

July 2019

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances ...

June 2019

Attitudes towards Lunch Out-of-home - UK

“Lunch out of home continues to be a bright spot in the eating out market. However, lunch operators have to work on their value proposition as more people show a pragmatic approach to spending. Getting good value is not all about paying a low price. Brands that provide a range ...

Children's Eating Habits - UK

“Scratch cooking has a health halo, and many parents feel guilty if they do not cook from scratch, so brands able to reassure parents that not cooking from scratch is OK can look to win favour. Key messages for prepared meals or meal components should be about quality of ingredients ...

May 2019

Seasonal Celebration Foods - UK

“The deluge of seasonal foods at these peak times of year makes it more challenging than ever for products to stand out. In this overcrowded space the need to grab shoppers’ attention has prompted a raft of unusual and playful innovation, injecting more fun into the market, appealing to consumers’ ...

Chocolate Confectionery - UK

“Consumers’ preference for ‘less but better’ chocolate puts manufacturers in a difficult situation when it comes

The Leisure Outlook - UK

“The Easter heatwave provided a boost to the pub sector as more people headed out for food and drinks in casual, outdoor settings. However young people showed a desire to strike a balance between health and indulgence, as many kept up regular exercise routines.”

– Paul Davies, Category Director ...

Convenience Stores - UK

“Driven by continued shifts in grocery buying behaviour, a good summer and key events, the convenience sector is estimated to have enjoyed its strongest growth in three years in 2018. The year also saw consolidation, meaning the leading two players now control around half the market which will continue to ...

Consumer Snacking - UK

“Strong openness to healthier characteristics in indulgent snacks offers good news for the industry as it faces PHE’s sugar and calorie reduction targets. That snacks are widely seen as a good way to boost your nutritional intake signals scope for healthier formulations to also focus on ‘positive’ nutritional credentials to ...

to making these treats healthier. The market is under pressure from the government, which is calling on treat categories to reduce sugar and calories. At the same time, most consumers are saying they do ...

April 2019

Added Value in Dairy Drinks, Milk and Cream - UK

“White milk continues to feel the benefits and drawbacks of its commodity status. A vast majority of consumers see milk as a staple in the household, underpinning near-universal usage. However, this also means brand differentiation remains challenging. Recycled plastics and sustainable farming garner sizeable minority interest in the milk and ...

The Ethical Food Consumer - UK

“Widespread consumer doubts over whether their buying choices truly make a difference make it crucial for companies to explain to consumers the benefits to wider society of buying certified products. This would serve both to reassure the doubtful and tap into the strong feel-good factor around ethical food and drink ...

Desserts - UK

“Desserts face competition from an array of other foods for the traditional after main course occasion, emphasising the need for continuing innovation. Traditional desserts with new flavour twists and desserts from other countries are untapped opportunities, while being extra-indulgent, visually appealing and offering flavours not currently on offer play a ...

Brand Overview: Food - UK

“Consumers’ habits are changing, such as through the cutting of meat consumption or searching for healthier foods. However, such is the correlation between taste and purchase intent within the food sector that brands with a particularly premium or delicious image can leverage the superior experience that their product can offer ...