

Food and Drink - International

June 2013

Poultry - Ireland

“Chicken is dominating the poultry category at present due to its attractive price point and its versatility. However, the Irish poultry market faces challenges, with high levels of imported chicken dominating the market due to its lower wholesale price. Consumer desires for local poultry on retail shelves could prove challenging ...

Meat - Ireland

“The meat market in Ireland has seen strong value growth year on year despite the downturn, and although the horsemeat scandal of 2013 is likely to have a lasting impact on sales of processed meat products, it has been to the overall advantage of sales of unprepared meat products, and ...

April 2013

Cereals - Ireland

“The cereal market in Ireland has gone from strength to strength in the last few years, with its positioning as an easy-to-prepare and nutritious breakfast helping to sustain market growth. However, associations of some cereal types with childhood obesity represent a key challenge for the market, and moving forward we ...

March 2013

Cookies and Cookie Bars - US

“Consumers are paying more attention to their health due to a rising level of awareness regarding the poor nutritional state of our nation, most specifically among children. As consumers more actively engage with their need to eat healthy, the cookie market finds itself in a risky position; cookies, even so-called ...

Cereal, Energy and Snack Bars - UK

“Despite high promotional activity, the market continues to struggle with a weak value perception. Marketing initiatives that focus around the quality and nutritional benefits of the bars may therefore offer the most potential for operators to enhance the category’s value image.”

Ethnic Restaurants and Takeaways - UK

“Operators looking to leverage consumers’ significant interest in niche cuisine types such as Malaysian, South American, Caribbean, Indonesian and North African should ensure that they are offering clear advice and assistance to consumers as to what the cuisine type is, how they should order it and when they should visit ...

Pasta, Rice and Noodles - UK

“Although pasta and rice dishes are well known for their accessibility to even the most novice cooks, judging how much to cook is a widespread problem, affecting over four in ten consumers. There is scope for the boil-in-the-bag concept to be introduced into the UK pasta market, having gained traction ...

Biscuits, Cookies and Crackers - UK

Food and Drink Retailing - UK

“Fortunately, horse meat is not poisonous – unlike the adulteration of olive oil scandal, which hit southern Europe a couple of decades ago. The issue is that trust in

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“While users tend to turn to biscuits when they feel like a treat, half say it’s important to pay attention to the calorie content of biscuits while half would like to see more biscuits with added health benefits.”

Nut-based Spreads and Sweet Spreads - US

“Four in 10 respondents to Mintel’s survey say they would be interested in gourmet nut and fruit spreads, but most gourmet producers are small brands with little to no advertising clout. Leading brands should spend more time and effort in the category, backed by established processing plants and bigger ad ...

Cereal Bars and Snack Bars - US

“Lackluster product innovation and expanding bar options from competing categories have challenged cereal/snack bar sales. Attracting the attention of consumers away from competing offerings will require the cereal/snack bar category to both emphasize its inherent strengths and enhance nutritional/performance positioning.”

Provenance in Food and Drink - UK

“The horse meat scandal, which broke in January 2013, has put the spotlight on the sourcing of food, with concerns raised over the way in which meat from overseas has entered the UK food chain.

While the food industry is likely to feel the effects for some time, consumers are ...

American Families and Dining Out - US

“Today’s families seek a more casual dining experience than they have in the past. The stresses of the recession have made families more price conscious, and they also want dining experiences that are comfortable. Because of the proliferation of options around foodservice ordering methods (to go, carry-out, drive-thru, and delivery ...

Pet Food - US

labelling has been seriously undermined because some, perhaps many, meat suppliers had been using cheaper product and then passing it off ...

Online Grocery Retailing - UK

“Without a hike in delivery charges or perhaps substantially higher minimum order values, online retailing for multichannel grocers is never likely to yield margins comparable to store-based shopping. But we think retailers can focus marketing communications on higher socio-economic groups to help mitigate the inherent financial disadvantages of retailing online ...

Bottled Water - US

“Bottled water has been able to rebound from declines showcased during the worst of the economic downturn, but it still faces challenges, such as consumers being more likely to drink tap water than bottled water. However, bottled waters have been able to appeal based on taste, convenience, and value-added products ...

In-store Bakeries - US

“A growing movement that calls for consumers to limit their intake of a number of key food ingredients, such as fat, sugar, sodium, and carbohydrates, thought to be harmful to one’s health, threatens in-store bakery sales as consumers feel pressure to cut back on indulgence. However, in-store bakeries have the ...

Bottled Water - UK

“Features such as purity, low calorie content and sourcing/origins are all strengths for the bottled water market and operators should not marginalise these in their efforts to make water a more exciting and adventurous market.”

– Chris Wisson, Senior Drinks Analyst

Cheese - Ireland

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“According to the American Veterinary Medical Association (AVMA), pet ownership is on the decline since 2006. Due to a waning number of end users, marketers must consider ways to encourage pet food buyers to feed their pets a variety of new food/treats, tap into the underdeveloped elderly pet owner ...

“Cheese is a staple product in Irish households. However, the category is suffering from an unsustainable level of promotional activity, which is being used to boost sales amidst increased prices. Future growth within the category will be dependent on increased usage and purchase frequency. Value-added products in both the snacking ...

February 2013

Sweet and Savoury Spreads - UK

“Concerns about health are a key factor inhibiting sweet spreads consumption, with two-fifths (39%) of users expressing concern about sugar content, whereas only one in eight has cut back their usage because of cost (13%). Yet only 6% of new products launched in 2012 made a low/no/reduced sugar ...

The Food and Drink Shopping Experience - US

“Securing longstanding patronage will come from creating a sense of investment in the food and drink retailer brand. This can come from developing a two-way relationship with consumers, allowing shoppers to feel as if stores are catering to their specific shopping lists and providing affordable products that meet their individual ...

Grocery Retailing - US

“The composition of primary grocery shoppers is skewed toward Baby Boomers and Gen Xers. Only half of Millennials take sole responsibility in grocery shopping, and this cohort is likely to look for an efficient shopping experience and instant gratification, more so than their older generational counterparts due to their high ...

Dry Pasta, Rice, Noodles and Ancient Grains - US

“Manufacturers and retailers alike need to have a clear grasp on positioning, and a clear understanding of their consumers. Price still remains a smart strategy to take in this category, but consumers’ value proposition goes beyond price, involving quality, indulgence, and health as well.”

On-premise Alcohol Consumption Trends - US

“When it comes to on-premise alcohol trends, the recessionary spending habits of consumers are continuing. These consumers are being deterred from purchase due to price, health, and fear of public intoxication. To draw out these consumers, operators must create the right balance of offerings that meet the specific needs of ...

Breakfast Catering - UK

“Lifestyle branding is an increasingly prevalent tool in the eating out market as foodservice operators look to engage with consumers on additional levels than price and menu which are no longer the venue differentiators they once were.”

– Helena Spicer – Senior Foodservice Analyst

Attitudes Toward Sodium - 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 low/no/reduced sodium items.”

Parents’ Attitudes Toward Kids’ and Teens’ Snacking - US

“Consumers have a love-hate relationship with snacking. Snack foods provide convenient fuel for an increasingly busy populous and also may provide welcomed indulgence. But with so much media attention on the obesity epidemic, today’s consumer may feel more

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pressure to reduce snacking and eat more healthy snacks.”

College and University Foodservice - US

“Successful university dining services of tomorrow will keep abreast of students’ opinions in terms of foods/flavors as well as the direction of their interest in issues like health and sustainability. They will engage students with the use of events and technology and use every opportunity to prove to students ...

Consumer Attitudes towards Functional Food and Drink - UK

“While this greater regulation is intended to clarify the picture for consumers, as 58% of adults think that functional claims are exaggerated/misleading, it may in fact fail to do so in the short term, if brands continue to use consumer expectations of ingredients to their advantage.”

– Chris ...

Pet Food and Supplies - UK

“Introducing more sophisticated recipes could also support value growth, considering one in five cat/dog owners agree there are not enough gourmet cat and dog foods...Taking cues from human food markets, such as using regionally sourced ingredients, traceability of meats or ethnic-style recipes, could translate into wet food for cats ...

Food and Drink Packaging Trends - UK

“The food and drink industry suffers a bad reputation for excessive packaging, with most consumers deeming a lot of packaging to be superfluous. There is scope for manufacturers to overturn this negative perception by communicating to consumers the positive impact packaging can have on the environment by extending the shelf ...

Beverage Packaging Trends - US

“Despite beverage companies’ dedication to innovative and intriguing packaging designs, consumers continue to prioritize price and familiar brands when beverage shopping. As the U.S. rebounds from the economic recession, limited-edition designs have an opportunity to seize newly regained disposable income, especially among Millennials. Interactivity also presents an opportunity, in ...

January 2013

Breakfast Restaurant Trends - US

“There exists great potential for restaurants to ramp up sales during the weekday morning daypart, by understanding consumer needs and adapting their offerings. This means everything from menuing a good selection of both food and drink items to increasing service speeds and efficiencies and creating healthful and portable meal options ...

Salty Snacks - US

“The importance of product price among salty snacks consumers is a reason for the success of store brands in the category. Some 86% of salty snacks consumers say price is an important factor in their purchase decisions, and 36% of consumers who indicate purchasing less salty snacks in the past ...

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Dining Out: A 2013 Look Ahead - US

“Successful restaurants of tomorrow will evaluate current issues and events to see how they can grow with the culture, starting with taking some responsibility for consumers’ health. Successful restaurants’ menus will make room for diet sensitivities and present food that is as authentic and unprocessed as possible. They will be ...

Crisps, Salty Snacks and Nuts - UK

“Another means of encouraging stronger usage among over-65s is by eradicating flavourings altogether. A substantial 41% of users aged over-65 agree that there are not enough unflavoured crisps compared with just 26% of users on average, suggesting the plain crisp offering should be expanded in stores beyond Walkers’ 90-year-old Smiths ...

Nutritional Food and Drink - US

“The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do.”

Kids' Snacking - UK

“Three in ten kids say that they like to try new flavours of snacks. Opportunities therefore exist for brands to capture the attention of a sizeable minority of children through innovation on flavour, these end users now influencing the snack choice of half of parents. One way that brands could ...

Leisure Venue Catering - UK

“Leisure venue operators should reflect trends in snacking NPD such as for varied popcorn flavours in order to ensure that their own snacking ranges live up to expectations in terms of being treat purchases.”

Ethnic Foods - US

“When it comes to ethnic food eaten and prepared at home, restaurants continue to pose a threat because of constant innovation that attracts consumers. In order to remain competitive, companies need to focus on product development that blends authenticity with familiarity, while offering unique flavor combinations. Additionally, providing consumers with ...

Performance Food and Drink - US

“Although a portion of active consumers are users of performance food and drink, a segment of exercisers abstain from the category for lack of need, preference for other foods, and concerns about product cost. Manufacturers need to address these concerns by focusing communication on the formulation, scientific tests, and other ...

Cider - UK

“Cider producers should be looking to build value into their products to justify a higher price, with purity, limited/special editions and single origins/batches the best ways of encouraging drinkers to trade up.”