

April 2012

The Retailing of Food and Drink - UK

“The market for food is changing. We are seeing the beginnings of a shift away from the superstores and towards online retailing and convenience stores. That is not to say that the superstores are in trouble, but the days when they swept all before them are now over.”

March 2012

Pasta, Rice and Noodles - UK

“Despite the wealth of cookery programmes on the television and internet, the level of knowledge in some of the more basic areas of cuisine is rather lacking in the UK. Just over one in ten (12%) pasta users agree that it is difficult to cook pasta to the correct texture ...

Pet Food and Supplies - UK

“Children have a major influence on the pet food market, and can be an important source of ‘pester power’ therefore it is vital for brands to engage directly with families to maximise their potential.”

Private Label Food and Drink - UK

“Brands remain the most widely used type of product (89%) and outperformed the own-labels in terms of sales in 2011. However, consumer sentiment indicates that brands may in fact be most at risk in 2012 with own-labels well placed to benefit from a growing pool of users.”

Sweet and Savoury Spreads - UK

“With almost half of consumers enjoying trying new flavours/varieties of sweet spreads and more than two fifths of consumers agreeing that own-label savoury spreads taste just as good as branded, flavour innovation can help to maintain engagement by refreshing this long-established and traditional category.”

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

February 2012

Fruit and Vegetables - UK

“As food waste has become a primary concern for consumers and industry alike, companies can benefit from working together with consumers to avoid waste and cut costs.”

Cereal, Energy and Snack Bars - UK

“Cereal bars are one of many markets which are perhaps failing to fully leverage this value-added angle. Satiety, energy and all-natural ingredients provide three of the

potentially most lucrative attributes which resonate with cereal bar users.”

In-Home Meal Occasions - UK

“More than four in five consumers say that they enjoy spending time with their family, indicating that marketing products, services and entertainment around this notion of family time should therefore resonate with the majority of consumers.”

January 2012

Food and Drink Packaging Trends - UK

“Three in four consumers state that it is important for brands/companies to invest in sustainable packaging, highlighting how this interest is translating into higher expectations on companies, suggesting opportunities for brands to stand out based on their credentials in this area. This reflects a broader trend identified by Mintel’s ...

Bread and Baked Goods - UK

“To more effectively compete with own-label, brands need to emotionally engage with consumers, extolling the virtues of their expertise and – in the case of the older bakeries – heritage. But they are likely to struggle to achieve this without a stronger media presence.”

Crisps, Salty Snacks and Nuts - UK

“Price remains the main choice factor in 2011, with consumers increasingly looking to stick to tried and trusted brands and flavours. Keeping crisps affordable in the face of rapidly rising raw material costs is one of the most difficult, but important, challenges facing manufacturers and retailers today.”