

March 2013

Cereal, Energy and Snack Bars - UK

“Despite high promotional activity, the market continues to struggle with a weak value perception. Marketing initiatives that focus around the quality and nutritional benefits of the bars may therefore offer the most potential for operators to enhance the category’s value image.”

Biscuits, Cookies and Crackers - UK

“While users tend to turn to biscuits when they feel like a treat, half say it’s important to pay attention to the calorie content of biscuits while half would like to see more biscuits with added health benefits.”

Online Grocery Retailing - UK

“Without a hike in delivery charges or perhaps substantially higher minimum order values, online retailing for multichannel grocers is never likely to yield margins comparable to store-based shopping. But we think retailers can focus marketing communications on higher socio-economic groups to help mitigate the inherent financial disadvantages of retailing online ...

February 2013

Sweet and Savoury Spreads - UK

“Concerns about health are a key factor inhibiting sweet spreads consumption, with two-fifths (39%) of users expressing concern about sugar content, whereas only one in eight has cut back their usage because of cost (13%). Yet only 6% of new products launched in 2012 made a low/no/reduced sugar ...

Pet Food and Supplies - UK

Pasta, Rice and Noodles - UK

“Although pasta and rice dishes are well known for their accessibility to even the most novice cooks, judging how much to cook is a widespread problem, affecting over four in ten consumers. There is scope for the boil-in-the-bag concept to be introduced into the UK pasta market, having gained traction ...

Food and Drink Retailing - UK

“Fortunately, horse meat is not poisonous – unlike the adulteration of olive oil scandal, which hit southern Europe a couple of decades ago. The issue is that trust in labelling has been seriously undermined because some, perhaps many, meat suppliers had been using cheaper product and then passing it off ...

Provenance in Food and Drink - UK

“The horse meat scandal, which broke in January 2013, has put the spotlight on the sourcing of food, with concerns raised over the way in which meat from overseas has entered the UK food chain.

While the food industry is likely to feel the effects for some time, consumers are ...

Consumer Attitudes towards Functional Food and Drink - UK

“While this greater regulation is intended to clarify the picture for consumers, as 58% of adults think that functional claims are exaggerated/misleading, it may in fact fail to do so in the short term, if brands continue to use consumer expectations of ingredients to their advantage.”

– Chris ...

Food and Drink Packaging Trends - UK

“Introducing more sophisticated recipes could also support value growth, considering one in five cat/dog owners agree there are not enough gourmet cat and dog foods...Taking cues from human food markets, such as using regionally sourced ingredients, traceability of meats or ethnic-style recipes, could translate into wet food for cats ...

“The food and drink industry suffers a bad reputation for excessive packaging, with most consumers deeming a lot of packaging to be superfluous. There is scope for manufacturers to overturn this negative perception by communicating to consumers the positive impact packaging can have on the environment by extending the shelf ...

January 2013

Crisps, Salty Snacks and Nuts - UK

“Another means of encouraging stronger usage among over-65s is by eradicating flavourings altogether. A substantial 41% of users aged over-65 agree that there are not enough unflavoured crisps compared with just 26% of users on average, suggesting the plain crisp offering should be expanded in stores beyond Walkers' 90-year-old Smiths ...

Kids' Snacking - UK

“Three in ten kids say that they like to try new flavours of snacks. Opportunities therefore exist for brands to capture the attention of a sizeable minority of children through innovation on flavour, these end users now influencing the snack choice of half of parents. One way that brands could ...