

## Attitudes Towards Innovation in the Food Market - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



*"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."*

– Kiti Soininen, Head of UK Food, Drink and Foodservice Research

This report looks at the following areas:

- NPD is a necessity to retain consumer interest
- Early access to products appeals to a minority
- Recommendations are a key prompt to trial

NPD (New Product Development) remains central for brands in the food market to maintain consumer interest and avoid switching. Most people report that they enjoy trying new food products. However, brand loyalty comes across in this area, with high interest in new products and flavours from consumers' favourite brands.

The consumer demand for innovation also underlines the importance for brands of communicating their work in this area. Simple steps such as on-pack labelling can play a role, with many people reporting to notice this. However, recommendations can also be a powerful tool, with most people being receptive to these, but also enjoying providing them for others.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Attitudes Towards Innovation in the Food Market - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Introduction

Definition

Abbreviations

### Executive Summary

Market drivers

The ageing population poses a challenge

A rise in real disposable income should boost interest in new products

One in 10 are prompted to buy new products by social media

Brands

Figure 1: Top 10 food brands, by association with "A brand that is innovative", January 2013-April 2015

The consumer

Shoppers are most open to new products when buying treats or gifts

Figure 2: Preference for new vs familiar products, by occasion, May 2015

The power of brands holds strong in new product purchases

Figure 3: Factors that prompt people to buy a new food product, May 2015

Price promotions/special offers prompt eight in 10 people to buy a new food

Figure 4: Marketing factors most likely to encourage the purchase of a new food product, May 2015

Half of food shoppers stick to familiar products when in a hurry

Figure 5: Attitudes towards shopping for new food products, May 2015

Most people enjoy trying new food products

Figure 6: Further attitudes towards food innovation, May 2015

What we think

### Issues and Insights

NPD is a necessity to retain consumer interest

The facts

The implications

Early access to products appeals to a minority

The facts

The implications

Recommendations are a key prompt to trial

The facts

The implications

### Market Drivers

Key points

The ageing population presents a challenge

Figure 7: Trends in the age structure of the UK population, 2010-15 and 2015-20

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Attitudes Towards Innovation in the Food Market - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

A rise in real disposable income should boost interest in new products

Figure 8: Financial wellbeing index, April 2009-April 2015

One in 10 are prompted to buy new products by social media

16-34s are the most active users of social networks...

...as are women

## Brand Research

Methodology

Top 10 innovative food brands

Figure 9: Top 10 food brands, by association with "A brand that is innovative", January 2013-April 2015

Different markets represented in the top 10

Format and flavour extensions promote innovative image

Other brands create innovative image by filling a specific niche

Pioneers in certain categories enjoy a strong innovative image

Which consumers drive an innovative image?

Figure 10: Agreement with "A brand that is innovative" of top brands, by age, January 2013-April 2015

Figure 11: Agreement with "A brand that is innovative" of top brands, by socio-economic group and household income, January 2013-April 2015

Figure 12: Agreement with "A brand that is innovative" of top brands, by gender, January 2013-April 2015

The impact of advertising

Figure 13: Share of recorded above-the-line, online display and direct mail advertising spending that each brand has in its category, 1 January 2010-20 April 2015

What impact does being innovative have on how food brands are viewed?

Figure 14: Comparison of most innovative brands against the mean scores of all food brands, by brand attributes, January 2013-April 2015

Usage and awareness

Differentiation

Trust

Figure 15: Comparison of most innovative brands against the mean scores of all food brands, by further brand attributes, January 2013-April 2015

Fun and vibrancy

Satisfaction

Figure 16: Positive satisfaction of selected brands in the top 10 innovative brands against their category competitors, January 2013-April 2015

How does the food market compare with other categories?

Figure 17: Top 10 brands associated with "A brand that is innovative" across selected categories, January 2013-April 2015

Other markets have brands that continue to disrupt markets and change lifestyles

Food brands are bound by different expectations to other markets

This limitation creates opportunities

## The Consumer – Preference for New vs Familiar Products

Key points

Shoppers are most open to new products when buying treats or gifts

Figure 18: Preference for new vs familiar products, by occasion, May 2015

Gifting prompts shoppers to look for new products

Most shoppers lean towards the tried and tested for expensive food

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Attitudes Towards Innovation in the Food Market - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## The Consumer – Factors that Prompt Purchases of New Food Products

### Key points

The power of brands holds strong in new product purchases

Figure 19: Factors that prompt people to buy a new food product, May 2015

Trust facilitates brand expansion

Untapped interest in small/trial-size packs of new food products

Limited edition flavour launches attract the youth market the most

Price promotions/special offers prompt eight in 10 people to buy a new food

Figure 20: Marketing factors most likely to encourage the purchase of a new food product, May 2015

Friends and family are relied upon for product recommendations

## The Consumer – Attitudes towards Shopping for New Products

### Key points

Half of food shoppers stick to familiar products when in a hurry

Figure 21: Attitudes towards shopping for new food products, May 2015

Rising disposable incomes should see more openness to new products

Food buyers like to know what to expect from a new product

A pool of early adopters seeking new products

## The Consumer – Attitudes towards Food Innovation

### Key points

Most people enjoy trying new food products

Figure 22: Further attitudes towards food innovation, May 2015

Two in five adults trust new branded products to be better quality than own-brand

Half of adults like to recommend new food products to others

Younger cohorts look for dialogue on NPD

## The Consumer – Target Groups

### Key points

Three target groups

Figure 23: Target groups, May 2015

Disengaged – 22%

Variety Lovers – 31%

Immersed – 48%

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)