

June 2014

Carbonated Soft Drinks - UK

“Carbonated soft drinks are consumed with meals by three in eight users but tailoring flavours more closely to meals may boost consumption further. Half of users believe that CSDs with less sweet flavours would complement a meal better.”

Drinking in the Home - UK

“Encouraging consumers to trade up to better quality is possible given that 62% of drinkers think that it is worth paying more for better quality. The key to this is conveying tangible reasons for the higher price, for example the use of high-quality ingredients or limited batches.”

May 2014

Pub Visiting - UK

“Times have changed for the pub industry and publicans should be carefully working out how to tailor their food menus, for example by using local ingredients and tiering prices, to their customers to stave off competition from other pubs and restaurants.”

April 2014

Dairy Drinks, Milk and Cream - UK

“Reflecting the established role of milk as a household staple, volume sales have posted modest growth. Milk is not a go-to drink as a drink on its own, however a tailored breakfast or exercise proposition can offer a growth avenue for brands, and a justification for a price premium in ...

Baby Food and Drink - UK

“Innovation that taps into parents’ preference for homemade baby food has been limited, presenting ripe opportunities for baby food manufacturers. Extending their ranges with cooking ingredients that are specifically designed to be used in recipes for babies and toddlers, such as low-salt stock, extra-mild spices and low-acidity oils offers a ...

Convenience Stores - UK

“For convenience retailers, those consumers incorporating c-stores within their regular grocery shopping repertoire are most important. On this basis, young shoppers – most importantly, the 25-34 age group – should be the focus for retailers.”

Own Label Alcoholic Drinks - UK

“Retailers should proactively promote their quality and awards won to level the playing field against brands, particularly as the economy improves and brands are poised to benefit from an easing of the budgeting mentality.”