March 2019

Soft Drinks Review - UK

“The soft drinks market has faced a challenging period as sugar has come under public spotlight since 2014. These drinks have, however, retained a substantial place on consumers’ menus. The significant challenge ahead is how to respond to the current scrutiny of single-use plastic packaging, in terms of both government ...

Cakes, Cake Bars and Sweet Baked Goods - UK

“While lower sugar is the key attribute seen to denote healthier cakes/sweet baked goods, companies reformulating products will need to reassure consumers that the taste and indulgent aspects will remain unaffected. That many people find shop-bought cakes too sweet however suggests opportunities for new products with inherently lower-sugar recipes ...

Baby Food and Drink - UK

“Nowadays, companies are expected to do the right thing and caring about the environment is on the priority list. A focus on steps to address concerns over the environmental impact of packaging will ensure that more environmentally-conscious parents continue to buy into the baby food and drink category.”

- Amy ...

Sports, Nutrition and Performance Drinks - US

MULO sales of sports, nutrition and performance drinks have steadily recovered. However, factors that likely contributed to those losses continue to put pressure on the market. Increased competition from functional beverages in other categories, along with mounting distaste for artificial ingredients, are obstacles to major growth. Cleaner formulations, enhanced functionality ...

Salty Snacks - US

"The popularity of snacking has benefited all of the salty snacks segments and contributed to sales gains of 4.8% in 2018. While continued growth is projected in this $18

World Cuisines - UK

“Recipe promotions for world cuisine dishes with all the ingredients located together in-store are a highly attractive proposition for shoppers. These will encourage experimentation while tapping into consumers’ desire to become more knowledgeable about world cuisines. Inspiration for meals which are authentically healthy, good value for money and meat-free/vegan ...

Online Grocery Retailing - UK

“Online grocery is still one of the fastest-growing channels of the grocery retail sector, but growth slowed for the third consecutive year in 2018. The number of users is plateauing as retailers struggle to engage new customers onto services that are still predominantly targeting big-basket shops in a period where ...

Healthy Dining Trends - US

"Americans' attitudes toward healthy dining are continuing to evolve as diners seek a balanced approach focused on wholesome, real ingredients rather than low-calorie options. While this interest in fresh ingredients is universal, diners' dietary preferences are growing more diverse, reflective of their life stage and personalized nutrition needs. Younger generations ...

Bottled Water - UK

“Out-of-home consumption underpins much of the usage of bottled water, but the market is at risk from people opting more for filling bottles with tap water. Efforts to reduce sugar have helped sales of bottled water, but concerns about plastic waste could dampen future growth.”

– Richard Caines, Senior ...

Specialist Food and Drink Retailers - UK

“Specialists have enjoyed two years of growth, helped by high inflation in 2017 and a return to growth in real

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billion market, a slower growth pace is projected through 2023. The strong demand for snacks has resulted in increased competition ...

Convenience Store Foodservice - US

"C-store foodservice sales reached an estimated $39.2 billion in 2018, up 33.2% from 2013. While c-store foodservice experienced strong growth in the past, Mintel forecasts growth will start to slow, with sales reaching an estimated $48.1 billion by 2023."

- Jill Failla, Foodservice Analyst

Savoury Biscuits - UK

“The dependency on evening snacking for usage has left savoury biscuits vulnerable to competition from other snacks vying for the same occasion. Inspiring people to explore toppings other than cheese and to use savoury biscuits in different ways is needed to build usage for other meal occasions. As recipe suggestions ...

The Leisure Outlook - UK

“Consumers spent cautiously over the Christmas and New Year season of 2018/19 despite having money left at the end of the month. Yet the promise of spring looks strong, partly due to people’s plans for the coming quarter, which should help the leisure sector rebound from the recent lull ...

wages in 2018. However, growth is forecasted to slow in the coming years and cost and convenience continue to be barriers to usage. Therefore it is important that specialists look ...

Packaged Red Meat - US

"Health and environmental impact issues continue to pose challenges to the category, but despite that, red meats remain solidly entrenched in consumer diets. Sales for red meat made modest gains, with beef driven mostly by price increases and declines with pork, triggered by overproduction. Adjusted for inflation, the category is ...

Gum, Mints and Breath Fresheners - US

"Sales of gums, mints, and breath fresheners have been essentially flat over the past five years and, when adjusted for inflation, are expected to drop 14% off of their 2018 sales by 2023. The consumer base has shown no discernible growth over that time, and brands have largely confined their ...

February 2019

Potato and Tortilla Chips - US

"The potato and tortilla chip market continued to enjoy steady growth even as the market place grows competitive. Consumers exhibit a tendency to stick to familiar brands and tastes and to see chips as an indulgence which may be a challenge to market expansion. Opportunities lie in flavor, functionality, and ...

Snack, Nutrition and Performance Bars - US

Ethnic Restaurants and Takeaways - UK

“With many consumers continuing to take a cautious attitude towards spending, it comes as little surprise that there are high expectations on ethnic venues to justify their value by offering something tangibly different, including dishes deemed too complex to make at home or ones which focus on highly skilled cooking ...

Attitudes towards Healthy Eating - UK

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"Consumer interest in convenient food options and an effort to adopt healthier lifestyles have supported category growth. While the likely continuation of these trends is an advantage to bar players, the subsequent growth in other food and drink categories stepping in to meet these needs presents a challenge. Year-over-year gains ...

Pasta, Rice and Noodles - UK

"Tapping into their image as value for money meal options, and giving shoppers more recipe ideas for recreating popular dishes tried in restaurants at home offer high-potential routes for encouraging more frequent usage of pasta, rice and noodles. A greater focus on nutritional claims, such as promoting fibre and protein ...

In-store Bakeries - US

"Sales for in-store bakeries continue to grow steadily, reaching nearly $13 billion in 2018 and expected to hit $14.5 billion by 2023. Amid such growth, there is still potential to expand further, as penetration among consumers is somewhat low (just over 50%). Key for the category will be expanding ...

Full Service Restaurants - US

"The massive and influential FSR (full service restaurant) segment demonstrates moderate sales growth overall, though it's losing slight share year-over-year to the limited service sector and other growing threats, such as retail prepared foods. Within this segment, casual dining and midscale chains are seeing the greatest challenges when it comes ...

Crackers - US

"Cracker sales have remained relatively flat hovering near $7.7 billion since 2016. While the category's versatility and consumer interest in snacking have helped maintain nearly universal penetration, intensified snacking competition has stolen some share of occasions from brands in the category, especially with adult consumers. While families and kids ...

"Gut health is widely seen as essential for overall health, however, few people have knowingly eaten foods which support gut health. This points to a lack of awareness of which foods provide this benefit. Products with EFSA-approved claims in this area should therefore look to flag this up clearly on-pack ...

Attitudes towards Home Delivery and Takeaway - UK

"Gone are the days when consumers 'just accept what they are given'. They're finding their voice to ask for exactly what they want. Personalisation and customisation is now a prerequisite for many ordering home delivery/takeaway food."

– Zameira Hersi, Leisure Analyst

Fast Casual Restaurants - US

"The fast casual restaurant segment continues to experience steady sales growth fueled by diners' interest in high-quality ingredients and better-for-you menu options in an accessible format. However, as restaurant segments blur with full service restaurants offering more convenient ordering options and fast food restaurants offering more premium ingredients, fast casuals ...

Alcoholic Drinks Review - UK

"Drinks makers are continuing to cater to consumers moderating their alcohol intake through a raft of low/no-alcohol versions, ensuring that they can keep buying into the market even as they seek to curb their drinking.

"Related to this desire to drink less, some consumers are looking to choose higher-quality ...

Still and Sparkling Water - US

"Consumer interest in health and wellness paired with innovation occurring in the water market is pushing sales of packaged water to new highs. Sales of packaged water are projected to reach $24.4 billion by 2023, driven by increases from all water segments, especially the fast-growing sparkling segment. Consumer interest ...

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Food and Drink - International

Beverage Blurring - US

"Category-defying hybrid drinks have been at the heart of much growth and innovation in the non-alcoholic beverage market. While just 13% of US adults overall report drinking hybrid beverages, the most engaged consumers – iGens, Millennials, parents, and Hispanics – are often young and influential. Further, these key consumer groups ...

Crisps, Savoury Snacks and Nuts - UK

"Snacks are one area where health priorities take more of a backseat for consumers. In light of the government expectations of calorie reductions, this poses a notable challenge to the category. Brands looking to explore a better-for-you positioning in line with government goals need to ensure products deliver on taste ...

Menu Trends - UK

“It is clear that people are paying attention to their health when eating out-of-home. But the conversation about healthy eating is ever-changing, especially when people's knowledge on how they should eat right is continually being undermined by the latest fad diets or lifestyle choices. Promisingly, current diners have shown ...

Snacking Motivations and Attitudes - US

"95% of US adults snack daily, and 70% do so 2+ times per day, making snacking a huge opportunity for connecting with consumers. The percentage of “super snackers” (those who snack 4+ times per day) is increasing, and the fact that busy lifestyles result in the skipping of meals (or ...

Snacking in Foodservice - US

"Americans love to snack, with increased usage being driven consumers’ busy schedules, interest in health, and eating on-the-go. This represents a robust opportunity for operators to cater to this eating occasion by offering craveable, affordable, and portable options. LSR (limited-service restaurant) operators are in an excellent position to capitalize on ...

Health Management Trends - US

"The health and wellness market has grown from an industry to a culture, expanding the definition of what it means to be healthy in more holistic terms. All adults report doing something for the benefit of their health and wellbeing so brands have an opportunity to connect with consumers to ...

Sugar and Gum Confectionery - UK

“The price-sensitivity of the sugar confectionery market and the powerful influence of price promotions present a real challenge to mainstream players. This puts the onus on operators to create even more compelling – and importantly unique - reasons to buy products. Positively, there are a number of largely untapped opportunities in ...

International Food Trends - US

"International food adoption is a fairly slow process in the US, which prizes traditional Mexican, Italian, and Chinese fare above all else. However, factors are positioning international fare for continued future growth, including an increasingly diverse population that favors such cuisines; the need for restaurants and products to differentiate and ...

Cider - UK

"Barrel-aged ciders appeal particularly to over-55s, making these variants a promising means for companies to maintain engagement among older consumers. As well as tapping into quality associations around longer ageing, these products would also offer a less sweet flavour profile, which is likely to be particularly welcome to older people ...

Private Label Food and Drink Trends - US

"After years of steady growth, sales of private label food and drinks may have reached their peak. Economic indicators suggest consumers are poised to increase their food/drink budgets, which will offer a challenge for value-oriented store brands. A strength for private label is fresh products – like meats, poultry ...

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