

August 2015

Table Sauces and Seasonings - UK

“Products such as seaweed and umami-flavoured powder offer ways to keep consumer spend in the seasonings category even if they cut back on salt usage.”

December 2014

White Spirits and RTDs - UK

“The continued decline in volume sales of bottled RTDs makes a complete overhaul of the segment a necessity. A shift to premium bottle designs coupled with a focus on more adult orientated flavours would be a good starting point.”

LSR: Coffee Houses and Donut Shops - US

“Coffee house and donut shop consumers say they are worried about the lack of healthy options and the high caffeine content of their beverages. Operators can do a better job of providing a wider variety of foods that their consumers define as healthy and offering beverages with different levels of ...

Condiments and Dressings - US

“Positioning products as a helping hand to assist less skilled home cooks to achieve the end results they desire should find strong appeal among this group. In contrast, developing more complex products that push experienced cooks beyond their edge may appeal to those looking to expand their repertoire in the ...

RTD Alcoholic Beverages - US

“Sales in the RTD alcoholic beverage category will grow for the foreseeable future, but this category has a history of up-and-down performances, from the heyday of the launch of wine coolers to the growth of alcopops and flavored alcoholic beverages, and the accompanying demise between the emergence of each. Due ...

Cooking Sauces, Marinades and Spices - US

“Consumers – particularly that increasingly important group, Millennials – are more interested in unprocessed foods because they perceive them to be healthier and ‘higher taste’ foods for the unique flavor. Cooking sauces may be able to slow down projected declines, and marinades may be able to increase sales more quickly ...

Coffee Shops - UK

“In a market with low brand loyalty, operators could benefit from building a deeper relationship with fans to foster real loyalty rather than just catering to consumers’ bargain-hunting and promiscuous spending behaviour.”

The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

Sugar Confectionery and Breath Fresheners - US

“While there remain concerns about the nutritional content of sugar confectionery products, ultimately, consumers still want to indulge. The category continues to grow as a result of new product innovation catering to consumption occasions and keeping the category fresh and exciting. In addition to these successes, there is opportunity to ...

Beer - UK

“Immigration into the UK from countries such as Romania and Bulgaria looks set to continue in the coming years. The time may therefore now be right for retailers and brands alike to roll out beers from these countries more widely in the UK, particularly as the major beer companies such ...

Non-carbonated Beverages - Ireland

“Concern about sugar continues to grow, with half of Irish consumers worried about the sugar content of some juices. Moving forward this will likely see continued new products being launched containing natural sweeteners to appeal to concerned consumers.”

November 2014

Fruit Juice, Juice Drinks and Smoothies - UK

“Consumer concerns about the high sugar content of fruit juices and smoothies are reflected in the continuing decline in volume sales. However, the openness among consumers to steps that would reduce the sugar content of such drinks suggests scope for the market to engage with health-conscious consumers.”

Supermarkets: More Than Just Food Retailing - Europe

Mintel's European report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia.

The Private Label Food Consumer - UK

“Own-label is largely absent in single-serve chocolate products, meaning that it is missing out on impulse buying for on-the-go and out-of-home occasions – a key snacking occasion – indicating this as a potential area for own-label growth.”

– Emma Clifford, Senior Food Analyst

Stocks and Sauces - Ireland

“Reformulating stocks and sauces to produce low salt and sugar variants is likely to appeal to health-conscious Irish consumers and encourage more frequent usage, thus driving value growth in the market.”

– Sophie Dorbie, Research Analyst

Pizza and Pasta Restaurants - UK

“There is room for pizza/pasta restaurants to improve the leisure experience of dining at their venues to make them both more relaxing and engaging. Adding more experiential factors to store layouts, for example, could help elevate the dining out occasion and distract consumers from focusing on the cost of ...

Juice, Juice Drinks and Smoothies - US

“Some 41% of adults say they are most likely to turn to products in the category for added nutrition, the most widely applicable among the leading uses named. Next to that, 40% seek good taste. The category would do well to focus on these attributes in order to expand consumption ...

Attitudes toward Private Label - US

“Despite the substantial advances store brands have made in terms of quality, Mintel's consumer research reveals that more than four in 10 consumers still perceive store brands to be inferior to national brands. Store brands must do a better job of distinguishing between their value and premium tiers to attract ...

Food and Drink - International

Fish and Shellfish - UK

“Whilst seafood operators have done much to ensure their sourcing is responsible and there is a healthy innovation pipeline, the two-a-week recommendation continues to be a key opportunity operators are yet to fully realise.”

– **Richard Ford, Senior Food and Drink Analyst**

White Spirits - US

“With flavored vodkas reaching a virtual saturation point, the time could be right for the addition of unique flavors into other white spirits. Consumer research shows interest in flavored versions of rums and tequilas, and manufacturers could capitalize on that interest, while also maximizing awareness and usage of existing flavored ...

Pizza Restaurants - US

“With the popularity of pizza, the sky is the limit on how operators can keep their offerings interesting and relevant for customers. However, restaurants will need to keep in mind that traditional views of convenience and customization have changed, and instead, there has been a shift toward personalizing pies for ...

Cereal Bars and Breakfast Biscuits - Ireland

“Cereal bar brands should look to the US market for NPD inspiration with regard to protein-rich launches. With Irish consumers keen to see more protein-packed bars, such developments could add value to the overall category.”

– **Sophie Dorbie, Research Analyst**

October 2014

Red Meat - UK

“Cost remains a barrier for the red meat market, creating growth opportunities for cheaper cuts. However, over half of youngsters say that uncertainty

Supermarkets: More Than Just Food Retailing - UK

“Aldi and Lidl are wedded to the smaller-store, limited range, largely-own-brand offer. So there is limited scope for them to cater to shopper demand for a wider range or for more branded lines – and so to capture more main-shop customers.”

– **John Mercer, European Retail Analyst**

Diet Trends - US

“Due to rising levels of obesity, the diet market is poised for growth. However, a great deal of skepticism toward products is hindering growth.”

– **Emily Krol, Health and Wellness Analyst**

Poultry - US

“Consumers remain concerned about the safety of the poultry they purchase, though it is not impacting category sales. They value knowing where their poultry comes from and how it’s raised, creating opportunities for brands to educate them on their purchase, and eliminate confusion surrounding popular poultry claims.”

– **Amanda ...**

Poultry - Ireland

“Cooking from scratch continues to be an important trend in the wider food industry, and suppliers of unprepared poultry products stand to benefit, with Irish consumers seeing poultry as a versatile ingredient that can be included in any number of different types and styles of cuisine.”

– **Brian O’Connor ...**

Still, Sparkling and Fortified Wine - UK

“The scope to increase value sales is limited by the heavy promotional activity that is both accepted and expected

Food and Drink - International

about how to cook cheaper cuts puts them off buying them. Positioning cheaper cuts as an economical and ethical choice, along with educating the consumer as to ...

Wine - US

“While indications point to an advantage for off-premise merchandisers, shifts in the market, including the expansion of sales locations, are making the wine retail landscape increasingly competitive. While this is good news for the category, growing the reach of wine, it’s requiring sellers to adopt more creative sales models.” ...

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Poultry - UK

“Social media offers a potential channel for operators to convey the high standards of living of their poultry, eg through video footage. Elements of gamification, which enable consumers to interact with poultry, can help to generate interest in their welfare.”

– Emma Clifford, Senior Food Analyst

Ethnic Trends in Restaurants - US

“The ethnic foods operator is caught between trying to offer authentically ethnic foods while catering to an audience that wants to exert control over every aspect of their dining experience. Consumers indicate they are looking for new food experiences, but are anxious about not knowing enough about a menu item’s ...

Consumer Attitudes Towards Lunch Out-of-Home - UK

“Despite improvements in the UK economy, household budgets remain squeezed and therefore consumers are

by shoppers. Therefore, other avenues such as clearer information about the differences between more and less expensive wines and the opportunity to sample wines before buying may be better placed to ...

Dark Spirits and Liqueurs - UK

“While whisky brands seek to make themselves more accessible to a wider pool of users through encouraging mixability and flavoured expressions, operators in the rum category are seeking to carve out a place at the premium and super premium tiers with aged expressions”

– Douglas Faughnan, Senior Food & Drink ...

Dark Spirits - US

“Dark spirits, whiskey in particular, have managed to grow sales fairly strongly in recent years, yet they remain far from routine in consumers’ alcohol-consumption routines. Flavor innovation is drawing the interest of some consumers, but such efforts may be overshadowed by the rush of RTD alcoholic beverages.”

Fruit and Vegetables - US

“Respondents report that only 16% of their daily food intake consists of vegetables and 16% consists of fruit, which is far less than the share of plate for these foods recommended by the USDA’s MyPlate nutritional guide. Brands and grocers have an opportunity to increase the appeal of their fresh ...

Cheese - UK

“The ending of milk quotas post-2015 should bring challenges and opportunities for the market, particularly for British brands. Meanwhile, openness to new formats and trading consumers into territories should help build category value.”

– Richard Ford, Senior Food and Drink Analyst

Cooking Enthusiasts - US

“The recession fueled a surge in cooking at home as a way to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home.

Food and Drink - International

still cautious. The onus is thus on operators to proactively provide consumers with additional reasons to visit their venues more frequently and/or increase spend per head when they do visit.”

– **Helena Childe, Senior ...**

LSR: Sandwiches, Subs and Wraps Concepts - US

“The issues that sandwich, sub, and wrap concepts face stem from the versatility of the product itself. While consumers are clearly more than willing to go to a sandwich shop to eat, they can easily make a sandwich at home, go to a burger place, or skip out on the ...

Cheese - US

“Cheese remains a popular food for its versatility, nutritional benefits, and variety of flavors and formats. While the general category trend is toward natural cheeses, and consumers still have concerns about the nutritional value of processed cheese, they still are eating it and sales have not suffered terribly.”

– ...

Mintel data suggest that though saving money is an important driver for cooking, there ...

Fish and Shellfish - US

“The US fish and shellfish category grew moderately between 2009 and 2014, reaching \$16.7 billion, and is expected to continue growing at this pace into 2019, reaching \$20.1 billion. Sales are largely driven by consumer perceptions that fish and shellfish are healthier than other meats, although consumers surveyed ...

January 1970

Roadside Catering - UK

The prevalence of major fast food providers, such as McDonald’s and Burger King, and traditional preconceptions about the quality of the food served in them, has meant that roadside outlets have become synonymous with unhealthy, lower-quality foods. Going forward, roadside service stations and restaurants could alter this perception and bolster ...