

### January 2018

#### Beer - UK

"A likely growth segment in the coming years is low- and non-alcoholic beers. While decidedly niche, high profile launches from Heineken and Budweiser over the past year are helping to raise its profile and buoy growth."

### December 2017

#### Dining Out in 2018 - US

"Restaurant sales are predicted to grow; however, on a more micro-level restaurants are struggling to maintain relevancy, with consumers faced with a variety of options to choose from when dining out. Chain and independent restaurants each play a vital role in meeting consumer dining preferences across demographics. In order to ...

#### Processed Poultry and Red Meat - UK

"The income squeeze will see the competition for meal occasions heat up between proteins. While processed poultry and red meat stand strong in the areas of value and convenience, encouraging their use as ingredients will be needed as consumers turn to scratch cooking for savings."

#### Children's Eating Habits - UK

"Children's likes and dislikes have the biggest influence on food bought for them by parents, which on the face of it poses a challenge for brands embracing a healthier proposition. However, parents and kids alike attach a very high importance to having a healthy diet. New or reformulated products, such ...

#### Cooking and Pasta Sauces and Marinades - US

The diverse cooking sauces and marinades category, which is ideally suited to those consumers interested in food and flavor exploration, has generated stronger growth in recent years than many other center-store packaged food categories. Looking ahead, the category

#### Fish and Shellfish - UK

"A combination of rising prices and the outlook for a sustained squeeze on real incomes spells troublesome times for the fish and shellfish market. This is set to entrench and exacerbate the impact of these products' relatively high expense in limiting usage. However, it is not all bad news, and ...

#### Cooking Sauces and Pasta Sauces - UK

"Interest in scratch cooking continues to pose direct competition to the market; the impending squeeze on consumer incomes is likely to spur this trend on. The market will also need to respond to the growing number of small households and ageing population in order to remain relevant against the UK's ...

#### White Spirits and RTDs - UK

"Recommendations, either from friends/family or from drinks professionals, are pivotal in bringing new users to white spirits. Shared discounts and marketing themed around shared knowledge offer viable means for companies to persuade people to recommend their products. The influence of bartenders also offers venues scope to encourage trading up ...

#### Coffee Shops - UK

"Younger Millennials aged 18-27 and parents of under-16s make up the core consumers of the coffee shops market. Younger Millennials are drawn to new product lines, and parents care about ethical sourcing and premium quality experiences. As a group, they are spreading their budget across a larger number of establishments ...

offers opportunities for products that combine the convenience of premade with the ...

### RTD Alcoholic Beverages - US

"45% of US adults drink RTD (ready-to-drink) alcoholic beverages. While 26% of category participants report drinking more RTDs in the past year, adoption by new consumers has stalled. The category trails behind other alcohol types in both consumption and sales, and is relegated to "also drink" status (only 11% of ...

### Restaurant Decision Making Process - US

"As a whole, the restaurant industry continues to grow with total revenues reaching approximately \$569 billion in 2017. However, many restaurants face an uncertain future due to shifting consumer dining preferences and an overabundance of restaurants in the market. It's harder than ever for individual restaurants to stand out in ...

### Still, Sparkling and Fortified Wine - UK

"There is clear consumer interest in seeing more wines from regions such as Eastern Europe and Asia. Operators may also benefit by tapping into interest in other formats like cans and pouches which are becoming more credible alternatives to bottles."

## November 2017

### Fruit Juice, Juice Drinks and Smoothies - UK

"While the Sugar Levy will impact juice drink sales, sugary variants in particular, there is marked potential to retain consumers through innovation in low-/no-added-sugar variants. Fruit juice has continued to struggle under the scrutiny over sugar, while the touting of functional health benefits appears to have helped smoothies flourish ...

### Artisan Food – Attitudes to Provenance - Ireland

### White Spirits - US

"Distilled spirits (white and dark) are expected to flourish, growing 11% through 2022 with white spirits making up majority of volume sold. Sales of white spirits will maintain forward momentum as interest in craft, premium spirits, and cocktails grows. While vodka's versatile flavor profile has kept it as the leading ...

### Condiments - US

"Condiments and dressings are substantial and diverse categories with extremely high penetration driven by consumer loyalty to brands and product types, along with healthy reputations for adaptability, affordability, and variety. As these mature categories struggle to grow sales, getting back to growth will take effort from brands to find even ...

### Unprocessed Poultry and Red Meat - UK

"The income squeeze heralds a return to savvy shopping habits and cost-saving swaps among consumers. Price competition is likely to ramp up, reinforcing the place of strategic price promotions. Flagging up cheaper options and swaps remain key ways for grocers to help consumers manage their finances and keep them in ...

### Supermarkets - UK

"The supermarket sector is expected to return to growth for the first time in four years in 2017. However it is still

## Food and Drink - International

"Provenance remains important for Irish consumers when it comes to food. Indeed, 'Made in', 'Made by' and 'Made since' all matter to consumers as they tell the story behind the product. In short, provenance signals all the things that consumers care about – quality, animal welfare and environmental ...

a sector fighting against the grain of current shopping habits. Consumers continue to move to more fluid and frequent habits and the discounters continue to present a considerable ...

### Food and Drink Shopper - US

"While food/drink shopping habits exhibit some traditionalism, shifts are clear, largely driven by a quest for lower prices. Many shoppers report shopping at value-oriented stores for groceries more in the past year, suggesting the potential for these channels to grow sales share in the coming years. Adoption of shopping ...

### Pizza and Italian Restaurants - UK

"Younger Millennials and parents are the core consumers. As a group, parents are not as brand-loyal, prompting brands to work harder to focus on features that are important to them, whereas younger Millennials are more inclined to participate in marketing activities, prompting brands to create lasting relationships with them." ...

### Soft Drinks - Ireland

"Sugar content continues to be the dominant theme in the soft drinks market, with the April 2018 introduction of the sugar tax/ levy likely to disrupt consumer drinking habits somewhat. Moving forward we are likely to see an increased shift to diet/ low-sugar variants."

### Fish and Shellfish - US

"After a year in which sales declined slightly, the market for fish and shellfish should improve – albeit slightly – over the next five years. The category's leading segment (fresh) remains strong and should continue to leverage healthy and natural attributes, while the other two segments (frozen and shelf-stable) will ...

### Dark Spirits - US

"The distilled spirits category in its entirety continues to see strong sales growth. Dark spirits drive a large portion of that growth as whiskies and brandies saw booms in popularity due to interest in premium and craft spirit offerings. Strong seasonality favoring fall and winter months combined with limited consumption among women ...

### Grocery Retailing - US

"Given the essential nature of groceries, the industry remains somewhat protected from outside influencers that can cause wide variances in sales. However, food deflation has put a damper on sales and squeezed profits the past two years, causing some price wars. Channel switching is frequent in the industry, as consumers ...

### Cooking Enthusiasts - US

"In 2017, Cooking Enthusiasts account for 46% of adults aged 18+, or about 115 million people. These adults have at least basic cooking skills, like or love cooking, and cook because they want to rather than because they have to. Innovation and competition in grocery retailing, along with low food ...

### Pizza Restaurants - US

The pizza market continues to grow despite competition from frozen pizza and third party restaurant delivery companies such as GrubHub. Pizza restaurants have evolved as trends in tech have also evolved with many of the growing pizza chains having a strong emphasis on easy intuitive ordering. FSR (full service restaurant ...

### Poultry - US

"Poultry is a household staple, offering something to everyone and for every situation. The category's success is driven by the dominance of chicken, the most frequently eaten animal protein and poultry's highest

### Consumers and the Economic Outlook: Quarterly Update - UK

"Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have

selling segment. The already high penetration coupled with falling prices of poultry and other competitive proteins has made ...

### October 2017

#### Bread and Baked Goods - UK

"In terms of health, the very strong performance of the 'bread with bits' segment provides cause for optimism, with these products aligning well with both positive nutrition and 'foodie' trends. Health-boosting herbs and spices can also play in both these spaces and – as yet largely unexplored in this market ...

#### Cheese - US

"The cheese category is expected to continue on its course of slow, steady growth. Natural cheese continues to set the pace for the category, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. For category competitors ...

#### Beer and Craft Beer - US

"Beer has avoided dollar declines, despite volume decreases, due to the buffer of pricier craft, imported, and premium offerings. Category shifts may be stunting prices. Import activity favors affordable Mexican beer, and craft acquisitions by larger companies, with production/distribution efficiencies, may lower costs. While beer remains the most popular ...

#### Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

#### Foodservice in Retail - US

"A strong foodservice program has become a differentiator within the highly competitive grocery

been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

#### Cheese - UK

"A focus on meals and cooking will be important for future sales of cheese as its most popular carrier product, bread, is in decline. Promoting cheese as an indulgent snack offers another route for keeping cheese on the menu. Highlighting provenance, artisan cheese-making skills and different taste experiences offer possibilities ...

#### Ice Cream & Desserts - Ireland

"In 2018, the Irish ice cream and dessert market is forecast for further growth, despite the growing national obesity concern and a general healthy living trend witnessed in recent years. Although many accept this category as a sweet treat for indulging, innovation lies in developing 'healthier' options and catering to ...

#### Free-from Food Trends - US

"Consumers are largely embracing free-from claims on foods, but not all claims are perceived or accepted equally or for the same reasons. The broader trend is being guided by those seeking sustained overall wellness rather than addressing an immediate nutritional or dietary need. Allergen-free claims appear to be mostly niche ...

#### Dairy Milk - US

"Sales in the dairy milk category have declined since 2012 and are expected to continue this trend, as non-dairy milk gains momentum and consumers are faced with a myriad of nutritious, functional beverages to choose from. A bright spot in the category has been flavored and whole milks, especially among ...

#### Hot Dogs and Sausages - US

"Although a commonly purchased food, the hot dogs and sausages category struggled in 2017. Consumers

## Food and Drink - International

retailing industry. Retailers are positioning themselves as foodservice destinations, offering trendy dishes or partnering with growing restaurant concepts for restaurants within a store. The lines between retailer and restaurant are continuing to blur, presenting an opportunity for ...

perceive products in the category to be too processed and unhealthy. Brands can try to combat negative health perceptions with product reformulation and free-from claims. However, players in the category may do better to communicate ...

### Dining out Dayparts - US

"Lunch and dinner are the key dayparts driving regular visitation, with lunch serving as the key weekday meal and dinner a core weekend meal. Millennials are driving less-traditional segments, such as snacking, happy hours, and brunch, and operators are striving to create menus that appeal to every daypart. With nearly ...

### Attitudes towards Lunch Out-of-home - UK

"Although lunch operators appear to be in good stead as consumers are eating this meal out of home more than a year ago, their drop in financial confidence may impact this over the coming months. If consumers do choose to cut back on lunchtime spending then it is likely they ...

## January 1970

### Free-from Foods - UK

"The free-from category's strong sales growth in recent years now stands vulnerable to the squeeze on household incomes, as 47% of free-from buyers spend less on these products when money is tight. However, opportunities remain for premium and 'shortcut' products to do well as people cut down on going out ...