

November 2013

Soup - Ireland

“The RoI soup market experienced a decline in sales since 2008, with 2012 marking the first year of recovery. The NI market proved to be less volatile with year-on-year sales mainly increasing. Both markets are forecast growth until 2018; however, innovations in health, flavour and convenience are needed to drive ...

October 2013

Attitudes To Food - Ireland

“With the economy showing slow signs of recovery, it is likely that consumers will continue to be driven by price when shopping for groceries. With home cooking and baking enjoying somewhat of a renaissance, and the structure of the population expected to change, opportunities exist for brands to develop and ...

September 2013

Red Meat - US

“The red meat category is facing decreased interest from consumers in light of growing concerns over health and price. Yet the market still has opportunities to infuse some excitement into the category with premium positioning, new cuts of meat, value-added products, and new packaging.”

Bread and Baked Goods - UK

“While consumers’ demand for variety highlights the potential for brands to benefit from continuing to develop their alternative baked goods offering, it represents a call to action for manufacturers not yet active in this segment to move into it.”

Still, Sparkling and Fortified Wine - UK

“Rather than trying to compete with standard strength wines, the lower-alcohol category may be better placed to promote its accessibility to younger consumers and

Meat-free and Free-from Foods - UK

“A key weakness for the meat-free market is that over half of adults note that meat substitutes lack flavour. A potential solution lies in adapting the recipes of these lines as a large minority of adults note a keenness to try meat substitute pieces containing herbs/spices with agreement rising ...

Contract Catering - UK

“Menu innovation represents a key opportunity for operators to bolster sales in the higher education sector where a fifth of students currently state that they avoid or limit their use of catering on campus as the current food choices are too boring.”

Sugar and Sweeteners - US

“Fears about the safety of some sweeteners continue to plague the sugar substitute segment, suggesting that synthetic sweetener brands still have more to do to settle concerns about potential negative side effects. Ads that transparently chronicle the origins of these products,

target drinking occasions which have driven growth in categories such as cider.”

Bread - US

“Some 81% of bread users utilize products in the category as part of a sandwich or wrap, this is more than double that of any other use. The industry should play to its strengths, expanding offerings that allow for sandwich experimentation. At the same time, introducing new formats and flavors ...

Food Trucks - US

“Food trucks must face many barriers in order to break through and find success. These include overcoming a lack of physical location, meeting governmental regulations, finding a way to achieve operational efficiencies, and meeting the needs of mobile consumers. While some food truck operators have found unique ways to solve ...

Coffee - US

“Variety has fueled growth and led to a boost in sales for coffee manufacturers. However, Mintel research finds that many new products have yet to interrupt consumers’ everyday coffee rituals, namely, a cup of roasted ground coffee prepared in a standard drip coffee maker. Manufacturers must find ways to introduce ...

Yogurt - Ireland

“With the market for functional dairy products among elderly consumers well established, and the overall value of the Irish yogurt industry showing only modest growth, the producers of yogurt could consider targeting the underdeveloped segment of consumers aged 0-17 with functional products suited to their needs to increase their consumption ...

August 2013

Quick Service Restaurants - US

“Operators are struggling with the need to provide low prices at a time when commodity costs are quickly increasing. Quick service restaurants must wean consumers off the idea of price and provide extra value

Food and Drink - International

their ingredients, and how they are produced may help ...

Yellow Fats and Edible Oils - UK

“Innovation around yellow fats with added benefits has the potential to add value to the market, with more than a third of consumers agreeing that it is worth paying more for butter/spread with health claims. Butter/spread which is good for bones would appeal to households with children, suggesting ...

Vitamins and Supplements - UK

“Although the market has seen growth in value in 2012 driven by special offers and promotions, people are not experimenting and special offers may be hindering overall growth in the category. Different approaches in special offers, for example bundling discounted vitamins with products in other categories, could encourage experimentation. Legislative ...

Gluten-free Foods - US

“The gluten-free food category will continue to grow as an increasing number of manufacturers develop better-tasting and more nutritious gluten-free foods. Category appeal beyond those with celiac disease, coupled with a new FDA ruling for gluten-free product labeling, suggests the category will grow out of its marker as just another ...

Burger and Chicken Restaurants - UK

“Creating more differentiated branding can be difficult to achieve based on factors such as price and convenience which are now so standardised across the

Food and Drink - International

in order to justify increases. Since many customers are beginning to seek a more upscale and ...

Casual Dining Restaurants - US

“The budget-conscious consumer is still searching for deals, and casual dining operators are battling the perception that fast casual and fast food restaurants can do a better job of delivering on this. To become more competitive, casual dining operators realize they must highlight their own brand of full-meal deals, as ...

Obesity - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers, and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market healthy items.”

Dark Spirits and Liqueurs - UK

“While modern spins on whisky are likely to be shunned for drinks such as single malt by older drinkers, producers would be unwise to ignore the growing influence of appealing to younger tastes.”

Dollar and Discount Store Retailing - US

“While dollar and discount stores benefited from increased consumer traffic and a new shopper base as a result of the recession, these channels will have to work hard to retain these shoppers as the economy improves. Everyday essentials are key to dollar stores’ strength, while affordable fashion will help discount ...

Coffee - UK

“Most pertinently for the coffee pods segment will be convincing consumers that the products deliver better quality than instant coffee. This suggests that the coffee pods segment needs to convince the wider population that the price premium of coffee pods is justified, eg through promoting the lack of wastage, increased ...

market. Promoting an image of providing ‘real’ fast food through techniques such as the use of more natural materials in their venue design and more real ...

Baking and Dessert Mixes - US

“The message of time savings should be prioritized in product promotion. Some 48% of category participants say they use baking and dessert mixes in order to save time. In addition to comparing these mixes to products baked from scratch, highlighting the convenience of having products on-hand for preparation that requires ...

Home Baking - UK

“Home baking brands can target older shoppers more effectively by leveraging the transparency, ‘purity’ and naturalness of baking from scratch in their marketing campaigns amid the heightened concerns held among the older generation concerning the artificial additives and ingredients in shop-bought prepared food.”

Breakfast Cereals - US

“Manufacturers should continue to develop products that meet consumer demand for wholesome and portable offerings in an effort to revitalize stagnant cereal sales. A new focus on adults, following decades of appealing to younger consumers, is now needed to revitalize the category.”

Yogurt and Yogurt Drinks - US

“Price and health are two areas providing major opportunities for marketers. The rise of Greek yogurt has defined the industry during the past several years. Consumers have been more than willing to pay a premium for Greek yogurt, although there are early signs that they are beginning to seek more ...

Butter, Margarine and Oils - US

“Health and wellness trends and recent price increases have presented the category with challenges that will need to be addressed with innovative new products and marketing if the brands hope to grow.”

Food and Drink - International

Breakfast Cereals - UK

“Considering the widespread associations of protein and building muscle, protein-focused recipes could also help to boost usage of cereals before or after exercising, with usage on these occasions so far remaining niche.”

July 2013

Kids and Dining Out - US

“Children are shifting in the way they use restaurants. They are ordering from many different areas of the menus, in part because of parental health concerns as well as a lack of sophisticated options. The meal toy traditionally drew in kids, but children are becoming increasingly sophisticated and aging out ...

Eating Out: The Decision Making Process - UK

“Product innovation is a key strategy to ensure that eating out operators do not lose further share of the ‘leisure pound’ by putting the excitement back into what is essentially a leisure experience.”

Ice Cream and Frozen Novelties - US

“Personal use of ice cream and frozen novelties is highest among respondents over the age of 65 and among respondents aged 18-24. This is a strength of the category, given that these population groups are some of the fastest growing. However, the range of users necessitates targeted marketing efforts that ...

Sports and Energy Drinks - UK

“Building associations between energy drinks and everyday situations such as work and commuting, rather than extreme lifestyles, could help to increase the relevancy of energy drinks among current non-users.”

Pizza at Retail - US

“The biggest competition for frozen pizza brands is consumers’ return to restaurant pizza as spending power

Energy Drinks - US

“Current energy drink, shot, and mix users have been affected by the scrutiny regarding the safety and health effects of the category. Educational outreach is necessary to help current users feel confident that their choice of energy drink, shot, or mix has no adverse effects. Informative marketing also could broaden ...

Yogurt and Desserts - UK

“There is scope for more brands to expand their offering of single-serve desserts, particularly within the frozen aisle. Over three in ten over-55s would like to see more frozen desserts which are individually portioned, and these also appeal most to those living in single-person households – both rapidly growing demographics ...

Healthy Dining Trends - US

“In June 2013, the American Medical Association recognized obesity as a disease, a change that makes the need for healthful restaurant options more vital than ever. Diners still see dining out as time to indulge, which means the foodservice industry needs to do more to hit both menu marks to ...

Tea and RTD Teas - US

“The rise in tea’s popularity in the U.S. has opened the market for manufacturers to emphasize the natural taste of tea, range of tea types, and various preparation options. Through education, manufacturers have the potential to elevate tea to the level of other premium beverages, such as coffee, that ...

Drinking Out of the Home - UK

“With the price of drinking out of home consistently rising, the pressure is on landlords to keep pace with consumers’ increasing expectations of the pub experience.”

Food Packaging Trends - US

“Consumers are looking to get more and more out of their food packaging. Food companies will need to find



Food and Drink - International

revives alongside the recovering economy. Frozen brands must work harder to improve the quality of their products so that they can better compete with restaurant pizza. Doing so will require improving recipes, variety, and ...

Pizza - UK

“Ham and beef toppings which are flagged up as originating from British producers, with details about the farm on pack, would help consumers trust the quality of the meats considering that around half of adults note that seeing British ingredients and manufacturers’ details on labelling would help them trust a ...

Foodservice - Ireland

“The IoI foodservice market has experienced turbulent times since the onset of the economic downturn in 2008 when the market value declined by €1bn between 2008 and 2010. However, shoots of hope are emerging, with modest growth predicted in the coming years across the industry. Standout sectors have been identified ...

innovative ways to cater to demand for convenient, transparent and environmentally responsible packaging while providing consumers with the utmost value.”

Bread - Ireland

“The bread market has seen positive growth between 2008 and 2013, with bread being a household staple for many Irish households. Moving forward key challenges for the market will be dealing with increased costs of production, and demand for local sourcing of ingredients.”