

April 2015

Fruit and Vegetables - Ireland

“Ongoing price wars within the fruit and vegetable sector have been to the benefit of Irish shoppers, but to the detriment of the market value of the fruit and vegetable sector in Ireland. However, volume sales of produce have improved between 2013 and 2014, as Irish consumers increasingly try to ...

March 2015

Convenience Store Foodservice - US

“While some consumers have a less-than-stellar opinion of c-store foodservice, this sentiment is beginning to wane, especially among younger consumers. Now is the time for c-store operators to showcase their new food and drink capabilities that can rival those of quick service, be just as fresh as fast casual, and ...

Bottled Water - US

“Although convenience/PET bottled water accounts for a majority share of bottled water sales, the sparkling water category is growing at a far more rapid pace as consumers look for alternatives to CSDs and other sugary drinks. Convenience/PET brands may need to focus more on enhanced water to significantly ...

Consumer Snacking - UK

“Despite the interest in added value snacks, the current offering is limited when it comes to various health-related factors. However, with spending habits predicted to relax, operators could be missing out on consumers being better able to trade up to these types of products.”

– Colette Warren, Food and ...

Snack, Nutrition and Protein Bars - US

“Consumers want healthy options. When asked to create their ideal bar, 65% of respondents built a bar they categorized as healthy (compared to 28% who built an indulgent bar).”

Attitudes towards Emerging Cuisines - UK

“While penetration of emerging cuisines is still low, interest is high. The presence of emerging cuisine restaurants on the high street is growing while there is greater focus from retailers like M&S on expanding their ethnic offering. These trends are helping to bring the less established cuisines into the spotlight ...

Bottled Water - UK

“That the concept of water filling stations resonates with almost four in 10 bottled water users indicates that opportunities are ripe for brands to explore this scheme. As well as helping to position companies as forward thinking and socially responsible, such a move would be in tune with the younger ...

Online Grocery Retailing - UK

“The online sector is starting to mature – this way of shopping for food is not for everyone. That is good news for retailers as they have a vested interest in customers using their physical stores where they can market opportunistic buys more effectively and encourage impulse purchasing. In contrast ...

Made to Order: Smoothies and Shakes - US

“Foodservice operators who focus primarily on smoothies are experiencing competition from brands that are not smoothie-centric, retail products, and consumers preparing their own smoothies at home. Operators need to show consumers their products have

Food and Drink - International

– **Beth Bloom, Food and Drink Analyst**

Attitudes to Home-delivery and Takeaway Food - UK

“Some concerns still linger about the quality of food offered by UK takeaway operators. Leveraging the demand for fresh and ‘real’ home-delivered food should help operators to increase their competitiveness in this market.”

– **Helena Childe, Senior Foodservice Analyst**

Organic Food and Beverage Shoppers - US

“Considering the typically higher cost of organic foods and beverages, consumers are increasingly hard pressed to justify the added expense. As such, sales have hit something of a plateau, where they likely will remain until consumers have a clear reason to turn to organics.”

– **William Roberts, Jr., Senior ...**

Nut-based Spreads and Sweet Spreads - US

“Product innovation by way of added nutrition, natural ingredients, and new flavors, combined with a focus on key demographics, may help boost category sales, especially within the sweet spreads segment.”

– **Amanda Topper, Food Analyst**

February 2015

Established World Cuisines - UK

“The improving consumer confidence suggests both the need and opportunities for premiumisation in the retail channel. The strong interest in a wider offering of chilled cooking sauces among ethnic food buyers highlights this as a potential key area. The ingredients segment should also justify further attention as people in higher-income ...

Attitudes towards Premium Soft Drinks - UK

value, by offering fresh ingredients, produce that consumers may find hard to source, or items that ...

Non-alcoholic Water Enhancers - US

“An abundance of beverage launches and continued category blurring is creating RTD products that cater to every user need requiring less self-customization. Consumers gravitating toward natural trends further harm the category.”

Specialist Food and Drink Retailers - UK

“Attributes such as quality standard marking, food traceability and low food miles/freshly produced on-site can all be compelling reasons for shoppers to favour specialists and eschew the mainstream retailers.”

– **Chris Wisson, Senior Drinks Analyst**

Attitudes towards Premium Alcoholic Drinks - UK

“As many consumers appear to have become savvier and more discerning, brands need to move beyond attaching a generic premium claim to their drinks.”

– **Chris Wisson, Senior Drinks Analyst**

LSR: Ethnic Concepts - US

“Consumers have favorable opinions about ethnic food and flavors, as well as the LSR brands that offer them. For operators who want to remain in a good light, they need to be up-to-speed with restaurant mobile technology, use high-quality ingredients, and offer both new ethnic fare and ‘tried-and-true’ items to ...

Menu Flavours - UK

Food and Drink - International

“Sugar attracted negative media coverage in 2014, also affecting soft drinks. That half of premium soft drinks users are interested in reduced sugar versions of these signals room for growth in this area.”

– **Aimee Townshend, Research Analyst**

Attitudes to Healthy Eating - UK

“That only 7% of people trust health claims on food dilutes their ability to add value. The food industry stands to benefit from combatting the serious lack of awareness about the high level of regulation in place that this implies.”

Chocolate Confectionery - US

“Chocolate confectionery is a treat. Nearly three quarters of consumers turn to these products as a treat, meaning the category will need to promise and meet this most basic expectation.”

– **Beth Bloom, Food and Drink Analyst**

Beverage Packaging Trends: Spotlight on Beverage Labeling - US

“Beverage packaging options have a greater opportunity than ever to establish a rapport with the consumer and find a place as part of their daily lives. QR codes can allow manufacturers to communicate virtually directly to the consumer, a majority of whom want more information about the beverages they are ...

Ethnic Restaurants and Takeaways - UK

“Whilst online ordering and the expansion of large chains should boost growth in the sector, operators must do more to improve on the market’s Achilles heel; a low perception of value for money.”

– **Richard Ford, Senior Food and Drink Analyst**

Fish and Seafood - Ireland

“The interest in trying new dishes as hobby further signals the importance of unique dishes in driving interest particularly among those who see themselves as ‘foodies’ and underlines the role of dining out as a leisure activity, competing with other experiences.”

Meal Accompaniments Review - UK

“There remains plenty of scope to build the penetration and usage frequency of ancient grains, for example by communicating their versatility, convenience and value for money. Their health credentials in particular are a key angle that operators can leverage given the current low levels of awareness of the nutritional benefits ...

Packaged Red Meat - US

“The red meat category features lamb and other red meats that are not regularly eaten by mainstream meat consumers. There is an opportunity to educate consumers about the lower saturated fat levels in these other meats, and provide them instruction about how they can be used in some of their ...

Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

Private Label Foods: What's Driving Purchase? - US

“Improvements made to the quality and varieties of store brand foods have not gone unnoticed by consumers. However, there is opportunity to increase category participation among older consumers, and to introduce more premium product lines featuring organic, non-GMO, and/or vegetarian products which consumers feel are lacking in the current ...

“Increasing the availability of alternative fish species in-store and within new products, backed by promotional activity and recipe suggestions, may encourage consumers to opt for new fish options and go some way towards tackling sustainability issues.”

– **Sophie Dorbie, Research Analyst**

January 2015

Crisps, Savoury Snacks and Nuts - UK

“Strong consumer interest in new concepts such as savoury-flavoured cereals and meat-flavoured nuts should add interest to the savoury snacks market, whilst vegetable crisps would benefit from a more mainstream operator entering the market.”

– **Richard Ford, Senior Food and Drink Analyst**

Cooking Sauces, Pasta Sauces and Stocks - UK

“Although chilled cooking sauces are an established part of the market, their use continues to lag behind that of ambient ones. While the price premium of chilled sauces is curbing uptake, lack of variety in the segment, heavily geared towards pasta sauces, also seems to play a role. Exploring other ...

The Protein Report: Meat Alternatives - US

“Protein alternatives fall in two camps: eggs and everything else. Eggs are widely, almost universally, consumed and have the advantage of a host of health benefits to appeal to consumers; however, their cholesterol levels impact those health-based purchase occasions. Meat alternatives, on the other hand, remain a niche market at ...

Beer - US

“While beer is still a significant part of consumers’ drinking repertoire, Big beer needs to embrace the full food/drink expectations and behaviors of their key Millennial audience as they drive the rest of US

Sugar and Gum Confectionery - UK

“Rising dental health concerns can create an opportunity for chewing gum brands. Currently much of the marketing for sugar-free gums centres around fresh breath, however, the dental health benefits, particularly for children, could warrant more focus. Though explored internationally, tooth-friendly gums tailored for children remain rare in the UK market ...

Consumer Attitudes toward Sugar and Sweeteners - UK

“‘Naturalness’ appears to have become almost synonymous with healthiness and elicits trust from consumers, while anything artificial people tend to be wary of. This creates opportunities for manufacturers to move away from refined sugar and towards those with strong natural connotations in their recipe formulations.”

– **Emma Clifford, Senior ...**

Nutritional and Performance Drinks - US

“The category can position its products as relatively affordable tools of support, to help consumers meet their personal health and wellness goals. Promoting products for their proven efficacy in meeting a range of specific consumer needs (eg hydration, weight management, skin health, sustained energy) will be one means of encouraging ...

Chips, Salsa and Dips - US

“While consumers report buying chips/dips mostly to satisfy a flavor craving or facilitate snacking, health claims have the greatest potential to give another reason to buy. As many consumers are migrating away from

Food and Drink - International

consumers toward the same: ingredient scrutiny, quest for food/drink experiences, appreciation of brand and ...

processed foods toward fresher options, they may be less concerned about fat, salt, or calorie counts ...

Salty Snacks - US

“As consumers continue to snack more frequently on salty snacks and other options, manufacturers will be tasked with meeting their varying need states. While some consumers look for BFY snacks, the top reasons for buying salty snacks are as a treat or to satisfy a craving, indicating there is room ...

Cider - UK

“Talking about the use of specific apple/pear varieties in a similar way as beer is now doing with hops could further build premium cues by strengthening an image of quality ingredients.”

– **Chris Wisson, Senior Drinks Analyst**

Dining Out: A 2015 Look Ahead - US

“Rising commodity prices have forced foodservice operators to increase menu prices during a time when many consumers are still budget-conscious. However, one demographic that is faring better is men. The changing American family structure has resulted in more fathers taking their children out to eat. Like other demographics, fathers are ...

Breakfast Restaurant Trends - US

“There is still room for expansion and improvements in the breakfast segment. Some of the biggest names in foodservice breakfast are still pushing the envelope in terms of beverages and food innovation. The biggest hurdle for operators is to keep up with the fast movement of the segment. Brands that ...

Hispanic Consumers and Dining Out - US

“As Hispanics’ expenditures on dining out continue to grow, restaurants that work toward making Hispanics feel welcomed may not only entice them to return, but may benefit from them sharing their good experiences at the restaurant with others; when Hispanics think about where to dine out, they give a lot ...

Food Storage and Trash Bags - US

“Food storage and trash bag sales are expected to grow steadily in the next few years. Market players could generate more incremental sales by developing and launching innovative new food storage and trash bag products, putting a stronger emphasis on consumers’ use of food storage products away from the home ...

January 1970

Spirits - Ireland

“While high taxation and the looming threat of minimum alcohol pricing makes drinking spirits a costly endeavour in Ireland, growing consumer confidence might help to see the spirits market recover somewhat in 2015.”

– **Brian O’Connor, Production Manager**