

March 2010

Cat and Dog Food - UK

- Despite the recession, the cat and dog food market has remained robust: in 2009, the market grew by 4% to reach £1.8 billion. By contrast, volume sales have remained fairly static, largely due to the switch from wet to dry food in the dog food market.
- Value growth has ...

Complete Canned Meals and Meats - UK

- Value sales of canned meals and meats increased by 14.8% between 2007 and 2009 to reach an estimated £770 million in 2009.
- Almost 13m consumers buy branded canned meals/meat, yet 8m feel there is no difference in taste between own label and branded product.
- Baked beans have continued ...

February 2010

Consumer Breakfast Eating Habits - UK

- With tightening budgets and relatively less disposable income, 22m consumers appreciate the cost efficiencies of having breakfast at home compared to a restaurant.
- Two-thirds of consumers eat their breakfast at home everyday with just 2% eating out everyday. This is in contrast to the US where 46% of consumers eat ...

Breakfast Cereals - UK

- Just over 9m consumers have a wide selection (ie four or five) of breakfast cereals in their cupboards, principally but not exclusively multigrain-based recipes, low fat, children's or honey based cereals.
- Health considerations are the top priority when choosing a breakfast cereal, with 43% of consumers checking the amount ...

Cereal Bars - UK

- Simply toning down the sweetness in cereal bars could win over 3.6 m adults who shun the bars for being too sweet.
- Bigger is better. Larger cereal bars have the potential to attract over four million adults. This group doesn't eat cereal bars as they prefer something more substantial ...

January 2010

Sandwich Shop Retailing - UK

- The market potential of healthy sandwiches is not being fully exploited. Three in ten sandwich buyers seek out such sandwiches, yet, low fat variants accounted for just 7% of new launches in 2009.
- Starting to provide nutritional information could open a market of nine million people to sandwich shops. Unlike ...

Consumer Food Packaging - UK

- Easy to recycle (biodegradable) packaging is the top packaging attribute sought by 23 million consumers.
- Consumers appear to consciously attach less importance to the way packaging looks, as only 1.2 million consider stylish packaging to be an important packaging attribute.



Food - UK

- Food packaging design should factor in multi-functional uses as ...

Consumer Food Labelling - UK

This report looks at awareness and importance of different food labels, as well as the understanding of them within the context of the changing nature of the overall food market in the UK.