

July 2021

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 ...

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 ...

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 ...

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

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 ...

Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

COVID-19 and Food & Drink: A Year On - UK

“Despite the inevitable fall of retail food and drink sales from their 2020 peak, pandemic-related factors, especially the new era of remote working, will keep these elevated above their pre-COVID levels. The ongoing revival of scratch cooking/baking and the shift towards shared household meals, as well as the accelerated ...

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 ...

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 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 ...

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 ...

Leisure Outlook - UK

“Due to pent-up consumer demand, restaurants and pubs are the top contenders to thrive in the wake of the pandemic. Consumers who remain in a healthy financial position are most likely to intend to visit these venues over coming months, meaning operators have an opportunity to premiumise food and drink ...

Sugar and Gum Confectionery - UK

“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 NPD. Inspiring people to use sweets in recipes and looking to crossover innovation to other sweet ...

April 2021

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 ...

Cakes, Cake Bars and Sweet Baked Goods - UK

“Unlike many types of food, cakes, cake bars and sweet baked goods haven’t seen a big boom in sales through retail channels due to the COVID-19 outbreak. Instead the drop in sales of cakes has been balanced out by the increased demand for sweet baked goods. Home baking and better-for-you ...