

Seasonal Celebration Foods - UK - May 2019

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This report looks at the following areas:

- The time is right for greener packaging for seasonal celebration foods
- Ethical products can play on the giving and caring messages of Christmas
- Opportunities for more products which prevent and remedy overindulgence

However, there are plentiful opportunities to create compelling points of difference which remain largely unexplored. Looking to greener packaging solutions would be very timely, seasonal chocolates in particular being notorious offenders for over-packaging."



"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."

- Emma Clifford, Associate Director of Food and Drink Research

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THE MARKET – WHAT YOU NEED TO KNOW

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- Meat reduction and vegan trends don't stop for seasonal occasions
- Rise of the discounters continues
- The time is right for greener packaging for seasonal celebration foods

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- Traditional favourites get exciting new twists
- A raft of novelty festive launches

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- **Vegan NPD is a hotbed of activity**
- **Seasonal occasions drive peaks in adspend**
- **Iceland and Tesco focus on their ethics**

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- **Retailers can build loyalty by supporting savvy shopping**
- **Customised selection boxes appeal widely**
- **Ethical concerns take more of a backseat**
- **Widespread concerns about the amount of plastic packaging**
- **A common perception of seasonal ranges being overpriced**
- **Positive associations with occasions other than Christmas are limited**

PURCHASING OF FOOD FOR SEASONAL OCCASIONS

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