

### April 2017

#### Chilled vs Frozen - Consumer Preferences - Ireland

“The frozen food market has remained resilient after consumer confidence took a hit following the horsemeat scandal in 2013 with market value expected to experience growth over 2017. Indeed, premiumisation has challenged quality perceptions and brought much added value to the frozen food market. Meanwhile chilled food continues to benefit ...

### March 2017

#### Healthy Dining Trends - US

"Health is becoming less of a section on a menu and is gradually becoming an overarching lifestyle experience at restaurants. As restaurants continue to use claims focused on real, natural food the overall health message is becoming less about what you can't have, and instead is focused on creating a ...

#### Cakes and Cake Bars - UK

“The market has remained resilient amidst the sugar debate; however, sugar reductions are now expected by the government. While there is some openness towards low-sugar cakes, many put taste ahead of healthiness in this market. Smaller formats remain a key avenue to explore as they are widely seen as a ...

#### Specialist Food & Drink Retailers - UK

“Specialist food and drink retailers have enjoyed two years of growth, but rising inflation and successful turnaround strategies implemented by the supermarkets make for a challenging time ahead. Specialists can ensure their appeal extends beyond price by delivering a shopping experience that helps articulate their expertise while highlighting the transparency ...

#### Consumer Snacking - UK

#### Attitudes towards World Cuisines - UK

“World cuisines are a near-universal part of British diets, with many people's food adventures stretching well beyond the established Chinese and Indian cuisines. High levels of interest towards the less used cuisines highlight great potential for NPD. Tackling uncertainty in terms of preparation and taste will be key to unlocking ...

#### Online Grocery Retailing - UK

“Online grocery is the quickest growing grocery channel, but equally the smallest. Once seen as simply a service to replicate the needs of a supermarket shop online, a number of new services came to market in 2016 that have the potential for online grocery to transcend this barrier and adequately ...

#### Biscuits, Cookies and Crackers - UK

“Sweet biscuits have so far been insulated from concerns over sugar, with consumers continuing to treat themselves but looking for quality and more indulgent biscuits over quantity. Value sales are being helped by strong innovation and marketing support by leading brands, including the launch of new products that offer an ...

#### International Food Trends: Spotlight on Flavor - US

## Food and Drink - International

“Signalling a warning to the snacks market, cutting back on snacks is seen widely by people as an easy way to reduce their calorie intake and to feel as though they are taking action on health.

However, there is demand for products that help consumers with portion control, either through ...

### Baby Food & Drink/Feeding Babies & Toddlers - US

“The market for baby and toddler food largely stagnated in 2016, and while the future of the category may not hold significant potential for growth, there is notable opportunity in products that can leverage healthier attributes that appeal to parental expectations. While the nation's birthrate may be in slight ...

### Bottled Water - UK

“That 46% of drinkers/buyers cut back when money is tight signals a warning for the market, given the economic uncertainty and threat of future inflation. An emphasis on environmental preservation offers a promising means for companies to differentiate their offering given the strong consumer interest in this area.” ...

### Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK's economic growth, and most feel ...

### Fast Casual Restaurants - US

“With a lot of restaurant segments shifting away from some of their core foundational features, fast casuals continue to find success by focusing on quality ingredients and premium dishes in a convenient, affordable setting. However, with new segments, from retail to food halls, providing competition as well as opportunities, fast ...

“In 2016, retail sales of the international foods measured in this Report increased from 2015 totals. The bulk of sales are made up by the Mexican/Hispanic segment. All segments saw strong growth from 2012-16, and continued, albeit slower, growth is projected through 2021. Greater exposure to international food through ...

### Convenience Store Foodservice - US

“The c-store (convenience store) foodservice market is marked by two distinct consumer types. One group includes frequent c-store customers. These consumers value variety at c-stores and generally have very positive views surrounding c-store foodservice offerings. The other group are infrequent consumers who typically only purchase one or two items and ...

### Attitudes towards Home-Delivery and Takeaway Food - UK

“Price is a key consideration when ordering home delivery. This translates to lower consumer spend, as opposed to the average dine-in visit at a restaurant. Changing British lifestyles boost takeaway/home delivery services as consumers turn to delivery services to provide quick meals as they find themselves having no time ...

### Wine - Ireland

“With consumers still experiencing anxiety in the wake of the Brexit vote and political turmoil in 2016, confidence remains low, affecting the willingness of Irish consumers to drink wine outside of the home. Moving forward into 2017, consumers are likely to remain reserved with their spending on wine slowing down ...

### Pasta, Rice and Noodles - UK

“Health concerns over carbohydrate intake continue to plague the category. However, NPD centred on ‘positive nutrition’ and tapping into the ongoing interest in gluten-free food should help to polish its image. Demand for convenient mealtime solutions should continue to benefit the category even as the rising costs of imports threaten ...

## Food and Drink - International

### Attitudes towards Healthy Eating - UK

"Social media carries the pulse on which the digital generation keep their fingers to keep one step ahead with emerging health trends and ingredients. As such, it is an ideal platform for food companies to identify innovation opportunities – although with a need to cut through all the noise in ...

### Packaged Red Meat - US

"Sales of red meat tumbled in 2016 as a convergence of factors negatively impacted the category. Commodity prices remain at their lowest levels in years, and while consumers indicate they are still eating red meat, there has been a pronounced reduction in their frequency of consumption. Health, environmental, and even ...

## February 2017

### Beverage Blurring - US

"Two thirds of US adults have consumed any of the hybrid drinks measured in this Report. Bottled water with added health benefits (eg protein, vitamins) leads consumption, followed by carbonated juice, and bottled water with added functional benefit. The strongest limitation to adoption is perceived high price but they encourage ...

### Children's Eating Habits - Ireland

"Parents consider regular exercise as the most important step to improving children's health and diet. This reflects the increasingly sedentary lifestyles of children and with technology a significant contributor to this, utilising bloggers, vloggers and YouTube channels, for example, can help brands to encourage children to take more exercise and ...

### Attitudes towards Low- and Non-alcoholic Drink - UK

"Consumers have been cutting back on the amount of alcohol they drink for financial and health reasons and this presents a big opportunity for low-alcohol and non-alcoholic/alcohol-free beers, ciders and wines. Negative taste perceptions, low product visibility and limited promotional support are still holding the market back from realising ...

### Private Label Food and Drink Trends - US

"Private label food and drinks category sales declined by -2.2% from 2015-16 and are forecasted to continue to decline into 2021. Increased confidence in the economy may lead many consumers to opt for name brands over store brands, especially for products located in the brand-centric center store area. Opportunities ...

### Chips and Dips - US

"Both chips and dips have performed well in recent years, boosted by consumer interest in snacking, a variety of innovative flavors and formats, and the category's status as a permissible indulgence. New tastes and experiences will continue to drive sales in coming years, along with a greater emphasis on premium ...

### Menu Flavours - UK

"The spectacle of freshly prepared food gives people additional reasons to visit a restaurant, given the frugal mindsets of today's consumer. In terms of flavours, diners want to see more ethnic flavours injected into familiar dishes. When it comes to grab-and-go lunch options, diners seek a wider range of hot ...

### Bottled Water - US

"The bottled water market saw sales increase from 2015-16. Healthy living trends, consumer interest in hydration, as well as the development of new flavored, sparkling, and enhanced bottled water variations have been key drivers. Future growth will hinge on capitalizing on consumer interest in added benefits to bottled water, addressing ...

## Food and Drink - International

### Crisps, Savoury Snacks and Nuts - UK

“Health concerns are prompting users to cut back: 42% say they are limiting the amount of crisp/crisp-style snacks they are buying compared to a year prior. Offering some good news for the market in this context is that 34% of users are buying more baked varieties than before.

This ...

## January 2017

### Cider - UK

“Interest in authenticity can be further mined by brands by providing more information about the ingredients and processes used by their skilled cider makers. Importantly, it needs to be spelled out how these factors contribute to products’ signature taste profile, highlighting the flavour as inimitable.”

### Beverage Packaging Trends: Spotlight on Alcoholic Beverage Packaging - US

61% of US adults aged 22+ purchase alcohol for off-premise consumption. While dollar sales in most alcohol segments are on the rise, securing appeal in a competitive marketplace requires aligning with consumer preferences. Two thirds of alcohol buyers indicate paying attention to package format, and 64% pay attention to label ...

### Seasonal Dining Trends - US

"Seasonal is a term with a clearly defined meaning associated with it; however, a more subjective and emotional aspect of seasonal is becoming equally important in foodservice. As restaurants continue to find a balance of how seasonal fits into their overall menu, consumers are paying closer attention to the details ...

### Attitudes towards Sugar & Sweeteners - UK

### Crackers - US

"The cracker category continued to post modest growth in 2016, but was up only 0.8% from the same time period in 2015. The category benefitted from increased consumer activity in snacking and from its existing reputation for being a healthy and easy to enjoy snack. Snacking innovation from a ...

### Full Service Restaurant Trends - US

2016 for FSRs (full service restaurants) was characterized by rising prices, same-store traffic decreases, competition from LSRs (limited service restaurants), and the bankruptcy of some high-profile restaurant groups. Despite these challenges, FSRs continue to shape what and even how consumers eat. The future may not be clear for many large ...

### Cooking Sauces and Pasta Sauces - UK

“As health concerns remain key reasons to limit cooking and pasta sauce intake, brands and retailers face ongoing pressure to improve and highlight their credentials. Intense competition from scratch cooking poses another continuing threat to the market; NPD in formats positioned as offering convenient, time-saving aids to scratch cooking remains ...

### The Protein Report: Meat Alternatives - US



## Food and Drink - International

“Facing increased pressure from multiple sides to cut sugar, both retailers and food and drink manufacturers will need to demonstrate their commitment to improving public health. While the widespread suspicions of artificial sweeteners present a significant challenge, consumers’ openness to alternative sugar substitutes and to less sweet-tasting products also gives ...

”Protein alternatives fall into two camps: eggs and everything else. Eggs are nearly universally consumed and have the advantage of a host of health benefits to appeal to consumers. Despite being vilified at one time as being unhealthful, their protein and “good” cholesterol content are now driving many health-based purchases ...