

June 2022

Regional and International Flavors and Ingredients - US

“Global cuisines remain a conduit of both creativity and comfort despite the volatility of the past two years. Slight shifts are emerging pointing to signs that while mainstream cuisines remain popular consumers are exploring beyond the classics. While interest in exploration signifies innovation opportunities, brands will need to offer balanced ...

Yogurt and Yogurt Drinks - US

"2022 is expected to mark the strongest growth of the yogurt category's three-year pandemic upswing. The health and convenience of yogurt align with consumers' new-normal lifestyles and priorities, and perceived affordability gives the category an edge against rising grocery prices. As inflation stabilizes, brands will be challenged to avoid falling ...

Attitudes towards Lunch at Home - UK

“A permanent shift to more remote working will continue to support the at-home lunch occasion going forward. Pressures on household incomes in 2022 will boost the appeal of home-made lunches as an affordable option, benefiting ingredients and meal components. Products which tick a number of boxes on nutrition will tap ...

Food and Drink Gifting - UK

“Food and drink gifting occasions will remain resilient during the income squeeze in 2022-23, but there is a strong likelihood of trading down within categories. Recommendations of more affordable substitutes for favourite products should chime in this climate. ‘Build your own gift package’ initiatives can also help retailers to attract ...

Convenience Stores - US

“Convenience stores are an essential part of many consumers' shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will

Food and Drink - International

Pasta and Noodles - US

“While the last two plus years have provided a windfall for the category, there is still work for brands to do. The issues that once stifled growth persist. Still, consumers are well engaged drawn undoubtedly for the versatility, convenience and affordability of most products. To sustain some of the momentum ...

Marketing to Gen Z - US

“Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents. While also having to deal with the struggles traditionally associated with coming of age, Gen Z ...

Chocolate Confectionery - US

"Chocolate confectionery's best assets have shone in recent years, further solidifying an already strong role as a versatile, indulgent, satisfying and convenient treat and snack. Yet a new generation of consumers with contemporary ideas about indulgence, snacking and wellbeing will challenge brands to meet new needs, tastes and occasions to ...

Plant-based Proteins - US

“PBMA sales are slowing following the market's pandemic-driven growth in 2020, as initial trial of PBMA products has not translated to sustained category engagement. The PBMA market faces a positive long-term outlook; the development of better tasting, less-expensive products along with increased interest in climate-friendly diets will propel future sales ...

Brand Overview: Drink - UK

“As inflationary issues and economic uncertainty impact on household budgets and discretionary spend, it will become even more critical for brands to communicate their value proposition to resonate with consumers. Brands that align their offerings to wellness trends,

be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

Restaurant Marketing Strategies - US

“Word-of-mouth marketing remains the most vital source of restaurant discovery. Still, operators should continue to grow their brands in the digital space as it evolves. Diners want to hear more about establishments regarding topics of food quality, new menu items and loyalty rewards and programs. Operators should focus on relaying ...

Convenience Stores - UK

“New technologies, ways of living and government legislation are opening up exciting opportunities for the convenience sector but retailers must adapt quickly to tap into them. A renewed focus on making the experience convenient as well as revamping food-to-go will be top of the agenda, but rising inflation, growing costs ...

May 2022

Nut-based Spreads and Sweet Spreads - US

“While tradition runs strong in the nut-based and sweet spreads market, there is opportunity for growth through expanded uses and occasions past the breakfast occasion and bread application. Leverage the neutral attitudes consumers have towards nut-based and sweet spreads health associations to inspire versatile occasions and applications that will increase ...

Foodservice Loyalty - US

“Though establishing consumer loyalty requires competency in providing high-quality food and beverages, maintaining it is a challenge that most foodservice operators are tackling by launching loyalty and subscription programs. Points- or tier-based programs are becoming ubiquitous in the industry, but ongoing labor, inflation and supply chain challenges make it difficult ...

Breakfast Eating Habits - UK

Food and Drink - International

position their launches as more than just beverages and encourage consumers to ...

World Cuisines - UK

“The world cuisine retail market will benefit from these products offering an affordable alternative to eating out as incomes are squeezed in 2022. Familiar dishes ‘with a twist’ can help lower barriers to trial for less established cuisines, whilst versatile products suitable for meat-containing and meat-free meals can tap into ...

Condiments - US

“Consumers are at a crossroads: grappling to balance new routines, with rising prices and eagerness to simply explore and indulge a little. 2022 is a good time for condiment brands to lay the foundation to further extend their pandemic gains while addressing challenges to the future market. Younger adults, under ...

Restaurant Takeout and Delivery - US

“Consumers are facing pandemic fatigue and are enthusiastically returning to dining out. Their interest in and usage of takeout/delivery offerings remains virtually unchanged but is set to grow even further. As technological and operational advancements strengthen off-premise offerings across the industry, operators will need to compete on delivering the ...

Private Label Food and Drink - US

“While private label food and drink lost market share in 2020 and 2021 amid the disruption of the pandemic, it is likely to regain momentum in 2022 as spiking inflation makes the savings of store brands more compelling. The full potential of private label, however, revolves around more than just ...

“The return to workplaces and places of study has offered long-awaited support for out of home venues. Some 51% of adults reported eating breakfast out of home in early 2022, this figure set to rise further as people are asked to go back to workplaces more regularly.

The enduring shift ...

April 2022

Ice Cream and Frozen Novelties - US

“Sales of ice cream and frozen novelties remain elevated far beyond the pre-pandemic baseline, though have entered a period of stabilization as consumers eagerly return to out-of-home experiences and manage soaring grocery spend. Exciting flavor profiles, snackable formats, premium concepts and experiential tactics can keep consumers engaged, justify higher prices ...

Attitudes towards Healthy Eating - UK

“Propelled by the pandemic-driven rise in both eco- and health- consciousness, the prevailing ‘holistic health’ ethos is increasingly extending to that of the planet, and a very powerful proposition will be created through bringing together benefits around both. The popular concepts of ‘food as medicine’ and ‘mood foods’ continue to ...

Grocery Retailing - US

“After two years, COVID-19 continues to have an impact on the grocery sector. The combined pressures of supply shortages and inflation drive up prices, prompting consumers to prioritize value. Pandemic behaviors give way to new norms, as omnichannel shopping becomes commonplace. Additionally, the strides made in technology enable grocers to ...

March 2022

Made to Order Smoothies - US

“Functionality has been one of the most important trends within the beverage industry, and its importance has only been enhanced by the pandemic. Foodservice

Brand Overview: Food - UK

“The nation’s sweet tooth creates opportunities of growth for brands that consumers see as delicious and indulgent. However, attempts from the UK government to promote healthier nutritional habits make it more challenging for brands to tempt consumers with HFSS treats. As the rising cost of living puts the notion of ...

Baby Food and Drink - UK

“Pressure on household incomes in 2022 will erode sales of baby food, drink and milk by boosting scratch cooking and further reducing birth rates. Parent/toddler cooking kits and frozen baby/toddler food products warrant attention, given strong consumer interest and limited availability. The former’s appeal as a fun and ...

Carbonated Soft Drinks - US

“While a less than healthy reputation has yet to dramatically impact participation in the category, the bevy of healthy competitors in the wider non-alcoholic beverage market will always remain a threat to loss of occasions for CSDs. Renewed focus, reformulations and flavor innovation have guided brands through a competitive and ...

Online Grocery Retailing - UK

“The online grocery market defied expectations in 2021 by putting on further growth following the monumental uptick in demand caused by the pandemic in 2020.

Food and Drink - International

occasions will be up for grabs as consumers re-engage with a blend of pre-pandemic and “post”-pandemic habits, especially as consumers ramp up on out-of-home and ...

Attitudes towards HFSS Food & Drink - UK

“Restrictions on the promotion of HFSS food and drink are due to kick in from October 2022 and will hit the visibility of products under the categories covered. Categories where a very high proportion of products are HFSS, such as chocolate, crisps and cakes, will be hardest hit, especially because ...

Quick Service Restaurants - US

“QSR offerings and services, both on and off-premise, are rapidly evolving as automation and technological investments become ubiquitous in the industry. These are necessary investments that lend QSRs the opportunity to deliver a highly efficient and personalized experience to their customers, whose needs for value and convenience are now elevated ...

Nutrition Drinks - US

“The time is ripe for nutrition brands to shine. Two years into a pandemic, consumers are primed for solutions that will set them on the path to health. Leading into the pandemic, general functionality sufficed as a calling card. Moving forward, consumers will be discerning of brands and ingredients, and ...

Fish and Shellfish - US

“The intimidation factor is a strong deterrent that is hampering more diverse participation in the fish and shellfish category and, despite some cooking burnout, it’s time to address the issue. Rising food prices coupled with unprecedented labor issues are forcing foodservice operators to scramble to recover from the fallout of ...

Rebalancing between stores and online will come in 2022, but it is clear the legacy boost to the online channel will be larger than first ...

Yellow Fats and Oils - UK

“As with many other markets, yellow fats and edible oils sales saw a sharp uptick during the COVID-19/ coronavirus outbreak. While the lifting of restrictions should see less demand for at home meals, the income squeeze will offset this. Price rises in 2022 will provide an opportunity for own-label and ...

Healthy Dining Trends - US

“While healthy eating and restaurant dining both took a backseat throughout much of the pandemic, consumers are now primed and ready to reengage on both fronts. Looking at the concept of health through a wider lens and considering diners’ physical and mental wellbeing alongside the wellbeing of society and the ...

Snacking Motivations and Attitudes - US

“Most Americans snack multiple times a day, and snacking frequency is likely to continue to tick up, driven by young consumers who view snacking as playing a more central role in their dietary lives. There is ample opportunity for healthier, more nutrient-dense snacks and for non-snack foods to be recast ...

February 2022

Fruit Juice, Juice Drinks and Smoothies - UK

Feeding the Family - US

Food and Drink - International

“With the ‘food as medicine’ concept gaining traction during the pandemic, functional benefits will be key to keeping fruit juice and smoothies on the menu during the income squeeze in 2022. Positioning these as supplement alternatives can boost usage frequency, while there is untapped potential for brands in this market ...

Convenience Store Foodservice - US

“C-store foodservice is in a unique position, as it must first consider how gas prices will affect foot traffic. Loyalty programs are an important tool in connecting in-store purchases to paying less at the pump. Supporting other trends in-store, like BFY options, trending flavors, delivery and even sustainability helps connect ...

Dips and Savory Spreads - US

“The time is ripe for brands to inspire and extend use occasions and frequency. Snacking and social occasions should continue to be nurtured yet updated to meet changing mealtime dynamics. The distinction between meals and snacks is eroding creating opportunities for healthy, nutrient-dense snacks that can take the place of ...

Cooking Sauces and Pasta Sauces - UK

“As COVID restrictions lift and consumers return to workplaces and out-of-home leisure, at-home meals will be hit, including cooking and pasta sauces. The income squeeze in 2022 will limit this effect. The long-term shift to more working from home opens up everyday lunch as a new opportunity for the market ...

Still and Sparkling Waters - US

“Packaged water is a growing market within the wider beverage industry stemming from a large base of dedicated bottled water users and increased sales of premium, flavorful, and functional waters. Water’s inherent healthfulness makes it an ideal platform for functional innovation; unique functional claims not only allow water brands to ...

Snack, Nutrition and Performance Bars - US

“Feeding the family is largely about meeting the needs of parents. Effective brands will need to concentrate more on being healthy and convenient solutions for time-strapped parents and less on being indulgent treats for kids.”

In-Store Bakery - US

“The in-store bakery pulled itself up from the loss faced during early pandemic months to post a record year of sales growth in 2021. In the context of prolonged elevated reliance on retailers and at-home food, a spotlight is shining on all grocery categories that can help consumers break the ...

Lunchtime Foods in Retail - UK

“The easing of COVID-19 restrictions from summer 2021 has enabled lunchtime foods in retail to begin to recover from the significant blow that the pandemic dealt on them. Whilst the income squeeze in 2022 will push some to scrutinise these purchases more closely, longer-term opportunities lie in the at-home lunch ...

Crisps, Savoury Snacks and Nuts - UK

“While there is much openness to healthier products among users of crisps, savoury snacks and nuts, taste takes priority over healthiness for most. While curbs on volume promotions under incoming regulations will have a limited impact on the market, the loss of in-store visibility for HFSS food and drink ...

Full-service Restaurants - US

“Nimble and innovative full-service restaurant operators are strengthening their off-premise operations to serve expanded consumer needs for value, safety and convenience. Consumers’ enthusiasm for dining out is driving much of the segment’s recovery and lends operators the opportunity to differentiate on experience. As the segment continues to battle inflation, supply ...

Potato and Tortilla Chips - US

Food and Drink - International

"Following loss brought on by steep pandemic-driven decline in away-from-home and on-the-go eating, with the help of evolved strategies for boosting at-home usage, the bars category has begun an uphill climb. Total recovery and future success are reliant on the ability for bar brands to meet next-normal needs, not just ...

Attitudes towards Premium Alcoholic Drinks - UK

"Although losing on-trade sales, premium alcoholic drinks' retail sales benefited from the overall growth in retail alcohol drinks sales in 2020, sustained in 2021, amid the COVID-19 restrictions. The segment also gained users from shoppers trading up. However, sales are now under threat amid the income squeeze. Encouraging recommendations and ...

"Consumption of potato and tortilla chips is nearly universal, and the category saw an 8% increase in 2020. The next year will see sales correct and, by 2023, resume their pre-pandemic pace of slow but steady growth, fueled by interest in on-the-go snacking options and chips that can offer flavors ...

Salty Snacks - US

"Snacking has remained strong in 2021. In pursuit of craveable, hunger-satiating treats, some turn to familiar tastes, while others, especially younger consumers, embrace innovation and spicy, international flavors. Interest in BFY options as well as more environmentally friendly products is driving innovation among fast-growing alternative salty snacks. While the pandemic ...

January 2022

Foodservice in Retail - US

"Foodservice in retail suffered in the early stages of the pandemic, but the forces that made foodservice a priority for grocery retailers before the pandemic are as strong as ever. Retailers compete against an ever-widening array of convenient meal options and must meet shoppers' elevated expectations for variety, quality and ...

Fish and Shellfish - UK

"Increased cooking from scratch and at-home meal occasions during COVID-19 gave the fish/shellfish market a considerable boost in 2020. That fish/shellfish is seen in a more favourable light in terms of health compared to meat should also help the market tap into heightened interest in health. Whilst an ...

Family Dining Trends - US

"Amidst a struggling industry, foodservice operators can lean on families in the return to growth. Beyond procurement enhancements, restaurant operators must place greater emphasis on developing menu variety – giving kids more than the status quo meal. To win family dining business, restaurant operators must focus on speed and convenience ...

Beer - UK

"After a tough couple of years owing to the COVID-19 pandemic, beer brands can look to the future and tap into the sense of adventure felt amongst beer drinkers: 59% say they enjoy experimenting with new types of beer. This indicates a pressing need for brands to continue to innovate ...

Upcoming Reports

Alcohol Alternatives - US - 2022

Carbonated Soft Drinks - UK - 2022

Cooking Sauces and Pasta Sauces - UK - 2022

Bread - UK - 2022

Consumer Approach to Healthy Eating - US - 2022

Foodservice in Retail - US - 2022

Food and Drink - International

RTD Alcoholic Beverages - US - 2022

Sweet Biscuits - UK - 2022

White Spirits - US - 2022

Beer - US - 2022

Food and Drink Nutrition Claims - US - 2022

Functional Drinks - US - 2022

Cooking in America - US - 2022

Natural and Organic Food Shopper - US - 2022

Pizza Restaurants - US - 2022

Sugars and Alternative Sweeteners - US - 2022

Approach to Breakfast - US - 2022

Cheese - US - 2022

Food and Non-food Discounters - UK - 2022

Processed Poultry and Red Meat Main Meal Components - UK - 2022

Breakfast Cereals - UK - 2022

Coffee and RTD Coffee - US - 2022

Frozen Snacks - US - 2022

Pet Food - UK - 2022

Tea and Other Hot Drinks - UK - 2022

The Gen Z Food Consumer - US - 2022

Sustainability in Food - UK - 2022

The Future of Foodservice: 2023 - US - 2022

Supermarkets - UK - 2022

Dark Spirits - US - 2022

Foodservice Alcohol Trends - US - 2022

Baby Food and Drink - US - 2022

Marketing to Moms - US - 2022

Pizza - US - 2022

Restaurant Breakfast and Brunch Trends - US - 2022

Wine - US - 2022

Cheese - UK - 2022

Chocolate Confectionery - UK - 2022

Gum, Mints and Breath Fresheners - US - 2022

Vitamins, Minerals and Supplements - US - 2022

Burger and Chicken Restaurants - UK - 2022

Dark Spirits and Liqueurs - UK - 2022

On-premise Restaurant Technology - US - 2022

Pet Food - US - 2022

Tea and RTD Tea - US - 2022

Vitamins and Supplements - UK - 2022



Food and Drink - International

**Attitudes towards Low- and No-
Alcohol Drinks - UK - 2022**

Dining Out Dayparts - US - 2022

**Foodservice Coffee and Tea - US -
2022**

Juice and Juice Drinks - US - 2022

**Milk and Non-Dairy Milk - US -
2022**

**Nuts, Seeds and Trail Mix - US -
2022**

**Ready meals and ready-to-cook
foods - UK - 2022**

**Weight Management Trends - US -
2022**

**Sugar and Gum Confectionery -
UK - 2022**

**Coffee and Tea Tracker - US - Q3
2022**

**Fast Casual Restaurants - US -
2022**

**How People Shop for Alcoholic
Drinks - UK - 2022**

**Marketing to Millennials - US -
2022**

**Non-chocolate Confectionery - US
- 2022**

Prepared Meals - US - 2022

**Travel Hub Foodservice - UK -
2022**

**Yogurt and Yogurt Drinks - UK -
2022**