

July 2021

Food and Drink - International

Prepared Meals - US

“While the prepared meals category got a substantial temporary sales boost during the pandemic as consumers cut back on foodservice spending, it had been generating modest growth before, driven by improvements in product quality, healthfulness and cuisine variety. Continued improvement in these areas will be necessary to keep the category ...

Soft Drinks Review - UK

“The COVID-19/coronavirus hit the UK soft drinks market; the lockdowns and restrictions leading to loss of high-value on-premise and out-of-home retail occasions with the uptick in at-home occasions failing to offset this. The outbreak has put a heightened spotlight on sustainability and the nation’s health, accelerating the need for ...

The Ethical Food Consumer - UK

“Increased consumer awareness of environmental issues, stoked by media coverage of the pandemic, offers considerable growth potential for ethical food and drink. However, widespread consumer doubts over whether their actions make a difference and uncertainty over what the different certifications stand for pose considerable barriers to encouraging more ethical shopping ...

Juice and Juice Drinks - US

“Over the last decade, the juice/juice drink category has suffered from an ongoing identity crisis of sorts, as factors like sugar and artificial ingredient content came to overshadow the nutritional value of these products. COVID-19 and subsequent lockdowns and limitations altered routines and led to a reprieve from steadily ...

Pizza Restaurants - US

“Pizza restaurants came into the COVID-19 crisis ready to handle delivery and carry-out orders, and the uptake in demand provided a crucial opportunity to reach infrequent or lapsed consumers as well as build loyalty among its most avid base. This is an important time for innovation to sustain the uptick ...

Brand Overview: Drink - UK

“Consumer concerns around COVID-19 are beginning to show signs of decline, but there will be a continued drive towards health and wellbeing from consumers. In the short term this will continue to be related to products that people hope will support their immune system, but over the longer term the ...

Sports and Energy Drinks - UK

“While the greater spotlight on health arising from the COVID-19 pandemic presents big opportunities for the market, the long-term shift towards working at home will curb impulse purchasing. Targeting at-home usage through larger pack sizes, formats that need to be diluted and products that are designed for exercising at home ...

Dairy and Non-dairy Drinks, Milk and Cream - UK

“The COVID-19 outbreak has reinforced the importance of getting the right nutrition to support overall health, an enduring focus on health expected to be one of the lasting impacts of the pandemic. This points to heightened pertinence for nutrition-centred messages across the food and drink market, including for milk, with ...

Fast Casual Restaurants - US

“Fast casual restaurants need to remain nimble and convenient for diners to continue on the road to post-pandemic recovery. This means catering to traditional mealtimes as well as expanding to other occasions, such as for work or happy hour. Expanded occasions and menu items can especially appeal to younger generations ...

Convenience Stores - UK

“The convenience sector has the opportunity to take a position at the confluence of two of the leading trends of the current retail environment. The rise in interest in local communities and local shopping and the vast growth in online retailing. If stores are able to position themselves as centres ...

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Vegetables - US

“The dramatic increase in at-home cooking, coupled with a greater general interest in wellness, prompted considerable growth for the vegetable category in 2020. A slow return to certain pre-pandemic behaviors will lead to a slight sales correction, but the need for more-convenient yet still healthy foods will see consumers turn ...

Attitudes towards Lunch at Home - UK

“COVID-19 has provided a significant boost to the lunch at home occasion, thanks to the closure of foodservice establishments and increased working from home during 2020 and much of 2021. More flexible working predicted going forward points to a larger lunch at home audience than pre-pandemic, with opportunities lying in ...

June 2021

Food Packaging Trends - US

“Food packaging has been front of mind during the COVID-19 pandemic as a vital tool for keeping food safe and stocking up in the pandemic as well as supporting consumers making more at-home meals and snacks. Food has been a great source of pleasure in the pandemic, and packaging has ...

Cookies - US

“The cookie category found significant growth in 2020 due to increased at-home snacking and comfort eating during the COVID-19 pandemic. The category will find continued, although much reduced, growth in 2021, even as consumers slowly return to pre-pandemic routines. Amid the growth, consumers increasingly sought out home-baked options and online ...

Attitudes towards Lunch Out-of-home - UK

“COVID-19 is expected to have long-lasting consequences for how and where people work, and some out-of-home lunch expenditure will be redistributed to foodservice venues within suburban and rural areas due to the expected decline in commuting into cities. Foodservice brands in suburban areas have an opportunity to offer more experimental ...

Marketing to Millennials - US

“Having just survived their second economic recession in 15 years, Millennials are prioritizing a stable career and financial independence before making any other major life decisions. However, a shift in priorities can be seen for Millennials in their mid-30s. These older Millennials are prioritizing marriage and especially parenthood. Meanwhile, younger ...

Beverage Packaging Trends - US

“Packaging can play an integral role in addressing consumers’ beverage needs in a post-pandemic America. The rise of remote work coupled with a recovering economy suggests growing consumer interest in large pack sizes, while brands must also promote small pack sizes to financially stressed consumers and consumers within smaller HHs ...

Packaged Red Meat - US

“Like most retail food and drink categories, red meat got a big boost in sales during the pandemic as consumers cut back on restaurant dining and did more home cooking. Maintaining that momentum in the years to come, however, will be a challenge for the red meat industry as older ...

Restaurant Takeout and Delivery - US

“Takeout and delivery programs and services have become integral to restaurants as they work to find ways to adapt to the changes accelerated by the pandemic: in consumer needs and preferences and in how brands

Bottled Water - UK

“Concerns around sustainability gave way to the impact of COVID-19 as the biggest driving force for change in the bottled water market in 2020/21. On-premise sales were hit by the closure of hospitality venues, while the

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approach business operations. Brands with established delivery and takeout programs and third-party partnerships benefited from ...

loss of impulse out-of-home occasions took its toll on retail. As restrictions ease ...

Plant-based Proteins - US

“The plant-based proteins market continued to gain momentum in recent years, fueled by a number of factors from concern for personal health to the environment. The growing availability of convincingly meat-like meat alternatives has accelerated the widespread consumption of these products among consumers who continue to eat animal-based foods as ...

May 2021

Baby Food and Drink - UK

“The COVID-19 outbreak hit sales of baby food and drink products by boosting scratch cooking. Shortcut cooking products such as parent/child meal kits and cooking sauces specially formulated for babies/toddlers would help companies to capitalise on this trend, which Mintel expects to continue due to permanent shifts in ...

Attitudes towards Private Label Food - UK

“A savvy shopping mentality is firmly ingrained among British consumers when it comes to their grocery purchases. Private label has become intrinsically linked with this; 56% of branded/own-label buyers say that buying own-label makes them feel like a savvy shopper. This bodes well for the continuing relevance of private ...

Grains and Rice - US

“Purchase of rice and grains is nearly universal, and its best assets, versatility and value came in especially handy in 2020. While grains and rice may be saddled with a less-than-exciting reputation, they proved to be both a pantry staple and fundamental part of meal time. Going forward, brands will ...

Marketing to Generation Z - US

“Refusing to fall in line with previous generations, Gen Z consumers are adamant about forging their own path. They want to be seen as change makers with unique and creative solutions, who aren’t afraid to take on the world’s biggest issues. However, behind the scenes, increased use of technology and ...

Energy Drinks - US

“The energy drink market thrived in 2020 despite the drop in c-store traffic, as consumers relied on energy drinks to help them overcome challenges brought on by the pandemic. Consumers’ energy needs will remain elevated even as the pandemic fades, as many consumers continue to face increased workloads, more consumers ...

World Cuisines - UK

“COVID-19 has brought about a considerable boost for the world cuisine market, thanks to many more evenings at home and the closure of the majority of foodservice establishments. Accompaniments/ingredients have been the driving force of this growth, demonstrating the uptick in cooking from scratch. Openness to healthier options bodes ...

Savoury Biscuits - UK

“Savoury biscuits have benefited from people eating them more at home during COVID-19, but face a challenge to keep users eating them beyond the

Sugar and Gum Confectionery - UK

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pandemic. The biggest opportunities for brands lie in flavour innovation, more inspiring pairings and premium products, while tapping into interest in healthy eating and sustainably sourced ...

“The COVID-19 pandemic spells troublesome times for sweets and gum, partly due to their high reliance on social, on-the-go lifestyles. However, it enhances opportunities for sweets around nostalgia, more unusual, globally-inspired flavours and healthier NPDP. Inspiring people to use sweets in recipes and looking to crossover innovation to other sweet ...

Salty Snacks - US

“Salty snacks enjoy near universal penetration, with almost all consumers enjoying at least some snacks in this diverse category. While this provides a strong foundation, concerns about sodium, calories, carbs and artificial ingredients can undercut usage and drive some to the growing array of snack competitors. Category players will need ...

April 2021

Carbonated Soft Drinks - US

“The CSD market found strong growth during the pandemic, as changed consumer routines shifted the majority of meal and drink occasions to the home and consumers sought comfort and familiarity. Successful innovation in flavors, formats and formulations – especially in the diet segment – paired with sophisticated distribution networks buoyed ...

Brand Overview: Food - UK

“The coronavirus outbreak has urged consumers to review their eating habits, triggering a rise in at-home cooking and eating occasions. As the notion of holistic wellbeing becomes more influential, brands with a healthy and caring reputation become more appealing. However, Brits’ sweet tooth and desire for small indulgences position those ...

Ice Cream and Frozen Novelties - US

“An increase in eating and treating at home boosted the ice cream and frozen novelty market in 2020, bringing in a 16.3%-dollar sales increase over 2019 totals. The category is expected to hold onto a large share of growth, due to ample innovation from category players, but brands ...

Ethnic Restaurants and Takeaways - UK

“Reduced footfall has made the idea of committing to a long-term lease, especially in city centres, less viable, forcing ethnic restaurant or takeaway operators to reassess their product offerings. Some brands are also crossing over to the retail sector with their own supermarket ranges in an effort to extend their ...