January 2020

Beer - UK

"The low-/non-alcoholic beer trend has helped to keep beer on the menu for consumers prioritising health. That a quarter of 18-24s are keen to see more of these varieties presents a good opportunity for low- and non-alcoholic beer alternatives when targeting the younger consumer, which bodes well for ongoing ...

December 2019

Foodservice in Retail - US

"The retail prepared foods business is growing quickly year over year, with more people purchasing them and making more frequent purchases. This is largely thanks to prepared foods' ability to deliver affordable convenience and a satisfying variety of options to time-strapped consumers. Grocers are investing in convenience with more tech-enabled ...

Dark Spirits - US

"Dark spirits had another year of growth posting strong five-year growth driven by consumer interest in premium drinks, craft offerings and even cocktail culture keeping the category well positioned with its base for the future. Yet, optimal growth will hinge not only on nudging upgrades from dedicated consumers to even ...

White Spirits - US

Spirits continue to enjoy growth in both dollar and volume sales, outperforming beer and wine. Consumer interest in craft production, brand stories and premium drinking experiences has propelled many spirit brands, especially high end and super premium spirits. Though total US alcohol consumption is in decline, high end and super ...

The Leisure Outlook - UK

"Consumers have begun preparing for Christmas by adding to savings and reducing spend on nights out. While participation in some leisure activities is expected to take a hit, indoor venues look set to at least maintain

Cooking Sauces and Pasta Sauces - UK

"Cooking/pasta sauces are only used as an emergency meal solution by half of users, but need to appeal beyond this. To increase usage, brands need to emphasise being a short cut for sauces hard to make at home, offer more variety in ethnic sauces, and promote healthiness, naturalness and ...

Poultry - US

"The chicken segment dominates the poultry category and is essentially keeping it in the black with marginal growth while other poultries are declining. Participation is nearly universal, with chicken capturing most of the consumption, making growth a challenge. Increased consumption of other poultry types and finding new occasions and uses ...

Eating Out Review - UK

"Growth in the eating-out market is being driven by affluent diners who are spending more on quality dining experiences as well as the convenience of quick meals through the home delivery channel. However, the market lacks budget-friendly options for price-conscious consumers, which has resulted in some worse-off consumers exiting the ...

Cooking Sauces, Pasta Sauces and Marinades - US

"With a market size in excess of $6 billion and a nearly universal consumer penetration, sauces and marinades have reached maturity, which brings challenges. The category is diverse and fragmented, yet consumers show

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trading levels as the winter cold settles in. Pubs hope to boost pre-Christmas trade ...

Dining Out in 2020 - US

"Restaurant sales are predicted to maintain steady growth in coming years but are vulnerable to volatile economic conditions, triggering a decrease in dining out spending. Americans' interest in casual and off-premise dining is largely fueling industry growth, leading to a rise in new delivery formats including ghost kitchens along with ...

November 2019

Meat-free foods - UK

"The growing flexitarian movement has driven the success of the meat-free market and established an engaged consumer base amongst younger consumers. Yet as the market becomes increasingly crowded, products need to work harder to distinguish themselves from the competition, for example through holistic environmental credentials, enhanced nutritional profiles or exciting ...

Wine - US

"Total US dollar sales of wine topped $65 billion in 2019. Wine has enjoyed fairly steady yet modest growth, outpacing that of beer but falling short of spirits, thanks to a broad and often steadfast appeal to a wide swath of consumers across generations. Brands have been working to expand ...

Supermarkets - UK

"During an uncertain period, demand in the grocery sector has held up well. Within this the underlying demographic shifts continue to see sales move away from larger-format stores, but they remain the format that attracts the majority of two thirds of consumers' grocery budgets."

– Nick Carroll, Associate Director ...

Condiments - US

"The condiments category continues to experience modest growth, gaining 5.9% since 2015 with signs of boredom – customizing products and making them from scratch, as well as interest in new ...

Better for You Snacking - US

"Consumers are increasingly living on-the-go lifestyles where a quick snack can be a better fit than a sit-down meal. And with many adults looking to improve their health through diet, there is a solid market for healthier, more nutritious snacks. This report examines the better-for-you snack trend, looking in depth ...

Processed Poultry and Red Meat Main Meal Components - UK

"With consumers limiting/reducing their eating of processed meats for health or environmental reasons and the number of meat-free substitutes growing, it will be important for brands to focus on ingredients and how products are made to help keep processed meats on the menu. Calling out details of provenance will ...

Food and Drink Shopper - US

"While food and drink shoppers still view cooking at home from scratch as the standard for health, freshness and taste, they have an ever-widening array of shopping options to choose from for fresh meals. For food and drink retailers, the challenge and opportunity is to make cooking and eating fresh ...

RTD Alcoholic Beverages - US

"At a time when consumers report reducing alcohol consumption, and alcohol sales are leveling off, the historically small ready-to-drink (RTD) alcohol space is thriving. RTDs posted the only gains in alcohol consumption from 2018-19, and volume sales of the two largest segments (flavored malt beverages [FMBs] and prepared spirits-based cocktails ...

Better for you Eating Trends - US

"The vast majority of consumers report eating foods they feel to be healthy at least some of the time, but

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expectations to reach $7.7 million by the end of 2019. Increased sales are largely supported by the growth of the category's largest segment, pickles, olives and relish, while other more fragmented segments in the category ...

Pizza Restaurants - US

"Top pizza restaurant chains continue to grow same-store sales YOY (year over year), although they face increased delivery and off-premise foodservice competition from third-party delivery companies and most other restaurant and retail segments. As a result of this heightened competition, top pizza chains are investing heavily in off-premise business solutions ...

Coffee Shops - UK

"As coffee is now an expected product in foodservice outlets, eateries with accessibly priced hot drinks, alongside a strong food offering, have an advantage over specialist coffee shops. Reviewing price strategies are an obvious starting point for coffee shops to fight back, as people are now spreading their budget across ...

Beer - US

"Dollar sales of beer, craft beer and cider are estimated to reach $117 billion in 2019, and are projected to post on-going moderate growth through 2024. Challenges to the market however include shrinking volume sales, as more consumers report reduction of beer consumption rather than an increase. Flavor innovation and ...

Coffee - UK

"Britain today is a nation of coffee drinkers as much as tea lovers, usage of each standing at four out of five adults. The industry stalwarts, however, face a challenge in that the younger age groups are noticeably less brand-loyal than older coffee lovers. Compelling storytelling can win them over ...

On-premise Alcohol Trends - US

opinions and attitudes on what a healthy diet is vary greatly. Brands making better-for-you claims need to stay on the pulse of trending diets, yet not lose sight of the ...

Restaurant Ordering and Delivery - US

"With more delivery options than ever before, Americans can enjoy their favorite restaurant meals without even leaving their homes. And these new and unique ways of ordering are chipping away at actual restaurant visitation, fueled by the explosive growth of third-party delivery companies and continuing operator investment in their own ...

Yogurt and Yogurt Drinks - US

"Yogurt sales are beginning to fall as yogurt drinks take share from the spoonable segment and constant innovation in style and flavor leads to increased competition and consumer fatigue. Performance will be dependent on brands' ability to align functional claims and positioning with consumers' rapidly changing definition of "healthy." ...

Supplements - US

"The supplements segment leads the way for continued growth of the vitamins, minerals and supplements market, surpassing vitamins in overall market sales in recent years. Supplements can play in the wellness space more so than vitamins and minerals on their own, with seemingly limitless opportunities for combining functional ingredients offering ...

Still, Sparkling and Fortified Wine - UK

"The alcohol moderation trend poses a challenge for wine but lower/non-alcoholic variants are yet to realise their full potential. Developing more L/N/R versions with strong quality/craft emphasis should help to drive sales, particularly if coupled with marketing messages portraying these as a more interesting and sophisticated ...

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"Americans' mindset and attitudes toward drinking have undergone a paradigm shift in recent years. While patrons of all ages are still drinking on-premise, younger generations are putting greater emphasis on their health and wellness, leading to more moderate drinking habits. Bars and restaurants should focus on offering options that fit ...

October 2019

Bacon and Lunchmeat - US

"The bacon and lunch meat category continues to experience slow and modest 0.5% annual growth, reaching $19.8 billion in 2019. Bacon and lunch meat remain a household staple, although consumption is lower among small households, especially among women without children, seniors, and consumers aged 18-24. Amid protein-centric nutritionally ...

Cheese - UK

"Reminding consumers of the nutritional benefits of cheese such as its protein and calcium content remains pertinent to boost the category's healthy image and promote more frequent usage. This should also help the market to capitalise on the flexitarian trend, which presents an opportunity for cheese to play a more ...

Yellow Fats and Oils - UK

"Taste is more important than anything else in butter and spreads, and more than two thirds of buyers say they eat too little butter/spread to worry about it being healthy. However, this still leaves a sizeable minority of buyers for whom healthiness is an important selling point. Spotlighting low ...

Restaurant Decision Making Process - US

"Mintel forecasts moderate growth in the restaurant industry, buoyed by a positive macroeconomic landscape that allows consumers to spend more on AFH (away from home) dining. However, on-premise dining is challenged by the abundance of prepared food choices, including food from retailers, food trucks, meal kits and delivery services. Opportunities ...

Cheese - US

"The mature cheese market continues to manage modest sales growth. Cheese benefits from a generally healthy reputation, and for the category's most ardent users, it manages to merge those healthy notes with a degree of indulgence. Reflecting that notion, the growth that is most pronounced is found in the natural ...

Pizza and Italian Restaurants - UK

"The rising costs of operating sit-down venues will be unsustainable for some pizza and Italian restaurants in the long run. Instead of adding more restaurant sites, operators will focus on two areas: enhancing the dining experiences at their flagship stores and expanding their delivery catchment areas through third-party delivery companies ...

Cooking in America - US

"There are over 80 million Americans who enjoy cooking, cook often, and cook because they want to, not just because they have to. An additional 43 million share their enthusiasm, even if they don't cook as often. This receptive audience bodes well for brands in the cooking space. However, this ...

Milk and Non-dairy Milk - US

"Milk sales are composed of two opposing, connected markets: the struggling, but sizable dairy milk market and the growing non-dairy milk market. While traditional dairy milks are still considered a household staple by most consumers, sales are declining due to rapid innovations in the non-dairy market and low prices that ...

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