

June 2015

Ice Cream and Desserts - UK

"There is no shortage of innovation in the ice cream and desserts market. There is nonetheless plenty of scope to take NPD in new directions to inject even more excitement into the category and grab the attention of experimental "foodie" consumers keen to step outside their comfort zone. Super sour ...

The Ethical Food Consumer - UK

"Ethics is becoming ever more ingrained into food and drink operators' sourcing policies but it is a complex area which is important to get right. Not only do consumers expect good ethical practices from operators, they also expect to be informed and reassured over why they're paying extra and where ...

May 2015

Chocolate Confectionery - UK

"While low/no/reduced sugar chocolate innovation in the UK is still very much a niche area, there are tentative signs that operators are placing a greater focus on it. Chocolate products with a low/no/reduced sugar claim grew from 1% of new launches in 2012 to 4% in ...

Kids' Snacking - UK

Almost all parents bought snacks for their child in the six months to March 2015. Also reflective of the ingrained nature of kids' snacking is that three quarters of children snack at least once a day.

Prepared Meals Review - UK

"Actively encouraging people to give prepared meals their own twist may make these products more attractive through added involvement in the preparation process, also tapping into many consumers' interest in

Attitudes towards Sports Nutrition - UK

Whilst three in four adults exercise, with six in 10 doing so at least once a week, only 28% of adults eat/drink sports nutrition products. Positioning sports nutrition products as an important part of an 'everyday' exercise routine thus offers potential for the market to bring new users into ...

Consumers' Food Safety Concerns - UK

The level of trust consumers have in the food and drink industry is evidently low, with few believing either retailers or manufacturers to have complete information on their supply chains. Consumer faith in the role of the state, or official bodies, in guaranteeing the safety of food and drink in ...

Added Value in Dairy Drinks, Milk and Cream - UK

"The dairy drinks, milk and cream market faces challenges on several fronts at present, including for example, the maturity of the white milk segment, the ongoing grocery retailer milk price wars, concerns over sugar (flavoured milk) and the macro trend towards healthier products (cream)."

Consumers and the Economic Outlook: Quarterly Update - UK

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there

experimenting with food. Here, recipe ideas can help to illustrate the versatility of products.”

– Emma Clifford, Senior Food ...

April 2015

Baby Food and Drink - UK

“Brands could offer parents more reassurance about the healthiness of manufactured baby/toddler food by referencing more actively on-pack all the nutritional qualities the product has to offer, acknowledging key nutrients such as protein, calcium and carbohydrates.”

– Colette Warren, Food and Drink Analyst

Convenience Stores - UK

“Convenience stores are most used in urban environments with the majority of consumers using c-stores close to their home. The millennial generation, aged 16-35, are the most likely to visit c-stores and also are the most frequent users of the format. This generation is increasingly migrating to urban areas and ...

are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

Biscuits, Cookies and Crackers - UK

“After a period of impressive growth since its launch, the breakfast biscuits market lost momentum in 2014. That a quarter of users are interested in breakfast biscuits with a high fruit content, and a similar number are interested in high-protein versions, signals scope for further development.”

– Aimee Townshend ...