

## January 2022

### Dark Spirits and Liqueurs - UK

“After a sharp drop in the dark spirit and liqueur market in 2020, the reopening of hospitality over spring and summer 2021 saw sales rapidly regain momentum. However, with the expected pressures on household finances in 2022 caused by rising inflation, the market will see another year of gradual recovery ...

### Supermarkets - UK

“Both 2020 and 2021 will have been record years for grocery retail in the UK. 2021 may not fully match the demand seen in 2020, but fundamental changes in working life for many and persistent hesitancy for some around visiting out-of-home venues means demand remains heightened. Online has been the ...

### RTD Alcoholic Beverages - US

“The strong attention placed on the RTD alcoholic beverages category leading into 2020, driven by seltzer excitement and prepared cocktail quality improvements, was further intensified amid the pandemic. Home drinkers looking for convenient variety gave the category a shot and explored within it, moving RTDs from occasional party drinks to ...

### White Spirits - US

“Although the pandemic dampened on-premise spirit consumption and the total market in 2020, it accelerated the growth of trends in the spirits market that will ultimately benefit white spirits brands who follow them: a love of premium spirits, creative at-home cocktails and RTD options that casualize and extend white spirits ...

### Attitudes towards Sugar & Sweeteners - UK

“Having exacerbated the obesity crisis and spurred the government to double down on HFSS products, the

## Food and Drink - International

### Eating Out Review - UK

“Four in five Britons ordered takeaways in 2021 as COVID-19 has well and truly accelerated the shift towards home delivery services, giving consumers more choices than ever before.

Still, many people are tempted out by an increasingly diverse and high quality dining scene, with on-premise participation driven by consumers making ...

### Attitudes towards Cooking in the Home - UK

“COVID-19 has resulted in more meals being eaten at home, and driven an increase in scratch cooking, a trend that was already being seen before the pandemic. Home cooks still place a high value on convenience and shortcuts to cooking though, offering good news for brands in prepared ingredients. Home ...

### The Future of Foodservice: 2022 - US

“The foodservice industry has been one of the hardest hit by the pandemic, but also saw operators rapidly evolve to serve changed consumer needs related to value, safety, and convenience. Even amid continued labor, supply, and inflation challenges, the foodservice industry is beginning to recover. After accelerating technological advancements that ...

### Consumer Approach to Nutrition - US

“Consumers approach nutrition with the best of intentions towards being healthier and feeling better. But external factors like household income complicate their ability to prioritize nutrition and even the ability to put mental effort into looking at labels or counting calories. Clearly labelling products as low sugar, high protein or ...

### Perimeter of the Store - US

“Fresh food departments in the perimeter that offer ingredients for home meal prep have seen a substantial boost in the pandemic as consumers have spent more time in the kitchen. To keep sales elevated in the long

## Food and Drink - International

COVID-19 pandemic has accelerated the need for the food/drink industry to cut sugar. A focus on less sweet flavour profiles remains a missed opportunity. Meanwhile, demystifying sweeteners and exploring those with other nutritional ...

run, retailers should look to create a more engaging perimeter shopping experience revolving ...

### December 2021

#### Cooking Sauces, Pasta Sauces and Marinades - US

“After a 2020 with unprecedented growth of 23%, sales of sauces and marinades essentially stagnated in 2021, though still 20+% ahead of their 2019 levels. Sales will correct in 2022, as consumers more fully return to dining out and pandemic restrictions abate. Category brands have work to do to engage ...

#### Cheese - UK

“COVID-19 has provided a considerable boost to cheese thanks to its affordability, versatility and the increased cooking from scratch trend. Whilst an increased consumer focus on health and the environment poses a threat to the market, openness to vegan/plant-based alternatives offers a way to keep people engaged. The use ...

#### Frozen Breakfast - US

“Frozen breakfast players have many paths moving forward: leaning into occasional indulgence will bring satisfying variety to at-home routines; a play for portability can lessen the blow of the return to on-the-go occasions that might otherwise be lost to foodservice; improving natural positioning and nutritional value can strengthen health cred ...

#### Foodservice Disruptors - US

“Amidst a struggling industry, nimble and innovative operators are disrupting traditional foodservice models, adding automation and new operating formats as well as online engagement strategies to continue reaching consumers. Many of these efforts are responses to labor and supply chain issues and pandemic-influenced consumer patterns, but will become necessary investments ...

#### Beer - US

“The rebounding on-premise channel and consumers’ eagerness to reconnect with friends and family reconciled 2020 pandemic loss in the beer category. However, the longer-term impact of the pandemic has yet to be felt, and brands must act to address societal shifts in how consumers are spending their time and money ...

#### Better for You Eating Trends - US

“The better-for-you foods market has grown steadily in recent years, with the vast majority of adults making healthy food choices at least some of the time. The ongoing nature of COVID-19 has amplified this trend. Some 49% of consumers are choosing BFY products more often than a year ago, and ...

#### Cheese - US

“Following 2020’s accelerated category growth brought on by pandemic circumstances, 2021 category sales were tempered yet still positive, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines, including increased out-of-home activities. Yet, segment performance is disproportionate, with the natural and ...

#### Center of Store - US

“The shelf-stable and frozen food categories of the center store, long overshadowed by fresh perimeter departments, gained importance and attention in the COVID-19 pandemic as home-bound consumers looked to stock their pantries and freezers. While center store sales overall will inevitably revert to their slow-growth pre-pandemic pattern, retailers and marketers ...

### November 2021

### Approach to Health Management - US

“Personal health is more important than ever before for consumers, but how they approach managing their health is evolving as consumers encounter new health concerns and goals. Adults are taking their learnings from the previous year and applying them to how they care for their health now, with a strong ...

### Dark Spirits - US

“The pandemic created short-term issues for the spirits market due to the reduction in on-premise expenditures but also accelerated existing trends that will ultimately benefit the spirits market in the long term. Specifically, the pandemic reinforced consumers’ preferences for higher-end spirits and contributed to increased spirit category engagement as consumers ...

### Attitudes towards Frozen Foods - UK

“The COVID-19 pandemic drove strong sales growth for frozen foods in 2020; however, brands will need to disrupt shoppers’ habitual approach to buying frozen if they are to continue to grow sales in the ‘Next Normal’. Frozen foods with ethical attributes warrant further attention as these attract strong consumer interest ...

### Pet Food - UK

“Cat and dog food’s sales growth was accelerated by the COVID-19 outbreak thanks to rapid growth of the cat and dog population, the premiumisation trend and growth of treats and snacks. The various aspect of pets’ holistic wellbeing pose the biggest opportunities and threats for the market, from helping owners ...

### Wine - US

“As a mainstay of consumers’ alcohol repertoires, wine was able to reach those eager to reacclimate to on-premise drinking, as well as those who continued to primarily drink at home in 2021. The wine category has rebounded from 2020 dollar losses, though it did so in the context of overall ...

### Cooking in America - US

“Brands in the at-home food space are well positioned as the conditions surrounding the pandemic have led to an increased reliance on meals made at home. Currently, safety concerns around eating out combined with rising inflation are keeping consumers in their own kitchens. Fortunately for brands, this time spent cooking ...

### Pub Visiting - UK

“The pub sector has been among the biggest casualties of the COVID-19 pandemic, with pubs forced to close during the three national lockdowns in 2020 and 2021 and operating under restrictions when allowed to open for the remainder of 2020 and long stretches of 2021, when consumers’ reticence about being ...

### Tea and Other Hot Drinks - UK

“Tea and other hot drinks have benefited from the uptick in at-home food and drink occasions brought about by the COVID-19/coronavirus outbreak. While standard black tea looks set to face continued pressure from ever-growing competition, the focus on health puts herbal tea in a strong position to appeal thanks ...

### The Vitamins, Minerals and Supplements Shopper - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic. In 2021 the number of adults who shopped for vitamins, minerals or supplement exclusively in-store decreased, while online shopping for these products increased – and many consumers ...

### Bacon and Lunchmeat - US

“In the pandemic’s first year, with a significant number of consumers and school-aged children at home with few away-from-home food options, bacon and lunch meat saw dramatic increases in sales: 21% in 2020 and another 6% in 2021. Yet, this growth also reflects the strongly established usage patterns of the ...



## Food and Drink - International

### Attitudes towards Pub Catering - UK

“COVID-19 has encouraged consumers to seek out high-quality experiences as well as support businesses in their local area. In order to respond pubs will need to update their menus to include dishes with locally sourced ingredients, premium meals that deliver a sense of occasion and modern sharing platters suited to ...

### Foodservice Alcohol Trends - US

“The on-premise alcohol market is in a recovery period following the vaccine rollout; yet, the Delta variant’s spread, along with general financial uncertainty, has consumers rethinking their foodservice alcohol expenditures. Moreover, consumers developed new home-based drinking behaviors and routines over the course of the pandemic; these new home drinking behaviors ...

### Restaurant Breakfast and Brunch Trends - US

“After a tricky year, as consumers begin to return to more out-of-home, impulsive and on-the-go occasions, operators can take on a larger role in helping diners to navigate each day while also establishing new rituals. Many breakfast (and lunch) occasions are up for grabs, making this a good time for ...

### Pizza - US

“The \$8.1 billion pizza market is expected to grow an additional 1.9% in dollar sales in 2021 as consumers continue to work remotely, navigate economic uncertainty and face cooking fatigue, continuing reliance on convenient and affordable meal solutions. Still, future growth is somewhat stifled as consumers renew their ...