

January 2017

Condiments - US

"The large and mature condiments and dressing categories have generated little growth overall over the past five years, a trend that is not expected to change in the next five. Still, these diverse categories hold ample opportunity for brands and retailers that can activate consumer interest in exploring new tastes ...

Dining Out: A 2017 Look Ahead - US

"Restaurant sales are predicted to grow at a steady rate with yearly growth near 4% through 2021. Consumers are craving unique experiences, and legacy chains can no longer rely on what's worked in the past, especially as the environment becomes more competitive. Across demographics, consumers still find value in a ...

White Spirits and RTDs - UK

"That an interesting flavour profile stands out as the top way to add value stands in contrast to white spirits' traditional proposition of providing a subtle flavour, with vodka in a more challenging position in this respect. Gin has an edge in this context, being by its nature a flavoured ...

Condiments and Dressings - UK

"Changing meal preferences have hit the demand for traditional condiments. Meanwhile, NPD focused around hot and spicy flavours and those inspired by world cuisines has so far failed to re-energise sales. Steps to re-engage users are much needed. With strong interest in versatility, suggestions for pairing condiments with different meals ...

December 2016

Healthy Eating - Ireland

"In today's market, most consumers aim to achieve a balanced diet – a middle ground where some unhealthy foods have a place. However, this has led to a decline in light or diet foods with a harsh attack witnessed on

RTD Alcoholic Beverages - US

"RTD (ready-to-drink) alcoholic beverages make up a small share of alcohol sales. Fortunately, declines among prepared spirits-based cocktails and wine coolers may be slowing. The category delivers on convenience, with the highest percentage of participants turning to RTDs over other alcohol types because they don't require preparation. Addressing consumption barriers ...

Beer - UK

"With the concept of pairing beer with food having gained traction among UK consumers, "dine in" meal deals look to be a huge missed opportunity for beer. These would provide an ideal platform to give world beers – which are already growing in popularity – even more visibility through partnering ...

Sugar and Gum Confectionery - UK

"While the market has remained resilient amidst the sugar debate, it is facing pressure to contribute to reducing sugar consumption. Portion control will be an important tool for operators to reach the reduction goal. Meanwhile, that many parents are open to artificial sweeteners in kids' sweets highlights this as an ...

Coffee Shops - UK

"Coffee shops have countered brand fatigue by experimenting with quick-service formats and better food options. Price-led concepts rival non-specialists that are eating into the market share. Meanwhile, efforts

Food and Drink - International

sugar in recent years. Meanwhile there is strong demand for ...

Free-from Foods - UK

“The free-from market continues to see impressive growth. NPD has been a key part of recent growth, enabling the market to gain share of users’ spend through unlocking new occasions and encouraging trading up. High interest in products delivering on health, naturalness and portability highlight areas of innovation going forward ...

Ready Meals - Ireland

“Ready meals struggle to overcome the ‘unhealthy’ image they have received in recent years with consumer perception still tainted from the 2013 horse meat scandal. Highlighting the traceability and high-quality ingredients and techniques used in the preparation of ready meals can tap into the current high interest in scratch cooking ...

Wine - US

"Dollar sales of wine are estimated to reach \$61 billion in 2016, an increase of 22% since 2011 (14% inflation-adjusted). Volume sales are growing at a slower rate (7% from 2011-16), pointing to the influence of higher price point products."

in cutting down packaging waste and reducing added-sugar content give coffee shops an edge over competitors.”

Soft Drinks - Ireland

“2016 was a good year for on-trade sales of soft drinks, particularly carbonates as improving consumer sentiment saw greater out-of-home spending on leisure activities. However, consumer concerns about sugar have continued to grow and with looming taxation of sugary carbonates this will make reformulating drinks to contain less sugar all ...

Processed Poultry and Red Meat - UK

“The prospect of imminent cost rises heightens the need for companies to differentiate themselves by means other than price. That many buyers are willing to pay more for farmers’ pay guarantees and for more specific animal welfare details underlines how placing their ethical policies front and centre can pay dividends ...

Fruit Juice, Juice Drinks and Smoothies - UK

“Concerns around sugar continue to plague the category. While fruit juice is struggling under this pressure, the launch of no added or low sugar products and varieties claiming functional benefits appear to be helping fruit juice and smoothies. Unease around artificial sweeteners however, remains a concern.”

November 2016

Pizza and Pasta Restaurants - UK

“Digital innovation and authentic dishes made from simple and fresh ingredients are transforming pizza and pasta into a destination business, helped by the expansive store presence of leading players. Independent players may be hit by competition from the swelling multitude of new entrants and deli-and-dining formats that are driving more ...

Dark Spirits - US

Fish and Shellfish - UK

“Despite positive attitudes towards fish and shellfish in terms of most people being confident preparing it, thinking it is a quick-to-cook meal option and seeing it as good for a healthy diet, the average consumer is failing to eat the recommended two portions of fish a week by some distance ...

Poultry - US

Food and Drink - International

"Distilled spirits (both white and dark) have enjoyed a significant (23.9%) growth since 2011, due in no small part to the rapid influx of flavors in the white spirit segment and a surge in interest in tequila. Similar flavor innovation is leading to growth in dark spirits, whiskey and ...

Grocery Retailing - US

"The grocery industry is arguably the most dynamic and fragmented retail sector there is. Groceries are deemed necessities so this industry remains somewhat protected from outside influencers that could cause steep sales variances, but the largest factor right now impacting the category is declining foods costs. This benefits the shopper ...

Fish and Shellfish - US

"Driven by the perception of fish and shellfish as healthy alternatives to red meat and poultry, sales of fish and shellfish should grow slowly between 2016-21 to reach \$18.3 billion. Millennials, Hispanics, and households with children are most likely to buy, especially fresh. Wild-caught traits appear to be of ...

Cooking Enthusiasts - US

"In 2016, 45% of Americans aged 18+ are considered Cooking Enthusiasts – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they want to rather than because they have to. Due to factors such as the lower ...

"Despite being a staple product for many consumers, the total sales of poultry are down due to decreases in both poultry prices and total volume sold due to the rapidly falling price of beef. Poultry manufacturers need to focus on the many benefits poultry has over other proteins and develop ...

Pizza Restaurants - US

"Pizza is a segment where innovation is consistently occurring from a menu and service perspective. While the segment is becoming more competitive and consumers value a premium pizza experience, there is an interest in menu items that go beyond the pizza, with a focus on healthier sides and appealing non-pizza ...

The Food and Drink Shopper: Spotlight on Technology - US

"The competition for share of food/drink sales rages on. Consumer interest in low prices, convenience, and fresh options is fueling a shift in how they shop for food and drink, including a move away from traditional grocery retailers. Non-store retailers, including online merchants and subscription services, are expanding retailing ...

White Spirits - US

"The white spirits category is poised for continued modest growth sustained by vodka and propelled by growing interest in the complexities of tequila. Opportunity to grow the category can be leveraged by cross category consumption."

October 2016

Bread and Baked Goods - UK

"There is scope for retailers to bring bread and baked goods from local bakeries into stores through collaborations. This can help the grocery giants to show a community spirit, as well as improving their retail offering with genuinely artisan products. This can be teamed with a backstory about the bakers' ...

Unprocessed Poultry and Red Meat - UK

"With cost rises looming on the horizon, there is a pressing need for retailers to move their communication beyond price. Highlighting their credentials in terms of farmer relations or responsible antibiotic use offers a promising means for companies to distinguish their offering from rivals' given the strong consumer interest." ...

Food and Drink - International

Still, Sparkling and Fortified Wine - UK

"Seen to offer value for money by just one in four UK adults, still wine could come under fire if household incomes are squeezed following the UK's vote to exit the EU. Indeed, the drop in the strength of the Pound and the UK's reliance on imported wine are set ...

Casual Dining - US

"Consumers are increasingly seeking the opportunity to customize their meals, through build-your-own meal options, but they also crave dishes that can't be replicated at home. When it comes to technology, diners are more interested in having their basic needs met, such as free WiFi and electronic chargers, before restaurants offer ...

Chocolate Confectionery - Ireland

"Concerns over sugar are putting pressure on sales as Irish consumers limit their consumption of chocolate and buy healthier snacks compared to a year ago, indicating that consumers are switching to healthier alternatives. Placing a greater emphasis on smaller-portion formats can help brands position chocolate as a treat that can ...

Bacon and Lunch Meat - US

"Over the past five years, bacon and lunch meat managed growth, and it should match that performance through 2021. However, when accounting for inflation, sales are largely stagnant, as health concerns appear to be prompting consumers to avoid much of the category. An influx of lower-sodium and more-flavorful options across ...

Attitudes towards Lunch Out-of-home - UK

"While the majority of UK adults still buy lunch out of home, an increase in non-users suggests a cautious mind-set as real incomes come under pressure. Restaurants innovate in ordering management technology to rival their grab-and-go competitors for the custom of increasingly time-poor consumers. C-store formats and supermarkets that utilise ...

Cheese - UK

"The cheese market is expected to see a value decline in 2016, largely due to heavy retail discounting. Continued decline in the dominant cheddar segment has been responsible for the overall fall in cheese volume sales, while bolstered recipe cheese performance suggests consumers' interest in scratch cooking continues. Pressure from ...

Sandwiches, Subs and Wraps - US

"The state of the LSR (limited service restaurant) sandwich market reflects major trends in the LSR industry as a whole. QSR (quick service restaurant) giants such as Subway command the greatest share of sales but are slowly losing business to rapidly growing fast casual concepts. As consumers turn to more ...

Cheese - US

"Despite a slight downtick in dollar sales in 2016, the cheese category has performed well in recent years, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. Natural cheese continues to set the pace for the ...

Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

Gluten-free Foods - US

"Consumption and sales of gluten-free foods continues to increase, but growth in sales has slowed considerably in recent years. Sales do continue to grow, just at a slower pace. The propagation of lower-priced gluten-free foods, including store-brands, as well as other more competitively priced options are likely responsible for the ...

Food and Drink - International

Juice and Juice Drinks - US

“Like other non-alcoholic beverage leaders, including CSDs and dairy milk, the category is losing share to other beverage types that offer flavor variety and functional innovation, some with lower sugar/calorie totals. The importance of diversifying consumption occasions can be seen in the growth of snack-friendly smoothies and decline of ...

Meat and Meat Substitutes - Ireland

“Growing concern over health is likely to increasingly guide consumers when selecting meat products, and may see consumers limit their weekly usage of processed meats and opt for leaner types of meats in order to maintain a healthy diet. This trend will help to generate greater opportunities for meat substitute ...

September 2016

Yellow Fats and Edible Oils - UK

“A guarantee of fair pay to farmers offers a promising means for butter/spreads/oils producers to establish a point of difference and to drive sales given the strong consumer interest in the issue. The fact that many oil buyers are not influenced by price further underlines the possibilities in ...

Dark Spirits and Liqueurs - UK

“Despite the inexhaustible supply of recipes for cocktails and other drinks on the internet, the notable interest in on-pack suggestions indicates a need for brands to do more to put these ideas into the path of the shopper.”

– **Emma Clifford, Senior Food and Drink Analyst**

Innovation on the Menu - US

“Menus are increasingly getting more layered with flavors, ingredients, and preparation methods. Restaurants are facing increased pressure to create a menu that is both comprehensive and digestible for foodies and non-foodies alike.”

Better-for-you Eating Trends: Spotlight on Real - US

“When seeking better-for-you foods, consumers avoid certain elements in their diets, chiefly artificial ingredients of all forms, and express a general distrust of genetically modified ingredients. At the same time, many consumers are seeking foods with added health attributes, namely protein, fiber, and whole grains. Brands have focused product innovation ...

Food and Non-food Discounters - UK

“Aldi and Lidl are continuing to take sales away from the grocery multiples by expanding their store estates and dispelling the perception that low prices means sacrificing on quality. But UK consumers struggle to differentiate between the two and this will need to change as they increasingly find themselves competing ...

Pizza - US

While annual growth in the pizza category has fluctuated over the last several years, the pace picked up modestly in 2015 and 2016, buoyed by growing interest in more premium pizzas. Pizza marketers and retailers have an opportunity to accelerate growth further by continuing to introduce creative new flavors and ...

Attitudes towards Frozen Food - UK

“Frozen food is a near-universal part of British menus, spurred by the strong value for money and convenience image of buyers’ favoured products. Yet for many people

Diet Trends - US

“The market for diet products has faced slight declines since 2011. As what consumers consider “healthy” continues to evolve, diet products have struggled to keep up with changing preferences. Packaged and processed foods continue to fall out of favor, shrinking the

this only entails a handful of product types. Current consumer trends pose challenges for frozen, as many buyers lack confidence in cooking with ...

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

Better for You Snacks - US

“Strong growth in BFY snacks comes from an increase in availability of products in this relatively young space, at a time when consumer habits favor snacking and eating on-the-go, and a dual interest in healthy living and the pursuit of flavor. While the products covered in the scope of this ...

Coffee - US

“Future growth is expected to remain healthy, supported by the current popularity of coffee and greater premiumization across segments. High quality ingredients and premiumized production and brewing methods transport the category into the Third Wave of coffee, which elevates the drink to more than just a commodity type beverage. Single-cup’s ...

August 2016

Pet Food - US

“The pet food market has performed well in recent years reflecting the increasingly cherished place pets hold in many households and a desire among pet owners to feed their pets the best food they can. Pet owners increasingly look for food that aligns with their own personal dietary preferences and ...

Breakfast Cereals - UK

Food and Drink - International

opportunity for diet foods but opening up new possibilities ...

Alcoholic Drinks: Attitudes towards Drinks Gifting - UK

“Alcoholic drinks are bought by six in 10 people as gifts, but packaging products to appeal to more people and occasions, such as for female recipients or as a thank you can unlock new occasions. Encouraging trading up through better promoting the premium credentials of products will also help to ...

Family Midscale Dining - US

“The midscale chain is in a state of flux; while some of the biggest names in midscale dining are doing well, other chains are on the brink of bankruptcy. The successful midscale restaurants have upgraded their units and menus and have fully embraced social media as a way to connect ...

Burger and Chicken Restaurants - UK

“Burger and chicken restaurants will come under pressure as the population of 16-34s declines. Operators are branching out into gourmet concepts to keep their brands fresh and innovative. There is scope for restaurants to explore both high-speed and leisure experiences as a selling point.”

– **Trish Caddy, Foodservice Analyst**

Sports and Energy Drinks - UK

“Sugar continues to be an issue in the market and the upcoming sugar tax in 2018 is expected to have an adverse effect on volume sales. 52% of users would cut back or stop drinking sugary sports and energy drinks if the price went up. However, 37% of the users ...

Yogurt and Yogurt Drinks - US

Food and Drink - International

"RTE cereals have suffered from the negative media focus on sugar and competition from other products for the breakfast occasion. Given strong consumer interest, launches tapping into current healthy eating trends like 'positive nutrition' show potential going forward. Further development in low sugar should help brands to stand out in ...

Pet Food - UK

"Greater attention to transparency of ingredients is required to overcome consumers' concerns about what exactly goes into pet food. This comes against a backdrop of confusion over ingredients lists on pet food. As such, the concept of "clean labels" can be just as relevant for pet food as it is ...

Frozen Breakfast Foods - US

"While brands are capitalizing on healthier attributes, chiefly protein and fiber content, the entire category faces significant competition from alternative breakfast options regarded as healthier and more portable. Continued focus on nutrition and on-the-go features could propel the category to future growth, but brands may well consider promoting frozen breakfast ...

Yogurt - Ireland

"With the yogurt market set for growth in 2016, the category benefits from its ability to be regarded as both a healthy alternative for snacking or meals and also as a treat or dessert. Although sugar content is still a key concern for Irish consumers, emphasising naturally lower sugar varieties ...

Tea: Spotlight on Bagged/ Looseleaf Tea - US

"Strong year-over-year growth continues for tea, despite struggles in dollar sales from brewed tea (bagged, loose leaf, and single cup teas) as the segment faces greater innovation within the RTD tea space, longer purchase cycles, and sales loss from leading bagged tea companies. Total category sales are expected to continue ...

"As the boom times ushered in by the novelty of Greek offerings fade, category players are stepping up flavor and format innovation, which will be necessary to preserve engagement. The small yogurt drinks segment is an area of opportunity, boosting the category's play for convenient health. Doubling down on breakfast ...

Restaurant Decision Making Process - US

"Across demographics, the convenience of limited service restaurants still remains a strong motivator for weekday dining out, specifically with fast food. On the other end of the spectrum, Millennials are creating their own dining out culture across fine dining restaurants and fast casuals, with more shareable dishes and elevated alcohol ...

Coffee - UK

"Growth in the coffee market in 2015 was helped by strong sales of coffee pods, which was in contrast to a continuation of the decline seen in recent years in sales of instant coffee. Coffee pods offer further opportunities for growth, while premiumisation is helping to support sales of instant ...

The Online Foodservice Consumer - US

"Delivery is an exciting new opportunity within foodservice as the rise of third-party restaurant delivery companies makes it possible for nearly every restaurant to deliver directly to consumers, an occasion long dominated almost exclusively by pizza restaurants. While the restaurant delivery market is growing, the future of restaurant delivery is ...

Deli and Hot Foods Counters - Ireland

"Consumers are increasingly demanding both more transparency from foodservice providers in regards to nutritional information, as well as healthy options when buying food from deli and hot food counters. Exploiting the protein diet trend might help to boost sales at deli and hot food counters."

– Brian O'Connor, Senior ...

Eating Out Review - UK

"Freshly prepared and handmade emerge as the two main attributes seen to indicate dish quality making these key messages for operators to convey to their customers to encourage repeat custom."

July 2016

Alcoholic Drinks Review - UK

"The online channel is likely to benefit from the craft boom in particular, providing an alternative sales outlet for brands other than venues such as pubs/bars and supermarkets."

– **Chris Wisson, Senior Drinks Analyst**

Yogurt and Yogurt Drinks - UK

"In a price-driven market, yogurt companies will need to find a compelling alternative reason for shoppers to choose their products, as competitively lowering prices eventually becomes unsustainable. With many people amenable towards paying more for a guarantee on farmers' pay or animal welfare, making their credentials in these areas tangible ...

What's for Breakfast - US

"Consumers are eating a variety of breakfast foods, at home and away, with their preference for healthy or indulgent foods differing by the day of the week. One constant however, is their need for quick, portable, and healthy breakfast foods that keep them full and energized. Consumers are open to ...

Fruit - US

"Fruit sales in the US have surpassed the \$48 billion mark, growing consistently for the past decade, aside from a slight slowdown in 2014-15 due to an increase in fresh fruit prices. Fruit's overall healthy reputation and the consumer desire for fresher foods should propel fruit sales even higher through ...

Ice Cream and Frozen Novelties - US

Packaged Bread - US

"While packaged bread remains a huge category with virtually universal penetration, dollar sales have increased only minimally in recent years, and actual consumption has declined due to concern over calories and carbohydrates. Still, opportunities exist to improve bread's health profile, to expand its use across more occasions, and to highlight ...

Eating Out: The Decision Making Process - UK

"More than half of diners would buy high quality food and the demand for standout dishes that diners can't/don't make at home shows there is scope to use fresh ingredients in innovative cooking methods as a strong selling point."

– **Trish Caddy, Foodservice Analyst**

Breakfast Eating Habits - UK

"Breakfast is an almost universal occasion. While 55% of people eat it at home every day, almost half (49%) sometimes eat breakfast out of home. That 28% do so once a week or more demonstrates that this is an established habit for a sizeable minority.

"Barriers remain, however, with the ...

Tea and Other Hot Drinks - UK

"UK retail value sales of tea have been in decline, with growth in sales of green, fruit/herbal and speciality teas not enough to make up for a fall in sales of standard black tea that dominates the market. Tea brands need to increase the appeal of their products to ...

Restaurant Breakfast and Brunch Trends - US

Food and Drink - International

"As volume sales in the saturated category decline, dollar gains have cooled. While health leads reasons for cutting back, sales of traditionally health-focused products (including low- fat/calories) struggle, and indulgence appears as a strong purchase driver. Category players can aim at health through cues such as natural, premium, and ...

Breakfast and brunch has gained attention from both chefs and consumers, as a number of chains have revamped or expanded their morning menus. While consumers tend to eat breakfast at home, many diners report buying breakfast at restaurants more often compared to just a year ago. Though there is a ...

Beer - Ireland

"In a climate where discounters are currently excelling throughout IoI, we find that Irish consumers are becoming more driven towards unique, value-added beers and furthermore, are willing to pay a premium for this luxury. The rise in craft beers, which is set to continue in the years to come, has ...

June 2016

Carbonated Soft Drinks - UK

"The sugar tax is likely to have a severe impact on CSD sales in 2018, and as such is the single biggest challenge facing the industry. However, drinkers' inclinations to switch to low-sugar versions and the strength of consumer demand for action on the sugar issue suggest that companies seen ...

Snacking in Foodservice - US

"Consumers' definition of snacking is one that is blurred, encompassing a variety of food and beverage categories. The treat yourself mentality is driving the indulgent side of specialty snacking, but consumers also desire healthful options they can feel good about. Convenience and variety are important for specialty snack shops to ...

Attitudes towards Sports Nutrition - UK

"There is strong interest in collaborations between sports nutrition and mainstream brands. Given that the boundaries between the two are becoming increasingly blurred, a proactive move to be part of this trend, rather than fighting it, could be timely."

– **Emma Clifford, Senior Food and Drink Analyst**

Artisan Food - Ireland

"With consumer confidence improving between 2015 and 2016 it will see consumers more willing to splash out on premium or luxury goods – to the benefit of artisan producers in Ireland. However, consumers will not splash their cash without forethought, and will still seek strong justification for paying more ...

Food Packaging Trends - US

"An increasing percentage of product launches are based primarily on new packing as packaging continues to become more important in the food marketing mix. Food packaging can do more than just help the product convey benefits and product information."

Ice Cream and Desserts - UK

"Opportunities are ripe for operators to explore healthier formulations in ice cream and desserts, with significant interest in low-sugar and low-fat products. Resizing offers another potential route to explore in ice cream, while tapping into the 'health halo' of yogurts and fruit snacks offer desserts a potential way forward in ...

Food and Drink - International

Soup - US

"While the soup category is facing challenges due to the decline of RTS (ready to serve) wet and condensed soup, areas of opportunity exist. Sales of broth are up due to a cooking culture, and refrigerated soups are performing well in the market due to positive consumer sentiment surrounding the ...

Beverage Packaging Trends - US

"The non-alcoholic drink market has grown moderately from 2010-15. As consumers look for healthy and functional beverages that fit their lifestyles, categories with traditionally high market penetration are losing share to smaller, trending beverages that focus on nutritional benefits and added function. Innovation across the board features natural and high-quality ...

May 2016

Attitudes towards Leisure Venue Catering - UK

"Secondary spending at leisure venues remains in the line of fire, with most diners willing to cut back on their food and drink spend if ticket prices rise. The pressure therefore remains on operators to justify the catering spend. Initiatives like themed events and menus and produce from local suppliers ...

Cheese - Ireland

"Cheese remains an Irish household staple with seven in 10 Irish consumers purchasing cheddar in the last three months. Although the Irish cheese market is set for growth in 2016, this market still faces losing health-conscious consumers due to its perceived high levels of fat, calories and salt. However, the ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary.

Carbonated Soft Drinks - US

"Total retail sales of CSDs (carbonated soft drinks) remained flat from 2015 to 2016 estimate – the result of a shift in consumer preferences for BFY (better-for-you) beverages; backlash from artificial ingredients and sweeteners, and high sugar content; and increasing competition from other drink innovations entering the market."

- Elizabeth Sisel ...

Nuts, Seeds and Trail Mix - US

"The nuts, seeds, and trail mix category continues its steady growth trajectory as Americans adopt frequent snacking occasions, and seek convenient foods they can feel good about eating. Looking ahead, the category is expected to grow, despite facing competition from other snacking categories, including other salty snacks, and BFY (better-for-you ...

Energy Drinks - US

"Total retail sales of energy drinks and shots posted estimated gains in 2015, thanks to the success seen in the energy drink segment. Total category sales are expected to continue upward as consumers search for functional drinks that meet their energy needs."

- Elizabeth Sisel, Beverage Analyst

Attitudes towards Cooking in the Home - UK

"While the recession has been a driving factor for the scratch cooking trend, enjoyment and ingredient control are as important as saving money in prompting people to cook. This should go some way to maintain interest in scratch cooking even as incomes rise. Marketing messages centred on enjoyment provide a ...

Snack, Nutrition and Performance Bars - US

"Dollar sales of snack, nutrition, and performance bars grew in 2015, continuing the steady, though lackluster, pace seen over the past few years. Products in the category hit the mark in appealing to both the health

Food and Drink - International

However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

and snack interests of consumers – viewed as a convenient contribution to healthy lifestyles ...

Prepared Meals Review - UK

“Boosting the nutritional benefits of prepared meals can tap into the current high interest in “positive nutrition” foods while helping to overturn the typically unhealthy image of these products. Within this, vegetables, superfoods, whole grains and ancient grains can play an increasingly important role, as well as foodie health trend ...

Pub Visiting - UK

“Many publicans have evolved their venues and placed a greater emphasis on food in order to remain profitable. That ‘high-quality food’ is the factor which is most likely to entice people to try a new pub underlines how an appealing menu can help to pubs to broaden their customer base ...

Prepared Meals - US

“Sales of prepared meals turned slightly positive in 2015 after three consecutive years of declines, but remain below their 2010 level, weak results in line with a broader move away from more processed foods in favor of fresher and healthier alternatives. Still, the category’s defining convenience benefit remains compelling, and ...

Quick Service Restaurants - US

“As the lines between traditional restaurant segments continue to blur, QSRs (quick service restaurants) have been taking steps to remain competitive in the changing restaurant landscape. Most QSR users agree that QSRs are the best option when they are short on time. QSRs must make it a priority to maintain ...

On-premise Alcohol Trends - US

“Sales of alcohol at bars, restaurants, and other establishments continue to grow as consumers feel relatively positive about the US economy. The alcohol industry is continually adapting to new consumer preferences including the movement toward craft beer, lower alcohol drinks, and cocktails made with the freshest ingredients. Bars/restaurants can ...

Pub Catering - UK

“The pub catering market is highly competitive, as evidenced by the continuing decline in pub numbers. Pubs also compete with a range of other eating out establishments, so food needs to compare favourably with restaurants if they are to increase the frequency of visits. Food is a core part of ...

Vegetables - US

“The vegetables category continued its steady year-over-year growth fueled mostly by sales of fresh produce, including fresh-cut salad. Consumers are eating and buying more vegetables, at home and away, and are looking for freshness, convenience, and nutrition. Despite category interest, consumers still want more information about product nutrition, preparation, and ...

Prepared Cakes and Pies - US

“The market for prepared cakes and pies should continue growing for the foreseeable future. Consumer concerns relating to health and obesity, while certainly significant across the food and drink industry, appear somewhat less of a factor to this more indulgent category. However, consumer interest in options with reduced calories, fat ...

Bread - Ireland

“The bread market has enjoyed growth between 2014 and 2015, but deep discounting in the packaged bread sector of the market will inhibit future growth. However, with growing consumer confidence seeing more consumers splashing out on morning goods and specialist breads, this will help to sustain value growth.”

- ...

April 2016

Grains and Rice - US

"The \$2.5-billion rice and grains category is experiencing modest growth thanks in part to a generally healthy image and consumer interest in exploring an increasingly wide range of cuisines incorporating rice or grain."

Attitudes towards Home-Delivery and Takeaway Food - UK

"As mobile ordering becomes the norm for more people, greater opportunities are created in terms of data collection and customisation. Restaurants and third-party services can create tailored deals and advertisements that can be sent directly to users' smartphones at opportune moments."

– Rebecca McGrath, Leisure Analyst

Added Value in Dairy Drinks, Milk and Cream - UK

"Given shoppers' willingness to boycott a milk where farmers are seen to not have received a fair price together with their uncertainty over which operators pay farmers fairly, there is a need for companies to make their credentials in this area tangible to consumers."

Baby Food and Drink - UK

"Homemade food continues to dominate usage, offering parents a cheaper way to feed their child as well as control over ingredients. This poses a threat to the baby food and drink market. Brands and own-labels can play a role in helping self-sufficiency, through sharing their expertise for example in online ...

Salty Snacks - US

Convenience Stores - UK

"Consumers are increasingly looking for convenience in all aspects of their grocery buying habits. That is why we have seen a shift to more fluid grocery shopping habits with consumers, particularly younger consumers, shopping on a more when-needed basis. This shift has fuelled the convenience market and the leading players ...

The State of the Burger - US

"The burger category is ripe for continued innovation as new fast casual players enter the market and existing brands expand their burger menus. Diners today are open to trying new and exciting burgers made with innovative beef blends and unique toppings. While burgers are a favorite dish for many consumers ...

Nutritional and Performance Drinks - US

"Mintel estimates the nutritional and performance drink category continued its moderate growth, with dollar sales increasing 6% in 2015. The category benefits from growing consumer attention toward healthy living, and provides a convenient and efficient means of helping them meet goals."

Chocolate Confectionery - UK

"Flat volume sales in chocolate confectionery show the continuing need for brands to use innovation to encourage trading up, both when buying chocolate as a treat for oneself and when gift purchasing. With the majority of people thinking it is OK to eat small amounts of chocolate every day as ...

Frozen Snacks - US

Food and Drink - International

"The salty snacks market continues to perform well, especially as the popularity of snacking continues. The meat snacks and popcorn segments continue to drive much of this growth, fueled by strong product innovation, and positive health perceptions. Health and indulgence remain a key theme as product flavor is a key ...

Cordials and Squashes - UK

"Health and naturalness will remain important sales drivers in the market in the coming years. Innovating with plant-derived sweeteners and using the 'no added sugar' claim should be an effective way for brands to promote their health credentials."

– **Chris Wisson, Senior Drinks Analyst**

Fruit and Vegetables - Ireland

"The drive among Irish consumers to improve their diets and overall health has helped to boost the usage of fruit and vegetables in both NI and RoI – with produce dubbed as 'superfoods' seeing sales improve drastically during 2015. However, many consumers still struggle to reach their five-a-day, pointing to ...

"After a slight decline in 2014, sales of frozen snacks rebounded in 2015 and are forecast to continue that growth through 2020. Emerging restaurant brands, as well as brands from other snack categories and, indeed, fresher foods, begin to leverage their attributes in frozen cases. At the same time, consumers ...

Non-dairy Milk - US

"Total non-dairy milk sales are expected to continue upward as consumers search for better-for-you alternatives to dairy milk, and as plant-based alternatives continue to trend to meet a variety of consumers' dietary needs. Flavor, function, and nutritional innovation will help keep consumers interested and attract new audiences, while the wide ...

International Food Trends - US

"Sales of international foods in the US are projected to grow moderately between 2015 and 2020, from \$12.2 billion to \$13.9 billion. Immigration and the increasingly multicultural nature of American society are factors that are influencing growth."

March 2016

Convenience Store Foodservice - US

"The growth of ready-to-eat, grab-and-go, chef-prepared and fresh food-for-now offerings in the convenience store space is the result of increased consumer demand, along with improved quality and consumer perception of quality, more-and-better menu options, as well as implementation of emerging technologies that are simplifying and streamlining the ordering and payment ...

Cakes and Cake Bars - UK

"Opportunities are ripe for operators to explore healthier formulations, with significant unmet demand for such products. In this context, superfood ingredients –including ancient grains, coconut oil and vegetables – can play an important role, tapping the current focus on 'positive nutrition'.

Online Grocery Retailing - UK

"The online grocery market continues to grow in double digits but remains a niche market in terms of the wider grocery market. However, the shift away from superstores to more convenient shopping channels is certainly benefiting the market."

– **Nick Carroll, Retail Analyst**

Bottled Water - UK

"Bottled water has enjoyed robust growth, benefiting as a low-cost option on the go while incomes were squeezed and boosted by good weather and its sugar-free credentials. The slow growth in real incomes should facilitate growth in spending. However, bottled water risks this prompting trading up to other drinks, highlighting ...

Food and Drink - International

Biscuits, Cookies and Crackers - UK

"While the majority of people are concerned about sugar, sales of sweet biscuits are holding up well. With consumers likely to become more focused on portion control due to concerns about sugar though, smaller-sized convenience products and mini packs that also cater better for on-the-go snacking are likely to become ...

Chocolate Confectionery - US

"Dollar sales of chocolate confectionery continued to grow in 2015, albeit at a tempered pace compared to previous years. The indulgence category has avoided steep losses, even as consumers place an increased importance on health."

Packaged Red Meat - US

"Consumers are increasingly turning to non-traditional venues for their red meats, with parents notably likely to purchase red meat online, and Hispanic consumers turning to mass merchandisers for red meat."

Healthy Dining Trends - US

"The nature of health is shifting away from counting calories and moving towards a focus on holistic "wellness." New restaurants are entering the market with an emphasis on natural, nutritious, and quick meals designed to attract diners stressed for time but wanting healthful meals. Restaurants must understand what motivates ...

Convenience Stores - US

"Convenience stores are a steady presence in most US consumers' lives and a significant \$450 billion business. With 82% of survey respondents stating that they have gone to a convenience store within the last three months, this channel is clearly an important platform for connecting with shoppers and making sales."

Consumer Snacking - UK

"Snacking is almost universal. 95% of UK adults have snacked in December 2015, down from 97% a year prior. Usage is down in all categories bar savoury biscuits."

Dairy Milk - US

"The momentum dairy milk experienced in 2014 failed to continue in estimated 2015 as the category faced challenges from a surplus of milk, declining exports, declining consumer consumption, and strong competition from the non-dairy milk segment. Mintel forecast declines to continue through 2020; however, opportunities to calm future sales declines ...

Specialist Food and Drink Retailers - UK

"The trend towards convenience shopping is driving footfall back into towns and cities where the specialists tend to be located, but with this comes additional competition from c-stores, discounters and online. While e-commerce isn't the answer for many specialists, increasing use of technology to engage with customers and improved convenience ...

Crackers - US

The crackers category reached \$7.7 billion in 2015, representing growth of 17% from 2010-15. Consumer interest in snacking, and perceptions of crackers as a healthier snack than other salty snacks helps boost category sales. However, in recent years sales have slowed, reflective of strong competition from other food categories ...

Whiskey and Dark Rum - Ireland

"Improving consumer confidence and the influx of tourism to NI and RoI has helped to boost the overall alcohol industry in Ireland during 2015 – including the whiskey and rum markets. Moving forward into 2016, if economic improvement continues it will see the value sales of whiskey and rum continue ...

February 2016

Beverage Blurring - US

"Beverage blurring is the concept of cross-category beverages, also known as hybrid or fusion drinks, and the impact they have on the consumer impression and behavior. Cross-category drinks combine two or more drink categories, blending flavors and functionality to create a new beverage that could fall under multiple categories."

Private Label Food Trends - US

"Store brand food and beverages represent an opportunity for retailers to distinguish themselves from competitors, yet sales have grown slowly since 2010 and are forecast to continue at this pace."

-Mimi Bonnett, Category Manager - Food and Drink, Foodservice

Attitudes towards Healthy Eating - UK

"Working against light/diet foods is a mentality, where the focus is not on cutting out the 'bad' ingredients (fat/sugar), but on eating highly nutritious food to boost your health. As such, products which place a strong emphasis on their nutritional excellence are likely to chime among many consumers ...

Attitudes towards Craft Alcoholic Drinks - UK

"Consumers are likely to become increasingly demanding of brands which claim to be 'craft', and the onus is on the brands to ensure that they can provide clear evidence of their craft credentials."

- Chris Wisson, Senior Drinks Analyst

Chips and Dips - US

"Both the chips and dips categories continue to perform well, boosted by consumer interest in snacking, and a variety of innovative flavors and formats. Both categories are driven by taste, rather than health, as consumers allow themselves to indulge. The chips and dips markets are expected to maintain stable growth ...

World Cuisines - UK

"Core product categories in established cuisines are struggling. The robust consumer interest in ethnic spice kits suggests that more deconstructed formats can allow operators to tap into the scratch cooking trend. With a broad interest in trying new ethnic food, emerging cuisines will be key areas for new product development ...

Pasta, Rice and Noodles - UK

"Health concerns, in particular around carbohydrates, are likely to continue to dog the category in the immediate future. Brands and retailers should look therefore to innovation in healthier options such as low-carbohydrate, low-calorie or added-functionality in order to tackle consumers' fears head-on."

Feeding Babies and Toddlers - US

Following five years of 2.4% annual sales growth, the market for baby/toddler foods has reached \$6.9 billion, and with the increase in the birthrate, the market for baby/toddler food and drinks will grow.

Fast Casual Restaurants - US

"The fast casual market is still evolving as existing brands expand their offerings and new brands emerge to fill the gaps in the market. Fast casual restaurants continue to shape the entire foodservice industry by offering highly customizable items made with premium ingredients and a new wave of fast casuals ...

Menu Flavours - UK

"Despite momentum in the economy in 2015, the legacy of the recession means that many consumers remain cautious with their spending. The onus therefore remains on operators to encourage further spending on this category, menu innovation remaining a key strategy."

Food and Drink - International

Ethnic Restaurants and Takeaways - UK

“Authenticity is a core attribute when it comes to diner expectations of ethnic restaurants but customisation and demonstrable expertise are also key differentiators which specialist operators must capitalise on to fend off competition from generalists.”

– **Richard Ford, Senior Food Analyst**

Consumer Snacking Habits - Ireland

“While health considerations are important for Irish consumers when snacking, they are also choosing to indulge in products such as chocolate and cakes. As such, developing healthy snacks that focus on taste can tap into the treat factor that consumers are looking for and enable them to consume fewer calories ...

January 2016

Food Packaging Trends - UK

“Packaging concepts which disrupt the norm and offer an alternative to the homogeneity of the mass-market food market resonate with many young consumers. Here, both unique packaging designs and customisation can win favour, lending even large brands a personal feel.”

– **Emma Clifford, Senior Food and Drink Analyst**

Beer - US

The US beer category is currently experiencing a major overhaul. While little movement is evident in terms of the overall performance of the category, there are significant shifts happening within. Dollar sales of beer are expected to grow a moderate 4% in 2015, amounting to overall gains of 21% since ...

Bottled Water - US

Total retail sales of bottled water posted estimated gains of 6.4% in 2015, reaching more than \$15 billion, with strong year-over-year sales growth since 2011. Total category sales are expected to continue upward as consumers search for BFY (better-for-you) beverage alternatives and bottled water is perceived as a convenient ...

Baking Mixes - US

“Total US sales of baking mixes declined in 2015 by 3.4% to \$4.1 billion and are forecast to continue declining at this pace into 2020. Consumers are migrating away from packaged foods that contain artificial ingredients and preservatives and toward fresh alternatives found at in-store bakeries and specialty ...

Free-from Foods - UK

“The ‘health halo’ of free-from foods is a key driver of uptake, opening up a pool of opportunity beyond actual or suspected allergy or intolerance sufferers. However, it also leaves the market exposed to the vagaries of consumer opinion. The importance of health in driving uptake also means that companies ...

Dining Out: A 2016 Look Ahead - US

The restaurant industry in 2015 was shaped by the continued blurring of traditional foodservice segments, volatile commodity prices, and the strengthened relationship of technology and food. 2016 is poised to be a positive year for the restaurant industry, though a number of customers plan on spending less money at restaurants ...

Crisps, Savoury Snacks and Nuts - UK

“Despite the obesity crisis and the large swathes of the UK population trying to lose weight, UK adults have a

Cooking Sauces, Pasta Sauces and Stocks - UK

“Brands and retailers in cooking sauces need to target those interested in home cooking, especially those



Food and Drink - International

rather relaxed attitude to crisps, with 82% agreeing that they are fine to eat as an occasional treat and more than six in ten eating them once a week.

wanting to add their own personal touch and an element of creativity to dishes, as well as people looking for quick and easy meal options when they need them. A focus on authenticity, improved ...

Cider - UK

“Positioning 750ml sharing bottles of ciders alongside wines on restaurant/pub menus should help to boost cider’s perceived sophistication and links to food-led drinking occasions.”