

January 2012

Organic Food and Drink - Ireland

The organic food and drink market in Ireland was growing strongly between 2005 and 2008, until the economic downturn began to affect it negatively from late 2009 onwards. As a result of the poor economic climate, Irish consumers are now shrewder than they were previously and this has had an ...

December 2011

Processed Fruit and Vegetables - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Processed Meat, Poultry and Fish - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Yogurt and Yogurt Drinks - US

Total U.S. retail sales of yogurt and yogurt drinks have grown every year since 2006, and the market is expected to reach an estimated \$6.4 billion in 2011. Considering the state of the economy, this growth is quite impressive. The market still holds considerable opportunity, and this report ...

Deli Consumer (The) - US

In recent years, delicatessen operators have diversified product selection, expanding far beyond lunch meat and cheeses, to include prepared meal solutions, in-store sandwich shops, beverage centers and other specialties. Consequently, a well-managed in-store delicatessen (ISD) can play an integral role in separating a retailer from the competition and making it ...

Vitamins and Minerals - US

The U.S. vitamins and minerals market experienced strong sales through food, drug, and mass channels between 2006 and 2010, before decelerating significantly in 2011, mostly because the economy continues to stagnate and consumers are looking for ways to cut household costs. However, the future appears to hold promise for ...

Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

Yogurt and Desserts - Europe

Sales of yogurt and chilled desserts have been adversely affected by Europe's economic uncertainty, with consumer spending habits increasingly dictated by price. Thanks to its larger population size and high take-up of yogurt, Germany is the leading market in terms of volume, but the UK takes the top position in ...

Pizza Restaurants - US

In spite of the challenging economy, pizza sales have picked up in the past year. It is clear that the favorite fare is built into the dining-out psyche, helped by healthy competition among leading brands, which keeps pizza prices relatively low—and on par with the value-centric quick-service restaurant (QSR) segment.

Food and Drink - International

Fish and Seafood - US

The fish and seafood category generated more than \$15 billion in total U.S. sales for 2011. Such activity represents a stagnation of growth due to a range of factors, not the least of which is a prolonged period of economic uncertainty that has consumers cutting back on higher price ...

Specialty Foods - The NASFT State of the Industry Report - The Consumer - US

Mintel Oxygen – Quality market and consumer insight

Healthy Snacking - UK

“That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat ...

Beer: The Market - US

This report provides a detailed look at the on- and off-premise segments of the U.S. beer market, including:

Beer - UK

“Lager can undoubtedly innovate its way out of its current slump. If ever there was doubt about the importance of innovation in driving sales this can be dispelled by the value which flavoured vodkas plus pear and other fruit-flavoured ciders have added to their respective youth-orientated categories.”

Eating Out: The Decision Making Process - UK

“Although consumers are increasingly price-sensitive their overall concern is for value for money, meaning that they are less willing to ‘splash out’ on mediocre meals out or second-rate service.”

Table Sauces and Seasonings - UK

“The revival of interest in scratch cooking has particularly benefited the table sauces and seasonings market, with attitudes towards the sector centred round cooking habits. Flavour enhancement, customisation of dishes and using table sauces in a variety of ways are of great importance to table sauces users.”

Healthy Snacking Consumer (The) - US

According to Simmons NCS/NHCS, nearly two thirds of respondents often snack between meals; yet, only 27% report usually only snacking on healthy foods. Although this represents a small share of highly-committed healthy snackers, the incidence for occasional healthy snack consumption is far-reaching.

Kids' Snacking - UK

“Kids continue to look for indulgent treats when buying their own snacks, something which goes against the government’s aims to improve the nation’s health. A solution to this may be promoting healthy snacking with the help of an appointed ambassador(s) easily identifiable among children.”

November 2011

Natural and Organic Food and Beverage: The Consumer - US

Bread and Baked Goods - Europe

Food and Drink - International

The \$18.9 billion natural and organic food and beverage (NOFB) market, which has shown strong growth through the economic downturn, offers great opportunities for producers and marketers who understand what the consumer wants from NOFB.

Bread - US

With 2011 total U.S. sales of \$21.6 billion, the bread market is clearly an important source of revenue for manufacturers and retailers alike. However, given the maturity of this market combined with the near universal usage of bread, manufacturers are challenged to develop new usage occasions among existing ...

Cooking Sauces, Pasta Sauces and Stocks - Europe

Cooking sauces currently walk a tightrope between improving quality and improving convenience. They are still regarded by many with scepticism, with regards to their naturalness and freshness, and so added product quality should present a clear opportunity. Families are also key consumers and so healthy sauces should perform well. However ...

Beer: The Consumer - US

Beer grew its consumer base during 2006-11, largely from the natural growth in the population of adults aged 21+. More importantly, the incidence of drinking beer remained stable during the recession. Craft beer emerged as a winner in terms of growing penetration, but has also remained a mystery to many ...

Food Retailing - Europe

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

Food Retailing - UK

“These are tough times for the food retailers. For the first time trading down is becoming a big issue, thanks

Volume sales of bakery products have been declining since 2008, while sales remained positive in France, Spain and Italy. Overall, the impact of the recession and the gloomy economic outlook on the review market has remained marginal, as sales are declining in the most mature markets, mainly due to other ...

Pasta Sauces - US

Despite a struggling economy, the pasta sauces category has continued to grow virtually every year since 2006. This report examines factors behind this growth and future opportunities for pasta sauce manufacturers, including:

Private Label Food - US

While private label food sales and market share continue to rise, the pace of growth has slowed considerably since 2008 when a one-two punch of spiking inflation and deepening recession drove many consumers to less expensive store brands. Looking ahead, factors such as a weak economic recovery, shaky consumer confidence ...

Family/Midscale Restaurants - US

Family restaurants are typically identified as breakfast destinations. Therefore, it's no surprise that Mintel's exclusive consumer research identifies breakfast as the market's sweet spot in terms of usage (55%), compared to 40% for lunch and 43% for dinner.

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 when the feelgood factor will return to the economy.

Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron's encroaching ‘nanny state’ politics,

Food and Drink - International

to their own success in building premium ranges in the good times.

there is reason to believe that consumers might require more guidance with regards to healthy eating.”

Sports and Energy Drinks - Europe

Overall European sales of sports and energy drinks have continued to grow in spite of the economic recession, with consumers looking for alternative soft drinks and trying to cope with today's fast-paced lifestyles. The UK is the number-one market for energy drinks, supported by the highest penetration rate (31%) and ...

In-store Catering - UK

“One of the key challenges for the in-store catering market is the general lack of engagement with consumers. As it is often just seen as a refuelling option, and not an experience, it has been particularly vulnerable to downturn in consumer spending.”

Fruit Juice and Juice Drinks - UK

“The ‘convenient health’ positioning is currently a strong place to be strategically and the pure juice market should take greater advantage of it. This means widening its usage beyond being drunk at home or over breakfast to for example: the workplace; on-the-go occasions (ie the morning commute); adult lunchboxes; healthy ...

Fruit Juice and Juice Drinks - Europe

Consumers in the Big 5 European countries drank 7.4 billion litres of juice in 2010, spending around €8 billion. The markets enjoyed some stability following declining volumes in the previous two years. Demand for value added, chilled and premium NFC juices is growing again; although the markets remained affected ...

Sugar and Gum Confectionery - UK

“Reducing sugar content as both a cost-saving measure and to align with consumer interest for healthier sweets may be the best route to keeping sugar confectionery at a manageable price for both manufacturers and users.”

Cooking Sauces, Pasta Sauces and Stocks - UK

“Consumers with children are more likely than average to have eaten all types of ethnic cooking sauces and the market therefore has a unique opportunity to engage younger consumers from an early age, broadening their repertoire and building loyalty for the future.”

Natural and Organic Food and Beverage: The Market - US

The \$18.9 billion natural and organic food and beverage (NOFB) market is one of the few bright spots in a generally dreary consumer economy. Strong opportunities for innovation and growth remain in this market, even as the food industry as a whole is struggling. This report examines how the ...

Cheese - US

The cheese market has not fared well in the economic downturn as consumers cut back and traded down. Total U.S. sales were down in 2009 and 2010, and a meager rebound in 2011 is likely due in part to price increases, more so than volume sales.

Wine - US

In 2011, the wine market exhibited small growth of 0.9%. The market has experienced a slowdown in growth since 2006, which could be attributed to the recession where wine has suffered in on-premise

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled

Food and Drink - International

channels. In contrast, domestic wine has fared well as the “buy local” trend becomes more popular ...

information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today’s Baby Boomer consumer.

Cooking Enthusiasts - US

An enduring impact of the recession and its aftermath, Americans continue to prioritize home cooking and other home-based activities as a means of economizing. But while the need to save money is a powerful and pervasive motivator for many, other factors are also at play. This report helps to clarify ...

October 2011

Coffee Houses and Donut Shops - US

Mintel’s *Coffeehouses and Donut Shops—U.S. June 2011* estimates that overall on-premise sales at these establishments in the U.S. hit \$25.5 billion in 2011, a 4.4% gain over 2010. Throughout 2011, some leading companies reported gains in part as a result of widespread changes that have been ...

Dairy Drinks, Milk and Cream - Europe

“The European dairy drinks markets are always at risk of descending into commodity status. Health concerns over whole milk have made semi-skimmed milk the dominant product, one which lends itself perfectly to generic own-brands. Volume sales, in particular, need to be increased among elderly consumers; who are increasingly aware of ...

Meat, Poultry and Fish - UK

“There is potential for meat, poultry and seafood to expand consumer repertoires, to compete more aggressively with ready meals and to secure long-term value growth through innovation. However, companies are operating in a very different market environment than five years ago – innovation cannot lose sight of value for money ...

Sugar and Gum Confectionery - Europe

A few factors – such as the well-established healthy eating trend, aiming to reduce childhood obesity, and an ageing population – hamper further development in the review markets. Western European countries (excluding the UK and Turkey) declined by around 7% over the 2005-10 period, while gum confectionery rose by 8 ...

Vitamins and Supplements - Europe

The vitamins and supplements market has traditionally benefited from consumers’ growing interest in self-diagnosis and self-medication of ailments and in looking after their health to prevent illness. This includes taking dietary supplements to ensure they are getting all the nutrients they need.

Beer - Europe

Both on-trade and retail sales of beer continued to decline in 2010 across Europe. A general decline in alcohol consumption, combined with depressed consumer spending, was behind weak volume demand and growing price sensitivity.

Healthcare Catering - UK

Coffee - US

Food and Drink - International

“With catering often thought of as low down the list of priorities for hospitals/healthcare trusts, it is telling that there is still a trend towards caterers investing in areas such as ethical ingredients and sustainable sourcing, demonstrating the landscape of how contracts are fought and won, despite restrictive budgets ...

While coffee faces stiff competition from other categories such as energy drinks and tea, sales continue to grow. Some subcategories, such as the single cup segment, have shown truly impressive growth in recent years and clearly illustrate that manufacturers can make significant gains, despite a weak economy and low consumer ...

Cheese - UK

“Many consumers appear to increasingly view cheese as a small indulgence for which health is not a major consideration. A poor perception of low-fat options is one of the main barriers to growth of the segment as 44% think that reduced-fat cheese tastes bland, with males in particular holding this ...

Organic Food - UK

“The organic market too needs to engage with people’s emotions rather than their vague ideas about whether pesticides are harmful or not, by clearly communicating tangible benefits. Happily, this is what the Organic Trade Board is looking to do with its Why I Love Organic campaign.”

Cordials and Squashes - UK

“In order not to be left behind again if and when the economy recovers and starts to grow, the squash/cordials market needs to be more proactive in anticipating and modifying its product to synthesise with consumer trends.”

Fast Casual Restaurants - US

Mintel’s exclusive consumer research finds that fast casual restaurants have a modest reach with 55% of respondents visiting a fast casual restaurant in the past month. Frequency of use proves to be steady, averaging 6.18 monthly visits or 1.5 times per week. Notably, availability of fast casual restaurants ...

Smoothies - UK

“More should be done to market the portability of smoothies, being more easily transported than fresh fruit and veg and easier to consume while on the go. This would help to increase out-of-home consumption from the relatively low 41% of consumers who drink smoothies on the go.”