

## October 2019

### Food and Non-food Discounters - UK

“The discount sector continues to enjoy positive growth and the main players across both food and non-food discounting continue to build their store estates through organic openings. Aldi and Lidl are increasingly blurring the lines between discount and convenience in the UK. The non-food discounters, however, are making fewer strides ...

## September 2019

### Attitudes towards Sugar and Sweeteners - UK

“The continued government and media spotlight has put sugar firmly on consumers’ radars as an ingredient to scrutinise. This is also fuelling widespread efforts to limit or reduce sugar in their diet. This underscores that sugar reduction remains an imperative for food and drink operators, not just to meet government ...

### The Leisure Outlook - UK

“Whereas the UK leisure economy benefitted from 2018’s summer heatwave and England’s run in the FIFA Men’s World Cup, participation in leisure activities has continued to increase in 2019 so far, with expenditure likely to follow. Whilst high employment levels and positive real wage growth has boosted sentiment, the coming ...

### Bread - UK

“While health concerns pose a barrier to uptake of bread, there is openness to bread with lower carbohydrates or made from more nutritious flour. Bread makers have the permission to position their products as contributing to healthy lifestyles.

### Vitamins and Supplements - UK

“The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

### Pet Food - UK

“The high level of innovation centring on high-quality, health-boosting and all-natural ingredients is making it difficult for products to stand out in the increasingly crowded premium pet food space. Greater transparency, for example through spotlighting ingredient provenance, will help build trust and create compelling points of difference.

### Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

## August 2019

### Attitudes towards Sports Nutrition - UK

### Sweet & Nut Spreads - UK

“The sports nutrition market is going through a major transformation, muscling its way out of its athlete-focused niche into the mainstream. A more accessible and widely resonating ‘active lifestyle’ positioning, together with product innovation and wider availability through mainstream channels, has been at the heart of this shift. There are ...

### Breakfast Cereals - UK

“Sugar remains the key challenge faced by the category. While the vast majority of users would like to see the sugar content reduced in their favourite breakfast cereals, reformulation is not without risk. Steps to get consumers actively involved in reformulation hold potential to reduce the risk of backlash.

The ...

“Further innovation in no added and reduced-sugar products is essential in view of government reformulation targets and widespread consumer concerns over sugar. Where a lower sugar content results in a less sweet taste and more sophisticated flavour profile, this could also help companies retain users in the category for longer ...

### Savoury Spreads & Dips - UK

“Sales of dips have grown strongly in recent years, but further opportunities exist for pairing dips with snacks, including pairings positioned for eating with specific alcoholic drinks, as well as encouraging higher usage with main meals. In ready-made sandwich fillers more premium and healthier options, including more products with high-protein ...

## July 2019

### Yogurt and Yogurt Drinks - UK

“Widespread consumer concerns around the packaging waste generated by yogurt/yogurt drinks signals a warning to the category given the wider movement against plastic. However, companies which are proactive in developing more eco-friendly packaging, for example with recycled plastic, stand to burnish their image as socially responsible and to boost ...

### Ready Meals and Ready-to-Cook Foods - UK

“Health concerns pose a long-standing barrier to uptake. Promisingly, however, there is high openness to meals with healthier ingredients or options featuring fortification, offering clear evidence that ready meals have permission to position themselves as contributing to nutritious diets and healthy lifestyles.”