

December 2019

Cooking Sauces and Pasta Sauces - UK

“Cooking/pasta sauces are only used as an emergency meal solution by half of users, but need to appeal beyond this. To increase usage, brands need to emphasise being a short cut for sauces hard to make at home, offer more variety in ethnic sauces, and promote healthiness, naturalness and ...

November 2019

Meat-free foods - UK

“The growing flexitarian movement has driven the success of the meat-free market and established an engaged consumer base amongst younger consumers. Yet as the market becomes increasingly crowded, products need to work harder to distinguish themselves from the competition, for example through holistic environmental credentials, enhanced nutritional profiles or exciting ...

Processed Poultry and Red Meat Main Meal Components - UK

“With consumers limiting/reducing their eating of processed meats for health or environmental reasons and the number of meat-free substitutes growing, it will be important for brands to focus on ingredients and how products are made to help keep processed meats on the menu. Calling out details of provenance will ...

October 2019

Cheese - UK

“Reminding consumers of the nutritional benefits of cheese such as its protein and calcium content remains pertinent to boost the category’s healthy image and promote more frequent usage. This should also help the market to capitalise on the flexitarian trend, which presents an opportunity for cheese to play a more ...

Food and Non-food Discounters - UK

The Leisure Outlook - UK

“Consumers have begun preparing for Christmas by adding to savings and reducing spend on nights out. While participation in some leisure activities is expected to take a hit, indoor venues look set to at least maintain trading levels as the winter cold settles in. Pubs hope to boost pre-Christmas trade ...

Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

Supermarkets - UK

“During an uncertain period, demand in the grocery sector has held up well. Within this the underlying demographic shifts continue to see sales move away from larger-format stores, but they remain the format that attracts the majority of two thirds of consumers’ grocery budgets.”

– Nick Carroll, Associate Director ...

Yellow Fats and Oils - UK

“Taste is more important than anything else in butter and spreads, and more than two thirds of buyers say they eat too little butter/spread to worry about it being healthy. However, this still leaves a sizeable minority of buyers for whom healthiness is an important selling point. Spotlighting low ...

“The discount sector continues to enjoy positive growth and the main players across both food and non-food discounting continue to build their store estates through organic openings. Aldi and Lidl are increasingly blurring the lines between discount and convenience in the UK. The non-food discounters, however, are making fewer strides ...

September 2019

Attitudes towards Sugar and Sweeteners - UK

“The continued government and media spotlight has put sugar firmly on consumers’ radars as an ingredient to scrutinise. This is also fuelling widespread efforts to limit or reduce sugar in their diet. This underscores that sugar reduction remains an imperative for food and drink operators, not just to meet government ...

The Leisure Outlook - UK

“Whereas the UK leisure economy benefitted from 2018’s summer heatwave and England’s run in the FIFA Men’s World Cup, participation in leisure activities has continued to increase in 2019 so far, with expenditure likely to follow. Whilst high employment levels and positive real wage growth has boosted sentiment, the coming ...

Bread - UK

“While health concerns pose a barrier to uptake of bread, there is openness to bread with lower carbohydrates or made from more nutritious flour. Bread makers have the permission to position their products as contributing to healthy lifestyles.

August 2019

Attitudes towards Sports Nutrition - UK

“The sports nutrition market is going through a major transformation, muscling its way out of its athlete-focused niche into the mainstream. A more accessible and widely resonating ‘active lifestyle’ positioning,

Vitamins and Supplements - UK

“The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

Pet Food - UK

“The high level of innovation centring on high-quality, health-boosting and all-natural ingredients is making it difficult for products to stand out in the increasingly crowded premium pet food space. Greater transparency, for example through spotlighting ingredient provenance, will help build trust and create compelling points of difference.

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

Sweet & Nut Spreads - UK

“Further innovation in no added and reduced-sugar products is essential in view of government reformulation targets and widespread consumer concerns over sugar. Where a lower sugar content results in a less sweet taste and more sophisticated

together with product innovation and wider availability through mainstream channels, has been at the heart of this shift. There are ...

Breakfast Cereals - UK

“Sugar remains the key challenge faced by the category. While the vast majority of users would like to see the sugar content reduced in their favourite breakfast cereals, reformulation is not without risk. Steps to get consumers actively involved in reformulation hold potential to reduce the risk of backlash.

The ...

July 2019

Yogurt and Yogurt Drinks - UK

“Widespread consumer concerns around the packaging waste generated by yogurt/yogurt drinks signals a warning to the category given the wider movement against plastic. However, companies which are proactive in developing more eco-friendly packaging, for example with recycled plastic, stand to burnish their image as socially responsible and to boost ...

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances ...

June 2019

Attitudes towards Lunch Out-of-home - UK

“Lunch out of home continues to be a bright spot in the eating out market. However, lunch operators have to work on their value proposition as more people show a pragmatic approach to spending. Getting good value is not all about paying a low price. Brands that provide a range ...

Food - UK

flavour profile, this could also help companies retain users in the category for longer ...

Savoury Spreads & Dips - UK

“Sales of dips have grown strongly in recent years, but further opportunities exist for pairing dips with snacks, including pairings positioned for eating with specific alcoholic drinks, as well as encouraging higher usage with main meals. In ready-made sandwich fillers more premium and healthier options, including more products with high-protein ...

Ready Meals and Ready-to-Cook Foods - UK

“Health concerns pose a long-standing barrier to uptake. Promisingly, however, there is high openness to meals with healthier ingredients or options featuring fortification, offering clear evidence that ready meals have permission to position themselves as contributing to nutritious diets and healthy lifestyles.”

The Leisure Outlook - UK

“The Easter heatwave provided a boost to the pub sector as more people headed out for food and drinks in casual, outdoor settings. However young people showed a desire to strike a balance between health and indulgence, as many kept up regular exercise routines.”

– Paul Davies, Category Director ...

Children's Eating Habits - UK

“Scratch cooking has a health halo, and many parents feel guilty if they do not cook from scratch, so brands able to reassure parents that not cooking from scratch is OK can look to win favour. Key messages for prepared meals or meal components should be about quality of ingredients ...

May 2019

Seasonal Celebration Foods - UK

“The deluge of seasonal foods at these peak times of year makes it more challenging than ever for products to stand out. In this overcrowded space the need to grab shoppers’ attention has prompted a raft of unusual and playful innovation, injecting more fun into the market, appealing to consumers’ ...

Chocolate Confectionery - UK

“Consumers’ preference for ‘less but better’ chocolate puts manufacturers in a difficult situation when it comes to making these treats healthier. The market is under pressure from the government, which is calling on treat categories to reduce sugar and calories. At the same time, most consumers are saying they do ...

April 2019

Added Value in Dairy Drinks, Milk and Cream - UK

“White milk continues to feel the benefits and drawbacks of its commodity status. A vast majority of consumers see milk as a staple in the household, underpinning near-universal usage. However, this also means brand differentiation remains challenging. Recycled plastics and sustainable farming garner sizeable minority interest in the milk and ...

The Ethical Food Consumer - UK

“Widespread consumer doubts over whether their buying choices truly make a difference make it crucial for companies to explain to consumers the benefits to wider society of buying certified products. This would

Convenience Stores - UK

“Driven by continued shifts in grocery buying behaviour, a good summer and key events, the convenience sector is estimated to have enjoyed its strongest growth in three years in 2018. The year also saw consolidation, meaning the leading two players now control around half the market which will continue to ...

Consumer Snacking - UK

“Strong openness to healthier characteristics in indulgent snacks offers good news for the industry as it faces PHE’s sugar and calorie reduction targets. That snacks are widely seen as a good way to boost your nutritional intake signals scope for healthier formulations to also focus on ‘positive’ nutritional credentials to ...

Desserts - UK

“Desserts face competition from an array of other foods for the traditional after main course occasion, emphasising the need for continuing innovation. Traditional desserts with new flavour twists and desserts from other countries are untapped opportunities, while being extra-indulgent, visually appealing and offering flavours not currently on offer play a ...

Brand Overview: Food - UK

“Consumers’ habits are changing, such as through the cutting of meat consumption or searching for healthier foods. However, such is the correlation between taste and purchase intent within the food sector that brands with a particularly premium or delicious image can

serve both to reassure the doubtful and tap into the strong feel-good factor around ethical food and drink ...

leverage the superior experience that their product can offer ...

March 2019

World Cuisines - UK

“Recipe promotions for world cuisine dishes with all the ingredients located together in-store are a highly attractive proposition for shoppers. These will encourage experimentation while tapping into consumers’ desire to become more knowledgeable about world cuisines. Inspiration for meals which are authentically healthy, good value for money and meat-free/vegan ...

Cakes, Cake Bars and Sweet Baked Goods - UK

“While lower sugar is the key attribute seen to denote healthier cakes/sweet baked goods, companies reformulating products will need to reassure consumers that the taste and indulgent aspects will remain unaffected. That many people find shop-bought cakes too sweet however suggests opportunities for new products with inherently lower-sugar recipes ...

Online Grocery Retailing - UK

“Online grocery is still one of the fastest-growing channels of the grocery retail sector, but growth slowed for the third consecutive year in 2018. The number of users is plateauing as retailers struggle to engage new customers onto services that are still predominantly targeting big-basket shops in a period where ...

Baby Food and Drink - UK

“Nowadays, companies are expected to do the right thing and caring about the environment is on the priority list. A focus on steps to address concerns over the environmental impact of packaging will ensure that more environmentally-conscious parents continue to buy into the baby food and drink category.”

- Amy ...

Specialist Food and Drink Retailers - UK

“Specialists have enjoyed two years of growth, helped by high inflation in 2017 and a return to growth in real wages in 2018. However, growth is forecasted to slow in the coming years and cost and convenience continue to be barriers to usage. Therefore it is important that specialists look ...

Savoury Biscuits - UK

“The dependency on evening snacking for usage has left savoury biscuits vulnerable to competition from other snacks vying for the same occasion. Inspiring people to explore toppings other than cheese and to use savoury biscuits in different ways is needed to build usage for other meal occasions. As recipe suggestions ...

The Leisure Outlook - UK

“Consumers spent cautiously over the Christmas and New Year season of 2018/19 despite having money left at the end of the month. Yet the promise of spring looks strong, partly due to people’s plans for the coming quarter, which should help the leisure sector rebound from the recent lull ...

February 2019

Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel started tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

Attitudes towards Healthy Eating - UK

“Gut health is widely seen as essential for overall health, however, few people have knowingly eaten foods which support gut health. This points to a lack of awareness of which foods provide this benefit. Products with EFSA-approved claims in this area should therefore look to flag this up clearly on-pack ...

Pasta, Rice and Noodles - UK

“Tapping into their image as value for money meal options, and giving shoppers more recipe ideas for recreating popular dishes tried in restaurants at home offer high-potential routes for encouraging more frequent usage of pasta, rice and noodles. A greater focus on nutritional claims, such as promoting fibre and protein ...

January 2019

Crisps, Savoury Snacks and Nuts - UK

"Snacks are one area where health priorities take more of a backseat for consumers. In light of the government expectations of calorie reductions, this poses a notable challenge to the category. Brands looking to explore a better-for-you positioning in line with government goals need to ensure products deliver on taste ...

Sugar and Gum Confectionery - UK

“The price-sensitivity of the sugar confectionery market and the powerful influence of price promotions present a real challenge to mainstream players. This puts the onus on operators to create even more compelling – and importantly unique - reasons to buy products. Positively, there are a number of largely untapped opportunities in ...