

December 2011

Table Sauces and Seasonings - UK

“The revival of interest in scratch cooking has particularly benefited the table sauces and seasonings market, with attitudes towards the sector centred round cooking habits. Flavour enhancement, customisation of dishes and using table sauces in a variety of ways are of great importance to table sauces users.”

Kids' Snacking - UK

“Kids continue to look for indulgent treats when buying their own snacks, something which goes against the government’s aims to improve the nation’s health. A solution to this may be promoting healthy snacking with the help of an appointed ambassador(s) easily identifiable among children.”

Healthy Snacking - UK

“That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat ...

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Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

Cooking Sauces, Pasta Sauces and Stocks - UK

“Consumers with children are more likely than average to have eaten all types of ethnic cooking sauces and the market therefore has a unique opportunity to engage younger consumers from an early age, broadening their repertoire and building loyalty for the future.”

Food Retailing - UK

“These are tough times for the food retailers. For the first time trading down is becoming a big issue, thanks to their own success in building premium ranges in the good times.

Sugar and Gum Confectionery - UK

“Reducing sugar content as both a cost-saving measure and to align with consumer interest for healthier sweets may be the best route to keeping sugar confectionery at a manageable price for both manufacturers and users.”

October 2011

Meat, Poultry and Fish - UK

“There is potential for meat, poultry and seafood to expand consumer repertoires, to compete more aggressively with ready meals and to secure long-term value growth through innovation. However, companies are operating in a very different market environment than five years ago – innovation cannot lose sight of value for money ...

Organic Food - UK

“The organic market too needs to engage with people’s emotions rather than their vague ideas about whether pesticides are harmful or not, by clearly communicating tangible benefits. Happily, this is what the Organic Trade Board is looking to do with its Why I Love Organic campaign.”

Cheese - UK

“Many consumers appear to increasingly view cheese as a small indulgence for which health is not a major consideration. A poor perception of low-fat options is one of the main barriers to growth of the segment as 44% think that reduced-fat cheese tastes bland, with males in particular holding this ...