

## July 2014

### Eating Out Review - UK

“Experience-driven facets are needed to help operators differentiate dining out from the rather lacklustre experience that many diners experienced during the recession when all eyes were on the price, and help reinvigorate consumer enthusiasm for spending on the category.”

## June 2014

### Carbonated Soft Drinks - UK

“Carbonated soft drinks are consumed with meals by three in eight users but tailoring flavours more closely to meals may boost consumption further. Half of users believe that CSDs with less sweet flavours would complement a meal better.”

### Craft Beer - US

“The leading purchase driver among craft beer drinkers is style, pointing to a more discerning consumer base. This focus on style and flavor is a major element that differentiates a craft beer drinker from the rest, and points to the future of beer in the US. Whereas consumers used to ...

### Beer - Ireland

“The Irish beer market continues to struggle in 2014, with volume and value sales in the on-trade continuing to decline, as consumers drink at home more. The market has however experienced a strong level of innovation in terms of flavour, packaging and new product launches by craft brewers, helping to ...

### Ice Cream and Desserts - UK

“Flavour trends have been widely explored by operators in the ice cream and desserts market, looking to cater to adventurous palates and continuously refresh their offering. Coffee, dessert and alcohol-inspired flavours have been seen across the ice cream and desserts market, appealing to adult tastes.”

### Limited Service Restaurant (LSR) Specialty Shops - Snacks, Beverages & Desserts - US

“Limited service specialty restaurants are often singular-item focused. They must figure out how to create buzz and position their item in a variety of ways to appeal to a wide range of consumers. Certain brands have found success in creating line extensions with seasonal and limited-time offers, new formats like ...

### Pizza - US

“Frozen pizza brands face growing competition from pizza restaurants, as more consumers are able to spend on restaurant pizza again and a majority of consumers perceive store-bought pizza as inferior. Frozen brands can compete by continuing to focus on convenience, while also pointing to brand quality improvements.”

### Carbonated Soft Drinks - US

“The carbonated soft drink market is continuing to decline as consumers are driven away by artificial sweeteners, high sugar content, and other ingredient concerns. The CSD category is an easy target as other beverages innovate and entice consumers away from sodas.”

### Drinking in the Home - UK

“Encouraging consumers to trade up to better quality is possible given that 62% of drinkers think that it is worth paying more for better quality. The key to this is conveying tangible reasons for the higher price, for example the use of high-quality ingredients or limited batches.”

## Food and Drink - International

### Cakes and Cake Bars - UK

“Cake companies can look to completely new formats in their NPD (New Product Development), given the interest in these from one in four users. For example, companies could create their own versions of the hybrid sweet treats (eg cronut, duffin) which have garnered a lot of media attention in the ...

### Innovation on the Menu: Flavor Trends - US

“Restaurant operators don’t necessarily need to reinvent the wheel if they want to stay on trend for new flavors and cuisines. Instead, focusing on how restaurants can differentiate themselves from in-home cooking through authentic ethnic flavors, fresh herb combinations, and unique sauce pairings can garner more interest in a restaurant ...

### Warehouse Clubs - US

“Warehouse clubs are favored for their competitive prices, bulk items and quality products; however annual membership fees deter some consumers. Warehouse clubs can offer more tiers of membership as well as more trial shopping days to promote the value of shopping at warehouse clubs.”

– Ali Lipson, Senior Retail ...

### Perimeter of the Store - US

“As consumers shop the perimeter more, they are expanding their use of various grocery channels. Nontraditional retailers such as mass merchandisers must be sure that the quality of their perimeter products and the services provided at specialty counters are as important as value to successfully compete with traditional supermarkets.” ...

### Prepared Cakes and Pies - US

“Portion-controlled formats, higher-quality ingredients, and new flavors can help consumers indulge in prepared cakes and pies, while maintaining a sense of moderation. Positive perceptions of private label products, which represent the largest share of the market, will increase price competition, but also create opportunities for brand names to differentiate with ...

### Foodservice - Ireland

“Convenience continues to be the primary driver in consumers’ choice of foodservice establishment when dining outside of the home, providing a boost to the QSR and coffee shop channels. Full service outlets should look to menu innovation in addition to establishing an online presence to encourage consumers to dine outside ...

## May 2014

### Prepared Meals Review - UK

“International cuisines have been widely explored by operators in the prepared meals market looking to cater to adventurous palates and continuously refresh their offering. Mintel’s consumer data show the ongoing demand for such NPD, with South American, Vietnamese and Korean cuisines enjoying the highest interest.”

### On-premise Alcohol Consumption Trends - US

“On-premise operators include restaurants, bars, and other venues, and they are all competing for consumer dollars. Operators must set themselves apart by creating a unique dining experience to drive traffic. This

### SFA State of the Industry Report - US

Mintel and the Specialty Food Association have collaborated to produce the 11th annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is to show changes in the industry as a whole, and in the specific segments included ...

### Baby Food and Drink - US

“More than half of respondents to Mintel’s survey say they give their babies/toddlers aged three and younger adult food. While this is to be expected as babies reach their toddler years, brands can counter the potential for

## Food and Drink - International

incorporates menu offerings as well as overcoming a lack of food or drink options. A strong push toward ...

### Pub Catering - UK

“Adding more treat elements such as cocktails and drinks flights can help venues enhance their special-occasion proposition and help to drive footfall for higher-spending occasions. Alternatively, launching more products facilitating regular purchase such as takeaway coffee and morning goods allows brands to further exploit their image as providing everyday value ...

### Colleges and Universities Foodservice - US

“A student’s time in college is a unique experience, and the role of university dining services is just as special. This is the pivotal time where students’ eating habits are formed, and college students are willing and eager to learn more about the foods they consume. The role of foodservice ...

### Pub Visiting - UK

“Times have changed for the pub industry and publicans should be carefully working out how to tailor their food menus, for example by using local ingredients and tiering prices, to their customers to stave off competition from other pubs and restaurants.”

### Milk and Cream - Ireland

“Usage and sales of milk and cream remained strong in Ireland during 2013 and are expected to do so in 2014. Moving forward into 2015, with the removal of the EU milk quotas and increasing demand for Irish dairy products overseas, we could see milk prices become more volatile ...

### Chocolate Confectionery - UK

“Chocolate features widely in baking recipes, but few brands offer products geared towards baking. There is significant demand in this area, with a quarter of

parents to feed their babies adult food by highlighting the specific nutritional ...

### Alcoholic Beverage Drinking Occasions - US

“Alcoholic beverage consumers, particularly Millennials, are constantly looking for innovative offerings to improve on their drinking occasion experiences. However, consumers’ diverse drinking preferences are challenging brands to keep their consumers coming back. Category crossover innovation and at-home beverage recreation can help integrate brands in multiple locations and new occasions.” ...

### Food Packaging Trends - UK

“The notable interest from the younger generation in packaging that helps them with portioning products indicates that this is seen as a useful added-value feature for packaging. It can also boost products’ green credentials through helping to combat food waste. Such features could also be positioned as an easy way ...

### Prepared Meals and Side Dishes - US

“Category purchasers value the convenience of prepared meals and side dishes and prefer items with natural ingredients, cleaner product labels, and better-for-you claims. Addressing the specific reasons consumers purchase these items, and promoting their versatility, can benefit the category overall.”

### Bread - Ireland

“The all-Ireland bread market has experienced steady growth between 2009 and 2014, boosted by almost universal usage by Irish consumers. Looking ahead in order to drive growth within the market, brands should look to speciality breads as consumer spending improves in addition to flavour and format innovations to add value ...

chocolate eaters interested in using their favourite chocolate in baking.”

**April 2014**

### Dairy Drinks, Milk and Cream - UK

“Reflecting the established role of milk as a household staple, volume sales have posted modest growth. Milk is not a go-to drink as a drink on its own, however a tailored breakfast or exercise proposition can offer a growth avenue for brands, and a justification for a price premium in ...

### Chocolate Confectionery - US

“Less than 10% of chocolate buyers say it’s important for a product they buy to be ethically sourced. While a preference for Fair Trade products appears low, even among those who are familiar with the concept, ethical claims will be means of preserving an audience as the attention to company ...

### Baby Food and Drink - UK

“Innovation that taps into parents’ preference for homemade baby food has been limited, presenting ripe opportunities for baby food manufacturers. Extending their ranges with cooking ingredients that are specifically designed to be used in recipes for babies and toddlers, such as low-salt stock, extra-mild spices and low-acidity oils offers a ...

### Full Service Restaurants - US

“Full service restaurants face many obstacles preventing traffic which will need to be rectified in order to boost sales. Such issues include menus that don’t reflect the changing needs of consumers, outdated branding, a perception of poor value, and limited healthful options. In response, operators can expand dayparts and item ...

### Breakfast Eating Habits - UK

“Operators could look to marketing to reposition breakfast as a way to connect people or to offer a bit of

### Soup - US

“Although more than eight in 10 respondents agree that soup is a healthy meal option, many also agree that prepackaged soup contains too much sodium and too many artificial ingredients and preservatives. Brands should work to equate wholesome ingredients with nutrition and flavor, and deemphasize low sodium content because it ...

### Milk, Creamers and Non-Dairy Milk - US

“Consumers are searching for innovative products, new flavors, and convenient packaging to fulfill their desire for healthier, on-the-go lifestyles. Opportunities for growth are present for the milk category to adapt to consumers’ nutritional demand by diversifying flavor profiles and occasion usage. However, the industry faces obstacles in its efforts to ...

### Convenience Stores - UK

“For convenience retailers, those consumers incorporating c-stores within their regular grocery shopping repertoire are most important. On this basis, young shoppers – most importantly, the 25-34 age group – should be the focus for retailers.”

### Attitudes towards Family Dining - UK

“More in-store entertainment and ordering/payment services are likely to take on a technological guise in the coming years as restaurants catch up to the fact that consumers, particularly children, are increasingly tech-savvy.”

### Own Label Alcoholic Drinks - UK

“Retailers should proactively promote their quality and awards won to level the playing field against brands,

## Food and Drink - International

me-time before tackling the day, reminding consumers that, for example, a bowl of porridge or a crumpet with butter is worth savouring.”

particularly as the economy improves and brands are poised to benefit from an easing of the budgeting mentality.”

### Frozen Snacks - US

“Concerns about the nutritional value of frozen snacks will continue to be top of mind for consumers. Manufacturers will need to reformulate or expand their product offerings, ensuring these items meet consumer preferences for high-quality ingredients and convenient formats. More frequent snacking occasions will also impact product offerings, as well ...