

January 2022

Dark Spirits and Liqueurs - UK

“After a sharp drop in the dark spirit and liqueur market in 2020, the reopening of hospitality over spring and summer 2021 saw sales rapidly regain momentum. However, with the expected pressures on household finances in 2022 caused by rising inflation, the market will see another year of gradual recovery ...

Still, Sparkling and Fortified Wine - UK

“Consumers’ increased environmental consciousness as a result of the pandemic makes it imperative for companies to be proactive on sustainability. Wine made with surplus ingredients such as ‘wonky’ grapes is a promising area for brands to explore. Bag-in-box wines also have a chance to shine in the current climate, being ...

Leisure Outlook - UK

“Pent-up demand for leisure activities in the summer has fallen, and yet participation remains stronger than a year ago. Efforts to boost domestic tourism will increase visits to museums while operators have the opportunity to ramp up participation in physical spaces by capitalising on consumers’ keen appetite for competitive socialising ...

December 2021

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

November 2021

Pub Visiting - UK

“The pub sector has been among the biggest casualties of the COVID-19 pandemic, with pubs forced to close during the three national lockdowns in 2020 and 2021 and operating under restrictions when allowed to open for the remainder of 2020 and long stretches of 2021, when consumers’ reticence about being ...

Tea and Other Hot Drinks - UK

“Tea and other hot drinks have benefited from the uptick in at-home food and drink occasions brought about by the COVID-19/coronavirus outbreak. While standard black tea looks set to face continued pressure from ever-growing competition, the focus on health puts herbal tea in a strong position to appeal thanks ...

Yogurt and Yogurt Drinks - UK

“The image of yogurts and yogurt drinks as both health- and mood-boosting amid the heightened appeal of these benefits arising from the pandemic will support market growth, with scope to dial up these connotations. Meanwhile, exploring large, eco-friendly formats is timely given strong consumer interest and the sharper spotlight on ...

October 2021

Food and Non-food Discounters - UK

“Despite concerns around their lack of ecommerce offering and potentially crowded stores, the discounters saw sales surge in pandemic-struck 2020. Looking ahead, the sector looks set to leave these turbulent 18 months behind with a spring in its step as continuing economic uncertainty makes their value-led proposition tempting for consumers ...

Coffee - UK

“COVID-19 prompted many to trade up between coffee formats, as they sought to recreate the coffee shop experience at home. More remote working going forward will continue to provide support to the market. Bringing ethical certifications to the fore of brand messaging will be crucial given how COVID-19 has accelerated ...

September 2021

Attitudes towards Low- and No-alcohol Drinks - UK

“The low- and no-alcohol drinks market is well-placed to gain users as a result of the COVID-19/coronavirus outbreak, as health takes a more central stage in people’s food and drink considerations. There are many areas for brands to expand into to tempt consumers, whether it’s by offering drinks recipes ...

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

August 2021

Leisure Outlook - UK

“Consumer participation in leisure activities is at the highest level measured since the start of the pandemic, however things are far from back to normal as many people remain hesitant about visiting venues or attending events. Despite this, there is good reason for optimism as consumers who feel ready to ...

July 2021

Brand Overview: Drink - UK

Soft Drinks Review - UK

“Consumer concerns around COVID-19 are beginning to show signs of decline, but there will be a continued drive towards health and wellbeing from consumers. In the short term this will continue to be related to products that people hope will support their immune system, but over the longer term the ...

Sports and Energy Drinks - UK

“While the greater spotlight on health arising from the COVID-19 pandemic presents big opportunities for the market, the long-term shift towards working at home will curb impulse purchasing. Targeting at-home usage through larger pack sizes, formats that need to be diluted and products that are designed for exercising at home ...

Alcoholic Drinks Review - UK

“Value sales of alcoholic drinks declined by 21% in 2020. The second half of 2021 will see a strong recovery, but the alcohol moderation trend poses a challenge for brands in terms of increasing volume sales in the coming years. Flavour innovation, brand extensions and drinks that are lower in ...

June 2021

Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

Bottled Water - UK

“Concerns around sustainability gave way to the impact of COVID-19 as the biggest driving force for change in the bottled water market in 2020/21. On-premise sales were hit by the closure of hospitality venues, while the loss of impulse out-of-home occasions took its toll on retail. As restrictions ease ...

“The COVID-19/coronavirus hit the UK soft drinks market; the lockdowns and restrictions leading to loss of high-value on-premise and out-of-home retail occasions with the uptick in at-home occasions failing to offset this. The outbreak has put a heightened spotlight on sustainability and the nation’s health, accelerating the need for ...

Dairy and Non-dairy Drinks, Milk and Cream - UK

“The COVID-19 outbreak has reinforced the importance of getting the right nutrition to support overall health, an enduring focus on health expected to be one of the lasting impacts of the pandemic. This points to heightened pertinence for nutrition-centred messages across the food and drink market, including for milk, with ...

COVID-19 and Food & Drink: A Year On - UK

“Despite the inevitable fall of retail food and drink sales from their 2020 peak, pandemic-related factors, especially the new era of remote working, will keep these elevated above their pre-COVID levels. The ongoing revival of scratch cooking/baking and the shift towards shared household meals, as well as the accelerated ...

May 2021

Baby Food and Drink - UK

“The COVID-19 outbreak hit sales of baby food and drink products by boosting scratch cooking. Shortcut cooking products such as parent/child meal kits and cooking sauces specially formulated for babies/toddlers would help companies to capitalise on this trend, which Mintel expects to continue due to permanent shifts in ...

Leisure Outlook - UK

“Due to pent-up consumer demand, restaurants and pubs are the top contenders to thrive in the wake of the pandemic. Consumers who remain in a healthy financial position are most likely to intend to visit these venues over coming months, meaning operators have an opportunity to premiumise food and drink ...

April 2021

Cordials and Squashes - UK

“While health was firmly on the government and consumers’ agenda before the pandemic, the COVID-19 outbreak has brought it into even sharper focus. This spotlight has upped the potential for enhanced health benefits to appeal. Cordial/squash which supports immune health or with added vitamins/minerals, for example, interests around ...

Online Grocery Retailing - UK

“Online grocery was not just the leading growth area in the grocery sector in 2020, but across all of UK retail. A combination of consumer concern and greater in-home food and drink demand served to not only see the channel record growth during the periods of lockdown but throughout the ...

White Spirits and RTDs - UK

“The COVID-19 outbreak boosted retail sales of white spirits and RTDs in 2020 but is likely to erode sales longer term by accelerating the alcohol moderation trend. Further NPD in lower calorie, low/non- alcoholic spirits alternatives would help companies to better appeal to the health-conscious. Products with experiential aspects ...

March 2021

Cider - UK

“Cider sales through the on-trade have been hit by the enforced closures of pubs, bars and restaurants due to COVID-19, and the restrictions on these venues when they’ve been able to operate. While some of this spend has shifted to retail, many occasions have been lost. However, there are positives ...

Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

February 2021

Fruit Juice, Juice Drinks and Smoothies - UK

“COVID-19 has had a huge impact on the fruit juice, juice drinks and smoothies category. Nationwide lockdowns and restrictions saw many higher-value usage occasions through on-premise and on-the-go channels disappear overnight, the uptick in sales of larger formats not enough to compensate for this loss. Going forward, significant interest in ...

January 2021

Leisure Outlook - UK

“The closure of pubs and restaurants across large parts of the UK prior to Christmas resulted in a record number of people regularly ordering takeaway food over the festive period. The momentum gained by the takeaway sector will continue beyond the peak of the pandemic, but pubs and restaurants that ...