

September 2011

Meat-free and Free-from Foods - UK

“Meat-free food is criticised by two in five consumers for being artificial, bland and boring, yet the level of innovation in the category suggests the market is constantly evolving. Increased investment in above-the-line spend is necessary to communicate these improvements to consumers, while ongoing focus on new product development is ...

Online Grocery Retailing - UK

“Some 13% of adults have never shopped online, but would like to, making for a sizeable pool of opportunity in the short term. There is also marked potential to grow sales among established users, with nearly one in three online shoppers spending less than 10% of their total grocery budget ...

Sports and Energy Drinks - UK

“There is likely to be increasing price-competition between brands within the energy/sports drink category, especially with recent entrants such as Monster and Relentless retailing at competitive prices, and an opportunity for more premium own-label variants as the market becomes more reliant on the major multiples.”

Functional Food and Drink - UK

Estimated value growth of 32% over 2006-11 saw the functional food and drink market reach £785 million. The market has benefited from consumers’ efforts to be healthy but it also continues to face some sizeable challenges. There is a debilitating level of consumer cynicism towards functional health claims and 75 ...

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Dark Spirits - UK

“One of the key reasons why malt whisky has not seen the growth in sales that might have been expected given the many positive attributes associated with it, is the lack of major brands within this highly fragmented product segment. Those brands which have invested in their brand equity, such ...

Drinking Out of the Home - UK

“The on-trade needs to remind consumers of the positive elements of drinking out of the home and the qualities that cannot be easily replicated in the home. Socialising with friends and meal occasions are the main motivators to drinking out of home (for 68% and 63% of consumers respectively), which ...

Drinking in the Home - UK

“While price remains the overriding reason for consumers to drink at home, other factors are emerging as reasons for consumers to look at drinking in the home less as a financial necessity and more as a positive choice, such as intimacy of the surroundings and relaxation. The off-trade can leverage ...

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Wine - UK

“As with Champagne leveraging its French sophistication, the key brand for any wine is its country of origin and Mintel’s research shows that Italy, France,

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a



Drink - UK

South Africa and Australia are all well positioned to exploit the perceived superior identity of their wines

breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.