

January 2018

The Leisure Outlook - UK

“Changes in leisure activity participation and spending indicate that consumers are choosing quality over quantity when it comes to drinking and dining out. Increased voucher usage also reflects that Brits are keen to keep up their leisure habits but seeking ways to make this more affordable.”

– Helen Fricker ...

December 2017

Fish and Shellfish - UK

“A combination of rising prices and the outlook for a sustained squeeze on real incomes spells troublesome times for the fish and shellfish market. This is set to entrench and exacerbate the impact of these products’ relatively high expense in limiting usage. However, it is not all bad news, and ...

Cooking Sauces and Pasta Sauces - UK

“Interest in scratch cooking continues to pose direct competition to the market; the impending squeeze on consumer incomes is likely to spur this trend on. The market will also need to respond to the growing number of small households and ageing population in order to remain relevant against the UK’s ...

November 2017

Unprocessed Poultry and Red Meat - UK

“The income squeeze heralds a return to savvy shopping habits and cost-saving swaps among consumers. Price competition is likely to ramp up, reinforcing the place of strategic price promotions. Flagging up cheaper options and swaps remain key ways for grocers to help consumers manage their finances and keep them in ...

Consumers and the Economic Outlook: Quarterly Update - UK

Processed Poultry and Red Meat - UK

“The income squeeze will see the competition for meal occasions heat up between proteins. While processed poultry and red meat stand strong in the areas of value and convenience, encouraging their use as ingredients will be needed as consumers turn to scratch cooking for savings.”

Children's Eating Habits - UK

“Children’s likes and dislikes have the biggest influence on food bought for them by parents, which on the face of it poses a challenge for brands embracing a healthier proposition. However, parents and kids alike attach a very high importance to having a healthy diet. New or reformulated products, such ...

Supermarkets - UK

“The supermarket sector is expected to return to growth for the first time in four years in 2017. However it is still a sector fighting against the grain of current shopping habits. Consumers continue to move to more fluid and frequent habits and the discounters continue to present a considerable ...

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

Bread and Baked Goods - UK

“In terms of health, the very strong performance of the ‘bread with bits’ segment provides cause for optimism, with these products aligning well with both positive nutrition and ‘foodie’ trends. Health-boosting herbs and spices can also play in both these spaces and – as yet largely unexplored in this market ...

Attitudes towards Lunch Out-of-home - UK

“Although lunch operators appear to be in good stead as consumers are eating this meal out of home more than a year ago, their drop in financial confidence may impact this over the coming months. If consumers do choose to cut back on lunchtime spending then it is likely they ...

September 2017

Yellow Fats and Edible Oils - UK

“Changing eating habits, particularly bread being eaten on fewer occasions, has had an impact on sales of butter and spreads. Butter has benefitted from interest in natural and less processed products and received a recent boost from higher retail prices, but encouraging new uses will be important in driving future ...

Ice Cream and Desserts - UK

“The ongoing popularity of meal deals holds further opportunities for ice creams and desserts, as 20% of category users are interested in each of these as part of lunchtime meal deals.”

Cheese - UK

“A focus on meals and cooking will be important for future sales of cheese as its most popular carrier product, bread, is in decline. Promoting cheese as an indulgent snack offers another route for keeping cheese on the menu. Highlighting provenance, artisan cheese-making skills and different taste experiences offer possibilities ...

Food and Non-food Discounters - UK

“Over the past 10 years the discount sector, both food and non-food, has shown that it is highly adaptable, succeeding to thrive in both market conditions which favoured a low-cost alternative and in conditions where traditionally there would have been less demand. With an uncertain economic outlook in the short ...

The Leisure Outlook - UK

“Leisure activities are driven by younger Millennials and parents of under-16s. Eating at pubs is a popular leisure activity, yet so is staying-in and ordering a takeaway. As the pay squeeze intensifies, more people are turning to free activities such as museums and galleries. Meanwhile, people are continuing to focus ...

August 2017

Breakfast Cereals - UK

“Fragmented eating habits have added to the woes of RTE cereals, with many cereal eaters skipping breakfast or snacking instead. Offering branded sweet snacks suited to eating on the go other than the well-established cereal bars would allow companies to better capitalise on consumer snacking tendencies while also appealing to ...

Pet Food - UK

“The cat and dog food market has benefited from the humanisation of pets, with owners becoming more conscious of the quality of food that they feed their pets. However, pet obesity rates in the UK are rising; brands that look to emphasise the diet-friendly credentials of food should find favour ...

Consumers and the Economic Outlook: Quarterly Update - UK

“The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

July 2017

Pizzas - UK

“Currently, the main focus in the chilled pizza market is on increasing the range of premium options, while frozen pizza brands are trying to more closely replicate the takeaway experience. Other ways to increase the frequency of eating pizza include catering more for lunch and snacking occasions, and expanding beyond ...

Yogurt and Yogurt Drinks - UK

“Consumer suspicions around artificial sweeteners present a significant barrier to companies looking to reformulation to meet the sugar reduction targets. However, the appeal of less sweet-tasting yogurts offers opportunities to cut sugar without replacing it.”

– Alice Baker, Research Analyst

June 2017

Attitudes towards Ready Meals and Ready-to-cook Foods - UK

“That over half of ready meal/ready-to-cook eaters/ buyers opt to cook from scratch more when money is tight leaves the sector vulnerable given that mounting inflation is expected to put pressure on disposable household incomes. However, premium products should benefit from people choosing these as a money-saving alternative to ...

Attitudes towards Sports Nutrition - UK

“Sports nutrition continues to enjoy growth thanks to it having attracted a more diverse user group; however, the category is facing intensifying competition from mainstream foods embracing a high-protein proposition. Demand for sports nutrition products made with all-natural ingredients and those without sugar highlight areas of focus for brands going ...

Meat-free Foods - UK

“Meat-free brands should be more vocal about exactly why they are a good choice in terms of animal ethics and

the environment, as well as emphasising their nutritional credentials. These messages can make consumers feel holistically virtuous in their choice, helping to build a feel-good factor.”

– Emma Clifford ...

May 2017

Chocolate Confectionery - UK

“That the market has held its ground for a number of years in the midst of rising debate around sugar as a health ‘foe’ is no mean feat. However, it now faces the challenge of PHE’s target of reducing sugar by 20% by 2020. Reduced sugar variants divide opinions among ...

Seasonings and Stocks - UK

“Sustained interest in scratch cooking should benefit the market, particularly with the impending squeeze on consumer incomes. Seasoning brands need to target home cooks wanting to add an element of creativity to their dishes. The stocks market meanwhile faces a challenge to engage young consumers less likely to cook traditional ...

Convenience Stores - UK

“The convenience retail sector has enjoyed a strong period of growth but for the first time in a number of years there are clouds on the horizon. Rising food inflation is likely to see greater scrutiny placed on the price premium often associated with convenience stores.”

– Nick Carroll ...

April 2017

Baby Food and Drink - UK

“Seeds of change – which could revolutionise the baby food and drink retail landscape – have been planted by the discounters. 2016 saw Aldi extend its offering dramatically and Lidl make its first venture into this

Added Value in Dairy Drinks, Milk and Cream - UK

“While it might be tempting for supermarkets to renew hostilities in their milk price wars as household disposable incomes come under pressure, this could prove a double-edged sword. Many shoppers see milk price cuts as disadvantaging farmers and are consequently prepared to boycott milk from a supermarket seen to be ...

The Leisure Outlook - UK

“Overall almost all the leisure activities covered have seen increased visitation over the last 12 months which is good news for the industry. It is hard to predict what Brexit will mean in terms of consumer behaviour but it does appear that it is driving more cautious spending and not ...

category. If this evolving presence is well-received by parents this could curb future price ...

March 2017

Attitudes towards World Cuisines - UK

“World cuisines are a near-universal part of British diets, with many people’s food adventures stretching well beyond the established Chinese and Indian cuisines. High levels of interest towards the less used cuisines highlight great potential for NPD. Tackling uncertainty in terms of preparation and taste will be key to unlocking ...

Online Grocery Retailing - UK

“Online grocery is the quickest growing grocery channel, but equally the smallest. Once seen as simply a service to replicate the needs of a supermarket shop online, a number of new services came to market in 2016 that have the potential for online grocery to transcend this barrier and adequately ...

Biscuits, Cookies and Crackers - UK

“Sweet biscuits have so far been insulated from concerns over sugar, with consumers continuing to treat themselves but looking for quality and more indulgent biscuits over quantity. Value sales are being helped by strong innovation and marketing support by leading brands, including the launch of new products that offer an ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

Attitudes towards Healthy Eating - UK

Cakes and Cake Bars - UK

“The market has remained resilient amidst the sugar debate; however, sugar reductions are now expected by the government. While there is some openness towards low-sugar cakes, many put taste ahead of healthiness in this market. Smaller formats remain a key avenue to explore as they are widely seen as a ...

Specialist Food & Drink Retailers - UK

“Specialist food and drink retailers have enjoyed two years of growth, but rising inflation and successful turnaround strategies implemented by the supermarkets make for a challenging time ahead. Specialists can ensure their appeal extends beyond price by delivering a shopping experience that helps articulate their expertise while highlighting the transparency ...

Consumer Snacking - UK

“Signalling a warning to the snacks market, cutting back on snacks is seen widely by people as an easy way to reduce their calorie intake and to feel as though they are taking action on health.

However, there is demand for products that help consumers with portion control, either through ...

Pasta, Rice and Noodles - UK

“Health concerns over carbohydrate intake continue to plague the category. However, NPD centred on ‘positive nutrition’ and tapping into the ongoing interest in gluten-free food should help to polish its image. Demand for convenient mealtime solutions should continue to benefit the category even as the rising costs of imports threaten ...

“Social media carries the pulse on which the digital generation keep their fingers to keep one step ahead with emerging health trends and ingredients. As such, it is an ideal platform for food companies to identify innovation opportunities – although with a need to cut through all the noise in ...

February 2017

Crisps, Savoury Snacks and Nuts - UK

“Health concerns are prompting users to cut back: 42% say they are limiting the amount of crisp/crisp-style snacks they are buying compared to a year prior. Offering some good news for the market in this context is that 34% of users are buying more baked varieties than before.

This ...

January 2017

Cooking Sauces and Pasta Sauces - UK

“As health concerns remain key reasons to limit cooking and pasta sauce intake, brands and retailers face ongoing pressure to improve and highlight their credentials. Intense competition from scratch cooking poses another continuing threat to the market; NPD in formats positioned as offering convenient, time-saving aids to scratch cooking remains ...

Attitudes towards Sugar & Sweeteners - UK

“Facing increased pressure from multiple sides to cut sugar, both retailers and food and drink manufacturers will need to demonstrate their commitment to improving public health. While the widespread suspicions of artificial sweeteners present a significant challenge, consumers’ openness to alternative sugar substitutes and to less sweet-tasting products also gives ...

January 1970

Free-from Foods - UK

“The free-from category’s strong sales growth in recent years now stands vulnerable to the squeeze on household incomes, as 47% of free-from buyers spend less on these products when money is tight. However, opportunities remain for premium and ‘shortcut’ products to do well as people cut down on going out ...