entry points for dark spirits. Mixed drink recipe suggestions are therefore a crucial means to draw in new users, while promotions around young adults' rites of passage would better enable companies to harness the power of gifting as an introduction to dark spirits ...

## Alcoholic Beverage Mixers - US

"Dollar sales of alcoholic beverage mixers have seen steady growth in recent years, growing 15% from 2012-17 (7% when adjusted for inflation). Volume sales of cordials, liqueurs, vermouth, and aperitifs increased by 16% over the same period. Continued interest in cocktail culture, especially on premise, is helping here, as is ...

## Vitamins, Minerals & Supplements - US

Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should ...

## Non-dairy Milk - US

"Non-dairy milk has seen growth in 2017 and is expected to continue this trend through 2022. Largely influenced by almond milk, innovative plant bases are adding variety in flavor and nutritional value to the category, both drivers of non-dairy milk. The majority of

## Food and Drink - International

### Yellow Fats and Edible Oils - UK

"Changing eating habits, particularly bread being eaten on fewer occasions, has had an impact on sales of butter and spreads. Butter has benefitted from interest in natural and less processed products and received a recent boost from higher retail prices, but encouraging new uses will be important in driving future ...

### Better for You Food and Drink Trends - US

"Consumers express an interest in eating healthier foods, with half saying they are eating more such foods than a year ago. Taste and quality remain paramount in their choice of these foods, closely followed by a product's ingredient content and nutrition facts. The true opportunity for BFY (better-for-you) foods going ...

### Food and Non-food Discounters - UK

"Over the past 10 years the discount sector, both food and non-food, has shown that it is highly adaptable, succeeding to thrive in both market conditions which favoured a low-cost alternative and in conditions where traditionally there would have been less demand. With an uncertain economic outlook in the short ...

### Eating Out Review - UK

"Parents of under-16s and Millennials are propping up the eating out market. As a group, parents are not brand loyal, but they're willing to trade up if they feel their purchases are worthwhile. Millennials seem optimistic about their finances, yet they're also drawn to meal promotions served in a ...

### Ice Cream and Desserts - UK

"The ongoing popularity of meal deals holds further opportunities for ice creams and desserts, as 20% of category users are interested in each of these as part of lunchtime meal deals."

## Food and Drink - International

non-dairy milk consumers indicate increased purchase compared ...

### On-premise Alcohol Trends - US

"On-premise alcohol sales continue to grow despite falling volume consumption indicating that consumers are ordering fewer but more expensive drinks when they go out. Drinking away from home tends to revolve around occasions with consumers ordering drinks that correspond to the current occasion. By understanding what drink goes with what ...

### Innovation on the Menu - US

Generational preferences continue to divide the menu with restaurants striving to meet the demands of all. Younger generations lean toward more casual and shareable menu items for any occasion with older generations relying on the traditional entrée. International restaurants have an opportunity to attract diners across demographics with consumers significantly ...

### Better for You Snacks - US

"The BFY (better for you) snacks category grew slightly from 2016-17, but has grown more in the past two years powered both by consumer interest in snacking and brand development of offerings that find a middle ground between healthy and indulgent. Yet the category is still challenged by the depth ...

## August 2017

### Free-from Foods - Ireland

"The Irish free-from market has enjoyed growth over recent years, driven by 'lifestylers' and wider availability of products in supermarkets. Mintel expects growth to continue, however manufacturers will need to adjust the sugar content and the prices of their products where possible as these are key barriers to purchasing and ...

### Tea and RTD Tea - US

"Dollar sales of tea are projected to reach \$8 billion in 2017. The market has continued steady dollar sales growth, increasing 24% from 2012-17. 79% of US adults

### Milk and Cream - Ireland

"Milk production and sales have bounced back in 2017 from the turmoil caused by the end of the milk quotas in 2015. While milk usage among Irish consumers remains high, the potential for Brexit to interrupt milk processing on both sides of the border remains a threat to the prosperity ...

### Weight Management - US

"The market for weight management products and services has a significant base of consumers. As the notion of what is considered effective in weight management continues to evolve, products that maintain a traditional diet formulation have struggled to keep up. Meanwhile, weight management brands that put nutrition first continue to ...

### Attitudes towards Private Label Alcoholic Drinks - UK

"Highlighting the heritage of the producers behind private label alcohol and giving more information about how and where the drinks are made will elicit more trust from consumers. Similarly, flagging up the skills and expertise of their in-house experts will help to build confidence in private label ranges."

### Sports and Energy Drinks - UK

"Consumers show real interest in fortified water products that offer sports and energy benefits, and in health drinks from brands already active in these markets. This interest suggests areas for operators to explore in order to build relevance among a wider audience, and as well as offering opportunities in the ...

### Coffee - UK

"While the market continues to enjoy value growth, recent stagnation in household penetration of coffee pod machines is curbing the volume performance. Exploring

drink tea, 60% drink RTD options, and 49% drink bagged/loose-leaf varieties. Good news comes from the fact that a higher percentage ...

## Frozen Breakfast Foods - US

"The market for frozen breakfast foods has entered into a relatively stable period of stagnation, with frozen handheld options managing a degree of growth, as they cater to consumer demand for easy-to-use and portable breakfast foods. Interestingly, a chief competitor to the category, restaurant breakfast menus, may well be encouraging ...

## Coffee and Tea on Premise - US

"The coffee house market continues to experience strong growth thanks to the popularity of regular coffee, flavored coffee drinks, and the proliferation of third wave coffee. While retail coffee/tea is inexpensive and convenient, restaurants continue to deliver on innovation and quality. The on-premise coffee/tea market is highly competitive ...

## Yogurt and Yogurt Drinks - US

The yogurt and yogurt drink category is expected to decrease 2.5% in 2017 to become an estimated \$8.5 billion category. Spoonable yogurt is expected to see the biggest sales decline of just over 4%, while yogurt drinks continue their growth boom with another year of double digit growth ...

## Breakfast Cereals - UK

"Fragmented eating habits have added to the woes of RTE cereals, with many cereal eaters skipping breakfast or snacking instead. Offering branded sweet snacks suited to eating on the go other than the well-established cereal bars would allow companies to better capitalise on consumer snacking tendencies while also appealing to ...

## Cookies - US

"As a commonly purchased food, cookies continue to grow, but at a modest pace from 2016-17. Mintel expects continued yet limited growth through 2022 as smaller segments better-for-you and premium cookies grow

## Food and Drink - International

subscription models could tackle the barrier that the upfront cost of the machines poses. Meanwhile, variety packs featuring coffee with different roast styles and origins could help ...

## Pet Food - US

The pet food market continues to make steady, slow gains, especially the treats market, reflecting the importance pet owners place on pampering and care. Pet owners increasingly look for food that aligns with their own personal dietary preferences and beliefs. In addition, the pet food retail landscape is shifting as ...

## Social Media in Foodservice - US

"The dining out landscape has permanently been impacted by social media from both a marketing standpoint and the actual on-premise experience. Social media has created a new focus toward the concept of being an influencer, whether on a small or large scale, and iGens and Millennials have specifically adopted social ...

## Burger and Chicken Restaurants - UK

"Parents are vital to burger and chicken restaurants as the population of 0-14 year-olds grows. Brands are focusing on non-core items to boost snacking occasions, while diners want to see less sugar, fat and salt in burger and chicken meals. Yet the sector is experiencing the halo effect, with diners ...

## Pet Food - UK

"The cat and dog food market has benefited from the humanisation of pets, with owners becoming more conscious of the quality of food that they feed their pets. However, pet obesity rates in the UK are rising; brands that look to emphasise the diet-friendly credentials of food should find favour ...

## Quick Service Restaurants and Takeaways - Ireland

"The quick-service restaurant and takeaway market in Ireland is performing well thanks to third-party delivery

with differentiated positioning and unique flavors and formats. Elements of health may appeal to some consumers, but the ...

apps being well received by Irish consumers, making it much easier to order fast food in 2017 – even from outlets that do not traditionally offer delivery service. Looking ahead fast casual restaurants pose a ...

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

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

## July 2017

### Tea and Other Hot Drinks - UK

"Although black tea is still drunk by the vast majority of people, competition from other tea types, as well as coffee and soft drinks, has chipped away at its role as Britons' go-to day-to-day drink. Indulgent flavours could help to sidestep younger consumers' dislike of the bitterness of black tea ...

### Restaurant Breakfast and Brunch Trends - US

"Breakfast and brunch continue to shine as bright spots in the restaurant industry. Brunch in particular has become a trendy meal occasion due to its association with relaxation, innovative dishes, and even alcoholic drinks. Operators are leveraging consumers' interest in brunch by creating unique brunch entrées and innovative brunch cocktails ...

### Perimeter of the Store - US

"US perimeter food categories driven by growing consumer demand for fresh ingredients and freshly prepared foods. Retailers and perimeter marketers can further accelerate growth by creating a more engaging shopping experience that emphasizes, convenience, food exploration, personal choice, and fun."

### Pizzas - UK

"Currently, the main focus in the chilled pizza market is on increasing the range of premium options, while frozen pizza brands are trying to more closely replicate the takeaway experience. Other ways to increase the frequency of eating pizza include catering more for lunch and snacking occasions, and expanding beyond ...

- John Owen, Sr. Analyst, Food and Drink

### The Millennial Impact: Food Shopping Decisions - US

"Millennials represent the largest generation group; they are estimated to make up a quarter of the US population in 2017. They are also the largest share of primary grocery shoppers, meaning their shopping motivations and needs should be used as a guide to secure the greatest reach. Flavor experience and ...

### Coffee - US

"After experiencing strong gains from 2012-15, the coffee market slowed from 2016-17 (est) as market penetration of single-cup coffee makers is saturated and fewer new owners has resulted in slower single-cup coffee gains. Still, cold brew sales are thriving and new cold brew innovations such as nitro cold brew and ...

### The Natural/Organic Food Shopper - US

"Certain consumer demographics are embracing the organic claim on foods and beverages, but this is found significantly more in younger consumers and parents. Other consumers appear to lack trust in the organic label, and the lack of a uniform regulatory definition for "natural" in most foods could negatively impact consumer ...

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

"Special-occasion diners value quality of food more than offers while older diners expect low-priced items. Restaurants are moving away from formal and into homely interior designs to create third spaces for diners to feel at home. Fast food outlets may be attracting diners to visit with free Wi-Fi, but it ...

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

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

### Yogurt and Yogurt Drinks - UK

"Consumer suspicions around artificial sweeteners present a significant barrier to companies looking to reformulation to meet the sugar reduction targets. However, the appeal of less sweet-tasting yogurts offers opportunities to cut sugar without replacing it."

– Alice Baker, Research Analyst

### Beer & Cider - Ireland

"Despite the increase in consumer beer prices and uncertainty around the Brexit – Irish beer and cider sales have performed well, with consumers being driven to spend more on value-added drinks such as oak-aged beers and ciders, or flavoured craft brews."