

### July 2013

#### Wine - Ireland

“With aggregate new product launches declining, flavour innovations similar to those seen in the cider category provide the drinks companies serving the Irish wine industry with an opportunity to breathe fresh life into a declining market and create potentially lucrative new revenue streams.”

### June 2013

#### Eating Out Review - UK

“A renewed focus on the basic principle of emphasising the ‘experience’ of eating out should help operators reclaim market share, particularly in sectors such as pizza/pasta restaurants where brand loyalty is low due to an extended period of heavy discounting.”

#### Lunch Meat - US

“The lunch meat category enjoys high household penetration rates but is now grappling with the challenge of decreasing personal usage due to consumer price and health concerns.”

#### Tea and Other Hot Drinks - UK

“Tea enjoys a long-established role as a quintessentially British drink. Even today, the majority of consumers see tea drinking as part of being British, and report enjoying the ritual of drinking tea, offering a strong platform for communication around these issues.”

#### Meat Alternatives - US

“Health perception plays a large role in use of meat alternatives. One third of consumers indicate using products in the category because they are healthy, higher than any other reason measured in the report (including the reduction of meat consumption).”

#### Ice Cream - UK

“While the ice cream market continues to struggle, sales of frozen yogurt are soaring, with the segment benefiting from its naturally low-fat positioning. However, representing less than 1% of the total market, it remains fairly embryonic. This suggests there are lucrative opportunities for ice cream brands to grab a slice ...

#### Grocery Pricing and Promotion - US

“Digital promotions represent the future of most industries, including the grocery retail trade. Effective digital promotions do much more than simply re-create the traditional coupon experience on a new platform. Marketers are finding ways to digitally bring value to customers in extraordinary new ways. Adapting current technology can help grocers ...

#### Consumer Trust in Food - UK

“Nearly eight in ten adults consider the food industry to be too reliant on mass manufacturing. However, for mass-produced products, highlighting the involvement of humans – whether it’s a farmer, company owner or even the workers on the production line – on-pack or in other communications, can help to convey ...

#### Trends in Snacking and Value Menus in Restaurants - US

“Consumers are shifting the way they use foodservice. Instead of large meals, they are tending to snack more. This is a reflection of the economy, as well as their focus on health concerns. Consumers are also using snacking

## Food and Drink - International

as a way to socialize, choosing snacks rather than meals and sharing ...

### Drinking in the Home - UK

“Lower-alcohol drinks tend to be cheaper, because of lower taxation, and are often lower calorie. Both factors should make them attractive to people drinking at home, helping to retain users at a time when people are cutting back on spend.”

### Carbonated Soft Drinks - US

“Carbonated soft drink manufacturers are faced with a challenging marketplace in which they are battling not only to retain current users who are being encouraged to make healthy choices, but also to regain consumers who have already sought out alternatives. Companies are hedging bets on multiple packaging sizes, flavor innovations ...

### Beer - Ireland

“The Irish beer market has struggled through some trying times since the onset of the economic downturn, with the Irish on-trade bearing the brunt of the hardship. However, with a booming off-trade and growth of the craft beer segment, coupled with the possibility of government legislation working in the industry's ...

## May 2013

### Cakes and Cake Bars - UK

“Around one in four users would like to see more individual portions of cakes, suggesting the market could tap more effectively into the popular impulse occasions through single packs and greater visibility in impulse channel and aisles, effectively leveraged by cereal bars and breakfast biscuits.”

### Carbonated Soft Drinks - UK

“A striking 41% of consumers who have bought soft drinks in the on-trade currently consider their quality as poor, and only one in three users are satisfied with the range available, highlighting that there remains unmet demand in terms of choice and quality of soft drinks in the on-premise market ...

### Frozen Snacks - US

“The category finds favor through offerings that appear as fun food geared toward a younger audience, with pizza bites, spicy poppers, and bar food favorites rising to the top of brand offerings. The expansion of product lines beyond these ‘extreme’ items into more sophisticated, quality snacks with a higher health ...

### Pub Catering - UK

“Whilst increasing the ‘experiential’ element will help create a buzz around the dining/leisure occasion, operators should also be concentrating on improving engagement rates with consumers’ pre-/post-visit in order to increase the likelihood of turning diners into ‘brand ambassadors given the weight diners put on personal recommendation in venue ...

### Prepared Meals - UK

“According to exclusive research for this report, two fifths of ready meal users do not plan to change their purchasing habits in the wake of the horse meat adulteration scandal. For the frozen ready meals

### Pub Visiting - UK

“With closures slowing, the now-streamlined pub industry is better placed to take control of its own fortunes and focus on its strengths rather than looking for people to blame for its recent problems.”

segment, however, there has been a marked effect for implicated brands, while one in ten ...

### The NASFT State of the Industry Report – The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have collaborated to produce the tenth annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is simply to show changes in the industry as a whole ...

### Alcohol Consumption at Home - US

“Alcohol consumption at home or someone else’s home has become more commonplace in the wake of the recession. However, the slow economic recovery has seen some consumers return to on-premise alcohol consumption, which is slated to continually lessen the sales lead maintained by off-premise channels. Thus, more should be done ...

### Non-Alcoholic Beverages at Restaurants - US

“Consumer tastes have become more sophisticated, and they are increasingly searching for new specialty beverages that offer a unique experience. However, a greater focus on health aspects of sugary beverages and their link to obesity is affecting the market and causing shifts in menuing and the promotion of beverages.”

## April 2013

### Hotel Catering - UK

“Over a quarter of consumers think that hotel restaurants are too formal and that they lack character/ atmosphere. The onus is therefore on operators to inject fun and personality into their brand positioning and venue design.”

### Dairy Drinks, Milk and Cream - UK

### Baby Food and Drink - US

“U.S. Census Bureau data show a 2.7% decline in population of children younger than five from 2008-13, signaling a shrinking market for baby food and drink. Innovative packaging and new formats that can make baby food and drink products appealing to babies longer will help counter losses in ...

### Frozen Meals - US

“One way to help increase usage of frozen meals is to better position them as convenient and affordable ways to try new types of cuisines. Only 21% of respondents say frozen meals are a good way to try new cuisine types, Mintel’s survey finds, suggesting untapped potential for introducing consumers ...

### Baby Food and Drink - UK

“Critically, only 30% of parents trust organic baby food over non-organic, suggesting the label is not doing enough to justify a price premium. Furthermore, agreement falls to 24% of parents with a youngest child aged under six months, suggesting that failure to win over these young parents could hinder future ...

### Convenience Stores - UK

“Investment by major retailers in the extension of their convenience store portfolios and improvements in the proposition are factors in bringing consumers into convenience shopping. Further consolidation will hit weaker retailers, notably independents, but it looks likely to have a positive impact for the consumer and the sector.”

### Dairy and Non-Dairy Milk - US

## Food and Drink - International

“With three in ten users saying they rarely cook recipes that involve cream, communicating the versatility of cream as a cooking ingredient, such as with on-pack recipes, has scope to encourage usage. Year-round flavour innovation has scope to appeal to a small proportion of cream users.”

### Soup - US

“Soup finds its largest draw among consumers aged 45+. This is a strength of the category, given the hefty purchasing power of Baby Boomers who make up a large percentage of this group. However, growing consumption among young consumers will be important in maximizing sales and nurturing a loyal user ...

### Hot Dogs and Sausages - US

“A third of respondents to Mintel’s survey say they would eat more hot dogs and sausages if they were more nutritious. This presents brands with an opportunity to add value to their products by incorporating nutritious elements such as vitamins, minerals, fiber, or some other type of nutritious ingredient.”

### The Dining Out Experience - US

“Creating a great experience goes far beyond the menu. It can include such aspects as décor, service, technology, customization, and the incorporation of deals. Each operator must find the right balance that meets the needs of their brand, their core consumers, and the segment they occupy. Experimenting with strategies that ...

### Convenience Store Foodservice - US

“While convenience stores have offered prepared foods for years, the trend has accelerated in the past five years, and the scope of c-store foodservice has broadened. Convenience stores are successfully capturing on-the-go dining occasions through ubiquitous presence, quick in/out accessibility, and the benefit of one-stop shopping with fuel purchase ...

“Milk is most associated with at-home breakfast or as an additive to cereal or coffee, but the growing variety of milk products invites expansion beyond these traditional usage occasions. Milk producers should embrace their product’s versatility by encouraging consumers to use milk in recipes, as a snack, or as a ...

### Chocolate Confectionery - US

“Increased concerns over obesity and related diseases as well as product price increases have caused some consumers to become weary of purchasing chocolate. The chocolate industry must address these challenges with products, packaging and marketing that addresses consumer concerns and invigorates consumer interest in the category.”

### Soup - UK

“Despite soup already benefiting from a healthy image, there are opportunities to further mine the health angle given that the majority of users would like to see more soups boasting added-health claims. There is scope for operators to look beyond the traditional ‘low/no/reduced’ claims and vegetable content, for ...

### Attitudes towards Pricing and Promotions in Food and Drink - UK

“The potential danger entailed by supermarkets purely focusing on price is that consumers could develop a level of apathy towards such pricing strategies. More than a third of consumers agree that ‘Price matching removes the need to think about price when grocery shopping’, indicating that price matching no longer serves ...

### Chocolate Confectionery - UK

“Using more unusual flavour combinations in bars may appeal to the 28% of users who like trying chocolate with exciting flavours. Chilli flavours are now fairly commonplace in premium block and boxed chocolates and could add an exciting twist to bars, as could a hint of sea salt in a ...