

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

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 ...

Savory and Sweet Spreads - US

The \$6.5 billion market for sweet and savory spreads faces significant limitations due to its near saturation, as over 90% of households use peanut butter or jam/jelly/preserves and over 80% use butter. Mintel’s report both analyzes these challenges and identifies opportunities for growth. Report insights include:

Frozen Meals - US

With annual sales in the billions of dollars, frozen meals have come a long way from the so-called TV dinner era. They are no longer used solely by single white males and can now be found on many families’ dinner tables. The category offers a variety of price points that ...

Spirits: The Market - US

In this report, the second part of a two-part report on spirits, Mintel takes an in-depth market-centric view of the market. The consumer-centric view is covered in Mintel’s Spirits: The Consumer—U.S., August 2010.

September 2010

Soup - Europe

Soup has a lot going for it. It is viewed both as a traditional staple, and also a modern convenience food, well suited to hectic modern day living. Recipes may be timeless classics; or they may be marketed as exotic, healthier and functional concoctions suited to the clued-up 21st century ...

Shelf-stable Meals and Meal Kits - US

Food and Drink - International

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

Carbonated Soft Drinks - Europe

This is a stable, recession-resistant market. Big brands have something of an unchallengeable institutional status. Thirst is basic, and the big alcoholic alternative, beer, is generally on long-term decline. Overall volume sales tend to expand, though more so in the less developed Eastern Europe markets, and not at all in ...

How are Ready Meals Targeting the Stay-at-home Consumer? - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

Sandwiches, Subs, and Wraps - US

While a difficult economic environment has created a variety of challenges for sandwich shop operators, it is also clear that many consumers are seeking inexpensive restaurant dining options and sandwich shops have often been able to capitalize on this demand. Moreover, there is a kind of “health halo” around some ...

Coffee - US

The incidence and frequency of coffee use in the U.S. has remained very steady in recent years, which has contributed to relatively stable, moderate market growth. Indeed, while sales in many categories declined between 2008 and 2010—as millions of Americans sought ways save money in the face of recessionary ...

Private Label OTC Healthcare - US

Food and Drink - International

This report explores the shelf stable meal and meal kits market. The three types of products in this report: complete packaged dinner mixes (53%), can/jar spaghetti/macaroni (53%) and shelf-to-microwave dinners (53%) have each maintained the same level of market penetration within 2 points during the period 2004-09 indicating ...

Fish and Shellfish - UK

This report covers the retail market for seafood for in-home consumption. This includes fish (fin fish) and shellfish (including crustaceans), whether fresh, frozen or ambient, as well as ready-to-cook products.

Pub Visiting - UK

The consumer leisure market has changed beyond recognition, largely due to technology and how it has made the home environment more of a focus. This greater emphasis on spending time and entertaining at home has led to greater competition in the eating out market, particularly for the spending of the ...

Sugar and Gum Confectionery - Europe

The sugar and gum confectionery markets in the 'Big 5' European countries, namely France, Germany, Italy, Spain and the UK, as well as the rest of the Western Europe are mature, and present little opportunity for further volume growth. On the other hand, Eastern Europe and the Asia Pacific report ...

Nuts, Seeds and Dried Fruit - UK

This report covers nuts, seeds and dried fruit, eaten as snacks and used in cooking/baking. Also included in this report are nut mixes.

Sustainable Food and Drink - US

The sustainable food and drink market in many ways is still in its infancy. As a food movement that began decades ago simply to offer a small segment of consumers all natural and organic products, it has now

While the recession has put a halt to sales growth in many large CPG product categories, overall sales of over-the-counter (OTC) remedies have continued to grow at a slow, steady pace over the last few years. Market share for lower-priced private label products, however, have risen sharply. The economic downturn ...

Functional Foods - UK

The functional foods market has been enjoying healthy sales growth with value sales increasing by 3.7% between 2008 and 2009 to reach £719 million. Consumers are making greater efforts to be healthy and have greater access to information about the key foods they should be eating to stay healthy ...

Pub Catering - UK

The pub industry remains in a state of consolidation with many of the big brands in particular rationalising their estates in order to take advantage of acquisition opportunities in other areas of the market, with the main focus on the less volatile food-led sector of the market. Therefore expansion plans ...

Bread, Bakery and Cakes - Europe

The European bakery products markets are large and mature. Penetration of bread is almost universal. In volume terms, continental European markets are segmented almost equally between bread, and between cakes and other baked goods.

Smoothies - UK

The smoothies category has seen its exponential growth – driven by the success of Innocent – checked in the past three years, with the economic downturn seeing many consumers switching to cheaper alternatives such as pure fruit juices.

Spirits: The Consumer - US

In this two-part report on spirits, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Spirits: The Market—U.S., September 2010. This report provides spirit makers and marketers a glimpse into not only the

Food and Drink - International

developed into a multi-billion dollar platform that crosses many industries beyond agriculture.

consumption trends, but also consumer behavior and attitudes toward ...

In-store Bakeries - US

In-store bakeries (ISBs), or on-site bakeries located in grocery stores, mass merchandisers or other food stores, are an important channel for the sale of breads, cakes and other baked goods and are expected to generate more than \$11 billion in revenue in 2010. The ISB is well positioned to take ...

Quick Service Restaurants - US

The U.S. economy has been in recession, taking a toll on the restaurant industry. However, Quick Service Restaurants (QSRs) have been putting up a good fight, winning over customers who are trading down from other segments and luring in cash strapped consumers with a wide range of value options ...

Seasonal Chocolate - US

During 2005-10, seasonal chocolate sales increased 16.3% to become a sweet and sizeable \$4.6 billion market (estimated 2010 sales figures). Positioned as a traditional indulgence, the category appears not to have been adversely affected by the wavering economy of the past few years.

Pet Food - US

The American Pet Products Association (APPA) estimates that U.S. pet owners spend \$48 billion annually on their companion animals. The largest percentage of this spending can be attributed to pet food. In addition to the large volume of sales, pet food companies are attracted to the category because it ...

August 2010

Home Baking (Cooking and Baking from Scratch) - UK

Despite the trend towards healthy eating, consumers have taken a greater interest in home baking, driving value sales in the home baking market up by 12.7% between 2007 and 2009. The market is expected to grow by a further 9.1% in 2010, taking sales to £576 million. Consumers ...

Attitudes Toward Sodium and High Fructose Corn Syrup Reduction - US

Recent research indicates that the majority of American adults are watching their diet. The health and wellness trend is driven by a variety of factors including an aging population and analysis suggests that as the economy improves, Americans are likely to gravitate more toward better-for-you (BFY) options such as those ...

Table Sauces and Condiments - Europe

The table sauces market posted positive growth in the review countries, although growth rates differed depending on the maturity of the market: the UK, the Netherlands and Germany for example, all have established markets. Italy and Spain registered fast growth as well as Poland and Russia in Eastern Europe. However ...

RTD Alcoholic Beverages - Europe

European consumption of alcoholic drinks is declining as a result of consumer drinking habits moving in favour of healthier beverages. Performance of ready-to-drink beverages (RTDs), and spirits in general, was further affected by the recession (2008-09). Their penetration has declined (except in Germany) as a result of higher prices and ...

Ethnic Restaurants and Takeaways - UK

Whiskies - UK

At £3.6 billion whisky is worth more than any other spirits market in the UK. However, the continued

Food and Drink - International

This report investigates consumers' use of varying types of ethnic outlets and gauges their opinion on this area of the eating out market. It also highlights what consumers feel is currently missing from the market and what they would like to see on menus going forward.

Beer - Europe

Across Europe, beer volumes have, in general, experienced a decline in the past year. Depressed consumer spending has been an influential factor, exacerbated by the fact that the beer market has been undergoing change. Healthier lifestyles, a widespread smoking ban and strong attacks on the binge drinking culture have led ...

Consumer Attitudes to Drinking - UK

- Despite alcohol consumption being in decline since 2004, almost half of consumers are drinking alcohol 'once a week' or 'at least twice per week or more', demonstrating how ingrained drinking alcohol is as part of British culture.
- As consumers are going out less often but spending more when they do ...

Carbonated Beverages - US

Overall, sales growth of carbonated soft drinks (CSDs) has been generally stagnant in recent years due to rising demand for bottled water, functional beverages (including energy drinks) and some better-for-you (BFY) alternatives. However, a few brands have reported impressive growth in the last year due in part to new distribution ...

Chocolate Confectionery - Europe

The chocolate confectionery market, even though large and sophisticated, continues to record growth. Chocolate remains a 'treat' and this has been recognised in the further development of premium 'indulgence' lines, in the current economic climate chocolate offers a permissible luxury.

Fast Casual Restaurants - US

decline of blended whisky, which accounts for 72% of the category's volume sales, means that in the next five years it will see an 11% decline in real value sales.

Burgers - UK

This report covers burgers sold through retail outlets for consumption at home. Meat burgers include products the prime protein constituent of which is beef, lamb, pork, chicken, turkey or fish, while meat-free burgers are those made primarily of meat substitutes or vegetable matter. These substitutes include for example Quorn soya ...

Discounters - UK

- The two most important factors in choosing a supermarket are convenience and price. Hard discounters can lead on the latter, but have to persuade consumers that they should be prepared to make a second trip to do their weekly shopping trip.
- Hard discounters do not appeal just to the poorest ...

Bottled Water - Europe

Sales of bottled water have benefited from a general health and wellness trend, and the key European markets for bottled water have only been slightly affected by the economic recession. While Italy remains the largest market in volume terms, Germany is the largest market in terms of value.

Seasonal and Boxed Chocolates - UK

- The importance of NPD activity and marketing support in the run up to the major festive periods cannot be underestimated as 25m adults bought boxed or seasonal chocolates as a gift for someone at Christmas while 17 million bought them at Easter.
- Manufacturers should look to develop packing options that ...

Tea - Europe

Food and Drink - International

The fast-casual restaurant segment of the \$580 billion foodservice industry is a tribute to the American desire to find middle ground, a hybrid that seeks to keep the best of both fast food and casual dining restaurants, while still being its own very contemporary niche. Fast casual recognizes that service ...

Salty Snacks - Europe

The UK salty snacks market is over twice the size of any other key European market, thanks to the Britons' love of potato crisps. Throughout the 'Big 5', however, sales have grown, supported by busier lifestyles, which have led to increased snacking, including on-the-go, and the growing availability and popularity ...

Butter, Yellow Fats and Oils - Europe

Butter markets across Europe tend to be mature and stable, growing only slowly. Butter is regaining ground, as consumers regain trust and taste for a product that was once vilified for its unhealthiness. People are moving away from the old style of calorie-counting towards a more holistic understanding of health ...

Pet Food - Europe

Key European pet food markets have been characterised by increasing product segmentation in recent years, which has helped maintain value growth in spite of an economic recession. Product offer has become highly sophisticated with cat and dog food tailored according to the pet's age, gender, breed, health and lifestyle. Consequently ...

July 2010

Roadside Catering - UK

Despite the inroads made by the increased role of brands at Motorway Service Areas (MSAs), the market remains dogged by consumers' preconceived ideas of the high prices, poor quality and overall poor value for money available, the latter being particularly significant during a period of economic instability.

Condiments - US

Tea is increasingly popular across Europe due to its healthy image. Its appeal has increased among young people as well as older age groups. All types of tea are benefiting from strong NPD and more sophisticated segmentation, which has stimulated value-added growth.

Chocolate Confectionery - Ireland

Chocolate manufacturers have had to respond to the effects of the recession in order to maintain performance. As a result, the retail value of sales in both RoI and NI markets increased marginally in 2009. According to trade sources, consumers perceive chocolate to be an affordable luxury in a depressed ...

Baby Food and Drink - Europe

Value sales of baby foods and drinks have continued to report positive growth in Europe, supported by added-value products. The market performed well, despite the recession, with parents ready to pay more for premium products, in order to ensure their baby's health and wellbeing.

Volume sales have been hindered by ...

Biscuits, Cookies and Crackers - Europe

European biscuit markets have continued to grow in spite of the economic recession. During a time of economic hardship, many consumers see biscuits as an affordable luxury and a comforting treat. The UK market remains the largest market for biscuits, with sales approaching £2.2 billion, thanks to high penetration ...

Coffee - Europe

Food and Drink - International

One of the many ramifications of the recession has been an increase in meals consumed at home and prepared by the consumer. Condiments have benefited greatly. No wonder; condiments can be simply served with food or incorporated into from-scratch recipes, depending on the consumer's commitment to cooking or their need ...

Coffee tastes and perceptions are changing fast. Both Western and Eastern European countries have seen an explosion of trendy coffee shops over the past decade. Coffee has become a fashionable lifestyle drink and consumers across Europe are demanding products that allow them to replicate the coffee shop experience at home.

Poultry and Game Meat - UK

The poultry sector saw volume sales decline for a number of years under pressure from bird flu and rapidly rising inflation. However, the poultry market has regained momentum in the recession, enjoying a strong image as easy to cook, versatile and better value for money than red meat.

Cordials and Squashes - UK

The squash/cordials market was in slow but steady decline until the economic downturn radically changed consumer purchasing habits, with value overriding the desire for premium and healthy soft drink products.

Wine, Cocktail and Champagne Bars - UK

- British out-of-home drinkers are habitual with seven out of ten stating that they usually drink the same thing.
- The theatre of cocktail making is the main draw for two thirds of the 6.5 million consumers that have drunk cocktail in the last year.
- Just under 4 million cocktail drinkers ...

Specialty Foods - The NASFT State of the Industry Report - The Market - US

This report encompasses three years of sales data (2007-09) across 47 segments (though most often the tabulations discuss the primary 41 segments), and discusses the positive and negative factors that may have a bearing on each segment's future growth or decline. Also included in this report is a comprehensive look ...

Pies and Pasties - UK

- As a good value and filling meal option, the pies & pasties category has performed well during the recession with value sales climbing by 5.2% between 2007 and 2009 to reach an estimated £941m in 2009
- An opportunity exist to grow the market by increasing frequency of consumption among ...

Private Label Cereal - US

Despite recent evidence that the economy may slowly be coming out of a deep recession, consumers are still wary and have been more cautious with their spending. This has translated to opportunities for private label manufacturers, which offer products at lower prices than name-brand equivalents. In categories such as cereal ...

Breakfast Cereals - Europe

Breakfast cereals enjoy high penetration and frequency of consumption in the UK, whereas in the rest of Europe (France, Germany, Italy and Spain) levels are much lower. Unsurprisingly, growth rates have flattened in the mature, developed UK market. The recession has led to consumers opting for cheaper breakfast alternatives or ...

Ice Cream - Europe

This report covers both take-home and impulse ice cream markets. Impulse ice cream is defined as single-serve ice creams purchased for immediate consumption. Take-home ice cream is defined as any product that comprises primarily ice cream and is intended for consumption in the home, as opposed to an impulse purchase ...

Energy Drinks and Shots - US

Drinking Habits Among 18-24-year-olds - UK

Food and Drink - International

This report focuses on the energy drinks and shots market. While energy drinks have enjoyed significant popularity since their inception during the late 1990s, category growth appears to have cooled off during 2007-09. The current economic upheaval has negatively influenced the category, and a lack of universal appeal for energy ...

- Binge drinking (defined by the government/ NHS as 6 units in one session for women and 8 for men) is rife among 18-24-year-olds, with four in five of this age group exceeding the recommended limit on a regular basis.
- Although the drivers of binge drinking among the young is multi-faceted ...

Coffeehouses and Donut Shops - US

The restaurant industry faltered in the recession as consumers opted to stay home more for meals and drinks. All segments suffered, yet QSRs in general fared somewhat better, due to customers trading down. Within that realm, coffeehouses and donut shops saw a greater impact, with many customers deciding not to ...

Online Shopping - US

The explosive growth of e-commerce hit a wall in 2009, as consumers pulled back in all areas of retail. Shoppers turned to the Internet for bargains, but the consumer base for e-commerce remained flat. While sales increased substantially in the first quarter of 2010, the macroeconomic future is cloudy at ...

Kids' Snacking - US

The kids' snacking market is coming under increased scrutiny in light of rising childhood obesity rates. Yet all kids snack and most snack frequently - whether at home, at school, or on the go. This report, based on exclusive research among kids aged 6-11, takes a closer look at the snacking ...

Foodservice Snacking Options and Opportunities - US

As consumers seek inexpensive ways to enjoy restaurant dining and restaurant operators look for new ways to drive foot traffic, the snack menu is becoming increasingly important.

June 2010

Children's Obesity - UK

- There are real indications that the upward trend in overweight and obesity rates among children has halted and even started to decline. NHS data show lower rates from 2005, and projections for future obesity levels – particularly for teenagers – have been lowered significantly as a result.
- In January 2008 ...

Alcohol Consumption at Home - US

With total US sales of nearly \$80 billion in 2009, the market for alcoholic beverages for off-premise consumption has experienced tapering growth—up a minimal 1.2% from 2008-09. In this report, Mintel presents sales trends of the alcoholic beverage market, as well as by type of alcohol to provide context ...

Home Delivery - UK

This report focuses on home delivery of food and drink (where drink is being ordered with a meal). Such a service typically involves the placing of an order by telephone, via the internet, via interactive TV (iTV) or in person.

Eggs - UK

- Consumers are 'creatures of habit' when buying eggs - only 16% are adventurous enough to have eaten three or more different types of eggs in the last year.
- The health benefits of eggs are an important consideration for consumers, a third eat them because of their protein content.
- Welfare issues have ...

Food and Drink - International

Consumer Snacking - UK

- Nine in ten British adults eat snacks between meals, nearly half of them on a daily basis. There are in total an estimated 13 billion at-home snacking occasions a year, and 6.4 billion occasions on the go.
- Tangible benefits are key for healthy snacks looking to attract women. Just ...

Side Dishes: The Market - US

The recent recession has encouraged more people to eat at home more often. This has created an opportunity for consumer packaged goods companies to take advantage of the need for shoppers to stock their shelves and pantries with side dishes that are economical and add variety to mealtime. The question ...

Side Dishes: The Consumer - US

Recent economic struggles have encouraged more people to eat at home more often, resulting in an opportunity for consumer packaged goods (CPG) companies to take advantage of shoppers' desire to stock up on side dishes that are both economical and add variety to a meal. The question is, how good ...

Hot Trends in Retail Bakery - Bread, Cakes and Biscuits - Ireland

Irish retail bakery sales have experienced solid growth over the past five years, with a modest upward trajectory projected for the next five years, as health-driven innovation boosts returns. However, the severe recession in RoI has hit trade over 2009 and 2010, reducing volume and value sales of bread and ...

Tea and RTD Teas - US

This report explores the tea and ready-to-drink (RTD) tea market. While 77% market penetration for regular (loose/bag) tea among US households (HHs) indicates maturity, the low 45% for RTD iced tea suggests continued opportunities to expand sales. As with other products in the food and beverage industry— value perceptions ...

Healthy Dining Trends - US

Cakes and Cake Bars - UK

This report examines the UK retail market for ready-to-eat (RTE) cakes. It includes packaged (or wrapped) and unpackaged (or unwrapped) cakes that are kept at ambient temperatures. The market can be broadly segmented into large cakes, occasion cakes and individual cakes.

Family Purchases: Kids as Influencers - US

Kids and teens often influence what their parents purchase on their behalf and play a key role in determining what type of foods and entertainment will be purchased for the family household. At the same time, the FTC and other agencies are regulating advertising directed at kids more closely than ...

Exercise Trends - US

The majority of Americans are not getting enough exercise, and that means there are numerous opportunities for companies in the exercise category to help motivate them. Some of the topics covered in this report include:

Liqueurs - UK

This report covers the UK market for liqueurs in the on- and off-trade on which excise duty is paid in the UK. Duty-free sales and personal imports of duty-paid product have been excluded from all data unless specified.

The Influence of Labels on Consumer Choice - US

The proportion of the population watching their diet has risen dramatically in recent years. At present, about half of American adults are watching their diet in an effort to limit calories and avoid potentially harmful ingredients. Along with the increased interest in health and wellness has come a rise in ...

Cheese - US

Food and Drink - International

This report explores healthy dining trends in restaurants with attention to shifting consumer habits and perceptions towards health/wellness as it impacts restaurant usage. Mintel provides impactful analysis, discussion and insight including:

Cheese eaters are virtually everywhere and the vast majority of Americans eat cheese. However, high dairy commodity costs in 2007 and 2008 drove up retail prices, which in turn impacted the bottom line. Yet when pricing stabilized, consumer purchase behavior clearly did not reflect the trend towards eating and cooking ...

Functional Beverages - US

The functional beverages market showed impressive gains during 2004-07 but, like many other categories, sales fell in response to recessionary pressures. Companies developed a variety of new products in 2008 and 2009, yet many consumers preferred brand familiarly and a value proposition during the recession. Given the fact that many ...

Baby Food and Drink - US

One of the primary responsibilities of parents is providing the proper nutrition during the first crucial years of their children's development. The overwhelming majority of parents look to baby food manufacturers to provide the right types of foods for their developing babies. This creates the opportunity to develop stronger ...

May 2010

Chilled and Frozen Ready Meals - UK

- Expected to reach £2.7 billion in 2010, the ready meals market has grown by just 7% since 2005. The market contracted in 2008 as a result of consumer cut backs, but has bounced back strongly since, suggesting that the six million users switching to more cooking have not been ...

Premium Alcoholic Drinks - Ireland

The Irish alcohol industry is seeing a major move towards premiumisation. With consumers less willing to spend money on alcohol outside of the home, alcohol manufacturers are increasingly looking at ways to add value to their products. Manufacturers have increasingly been looking at ways to enhance the premium aspects of ...

Milk and Cream - UK

- Healthy growth in volume and value sales, highlights how the milk market has thrived during the recession, in fact it's one of the few areas where the market share of organic produce has increased.
- Milk suppliers have lost a PR battle: negative warnings over the fat content of milk are ...

Onboard Catering - UK

- The vast majority of people who have travelled by plane in the last two years have eaten/drank onboard. Six in ten of these passengers say this was because it was included in the price.
- Expense stops food & drink purchasing for nearly half of those who have travelled by ...

Soup - UK

This report assesses the performance of the UK soup market since Mintel's last report on this sector in May 2008. Since 2007, the UK market for soup has grown by 11% to reach £511 million in 2009.

Diet Trends - US

The recession has thrown the weight loss category into flux, causing consumers to change their behaviors and seek out alternatives to accomplish their weight loss goals. Understanding these new dynamics is essential for success. This report explores a number of factors that are shaping consumers' attitudes, including:

Food and Drink - International

Ales and Stouts - UK

This report covers the UK market for ales and stouts, in both the on- and off-trade.

Milk - US

Few other consumer packaged goods products are as popular and versatile as milk. Consumers of all ages drink milk in part because there is a variety for just about everyone, including non-dairy products for those who are lactose intolerant or have milk allergies. Despite its overall popularity, the milk industry ...

Alcoholic Beverage Trends at Bars and Restaurants - US

The restaurant recession continues, and when patrons do venture out of the house to drink they are drinking less. This has spawned pricing incentives from restaurants and bar operators alike in an effort to get customers in the door. However, while price promotions have been the most frequently used strategy ...

April 2010

Food Provenance - UK

This report reveals that while no single food issue chimes with the whole of Britain, animal welfare has become the most widely shared concern. British and local origin of food rank close behind, broadly on a par with purity of food, but well ahead of considerations like organic and carbon ...

Attitudes Toward Fiber and Digestive Health - US

A number of factors suggest that products with added fiber or digestive claims should be well received by the American public. Mintel's review of the category, however, shows that only a handful of products were

Non-alcoholic Beverages: The Market - US

This report focuses on seven major segments within the non-alcoholic beverage market: milk, carbonated soft drinks, fruit and vegetable juice/drinks, bottled water, energy drinks and shots, sports drinks, coffee, and tea. Besides presenting sales data on a segment-by-segment basis, the report considers a range of topics, including the following:

Food Storage - US

This report takes a detailed look at the evolving food storage industry, which has grown modestly since 2004. In the most recent year, manufacturers have been faced with potentially game-changing challenges from all directions, ranging from consumer concerns over chemicals in plastics, to an entrenched recession that is affecting consumer ...

Chocolate Confectionery - UK

- Top snack choice for consumers and bought as a personal treat by almost half the population, the chocolate bar market has benefited from increased snacking on-the-go.
- Ethical considerations have increased in prominence in new product launches for chocolate confectionery in 2009 compared to 2007, although 7% of consumers say they ...

Breakfast Catering - UK

- Eating breakfast (either in- or out-of-home) is part of the morning routine for six in ten consumers.
- Toast and cereal are consumers' top breakfast foods by far. A third of consumers enjoy hot

introduced in 2009, and few of them matched well with consumers' desires.

Health Food Retailing - UK

This report concentrates on products traditionally sold through health food stores. Functional foods, ie those with added ingredients that are of benefit to health (eg cholesterol-reducing margarine), are not strictly health foods but are discussed throughout the report as an associated category.

Private Label Salty Snacks - US

In this report, Mintel breaks the salty-snack category into eight segments: potato chips, tortilla chips, snack nuts and seeds, popcorn, pretzels, cheese snacks, corn snacks, and "other" salty snacks. The struggling economy has spurred interest in lower-priced private-label salty snacks, and consumers have discovered the quality and value makes it ...

Chicken and Burger Bars (and Takeaway) - UK

The fast food sector has performed particularly well during the recession. Ongoing demand for convenience continues to drive this market, whilst the wide menu ranges of these outlets also meant that they were well placed to cope with and capitalise on consumers' changing purchasing behaviour during the recession. The gourmet ...

March 2010

Fine Dining - US

The restaurant industry as a whole is in a bind. A global recession has patrons eating out less and spending less when they do go out. Fine dining, as a deeper-pocket experience, has been especially hard hit. Many establishments have had to shutter their doors and others are seeing steep ...

Food and Drink - International

cereals, such as porridge, and restaurant menus are reflecting this popularity with menu items like McDonald's Oatso ...

Non-alcoholic Beverage Trends at Restaurants - US

This report explores non-alcoholic beverage trends in restaurants. It identifies key developments that are changing consumer habits and usage, as well as taking into consideration health and wellness trends and the current economic climate. Mintel finds opportunities exist for industry players to woo customers with beverage choices providing health and ...

Online Drinks Retailing - UK

This is a new UK report looking at the growing market and consumer demand for buying alcoholic drinks online. This has been particularly popular for wine, and has the potential to take off for other drinks.

Consumer Attitudes Toward Natural and Organic Food and Beverage - US

While many sectors of the economy have been negatively impacted by the economic downturn, the natural/organic sectors of the food and beverage business (NOFB) have proven to be quite resilient. Most segments of the NOFB industry continued to experience growth throughout the economic downturn because many users have integrated ...

Food and Drink - International

Non-alcoholic Beverages: The Consumer - US

In this portion of a two-part report on non-alcoholic beverages, Mintel takes an in-depth view of the consumer. The market-centric view is covered in Mintel's Non-alcoholic Beverages: The Market - US - April 2010. This report allows non-alcoholic beverage (NAB) producers and marketers a glimpse into consumption trends, as well as consumer ...

Alcoholic Drinks Labelling - UK

The report focuses on the role that labelling plays in enhancing product packaging in terms of on-shelf appeal and providing product information.

Complete Canned Meals and Meats - UK

- Value sales of canned meals and meats increased by 14.8% between 2007 and 2009 to reach an estimated £770 million in 2009.
- Almost 13m consumers buy branded canned meals/meat, yet 8m feel there is no difference in taste between own label and branded product.
- Baked beans have continued ...

Fruit Juice and Juice Drinks: The Market - US

In this two-part report on fruit juice and juice drinks, Mintel explores the fruit juice and juice drinks market with an in-depth look into market sales, segment performance, and brand performances among other market-centric factors. The consumer-centric view is covered in Mintel's Fruit Juice and Juice Drinks: The Consumer—U.S ...

February 2010

Consumer Breakfast Eating Habits - UK

Cereal and Snack Bars - US

The cereal and snack bar segment has posted strong performance over the last five years, with sales increasing nearly 50% behind a flurry of new product activity that peaked in 2007. Since that time things have cooled off considerably. The total number of new product launches is down, and sales ...

Cat and Dog Food - UK

- Despite the recession, the cat and dog food market has remained robust: in 2009, the market grew by 4% to reach £1.8 billion. By contrast, volume sales have remained fairly static, largely due to the switch from wet to dry food in the dog food market.
- Value growth has ...

Hot Chocolate and Malted Drinks - UK

- The investment potential of the hot chocolate market is clearly highlighted by growth of 20% between 2007 and 2009. Despite the economic downturn, the market is now worth just under £100m.
- By contrast, once-iconic malted drinks, such as Horlicks and Ovaltine are now seen as old-fashioned and less relevant to ...

Beverage Packaging Trends - US

During these tough economic times, it's especially important to develop packaging that serves to maximize appeal among frugal and fickle consumers. It's also

Food and Drink - International

- With tightening budgets and relatively less disposable income, 22m consumers appreciate the cost efficiencies of having breakfast at home compared to a restaurant.
- Two-thirds of consumers eat their breakfast at home everyday with just 2% eating out everyday. This is in contrast to the US where 46% of consumers eat ...

Airport Catering - UK

- Retailers continue to represent the main competition to airport caterers: Seven million consumers have purchased food and/or drink from a retailer, such as newsagent, convenience store or M&S Food, at an airport in the last 12 months.
- People believe that food at airports is too expensive and of low ...

Gum, Mints and Breath Fresheners - US

Gum, mints and breath fresheners continue to be some of the more innovative consumer packaged goods categories, which has helped them maintain and grow sales despite the recession. Innovations have been focused on packaging, bolder and more exciting flavors, as well as functional benefits that have long been a trademark ...

Breakfast Cereals - UK

- Just over 9m consumers have a wide selection (ie four or five) of breakfast cereals in their cupboards, principally but not exclusively multigrain-based recipes, low fat, children's or honey based cereals.
- Health considerations are the top priority when choosing a breakfast cereal, with 43% of consumers checking the amount ...

Breakfast Restaurant Trends - US

This report explores breakfast foodservice trends—identifying key developments that are changing consumer habits and usage with consideration of the current economic climate and competitive threats.

evident that some companies have made substantial changes to their packaging approach in recent years that can give them a competitive advantage. Therefore, an analysis of packaging ...

Green Living - US

Before the beginning of the recession, the “green” marketplace was one of the fastest growing sectors of the US economy. Though economic factors have slowed growth in this sector, consumers remain committed to green shopping. In this report, Mintel examines the size, scope, and growth of the “green” consumer marketplace ...

American Families and Dining Out - US

American families’ perceptions and habits towards full-service and limited-service restaurants have been changing in the wake of the recession. As a result, new opportunities have emerged from this tumultuous period.

Coffee - UK

With rising prices and economic downturn at play between 2008 and 2009, the coffee market has managed to weather the storm well. Between 2005 and 2009 the UK market for in-home coffee achieved 17% growth in value, and although some of this is attributed to the hike in raw coffee ...

Cereal Bars - UK

- Simply toning down the sweetness in cereal bars could win over 3.6 m adults who shun the bars for being too sweet.
- Bigger is better. Larger cereal bars have the potential to attract over four million adults. This group doesn’t eat cereal bars as they prefer something more substantial ...

Food and Drink - International

Champagne and Sparkling Wine - UK

The report assesses the UK market for Champagne and other sparkling wines, including sales through both the off- and on-trade. Coverage in the report is restricted to wine of fresh grape, produced from the naturally fermented juice of the grape, with a minimum strength of 5.5% alcohol by volume ...

Soup - US

This report explores the soup market—identifying key developments that are changing consumer habits and usage with consideration of the current economic climate, shifts in consumer behavior and health/wellness trends.

January 2010

Grocery Store Retailing - US

Grocery retailing has grown into a \$355 billion annual business in the US. While some industry observers believe that the grocery industry is recession-proof, that is only partly true. The reality is that while consumers do need to buy food and other household items regardless of economic conditions, and tend ...

Attitudes Towards Dining Out - US

More than a year after the collapse of Wall Street and in the throes of the recession, the restaurant industry has yet to stop its decline. The industry faces its greatest challenge in decades, as consumers re-learn how to save their discretionary dollars. In this report, Mintel looks at trends ...

Pizza and Pasta Restaurants (and Takeaway) - UK

- A quarter of customers who have been to a pizza/pasta restaurant in the last three months have been motivated by special promotions/discounts.
- Only one in ten consumers think pizza/ pasta takeaways are good value for money, yet this sector continues to drive the market
- It seems that pizza ...

Fruit Juice and Juice Drinks: The Consumer - US

In this two-part report on fruit juice and juice drinks, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Fruit Juice and Juice Drinks: The Market—U.S., February 2010. This report allows fruit juice/juice drinks manufacturers and marketers to get a glimpse ...

Pizza at Retail - US

Packaged pizza sales are thriving thanks to a recession-driven increase in “eating in” to save money. The packaged pizza market (which includes frozen and refrigerated pizza, pizza crusts and dough, pizza sauce, crust mixes and pizza kits) reached \$5.2 billion in 2009 in all channels. In this report we ...

Sandwich Shop Retailing - UK

- The market potential of healthy sandwiches is not being fully exploited. Three in ten sandwich buyers seek out such sandwiches, yet, low fat variants accounted for just 7% of new launches in 2009.
- Starting to provide nutritional information could open a market of nine million people to sandwich shops. Unlike ...

Consumer Food Packaging - UK

- Easy to recycle (biodegradable) packaging is the top packaging attribute sought by 23 million consumers.
- Consumers appear to consciously attach less importance to the way packaging looks, as only 1.2 million consider stylish packaging to be an important packaging attribute.
- Food packaging design should factor in multi-functional uses as ...



Food and Drink - International

Premium Soft Drinks - UK

- Although small, this market is growing quickly and is now worth £105million. Premium soft drinks are more upmarket, adult soft drinks which usually come in premium packaged glass bottles and generally contain natural, more unusual and better quality ingredients e.g. Shloer's white grape and elderflower juice and Belvoir organic ...

Consumer Food Labelling - UK

This report looks at awareness and importance of different food labels, as well as the understanding of them within the context of the changing nature of the overall food market in the UK.