January 2018

Beer - UK

“A likely growth segment in the coming years is low- and non-alcoholic beers. While decidedly niche, high profile launches from Heineken and Budweiser over the past year are helping to raise its profile and buoy growth.”

December 2017

Dining Out in 2018 - US

"Restaurant sales are predicted to grow; however, on a more micro-level restaurants are struggling to maintain relevancy, with consumers faced with a variety of options to choose from when dining out. Chain and independent restaurants each play a vital role in meeting consumer dining preferences across demographics. In order to ...

Processed Poultry and Red Meat - UK

“The income squeeze will see the competition for meal occasions heat up between proteins. While processed poultry and red meat stand strong in the areas of value and convenience, encouraging their use as ingredients will be needed as consumers turn to scratch cooking for savings.”

Children's Eating Habits - UK

“Children’s likes and dislikes have the biggest influence on food bought for them by parents, which on the face of it poses a challenge for brands embracing a healthier proposition. However, parents and kids alike attach a very high importance to having a healthy diet. New or reformulated products, such ...

Cooking and Pasta Sauces and Marinades - US

The diverse cooking sauces and marinades category, which is ideally suited to those consumers interested in food and flavor exploration, has generated stronger growth in recent years than many other center-store packaged food categories. Looking ahead, the category

Fish and Shellfish - UK

“A combination of rising prices and the outlook for a sustained squeeze on real incomes spells troublesome times for the fish and shellfish market. This is set to entrench and exacerbate the impact of these products’ relatively high expense in limiting usage. However, it is not all bad news, and ...

Cooking Sauces and Pasta Sauces - UK

“Interest in scratch cooking continues to pose direct competition to the market; the impending squeeze on consumer incomes is likely to spur this trend on. The market will also need to respond to the growing number of small households and ageing population in order to remain relevant against the UK’s ...

White Spirits and RTDs - UK

“Recommendations, either from friends/family or from drinks professionals, are pivotal in bringing new users to white spirits. Shared discounts and marketing themed around shared knowledge offer viable means for companies to persuade people to recommend their products. The influence of bartenders also offers venues scope to encourage trading up ...

Coffee Shops - UK

“Younger Millennials aged 18-27 and parents of under-16s make up the core consumers of the coffee shops market. Younger Millennials are drawn to new product lines, and parents care about ethical sourcing and premium quality experiences. As a group, they are spreading their budget across a larger number of establishments ...

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offers opportunities for products that combine the convenience of premade with the ...

RTD Alcoholic Beverages - US

"45% of US adults drink RTD (ready-to-drink) alcoholic beverages. While 26% of category participants report drinking more RTDs in the past year, adoption by new consumers has stalled. The category trails behind other alcohol types in both consumption and sales, and is relegated to “also drink” status (only 11% of ...

Restaurant Decision Making Process - US

"As a whole, the restaurant industry continues to grow with total revenues reaching approximately $569 billion in 2017. However, many restaurants face an uncertain future due to shifting consumer dining preferences and an overabundance of restaurants in the market. It’s harder than ever for individual restaurants to stand out in ...

Still, Sparkling and Fortified Wine - UK

“There is clear consumer interest in seeing more wines from regions such as Eastern Europe and Asia. Operators may also benefit by tapping into interest in other formats like cans and pouches which are becoming more credible alternatives to bottles.”

White Spirits - US

"Distilled spirits (white and dark) are expected to flourish, growing 11% through 2022 with white spirits making up majority of volume sold. Sales of white spirits will maintain forward momentum as interest in craft, premium spirits, and cocktails grows. While vodka’s versatile flavor profile has kept it as the leading ...

Condiments - US

"Condiments and dressings are substantial and diverse categories with extremely high penetration driven by consumer loyalty to brands and product types, along with healthy reputations for adaptability, affordability, and variety. As these mature categories struggle to grow sales, getting back to growth will take effort from brands to find even ...

November 2017

Fruit Juice, Juice Drinks and Smoothies - UK

“While the Sugar Levy will impact juice drink sales, sugary variants in particular, there is marked potential to retain consumers through innovation in low-/no-added-sugar variants. Fruit juice has continued to struggle under the scrutiny over sugar, while the touting of functional health benefits appears to have helped smoothies flourish ...

Artisan Food – Attitudes to Provenance - Ireland

Unprocessed Poultry and Red Meat - UK

“The income squeeze heralds a return to savvy shopping habits and cost-saving swaps among consumers. Price competition is likely to ramp up, reinforcing the place of strategic price promotions. Flagging up cheaper options and swaps remain key ways for grocers to help consumers manage their finances and keep them in ...

Supermarkets - UK

“The supermarket sector is expected to return to growth for the first time in four years in 2017. However it is still

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"Provenance remains important for Irish consumers when it comes to food. Indeed, 'Made in', 'Made by' and 'Made since' all matter to consumers as they tell the story behind the product. In short, provenance signals all the things that consumers care about – quality, animal welfare and environmental ...

Food and Drink Shopper - US

"While food/drink shopping habits exhibit some traditionalism, shifts are clear, largely driven by a quest for lower prices. Many shoppers report shopping at value-oriented stores for groceries more in the past year, suggesting the potential for these channels to grow sales share in the coming years. Adoption of shopping ...

Soft Drinks - Ireland

"Sugar content continues to be the dominant theme in the soft drinks market, with the April 2018 introduction of the sugar tax/ levy likely to disrupt consumer drinking habits somewhat. Moving forward we are likely to see an increased shift to diet/ low-sugar variants."

Dark Spirits - US

"The distilled spirits category in its entirety continues to see strong sales growth. Dark spirits drive a large portion of that growth as whiskies and brandies saw booms in popularity due to interest in premium and craft spirit offerings. Strong seasonality favoring fall and winter months combined with limited consumption among women ...

Cooking Enthusiasts - US

"In 2017, Cooking Enthusiasts account for 46% of adults aged 18+, or about 115 million people. These adults have at least basic cooking skills, like or love cooking, and cook because they want to rather than because they have to. Innovation and competition in grocery retailing, along with low food ...

Poultry - US

"Poultry is a household staple, offering something to everyone and for every situation. The category's success is driven by the dominance of chicken, the most frequently eaten animal protein and poultry's highest a sector fighting against the grain of current shopping habits. Consumers continue to move to more fluid and frequent habits and the discounters continue to present a considerable ...

Pizza and Italian Restaurants - UK

"Younger Millennials and parents are the core consumers. As a group, parents are not as brand-loyal, prompting brands to work harder to focus on features that are important to them, whereas younger Millennials are more inclined to participate in marketing activities, prompting brands to create lasting relationships with them." ...

Fish and Shellfish - US

"After a year in which sales declined slightly, the market for fish and shellfish should improve – albeit slightly – over the next five years. The category's leading segment (fresh) remains strong and should continue to leverage healthy and natural attributes, while the other two segments (frozen and shelf-stable) will ...

Grocery Retailing - US

"Given the essential nature of groceries, the industry remains somewhat protected from outside influencers that can cause wide variances in sales. However, food deflation has put a damper on sales and squeezed profits the past two years, causing some price wars. Channel switching is frequent in the industry, as consumers ...

Pizza Restaurants - US

The pizza market continues to grow despite competition from frozen pizza and third party restaurant delivery companies such as GrubHub. Pizza restaurants have evolved as trends in tech have also evolved with many of the growing pizza chains having a strong emphasis on easy intuitive ordering. FSR (full service restaurant ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have

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selling segment. The already high penetration coupled with falling prices of poultry and other competitive proteins has made ...

been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

Bread and Baked Goods - UK

“In terms of health, the very strong performance of the ‘bread with bits’ segment provides cause for optimism, with these products aligning well with both positive nutrition and ‘foodie’ trends. Health-boosting herbs and spices can also play in both these spaces and – as yet largely unexplored in this market ...

Cheese - UK

“A focus on meals and cooking will be important for future sales of cheese as its most popular carrier product, bread, is in decline. Promoting cheese as an indulgent snack offers another route for keeping cheese on the menu. Highlighting provenance, artisan cheese-making skills and different taste experiences offer possibilities ...

Cheese - US

"The cheese category is expected to continue on its course of slow, steady growth. Natural cheese continues to set the pace for the category, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. For category competitors ...

Ice Cream & Desserts - Ireland

“In 2018, the Irish ice cream and dessert market is forecast for further growth, despite the growing national obesity concern and a general healthy living trend witnessed in recent years. Although many accept this category as a sweet treat for indulging, innovation lies in developing ‘healthier’ options and catering to ...

Beer and Craft Beer - US

"Beer has avoided dollar declines, despite volume decreases, due to the buffer of pricier craft, imported, and premium offerings. Category shifts may be stunting prices. Import activity favors affordable Mexican beer, and craft acquisitions by larger companies, with production/distribution efficiencies, may lower costs. While beer remains the most popular ...

Free-from Food Trends - US

"Consumers are largely embracing free-from claims on foods, but not all claims are perceived or accepted equally or for the same reasons. The broader trend is being guided by those seeking sustained overall wellness rather than addressing an immediate nutritional or dietary need. Allergen-free claims appear to be mostly niche ...

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer’s finances. Few predict that their financial situation will change much over ...

Dairy Milk - US

"Sales in the dairy milk category have declined since 2012 and are expected to continue this trend, as non-dairy milk gains momentum and consumers are faced with a myriad of nutritious, functional beverages to choose from. A bright spot in the category has been flavored and whole milks, especially among ...

Foodservice in Retail - US

"A strong foodservice program has become a differentiator within the highly competitive grocery

Hot Dogs and Sausages - US

"Although a commonly purchased food, the hot dogs and sausages category struggled in 2017. Consumers

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retailing industry. Retailers are positioning themselves as foodservice destinations, offering trendy dishes or partnering with growing restaurant concepts for restaurants within a store. The lines between retailer and restaurant are continuing to blur, presenting an opportunity for ...

Dining out Dayparts - US

"Lunch and dinner are the key dayparts driving regular visitation, with lunch serving as the key weekday meal and dinner a core weekend meal. Millennials are driving less-traditional segments, such as snacking, happy hours, and brunch, and operators are striving to create menus that appeal to every daypart. With nearly ...

perceive products in the category to be too processed and unhealthy. Brands can try to combat negative health perceptions with product reformulation and free-from claims. However, players in the category may do better to communicate ...

Attitudes towards Lunch Out-of-home - UK

“Although lunch operators appear to be in good stead as consumers are eating this meal out of home more than a year ago, their drop in financial confidence may impact this over the coming months. If consumers do choose to cut back on lunchtime spending then it is likely they ...

September 2017

Hot and Cold Cereal - US

"As more consumers prioritize quick, healthy, portable breakfast foods that keep them full and energized, the cereal category continues to decline. Still, cereal remains a huge category with near-universal penetration. The key to reinvigorating the cereal category may lie less in trying to fix its inherent shortcomings than leveraging its ...

Yellow Fats and Edible Oils - UK

“Changing eating habits, particularly bread being eaten on fewer occasions, has had an impact on sales of butter and spreads. Butter has benefitted from interest in natural and less processed products and received a recent boost from higher retail prices, but encouraging new uses will be important in driving future ...

Dark Spirits and Liqueurs - UK

“Drinking with mixers and gifting are key entry points for dark spirits. Mixed drink recipe suggestions are therefore a crucial means to draw in new users, while promotions around young adults’ rites of passage would better enable companies to harness the power of gifting as an introduction to dark spirits ...

Better for You Food and Drink Trends - US

"Consumers express an interest in eating healthier foods, with half saying they are eating more such foods than a year ago. Taste and quality remain paramount in their choice of these foods, closely followed by a product’s ingredient content and nutrition facts. The true opportunity for BFY (better-for-you) foods going ...

Alcoholic Beverage Mixers - US

"Dollar sales of alcoholic beverage mixers have seen steady growth in recent years, growing 15% from 2012-17 (7% when adjusted for inflation). Volume sales of cordials, liqueurs, vermouth, and aperitifs increased by 16% over the same period. Continued interest in cocktail culture, especially on premise, is helping here, as is ...

Food and Non-food Discounters - UK

“Over the past 10 years the discount sector, both food and non-food, has shown that it is highly adaptable, succeeding to thrive in both market conditions which favoured a low-cost alternative and in conditions where traditionally there would have been less demand. With an uncertain economic outlook in the short ...

Vitamins, Minerals & Supplements - US

Eating Out Review - UK

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Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should ...

Non-dairy Milk - US

"Non-dairy milk has seen growth in 2017 and is expected to continue this trend through 2022. Largely influenced by almond milk, innovative plant bases are adding variety in flavor and nutritional value to the category, both drivers of non-dairy milk. The majority of non-dairy milk consumers indicate increased purchase compared ...

On-premise Alcohol Trends - US

"On-premise alcohol sales continue to grow despite falling volume consumption indicating that consumers are ordering fewer but more expensive drinks when they go out. Drinking away from home tends to revolve around occasions with consumers ordering drinks that correspond to the current occasion. By understanding what drink goes with what ...

Innovation on the Menu - US

Generational preferences continue to divide the menu with restaurants striving to meet the demands of all. Younger generations lean toward more casual and shareable menu items for any occasion with older generations relying on the traditional entrée. International restaurants have an opportunity to attract diners across demographics with consumers significantly ...

Better for You Snacks - US

"The BFY (better for you) snacks category grew slightly from 2016-17, but has grown more in the past two years powered both by consumer interest in snacking and brand development of offerings that find a middle ground between healthy and indulgent. Yet the category is still challenged by the depth ...

“Parents of under-16s and Millennials are propping up the eating out market. As a group, parents are not brand loyal, but they’re willing to trade up if they feel their purchases are worthwhile. Millennials seem optimistic about their finances, yet they're also drawn to meal promotions served in a ...

Ice Cream and Desserts - UK

“The ongoing popularity of meal deals holds further opportunities for ice creams and desserts, as 20% of category users are interested in each of these as part of lunchtime meal deals.”

Milk and Cream - Ireland

“Milk production and sales have bounced back in 2017 from the turmoil caused by the end of the milk quotas in 2015. While milk usage among Irish consumers remains high, the potential for Brexit to interrupt milk processing on both sides of the border remains a threat to the prosperity ...

Weight Management - US

"The market for weight management products and services has a significant base of consumers. As the notion of what is considered effective in weight management continues to evolve, products that maintain a traditional diet formulation have struggled to keep up. Meanwhile, weight management brands that put nutrition first continue to ...

Attitudes towards Private Label Alcoholic Drinks - UK

“Highlighting the heritage of the producers behind private label alcohol and giving more information about how and where the drinks are made will elicit more trust from consumers. Similarly, flagging up the skills and expertise of their in-house experts will help to build confidence in private label ranges.”

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Food and Drink - International

Free-from Foods - Ireland

“The Irish free-from market has enjoyed growth over recent years, driven by ‘lifestylers’ and wider availability of products in supermarkets. Mintel expects growth to continue, however manufacturers will need to adjust the sugar content and the prices of their products where possible as these are key barriers to purchasing and ...

Tea and RTD Tea - US

"Dollar sales of tea are projected to reach $8 billion in 2017. The market has continued steady dollar sales growth, increasing 24% from 2012-17. 79% of US adults drink tea, 60% drink RTD options, and 49% drink bagged/loose-leaf varieties. Good news comes from the fact that a higher percentage ...

Frozen Breakfast Foods - US

"The market for frozen breakfast foods has entered into a relatively stable period of stagnation, with frozen handheld options managing a degree of growth, as they cater to consumer demand for easy-to-use and portable breakfast foods. Interestingly, a chief competitor to the category, restaurant breakfast menus, may well be encouraging ...

Coffee and Tea on Premise - US

"The coffee house market continues to experience strong growth thanks to the popularity of regular coffee, flavored coffee drinks, and the proliferation of third wave coffee. While retail coffee/tea is inexpensive and convenient, restaurants continue to deliver on innovation and quality. The on-premise coffee/tea market is highly competitive ...

Yogurt and Yogurt Drinks - US

The yogurt and yogurt drink category is expected to decrease 2.5% in 2017 to become an estimated $8.5 billion category. Spoonable yogurt is expected to see the biggest sales decline of just over 4%, while yogurt drinks continue their growth boom with another year of double digit growth ...

Breakfast Cereals - UK

Sports and Energy Drinks - UK

“Consumers show real interest in fortified water products that offer sports and energy benefits, and in health drinks from brands already active in these markets. This interest suggests areas for operators to explore in order to build relevance among a wider audience, and as well as offering opportunities in the ...

Coffee - UK

“While the market continues to enjoy value growth, recent stagnation in household penetration of coffee pod machines is curbing the volume performance. Exploring subscription models could tackle the barrier that the upfront cost of the machines poses. Meanwhile, variety packs featuring coffee with different roast styles and origins could help ...

Pet Food - US

The pet food market continues to make steady, slow gains, especially the treats market, reflecting the importance pet owners place on pampering and care. Pet owners increasingly look for food that aligns with their own personal dietary preferences and beliefs. In addition, the pet food retail landscape is shifting as ...

Social Media in Foodservice - US

"The dining out landscape has permanently been impacted by social media from both a marketing standpoint and the actual on-premise experience. Social media has created a new focus toward the concept of being an influencer, whether on a small or large scale, and iGens and Millennials have specifically adopted social ...

Burger and Chicken Restaurants - UK

“Parents are vital to burger and chicken restaurants as the population of 0-14 year-olds grows. Brands are focusing on non-core items to boost snacking occasions, while diners want to see less sugar, fat and salt in burger and chicken meals. Yet the sector is experiencing the halo effect, with diners ...

Pet Food - UK

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"Fragmented eating habits have added to the woes of RTE cereals, with many cereal eaters skipping breakfast or snacking instead. Offering branded sweet snacks suited to eating on the go other than the well-established cereal bars would allow companies to better capitalise on consumer snacking tendencies while also appealing to ...

Cookies - US

"As a commonly purchased food, cookies continue to grow, but at a modest pace from 2016-17. Mintel expects continued yet limited growth through 2022 as smaller segments better-for-you and premium cookies grow with differentiated positioning and unique flavors and formats. Elements of health may appeal to some consumers, but the ...

Consumers and the Economic Outlook: Quarterly Update - UK

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

"The cat and dog food market has benefited from the humanisation of pets, with owners becoming more conscious of the quality of food that they feed their pets. However, pet obesity rates in the UK are rising; brands that look to emphasise the diet-friendly credentials of food should find favour ...

Quick Service Restaurants and Takeaways - Ireland

"The quick-service restaurant and takeaway market in Ireland is performing well thanks to third-party delivery apps being well received by Irish consumers, making it much easier to order fast food in 2017 – even from outlets that do not traditionally offer delivery service. Looking ahead fast casual restaurants pose a ...

July 2017

Tea and Other Hot Drinks - UK

"Although black tea is still drunk by the vast majority of people, competition from other tea types, as well as coffee and soft drinks, has chipped away at its role as Britons' go-to day-to-day drink. Indulgent flavours could help to sidestep younger consumers' dislike of the bitterness of black tea ...

Perimeter of the Store - US

"US perimeter food categories driven by growing consumer demand for fresh ingredients and freshly prepared foods. Retailers and perimeter marketers can further accelerate growth by creating a more engaging shopping experience that emphasizes, convenience, food exploration, personal choice, and fun."

Restaurant Breakfast and Brunch Trends - US

"Breakfast and brunch continue to shine as bright spots in the restaurant industry. Brunch in particular has become a trendy meal occasion due to its association with relaxation, innovative dishes, and even alcoholic drinks. Operators are leveraging consumers' interest in brunch by creating unique brunch entrées and innovative brunch cocktails ...

Pizzas - UK

"Currently, the main focus in the chilled pizza market is on increasing the range of premium options, while frozen pizza brands are trying to more closely replicate the takeaway experience. Other ways to increase the frequency of eating pizza include catering more for lunch and snacking occasions, and expanding beyond ...

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- John Owen, Sr. Analyst, Food and Drink

The Millennial Impact: Food Shopping Decisions - US

"Millennials represent the largest generation group; they are estimated to make up a quarter of the US population in 2017. They are also the largest share of primary grocery shoppers, meaning their shopping motivations and needs should be used as a guide to secure the greatest reach. Flavor experience and ...

The Natural/Organic Food Shopper - US

"Certain consumer demographics are embracing the organic claim on foods and beverages, but this is found significantly more in younger consumers and parents. Other consumers appear to lack trust in the organic label, and the lack of a uniform regulatory definition for "natural" in most foods could negatively impact consumer ...

Eating Out: The Decision Making Process - UK

"Special-occasion diners value quality of food more than offers while older diners expect low-priced items. Restaurants are moving away from formal and into homely interior designs to create third spaces for diners to feel at home. Fast food outlets may be attracting diners to visit with free Wi-Fi, but it ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

Carbonated Soft Drinks - UK

"While the Sugar Levy is likely to impact heavily on CSD sales, sugary variants in particular, there is marked opportunity to move sugary CSD drinkers over to diet/

Coffee - US

"After experiencing strong gains from 2012-15, the coffee market slowed from 2016-17 (est) as market penetration of single-cup coffee makers is saturated and fewer new owners has resulted in slower single-cup coffee gains. Still, cold brew sales are thriving and new cold brew innovations such as nitro cold brew and ...

Yogurt and Yogurt Drinks - UK

"Consumer suspicions around artificial sweeteners present a significant barrier to companies looking to reformulation to meet the sugar reduction targets. However, the appeal of less sweet-tasting yogurts offers opportunities to cut sugar without replacing it."

– Alice Baker, Research Analyst

Beer & Cider - Ireland

"Despite the increase in consumer beer prices and uncertainty around the Brexit – Irish beer and cider sales have performed well, with consumers being driven to spend more on value-added drinks such as oak-aged beers and ciders, or flavoured craft brews."

Food Packaging Trends - US

"An increasing percentage of product launches are based primarily on new packaging as packaging continues to become more important in the food marketing mix. Not only does packaging play a central role in communicating key benefits and features, it can also help to shape a consumer's experience with the product ...

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light variants. Low price and proving the flavour credentials of these variants are key to encouraging switching."

– Alyson Parkes, Research ...

June 2017

Attitudes towards Ready Meals and Ready-to-cook Foods - UK

"That over half of ready meal/ready-to-cook eaters/ buyers opt to cook from scratch more when money is tight leaves the sector vulnerable given that mounting inflation is expected to put pressure on disposable household incomes. However, premium products should benefit from people choosing these as a money-saving alternative to ...

Soft Drinks Review - UK

"The major focus of the soft drinks market in recent years has been on sugar reduction, in response to consumer concerns about sugar and more recently in preparation for the introduction of the Soft Drinks Industry Levy. Sugar is not the only health factor influencing the market though, with a ...

Attitudes towards Sports Nutrition - UK

"Sports nutrition continues to enjoy growth thanks to it having attracted a more diverse user group; however, the category is facing intensifying competition from mainstream foods embracing a high-protein proposition. Demand for sports nutrition products made with all-natural ingredients and those without sugar highlight areas of focus for brands going ...

Fruit - US

"The fruit market continues to experience sustained growth due to its near universal consumption and an increased interest in healthy fresh snacks among consumers. Though the fruit market as a whole is growing, the canned/jarred fruit segment faces year-over-year declines as consumers perceive these products as too processed and ...

Menu and Ingredient Insights - Ireland

"The advancement of on-demand delivery apps coupled with a more travelled consumer has resulted in increased expectations when it comes to what's on the menu. Recommendations from friends/family members is the most influential factor for experimenting with new cuisine eaten in the home), however, Mintel sees scope for food ...

Soup - US

"The soup category continues to struggle, driven by sales declines in RTS (ready-to-serve) wet and condensed soup. Despite the maturity of the category there are opportunities for growth. Refrigerated soup may find continued success, as consumers are ditching the center of the store for the perimeter in hopes of finding ...

In-store Bakeries - US

"Sales at in-store bakeries continue to rise. Even as consumers indicate they are seeking healthier foods, they are clearly open to the occasional indulgence, and in-store bakeries are poised to capitalize on consumer interest in higher-quality baked goods that the consumers may feel uncomfortable, unwilling, or unskilled enough to make ...

Attitudes towards Casual Dining - UK

"Diners are coming through the doors because of set menus and freebies but they are also demanding greater customer experience. This includes fast speed of service and quality of the atmosphere. With home delivery, operators can cater to diners who are not inclined to travel for a casual meal. Operators ...

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Snacking in Foodservice - US

"The definition of a snack can vary from person to person and without a clear direction to follow, foodservice operators can position snacking from a variety of angles. With more consumers adopting a snacking mentality, foodservice operators need to determine how they can design a menu that offers flexibility in ...

Cheese - Ireland

“Cheese continues to remain important to the Irish diet, with only 5% of NI and 4% of RoI consumers not eating cheese in the last three months. While Brexit has dampened the NI market, interest in specialty cheese in RoI has helped drive value. Moving forward, protein will continue to ...

Energy Drinks - US

"The energy drink category has shown strong growth from 2011-16, with sales forecast to increase through 2021. The segment has benefited from offering functional benefits with strong appeal to Millennials, parents, Hispanics, and men 18-34. Competition is growing however from sports drinks, BFY (better-for-you) beverages, RTD (ready-to-drink) coffees, and new ...

Attitudes towards Leisure Venue Catering - UK

“UK consumers are taking part in leisure activities more frequently than in recent years. With the value of the pound being affected by Brexit venues should see further increases in both UK and overseas visitors. Catering facilities at these venues are in a prime position to take advantage of this ...

Meat-free Foods - UK

“Meat-free brands should be more vocal about exactly why they are a good choice in terms of animal ethics and the environment, as well as emphasising their nutritional credentials. These messages can make consumers feel holistically virtuous in their choice, helping to build a feel-good factor.”

– Emma Clifford ...

May 2017

Chocolate Confectionery - UK

“That the market has held its ground for a number of years in the midst of rising debate around sugar as a health ‘foe’ is no mean feat. However, it now faces the challenge of PHE’s target of reducing sugar by 20% by 2020. Reduced sugar variants divide opinions among ...

Quick Service Restaurants - US

"As the foodservice landscape shifts, fast food restaurants are trying to find a balance between tradition and innovation. The core reasons consumers visit fast food restaurants have remained fairly stable;

Added Value in Dairy Drinks, Milk and Cream - UK

“While it might be tempting for supermarkets to renew hostilities in their milk price wars as household disposable incomes come under pressure, this could prove a double-edged sword. Many shoppers see milk price cuts as disadvantaging farmers and are consequently prepared to boycott milk from a supermarket seen to be ...

Cordials and Squashes - UK

“With some consumers showing concerns about both sugar and artificial sweeteners, the category faces a challenge in staying on the menu. Meanwhile, declining alcohol consumption presents an opportunity for

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however, innovation in technology and new forms of competition create different levels of expectation from consumers. Fast food operators consistently ...

Prepared Meals - US

"The prepared meals category reversed its downward course in 2015 and 2016 with small increases that nearly wiped out declines in the three previous years. Total sales of $10.5 billion in 2016 are up about 3% from a low point in 2014 but still below their 2011 level by ...

Snacking Motivations and Attitudes - US

"A high percentage of US adults snack daily, making snacking a huge opportunity for engagement. While the incidence of snacking has remained steady in recent years, frequency is on the rise with the growth coming from snackers, who are upping their snack frequency from 1 time per day to 2-3 ...

Juice and Juice Drinks - US

"Total sales of juice have stalled as the category faces the continued decline of 100% juice and stagnant sales of juice drinks. Consumers are increasingly choosing competing beverages over juice due to concerns surrounding the sugar content of juices and because of the innovation occurring in other beverage categories. Juices ...

Sports Nutrition - Ireland

“Recognising the health benefits of regular physical activity, Irish consumers are exercising two to three times a week. This points to a strong market for sports nutrition brands to target and focusing on how their products aid rapid recovery between frequent exercise will pique active Irish consumers’ interest and encourage ...

Snack, Nutrition and Performance Bars - US

"The snack, nutrition and performance bars category has turned in solid performance in recent years as cordials and squashes to reach a new audience. However, the category’s current commodity status and strong family appeal may impede this ...

Seasonings and Stocks - UK

“Sustained interest in scratch cooking should benefit the market, particularly with the impending squeeze on consumer incomes. Seasoning brands need to target home cooks wanting to add an element of creativity to their dishes. The stocks market meanwhile faces a challenge to engage young consumers less likely to cook traditional ...

Vegetables - US

"The vegetables category has experienced stable growth, driven primarily by fresh vegetables and fresh-cut salad. Consumers indicate interest in vegetables that are fresh, nutritious, and natural. Interest also exists for convenient packaging and formats that allow consumers to easily consume vegetables as a snack, meal, or in a recipe. Looking ...

Pub Catering - UK

“Value-for-money gastropubs are fuelling the pub sector. Diners want set menus and pubs are premiumising them to chase higher spending. There is potential to boost lunch sales, given that diners are interested in lunchtime takeaway options. However, dishes high in sugar, salt and fat may have to be reformulated if ...

Convenience Stores - UK

“The convenience retail sector has enjoyed a strong period of growth but for the first time in a number of years there are clouds on the horizon. Rising food inflation is likely to see greater scrutiny placed on the price premium often associated with convenience stores.”

– Nick Carroll ...

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consumers have grown more interested in healthier, more nutrient-dense snack foods. Opportunities exist for brands that explore new flavors and textures and that emphasize natural and unprocessed ingredients."

April 2017

Carbonated Soft Drinks - US

"The CSD (carbonated soft drink) market continued to struggle from 2015-16, with sales falling and effective stagnation forecast through 2021. While the vast majority of consumers use CSDs, the mature market is struggling to grow as users seeking more-healthful options cut back and turn instead to BFY (better for you ...

Baby Food and Drink - UK

“Seeds of change – which could revolutionise the baby food and drink retail landscape – have been planted by the discounters. 2016 saw Aldi extend its offering dramatically and Lidl make its first venture into this category. If this evolving presence is well-received by parents this could curb future price ...

Ice Cream - US

Retail sales of ice cream and frozen novelties reached $12.8 billion in 2016, reflecting a 3.6% year-over-year increase. Market growth has been driven by positive sales performance in the two largest segments: ice cream/frozen dessert and frozen novelties. These segments are seen as offering rich, indulgent treats ...

Made to Order Smoothies - US

"Within the smoothie category, certain legacy elements remain a key area of focus for consumers, such as a focus on fruit and traditional bases like yogurt and dairy milk. However, functional health trends in the beverage space are driving the category forward and creating new areas of opportunity. The variety ...

Chilled vs Frozen - Consumer Preferences - Ireland

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Salty Snacks - US

"The salty snacks market continues to grow thanks to the strong performance of meat snacks and popcorn, as well as the continued success of corn snacks and cheese snacks. While salty snacks face competition from a variety of different snacks, innovation propels the salty snack market forward. Brands can build ...

Frozen Snacks - US

"Frozen snacks' market size has remained remarkably consistent at just under the $5 billion mark for several years and is forecast to maintain that level for the foreseeable future. Whether that is stability or stagnation, the category continues to resonate with young consumers and families, but these consumers may well ...

Nutrition and Performance Drinks - US

"Mintel forecasts the nutritional and performance drink category to continue modest growth into 2021. While the category benefits from consumers' focus on a healthy lifestyle, a wide array of food and drink categories are stepping up the pressure by adding similar functional and health elements. The category may benefit by ...

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"The frozen food market has remained resilient after consumer confidence took a hit following the horsemeat scandal in 2013 with market value expected to experience growth over 2017. Indeed, premiumisation has challenged quality perceptions and brought much added value to the frozen food market. Meanwhile chilled food continues to benefit ...

March 2017

Healthy Dining Trends - US

"Health is becoming less of a section on a menu and is gradually becoming an overarching lifestyle experience at restaurants. As restaurants continue to use claims focused on real, natural food the overall health message is becoming less about what you can't have, and instead is focused on creating a ...

Attitudes towards World Cuisines - UK

"World cuisines are a near-universal part of British diets, with many people's food adventures stretching well beyond the established Chinese and Indian cuisines. High levels of interest towards the less used cuisines highlight great potential for NPD. Tackling uncertainty in terms of preparation and taste will be key to unlocking ...

Cakes and Cake Bars - UK

"The market has remained resilient amidst the sugar debate; however, sugar reductions are now expected by the government. While there is some openness towards low-sugar cakes, many put taste ahead of healthiness in this market. Smaller formats remain a key avenue to explore as they are widely seen as a ...

Online Grocery Retailing - UK

"Online grocery is the quickest growing grocery channel, but equally the smallest. Once seen as simply a service to replicate the needs of a supermarket shop online, a number of new services came to market in 2016 that have the potential for online grocery to transcend this barrier and adequately ...

Specialist Food & Drink Retailers - UK

"Specialist food and drink retailers have enjoyed two years of growth, but rising inflation and successful turnaround strategies implemented by the supermarkets make for a challenging time ahead. Specialists can ensure their appeal extends beyond price by delivering a shopping experience that helps articulate their expertise while highlighting the transparency ...

Biscuits, Cookies and Crackers - UK

"Sweet biscuits have so far been insulated from concerns over sugar, with consumers continuing to treat themselves but looking for quality and more indulgent biscuits over quantity. Value sales are being helped by strong innovation and marketing support by leading brands, including the launch of new products that offer an ...

Consumer Snacking - UK

"Signalling a warning to the snacks market, cutting back on snacks is seen widely by people as an easy way to reduce their calorie intake and to feel as though they are taking action on health.

However, there is demand for products that help consumers with portion control, either through ...

International Food Trends: Spotlight on Flavor - US

"In 2016, retail sales of the international foods measured in this Report increased from 2015 totals. The bulk of sales are made up by the Mexican/Hispanic segment. All segments saw strong growth from 2012-16, and continued, albeit slower, growth is projected through 2021. Greater exposure to international food through ...

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Food and Drink - International

Baby Food & Drink/Feeding Babies & Toddlers - US

"The market for baby and toddler food largely stagnated in 2016, and while the future of the category may not hold significant potential for growth, there is notable opportunity in products that can leverage healthier attributes that appeal to parental expectations. While the nation's birthrate may be in slight ...

Bottled Water - UK

“That 46% of drinkers/buyers cut back when money is tight signals a warning for the market, given the economic uncertainty and threat of future inflation. An emphasis on environmental preservation offers a promising means for companies to differentiate their offering given the strong consumer interest in this area.” ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

Fast Casual Restaurants - US

"With a lot of restaurant segments shifting away from some of their core foundational features, fast casuals continue to find success by focusing on quality ingredients and premium dishes in a convenient, affordable setting. However, with new segments, from retail to food halls, providing competition as well as opportunities, fast ...

Attitudes towards Healthy Eating - UK

“Social media carries the pulse on which the digital generation keep their fingers to keep one step ahead with emerging health trends and ingredients. As such, it is an ideal platform for food companies to identify innovation opportunities – although with a need to cut through all the noise in ...

Convenience Store Foodservice - US

"The c-store (convenience store) foodservice market is marked by two distinct consumer types. One group includes frequent c-store customers. These consumers value variety at c-stores and generally have very positive views surrounding c-store foodservice offerings. The other group are infrequent consumers who typically only purchase one or two items and ...

Attitudes towards Home-Delivery and Takeaway Food - UK

“Price is a key consideration when ordering home delivery. This translates to lower consumer spend, as opposed to the average dine-in visit at a restaurant. Changing British lifestyles boost takeaway/home delivery services as consumers turn to delivery services to provide quick meals as they find themselves having no time ...

Wine - Ireland

“With consumers still experiencing anxiety in the wake of the Brexit vote and political turmoil in 2016, confidence remains low, affecting the willingness of Irish consumers to drink wine outside of the home. Moving forward into 2017, consumers are likely to remain reserved with their spending on wine slowing down ...

Pasta, Rice and Noodles - UK

“Health concerns over carbohydrate intake continue to plague the category. However, NPD centred on ‘positive nutrition’ and tapping into the ongoing interest in gluten-free food should help to polish its image. Demand for convenient mealtime solutions should continue to benefit the category even as the rising costs of imports threaten ...

Private Label Food and Drink Trends - US

"Private label food and drinks category sales declined by -2.2% from 2015-16 and are forecasted to continue to decline into 2021. Increased confidence in the economy may lead many consumers to opt for name brands over store brands, especially for products located in the brand-centric center store area. Opportunities ...

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Packaged Red Meat - US

"Sales of red meat tumbled in 2016 as a convergence of factors negatively impacted the category. Commodity prices remain at their lowest levels in years, and while consumers indicate they are still eating red meat, there has been a pronounced reduction in their frequency of consumption. Health, environmental, and even ...

February 2017

Beverage Blurring - US

"Two thirds of US adults have consumed any of the hybrid drinks measured in this Report. Bottled water with added health benefits (eg protein, vitamins) leads consumption, followed by carbonated juice, and bottled water with added functional benefit. The strongest limitation to adoption is perceived high price but they encourage ...

Children's Eating Habits - Ireland

“Parents consider regular exercise as the most important step to improving children’s health and diet. This reflects the increasingly sedentary lifestyles of children and with technology a significant contributor to this, utilising bloggers, vloggers and YouTube channels, for example, can help brands to encourage children to take more exercise and ...

Attitudes towards Low- and Non-alcoholic Drink - UK

“Consumers have been cutting back on the amount of alcohol they drink for financial and health reasons and this presents a big opportunity for low-alcohol and non-alcoholic/alcohol-free beers, ciders and wines. Negative taste perceptions, low product visibility and limited promotional support are still holding the market back from realising ...

Crisps, Savoury Snacks and Nuts - UK

“Health concerns are prompting users to cut back: 42% say they are limiting the amount of crisp/crisp-style snacks they are buying compared to a year prior. Offering some good news for the market in this context is that 34% of users are buying more baked varieties than before.

Chips and Dips - US

"Both chips and dips have performed well in recent years, boosted by consumer interest in snacking, a variety of innovative flavors and formats, and the category’s status as a permissible indulgence. New tastes and experiences will continue to drive sales in coming years, along with a greater emphasis on premium ...

Menu Flavours - UK

“The spectacle of freshly prepared food gives people additional reasons to visit a restaurant, given the frugal mindsets of today’s consumer. In terms of flavours, diners want to see more ethnic flavours injected into familiar dishes. When it comes to grab-and-go lunch options, diners seek a wider range of hot ...

Bottled Water - US

"The bottled water market saw sales increase from 2015-16. Healthy living trends, consumer interest in hydration, as well as the development of new flavored, sparkling, and enhanced bottled water variations have been key drivers. Future growth will hinge on capitalizing on consumer interest in added benefits to bottled water, addressing ...

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This ...

January 2017

Cider - UK

“Interest in authenticity can be further mined by brands by providing more information about the ingredients and processes used by their skilled cider makers. Importantly, it needs to be spelled out how these factors contribute to products’ signature taste profile, highlighting the flavour as inimitable.”

Beverage Packaging Trends: Spotlight on Alcoholic Beverage Packaging - US

61% of US adults aged 22+ purchase alcohol for off-premise consumption. While dollar sales in most alcohol segments are on the rise, securing appeal in a competitive marketplace requires aligning with consumer preferences. Two thirds of alcohol buyers indicate paying attention to package format, and 64% pay attention to label ...

Seasonal Dining Trends - US

"Seasonal is a term with a clearly defined meaning associated with it; however, a more subjective and emotional aspect of seasonal is becoming equally important in foodservice. As restaurants continue to find a balance of how seasonal fits into their overall menu, consumers are paying closer attention to the details ...

Attitudes towards Sugar & Sweeteners - UK

“Facing increased pressure from multiple sides to cut sugar, both retailers and food and drink manufacturers will need to demonstrate their commitment to improving public health. While the widespread suspicions of artificial sweeteners present a significant challenge, consumers’ openness to alternative sugar substitutes and to less sweet-tasting products also gives ...

Crackers - US

"The cracker category continued to post modest growth in 2016, but was up only 0.8% from the same time period in 2015. The category benefitted from increased consumer activity in snacking and from its existing reputation for being a healthy and easy to enjoy snack. Snacking innovation from a ...

Full Service Restaurant Trends - US

2016 for FSRs (full service restaurants) was characterized by rising prices, same-store traffic decreases, competition from LSRs (limited service restaurants), and the bankruptcy of some high-profile restaurant groups. Despite these challenges, FSRs continue to shape what and even how consumers eat. The future may not be clear for many large ...

Cooking Sauces and Pasta Sauces - UK

“As health concerns remain key reasons to limit cooking and pasta sauce intake, brands and retailers face ongoing pressure to improve and highlight their credentials. Intense competition from scratch cooking poses another continuing threat to the market; NPD in formats positioned as offering convenient, time-saving aids to scratch cooking remains ...

The Protein Report: Meat Alternatives - US

"Protein alternatives fall into two camps: eggs and everything else. Eggs are nearly universally consumed and have the advantage of a host of health benefits to appeal to consumers. Despite being vilified at one time as being unhealthful, their protein and “good” cholesterol content are now driving many health-based purchases ...

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January 1970

Free-from Foods - UK

"The free-from category's strong sales growth in recent years now stands vulnerable to the squeeze on household incomes, as 47% of free-from buyers spend less on these products when money is tight. However, opportunities remain for premium and 'shortcut' products to do well as people cut down on going out ...

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