

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

Fish and Shellfish - UK

"That fish is rarely seen as versatile is holding the market back from capitalising fully on the scratch cooking trend. Encouraging, however, is consumers' interest in more recipe suggestions for oily fish and for using fish in ethnic-style dishes, highlighting recipe inspiration as a route to driving more experimentation in ...

The Leisure Outlook - UK

"Displaying comprehensive online details of food and drink menus, and even daily specials and current guest ales, could be a deciding factor in securing a customer visit."

– **Chris Wisson, Senior Drinks Analyst**

November 2015

Private Label Food and Non-alcoholic Drink - UK

"That three in 10 shoppers would like to have a say in new products being added to own-label ranges, indicates this an a valuable route for own-brands to canvas the opinions of shoppers whilst also helping to build engagement and loyalty."

Red Meat - UK

Sugar and Gum Confectionery - UK

"While the impact of the sugar debate on the sugar confectionary market has so far been limited, the public focus on sugar continues to pose a threat. Consumers' openness to sugar-free variants and positive views of alternatives to refined sugar suggests these as potential areas to explore."

– **Anita ...**

Condiments, Dressings and Seasonings - UK

"There is scope for growth in the table sauces and seasonings market by appealing to the increasingly varied tastes of UK consumers, namely interest in food trends such as American-style (eg barbecue sauce) and ethnic cuisines.

With changing consumer eating habits driving growth in less traditional segments of thin sauces ...

Supermarkets - UK

"The grocery superstores are losing market share and the main focus of this report is to examine why. We think that there are underlying socio-economic changes taking place which allied to the growth of the hard discounters, Aldi and Lidl, is leading to growth in more frequent shopping trips and ...

“Inflation has been the primary driver of value growth in the red meat market in recent year. With wage growth outpacing inflation since late 2014, this should facilitate both volume growth and trading up in the red meat market”

October 2015

Cheese - UK

“On the whole, the cheese category is expected to see only slight volume growth in 2015, largely due to the largest segment, cheddar’s, lacklustre performance. In contrast, strong volume performance from recipe and territorial cheeses suggests consumers may be seeking greater variety in their cheese purchases.”

Poultry and Game Meat - UK

“There is a need for tangible and easily comparable information on different welfare schemes in the poultry market. Helping shoppers to make an informed choice should help to unlock the added value of these initiatives in the eyes of the shoppers to drive demand.”

September 2015

Pet Food - UK

“The market looks to face pressure from the ageing population, growth in privately rented dwellings and concerns around pet obesity. However, the interest in pet food with premium features, such as ‘human grade’ ingredients and chilled pet food, suggest opportunities for NPDP to fuel trading up.”

– Douglas Faughnan ...

Breakfast Cereals - UK

“Overall average retail prices were rising between 2010 and 2013 but owing to the rise in popularity of the discount supermarkets and bargain stores there has been deflation in the market over the last two years. Consumers’ breakfast habits are changing, with a wider variety of foods available, providing enticement ...

Food and Non-food Discounters - UK

Bread and Baked Goods - UK

“Health-related concerns are amongst the key barriers to more frequent usage of packaged sliced bread among infrequent users. Among these concerns, carbohydrates and calorie content are on a par.”

– Amy Price, Senior Food and Drink Analyst

Attitudes to Seasonal Celebrations Foods - UK

“Indulgence tends to take centre stage within seasonal celebration foods, with these occasions providing an excuse for people to focus on taste rather than healthiness, even if they are typically diet-conscious. However, that one in four seasonal food shoppers would be interested in purchasing healthier versions of food for seasonal ...

Yellow Fats and Edible Oils - UK

“Whilst there are pockets of growth in the yellow fats and edible oils market – such as butter and speciality oils – overall, the market is in poor health. Value and volume are predicted to fall in 2015 across spreads and cooking/olive oils, hastening the need for operators to ...

“In both food and non-food retailing discounters are making a big impact and they still have some way to go. We expect a period of consolidation in non-food discounting which will begin with Poundland absorbing 99p Stores. But even with that bonus Poundland and its multi-price peers led by B&M ...

August 2015

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“The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel’s data shows that more people feel better off compared to ...

July 2015

Yogurt and Yogurt Drinks - UK

Estimated at just shy of £2 billion, sales of yogurt and yogurt drinks enjoyed estimated growth of 12% in value terms over 2010-15. However, this was driven by rising prices, with volume sales falling by an estimated 4% over the period.

Attitudes Towards Innovation in the Food Market - UK

“Sampling remains popular among would-be users as a prompt for trial. Further value can be built into free samples in the eyes of consumers through positioning them as exclusive, as many people like to be the first to try a new product.”

June 2015

Ice Cream and Desserts - UK

“There is no shortage of innovation in the ice cream and desserts market. There is nonetheless plenty of scope to take NPDP in new directions to inject even more excitement into the category and grab the attention of experimental “foodie” consumers keen to step outside their comfort zone. Super sour ...

Attitudes towards Sports Nutrition - UK

Whilst three in four adults exercise, with six in 10 doing so at least once a week, only 28% of adults eat/drink sports nutrition products. Positioning sports nutrition products as an important part of an ‘everyday’ exercise routine thus offers potential for the market to bring new users into ...

The Ethical Food Consumer - UK

“Ethics is becoming ever more ingrained into food and drink operators’ sourcing policies but it is a complex area which is important to get right. Not only do consumers expect good ethical practices from operators,

they also expect to be informed and reassured over why they're paying extra and where ...

May 2015

Chocolate Confectionery - UK

"While low/no/reduced sugar chocolate innovation in the UK is still very much a niche area, there are tentative signs that operators are placing a greater focus on it. Chocolate products with a low/no/reduced sugar claim grew from 1% of new launches in 2012 to 4% in ...

Kids' Snacking - UK

Almost all parents bought snacks for their child in the six months to March 2015. Also reflective of the ingrained nature of kids' snacking is that three quarters of children snack at least once a day.

Prepared Meals Review - UK

"Actively encouraging people to give prepared meals their own twist may make these products more attractive through added involvement in the preparation process, also tapping into many consumers' interest in experimenting with food. Here, recipe ideas can help to illustrate the versatility of products."

– Emma Clifford, Senior Food ...

April 2015

Baby Food and Drink - UK

"Brands could offer parents more reassurance about the healthiness of manufactured baby/toddler food by referencing more actively on-pack all the nutritional qualities the product has to offer, acknowledging key nutrients such as protein, calcium and carbohydrates."

– Colette Warren, Food and Drink Analyst

Consumers' Food Safety Concerns - UK

The level of trust consumers have in the food and drink industry is evidently low, with few believing either retailers or manufacturers to have complete information on their supply chains. Consumer faith in the role of the state, or official bodies, in guaranteeing the safety of food and drink in ...

Added Value in Dairy Drinks, Milk and Cream - UK

"The dairy drinks, milk and cream market faces challenges on several fronts at present, including for example, the maturity of the white milk segment, the ongoing grocery retailer milk price wars, concerns over sugar (flavoured milk) and the macro trend towards healthier products (cream)."

Consumers and the Economic Outlook: Quarterly Update - UK

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

Biscuits, Cookies and Crackers - UK

"After a period of impressive growth since its launch, the breakfast biscuits market lost momentum in 2014. That a quarter of users are interested in breakfast biscuits with a high fruit content, and a similar number are interested in high-protein versions, signals scope for further development."

– Aimee Townshend ...

Convenience Stores - UK

“Convenience stores are most used in urban environments with the majority of consumers using c-stores close to their home. The millennial generation, aged 16-35, are the most likely to visit c-stores and also are the most frequent users of the format. This generation is increasingly migrating to urban areas and ...

March 2015

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 ...

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 ...

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 ...

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

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 ...

Meal Accompaniments Review - UK

“There remains plenty of scope to build the penetration and usage frequency of ancient grains, for example by

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.”

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“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average

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 ...

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.

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 ...

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 ...**

January 1970

Attitudes Towards Lunchtime Foods - UK

“Wage increases have finally started to outpace inflation. This should translate to a greater willingness to buy lunch out of home more often, to trade up to premium options, and to buy extras such as snacks, drinks and desserts. However, the long slowdown means that frugal spending habits have become ...