

July 2016

Beer - Ireland

"In a climate where discounters are currently excelling throughout IoI, we find that Irish consumers are becoming more driven towards unique, value-added beers and furthermore, are willing to pay a premium for this luxury. The rise in craft beers, which is set to continue in the years to come, has ...

June 2016

Carbonated Soft Drinks - UK

"The sugar tax is likely to have a severe impact on CSD sales in 2018, and as such is the single biggest challenge facing the industry. However, drinkers' inclinations to switch to low-sugar versions and the strength of consumer demand for action on the sugar issue suggest that companies seen ...

Attitudes towards Sports Nutrition - UK

"There is strong interest in collaborations between sports nutrition and mainstream brands. Given that the boundaries between the two are becoming increasingly blurred, a proactive move to be part of this trend, rather than fighting it, could be timely."

– Emma Clifford, Senior Food and Drink Analyst

Food Packaging Trends - US

"An increasing percentage of product launches are based primarily on new packing as packaging continues to become more important in the food marketing mix. Food packaging can do more than just help the product convey benefits and product information."

Soup - US

"While the soup category is facing challenges due to the decline of RTS (ready to serve) wet and condensed soup, areas of opportunity exist. Sales of broth are up due to a

Snacking in Foodservice - US

"Consumers' definition of snacking is one that is blurred, encompassing a variety of food and beverage categories. The treat yourself mentality is driving the indulgent side of specialty snacking, but consumers also desire healthful options they can feel good about. Convenience and variety are important for specialty snack shops to ...

Artisan Food - Ireland

"With consumer confidence improving between 2015 and 2016 it will see consumers more willing to splash out on premium or luxury goods – to the benefit of artisan producers in Ireland. However, consumers will not splash their cash without forethought, and will still seek strong justification for paying more ...

Ice Cream and Desserts - UK

"Opportunities are ripe for operators to explore healthier formulations in ice cream and desserts, with significant interest in low-sugar and low-fat products. Resizing offers another potential route to explore in ice cream, while tapping into the 'health halo' of yogurts and fruit snacks offer desserts a potential way forward in ...

Carbonated Soft Drinks - US

"Total retail sales of CSDs (carbonated soft drinks) remained flat from 2015 to 2016 estimate – the result of a shift in consumer preferences for BFY (better-for-you)

cooking culture, and refrigerated soups are performing well in the market due to positive consumer sentiment surrounding the ...

Beverage Packaging Trends - US

"The non-alcoholic drink market has grown moderately from 2010-15. As consumers look for healthy and functional beverages that fit their lifestyles, categories with traditionally high market penetration are losing share to smaller, trending beverages that focus on nutritional benefits and added function. Innovation across the board features natural and high-quality ...

May 2016

Attitudes towards Leisure Venue Catering - UK

"Secondary spending at leisure venues remains in the line of fire, with most diners willing to cut back on their food and drink spend if ticket prices rise. The pressure therefore remains on operators to justify the catering spend. Initiatives like themed events and menus and produce from local suppliers ...

Cheese - Ireland

"Cheese remains an Irish household staple with seven in 10 Irish consumers purchasing cheddar in the last three months. Although the Irish cheese market is set for growth in 2016, this market still faces losing health-conscious consumers due to its perceived high levels of fat, calories and salt. However, the ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Food and Drink - International

beverages; backlash from artificial ingredients and sweeteners, and high sugar content; and increasing competition from other drink innovations entering the market."

- Elizabeth Sisel ...

Nuts, Seeds and Trail Mix - US

"The nuts, seeds, and trail mix category continues its steady growth trajectory as Americans adopt frequent snacking occasions, and seek convenient foods they can feel good about eating. Looking ahead, the category is expected to grow, despite facing competition from other snacking categories, including other salty snacks, and BFY (better-for-you ...

Energy Drinks - US

"Total retail sales of energy drinks and shots posted estimated gains in 2015, thanks to the success seen in the energy drink segment. Total category sales are expected to continue upward as consumers search for functional drinks that meet their energy needs."

- Elizabeth Sisel, Beverage Analyst

Attitudes towards Cooking in the Home - UK

"While the recession has been a driving factor for the scratch cooking trend, enjoyment and ingredient control are as important as saving money in prompting people to cook. This should go some way to maintain interest in scratch cooking even as incomes rise. Marketing messages centred on enjoyment provide a ...

Snack, Nutrition and Performance Bars - US

"Dollar sales of snack, nutrition, and performance bars grew in 2015, continuing the steady, though lackluster, pace seen over the past few years. Products in the category hit the mark in appealing to both the health and snack interests of consumers – viewed as a convenient contribution to healthy lifestyles ...

Food and Drink - International

Prepared Meals Review - UK

“Boosting the nutritional benefits of prepared meals can tap into the current high interest in “positive nutrition” foods while helping to overturn the typically unhealthy image of these products. Within this, vegetables, superfoods, whole grains and ancient grains can play an increasingly important role, as well as foodie health trend ...

Prepared Meals - US

"Sales of prepared meals turned slightly positive in 2015 after three consecutive years of declines, but remain below their 2010 level, weak results in line with a broader move away from more processed foods in favor of fresher and healthier alternatives. Still, the category's defining convenience benefit remains compelling, and ...

On-premise Alcohol Trends - US

"Sales of alcohol at bars, restaurants, and other establishments continue to grow as consumers feel relatively positive about the US economy. The alcohol industry is continually adapting to new consumer preferences including the movement toward craft beer, lower alcohol drinks, and cocktails made with the freshest ingredients. Bars/restaurants can ...

Vegetables - US

"The vegetables category continued its steady year-over-year growth fueled mostly by sales of fresh produce, including fresh-cut salad. Consumers are eating and buying more vegetables, at home and away, and are looking for freshness, convenience, and nutrition. Despite category interest, consumers still want more information about product nutrition, preparation, and ...

Bread - Ireland

“The bread market has enjoyed growth between 2014 and 2015, but deep discounting in the packaged bread sector of the market will inhibit future growth. However, with growing consumer confidence seeing more consumers splashing out on morning goods and specialist breads, this will help to sustain value growth.”

- ...

Pub Visiting - UK

“Many publicans have evolved their venues and placed a greater emphasis on food in order to remain profitable. That ‘high-quality food’ is the factor which is most likely to entice people to try a new pub underlines how an appealing menu can help to pubs to broaden their customer base ...

Quick Service Restaurants - US

"As the lines between traditional restaurant segments continue to blur, QSRs (quick service restaurants) have been taking steps to remain competitive in the changing restaurant landscape. Most QSR users agree that QSRs are the best option when they are short on time. QSRs must make it a priority to maintain ...

Pub Catering - UK

“The pub catering market is highly competitive, as evidenced by the continuing decline in pub numbers. Pubs also compete with a range of other eating out establishments, so food needs to compare favourably with restaurants if they are to increase the frequency of visits. Food is a core part of ...

Prepared Cakes and Pies - US

"The market for prepared cakes and pies should continue growing for the foreseeable future. Consumer concerns relating to health and obesity, while certainly significant across the food and drink industry, appear somewhat less of a factor to this more indulgent category. However, consumer interest in options with reduced calories, fat ...

Food and Drink - International

Grains and Rice - US

"The \$2.5-billion rice and grains category is experiencing modest growth thanks in part to a generally healthy image and consumer interest in exploring an increasingly wide range of cuisines incorporating rice or grain."

Attitudes towards Home-Delivery and Takeaway Food - UK

"As mobile ordering becomes the norm for more people, greater opportunities are created in terms of data collection and customisation. Restaurants and third-party services can create tailored deals and advertisements that can be sent directly to users' smartphones at opportune moments."

– **Rebecca McGrath, Leisure Analyst**

Added Value in Dairy Drinks, Milk and Cream - UK

"Given shoppers' willingness to boycott a milk where farmers are seen to not have received a fair price together with their uncertainty over which operators pay farmers fairly, there is a need for companies to make their credentials in this area tangible to consumers."

Baby Food and Drink - UK

"Homemade food continues to dominate usage, offering parents a cheaper way to feed their child as well as control over ingredients. This poses a threat to the baby food and drink market. Brands and own-labels can play a role in helping self-sufficiency, through sharing their expertise for example in online ...

Salty Snacks - US

"The salty snacks market continues to perform well, especially as the popularity of snacking continues. The meat snacks and popcorn segments continue to drive much of this growth, fueled by strong product innovation, and positive health perceptions. Health and indulgence remain a key theme as product flavor is a key ...

Cordials and Squashes - UK

Convenience Stores - UK

"Consumers are increasingly looking for convenience in all aspects of their grocery buying habits. That is why we have seen a shift to more fluid grocery shopping habits with consumers, particularly younger consumers, shopping on a more when-needed basis. This shift has fuelled the convenience market and the leading players ...

The State of the Burger - US

"The burger category is ripe for continued innovation as new fast casual players enter the market and existing brands expand their burger menus. Diners today are open to trying new and exciting burgers made with innovative beef blends and unique toppings. While burgers are a favorite dish for many consumers ...

Nutritional and Performance Drinks - US

"Mintel estimates the nutritional and performance drink category continued its moderate growth, with dollar sales increasing 6% in 2015. The category benefits from growing consumer attention toward healthy living, and provides a convenient and efficient means of helping them meet goals."

Chocolate Confectionery - UK

"Flat volume sales in chocolate confectionery show the continuing need for brands to use innovation to encourage trading up, both when buying chocolate as a treat for oneself and when gift purchasing. With the majority of people thinking it is OK to eat small amounts of chocolate every day as ...

Frozen Snacks - US

"After a slight decline in 2014, sales of frozen snacks rebounded in 2015 and are forecast to continue that growth through 2020. Emerging restaurant brands, as well as brands from other snack categories and, indeed, fresher foods, begin to leverage their attributes in frozen cases. At the same time, consumers ...

Non-dairy Milk - US



Food and Drink - International

“Health and naturalness will remain important sales drivers in the market in the coming years. Innovating with plant-derived sweeteners and using the ‘no added sugar’ claim should be an effective way for brands to promote their health credentials.”

– **Chris Wisson, Senior Drinks Analyst**

"Total non-dairy milk sales are expected to continue upward as consumers search for better-for-you alternatives to dairy milk, and as plant-based alternatives continue to trend to meet a variety of consumers' dietary needs. Flavor, function, and nutritional innovation will help keep consumers interested and attract new audiences, while the wide ...