

# Attitudes to Seasonal Celebrations Foods - UK - September 2015

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“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.”  
– Emma Clifford, Senior Food Analyst

## This report looks at the following areas:

- Operators can create a USP through a healthier positioning
- Premiumisation can help to stop people drop out of the Halloween food market as they age
- A need for products that reduce the stress of cooking without losing the scratch-cook feel

Seasonal occasions are key times of year for food retailers, mirrored by peaks in sales, adspend and high levels of product innovation. Many consumers are more willing to buy on impulse, trade up to more premium products and retailers and indulge themselves when buying food for a seasonal occasion: a boon for the food market.

Also positive news for the seasonal food market is that notably more consumers claimed to have bought more food for the last Easter, Christmas and Halloween compared with the previous celebrations than had bought less. The generally more positive outlook from consumers against the backdrop of sustained economic recovery is likely to have seen people become more willing to splash out on seasonal occasions. As such, the growth in consumer spending over the next five years bodes well for the market and should fuel premiumisation.

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The facts

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A need for products that reduce the stress of cooking without losing the scratch-cook feel

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The facts

The implications

## The Market – What You Need to Know

- Growth in 25-34s and under-15s to provide a boost
- Rising consumer spending to benefit the market
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Under-35s and families are the core buyers

Traditional and indulgent products are most attractive

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