

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

“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

Consumers and the Economic Outlook: Quarterly Update - UK

“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

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 ...

Attitudes Towards Innovation in the Food Market - UK



Food - 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.

“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.”