

June 2019

## Frozen Snacks - US

"Snacking is more popular than ever, with 95% of US consumers snacking at least once daily and the share snacking multiple times per day on the rise. Yet, while snacking may be a great fit for today's highly mobile consumers, significant competition has made it difficult for frozen snacks to ...

## 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 ...

## Carbonated Soft Drinks - UK

"The shrinking population of key younger consumers, enduring concerns around sugar, and growing spotlight on single-use plastic waste pose challenges for the category going forward. The strong alcohol reduction trend meanwhile opens up new opportunities for CSDs to target. With few people seeing CSDs as a good alternative to alcoholic ...

## Seasonal Dining Trends - US

"Seasonal menu items continue to be a key opportunity for operators to appeal to diners' interest in trying something new. While seasonal beverage menu items remain of high interest, diners are not buying as wide of a variety of seasonal foods from restaurants compared to retail. Operators should market seasonal ...

## 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 ...

## Food and Drink - International

### Beverage Packaging Trends - US

"In an increasingly crowded drink market, innovations in packaging form, functionality and materials are important to convey product integrity – freshness, quality and sustainability. Yet, packaging falls very low on the list of importance when choosing food and drinks indicating that consumers don't fully understand the role packaging plays. Furthermore ...

### Food Packaging Trends - US

"Packaging innovation continues to drive product launch activity. Between May 2018-April 2019, a third of food launches carried new packaging claims. While consumers don't necessarily recognize the impact packaging plays on product choice, the important factors they seek when shopping, such as freshness and convenience, are strongly impacted by packaging ...

### Free-from Foods - US

"The free-from foods market is growing, and with 62% of consumers avoiding at least one ingredient, it is unlikely to slow in the near future. However, the market faces a number of challenges, such as differing priorities for avoiding ingredients, skepticism over the trustworthiness of the claims, and perceptions that ...

### Soup - US

"Sales of packaged soup are, for the most part, stagnating, if not declining. Fresher soup varieties are able to leverage healthy, comforting attributes to appeal to consumers seeking more nutritious meal options. However, among younger consumers, there is a keen interest in snacking instead of meals, presenting a distinct challenge ...

### 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 ...

May 2019

## Ice Cream and Frozen Novelties - US

"Ice cream and frozen novelties are still freezer staples. However, sales in this mature market are mostly static. While traditional ice cream leads market share, shifts are in the works: the frozen yogurt/non-dairy segment has posted solid gains, aligning with broader consumer movement to incorporate plant-based foods into their ...

## 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 ...

## Energy Drinks - US

"The energy drink market remains an area of growth within the wider beverage industry thanks to large base of high frequency drinkers and increased energy needs among Americans. Sugar-free and fitness-focused energy drinks are thriving as consumers want beverages that provide a big boost without the sugar. Energy drink brands ...

## Pub Visiting - UK

"Locally sourced food and drink attracts strong consumer interest and offers a viable means for pubs/bars to appeal beyond price. Flagging up that certain meal components or drinks are sourced locally would also help to strengthen the idea of pubs as supporting the local economy, evoking a feel-good factor ...

## Food and Drink - International

### Grocery Retailing - US

"While consumers continue to migrate slowly to shopping online for groceries, most grocery shopping still happens in stores, making continued investment in the in-store shopping experience essential. In addition, traditional supermarkets face increasingly intense competition on several fronts, most notably value for the money and convenience."

- John Owen, Associate ...

### 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 ...

### Pub Catering - UK

"A shift to eating locally sourced ingredients will lead to demand for more seasonal varieties of meat, fish and vegetables as well as British-made products on pub menus. However, pubs/bars risk missing vital sales opportunities if they fail to cater to under-45s who choose to stay dry, and still ...

### Prepared Meals - US

"After a slight sales decline, the prepared meal category has enjoyed several consecutive years of positive growth, a trend expected to continue. Single-serve and side dishes have fared particularly well, with notable successes in vegetable-based side dishes catering to the consumer interest in increasing their vegetable intake, as well as ...

### Quick Service Restaurants - US

"Mintel forecasts the LSR (limited service restaurant) segment to grow 4.4% compounded annually through 2023. This growth rate is driven somewhat by fast casual restaurants, whose growth outpaces their QSR (quick service restaurant) counterparts. However, QSRs still represent the grand majority of LSR sales, and fast casual growth has ...

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

"Millennials represent the largest generation group, comprising a quarter of the US population in 2018. They are an engaged group, being more likely than other generations to consider themselves "foodies" and more likely to enjoy shopping for food/drink. While they are entering their prime earning years, Millennials continue to ...

### Juice and Juice Drinks - US

"The juice market encountered another year of sales decline in 2018, as it continues to struggle with a sugary reputation that perpetuates a sometimes less than healthy reputation and stiff competition from other beverages. However, younger adults, parents, and Hispanics still show high engagement as well as strong interest in ...

## 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 ...

### Pasta and Noodles - US

"The pasta category remains sizable, but annual sales has been largely stagnant in recent years and is expected to decline. Concerns about carbs and weight loss appear to be strongly impacting consumer behavior. At the same time, health-oriented advances such as vegetables and protein in pasta could stem some of ...

### 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

### Plant-based Proteins - US

"The plant-based proteins market is growing with no signs of slowing. The challenge moving forward will be for brands to find ways to please consumers with vastly different dietary and taste preferences. The majority of consumers report no specific dietary restrictions and are most focused on taste over specific ingredients ...

### 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 ...

### Cordials and Squashes - UK

"The 2018 summer heatwave was a boon for cordials and squashes that saw growth return following five years of decline. However, sales in this traditionally family-oriented category have also been lifted by the strong performance of new adult-oriented options that offer more sophisticated flavour profiles. Meanwhile, British fruit can be ...

### Made to Order Smoothies - US

"Smoothies are a healthy menu item staple, and their popularity is continuing to grow. With more smoothie choices than ever for consumers to choose from, operators must target specific occasions and offer ingredients with strong functional claims to stand out



## Food and Drink - International

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

### Carbonated Soft Drinks - US

"Despite growing consumer aversion to sugar, the CSD (carbonated soft drink) market remains one of the largest non-alcoholic beverage markets and one characterized by general stagnation rather than steep decline. 2018 was a strong year for CSD brands with sales growth occurring among most full-calorie CSDs and a revitalization of ...

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

from competitors, including retail. Moving beyond a one-size-fits-all approach and ...

### Attitudes towards Casual Dining - UK

"Gone are the days of restaurants operating with a one-size-fits-all business model. Brands have to decide if they want to go back to basics and provide intimate dining experiences for older diners or become a 'third space' for young people to hang out over food and drink."

– Trish ...