

October 2015

Meat and Meat Substitutes - Ireland

"With prices of meat declining between 2014 and 2015, it has seen a slight decline in the total market value; with discounter retailers increasingly seeing more consumers buying meat from them."

– **Brian O'Connor, Senior Consumer Analyst**

September 2015

Pet Food - UK

"The market looks to face pressure from the ageing population, growth in privately rented dwellings and concerns around pet obesity. However, the interest in pet food with premium features, such as 'human grade' ingredients and chilled pet food, suggest opportunities for NPD to fuel trading up."

– **Douglas Faughnan ...**

Breakfast Cereals - UK

"Overall average retail prices were rising between 2010 and 2013 but owing to the rise in popularity of the discount supermarkets and bargain stores there has been deflation in the market over the last two years. Consumers' breakfast habits are changing, with a wider variety of foods available, providing enticement ..."

Attitudes towards Healthy Dining Out of Home - UK

"Despite the attention attracted by healthy eating, the emphasis needs to be on taste first and health second in the foodservice, as eating out remains a leisure activity at heart."

– **Helena Childe, Senior Foodservice Analyst**

Families Dining Out - US

"While parents on average have higher incomes than the national average their costs of living are exponentially higher. As such, they are much more likely to report

Attitudes to Seasonal Celebrations Foods - UK

"Indulgence tends to take centre stage within seasonal celebration foods, with these occasions providing an excuse for people to focus on taste rather than healthiness, even if they are typically diet-conscious. However, that one in four seasonal food shoppers would be interested in purchasing healthier versions of food for seasonal ..."

Yellow Fats and Edible Oils - UK

"Whilst there are pockets of growth in the yellow fats and edible oils market – such as butter and speciality oils – overall, the market is in poor health. Value and volume are predicted to fall in 2015 across spreads and cooking/olive oils, hastening the need for operators to ..."

Food and Non-food Discounters - UK

"In both food and non-food retailing discounters are making a big impact and they still have some way to go. We expect a period of consolidation in non-food discounting which will begin with Poundland absorbing 99p Stores. But even with that bonus Poundland and its multi-price peers led by B&M ..."

Dark Spirits and Liqueurs - UK

"The commoditisation of flavoured vodka provides a cautionary tale for dark spirit brands to take heed of to try to retain the inherent premium image of the market."

Food and Drink - International

cooking at home to save money as well as using deals when they do go out to eat. Restaurants need to focus on ...

Gum, Mints and Breath Fresheners - US

Sugarless gum and regular gum sales have seen fairly steady declines since 2010, and are expected to continue doing so through 2020, with sugarless gum dropping an estimated 31.7% from 2010-20, and regular gum declining an estimated 20.2% during the same time frame. Factors such as smoking rate ...

Cookies - US

"Cookie sales are on a general upward slope, with healthier cookies braced to experience the strongest growth through 2020 as the segment leverages its strong appeal among the category's biggest demographic: young families. Standard cookies will remain the largest segment, as consumers embrace them as affordable indulgences for themselves and ...

The Millennial Impact: Food Shopping Decisions - US

"Compared to older generations, Millennials exhibit a unique set of behaviors regarding their eating and food shopping habits. They prioritize health and freshness, have a foodie mentality at home and away, and shop for food across a variety of retail channels. Additionally, Millennials distrust large food manufacturers, citing a need ...

Butter and Spreads - Ireland

"With growing attention on the dairy farmer protests both in Ireland and further afield, it will see consumers putting more emphasis on the fair treatment of farmers, and perhaps see butter buyers more likely to search out products that have been made locally and/or claim to ensure farmer welfare ...

Coffee - UK

"Instant coffee, which still accounts almost three quarters of all value sales of UK coffee, has seen a sales fall as it loses drinkers. Meanwhile the pods segment continues to go from strength to strength."

The Famous Grouse provides a good example of a brand that has innovated with different expressions while simultaneously promoting itself as a ...

Coffee - US

Total retail sales of coffee posted 8.7% gains in estimated 2015. The strong year-over-year growth seen through 2012 slowed in 2013 and 2014 as manufacturers and consumers felt coffee's increasing prices.

Vitamins and Supplements - UK

"Value sales of vitamins and mineral supplements flatlined in 2014, as reduced NPD (New Product Development) and a shift towards healthier diets impacted consumer interest in the market. Sales of demographically targeted vitamins continued to fare well, however, reflecting the consumer desire for personalisation."

Vitamins, Minerals and Supplements - US

Traditionally, sales in the vitamins, minerals, and supplements market have been driven by older consumers who are more engaged in the category. Now, brands are attempting to increase use among younger adults by focusing on short-term benefits, such as vitamins that address beauty concerns as well as provide energy or ...

Sports and Energy Drinks - UK

"After a period of robust growth, sales in the sports and energy market lost momentum in 2014. While energy drinks are doing well, this has been offset by the poor performance of the sports drinks segment. The energy drinks segment makes up the vast majority of the market. This has ...

– Douglas Faughnan, Senior Food and Drink Analyst

August 2015

Burger and Chicken Restaurants - UK

"A slower-growing core user base places an onus on fast food operators to work ever harder to engage with them. Using digital technology to a greater extent and making restaurants more inviting as a place to socialise should help them to do so."

– Richard Ford, Senior Food and ...

Fruit - US

"The fruit market has experienced fairly steady growth since 2010, and Mintel expects much of the same through 2020. Like the vegetables market, fruit's performance has been bolstered by fresh fruit, and hurt by shelf-stable segments. The frozen fruit segment may be small but it has maintained rapid growth and ...

Hot and Cold Cereal - US

The hot and cold cereals market continues to see sales declines similar to recent years, mostly driven by the cold cereal segment, with many consumers believing offerings are too processed and not convenient enough. The only growth occurring is in hot cereal, albeit from a small base. To grow the ...

Defining Ethnic Food - US

Consumers are embracing a host of ethnic cuisines and, in the process, are expecting those dishes to deliver not only more flavor than mainstream foods but also specific attributes by cuisine. Mexican and Latin American dishes appear to be the domain of spicier flavor profiles, while Mediterranean and Thai offerings ...

Burger and Chicken Concepts - US

Consumers and the Economic Outlook: Quarterly Update - UK

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

Food Packaging Trends: Spotlight on Food Labeling - US

"While grocery shoppers continue to seek tasty, nutritious food, the impact of food labels appears to be waning. Differentiation exists across generation groups in terms of the type of information sought from labels. Inspiring purchase can come from boosting ingredient transparency, enhancing functional packaging elements that preserve freshness, and engaging ...

Yogurt and Yogurt Drinks - US

"Total retail sales of yogurt and yogurt drinks posted 2.9% gains in estimated 2015. Pace has slowed from strong year-over-year growth in 2011-13 as the novelty of Greek-style products fade. Overall sales are expected to continue upward as consumers remain interested in health, nutrition, and high-protein food and drink ...

The Online Foodservice Consumer - US

"Consumers continue to seek convenient solutions for their busy lives. One way to enjoy the restaurant experience without leaving home is to order foodservice foods via online ordering. Even restaurants not equipped for delivery now have the ability to employ the services of a third-party delivery service in order to ...

Coffee Shops & Sandwich Shops - Ireland

Food and Drink - International

As Americans continue to gravitate toward chicken and sandwich concepts, operators are answering their desire for premium and better-for-you products that are natural and highly customized. More restaurants are focusing on making a better burger and chicken sandwich through high quality meats, cheeses, and toppings. International flavors have also made ...

“The market for coffee shops and sandwich shops in IoI enjoys strong usage with eight in ten Irish consumers visiting a coffee shop or sandwich shop at least once in the last three months. A generation of café goers are now at ease using coffee shops to catch up with ...

July 2015

Fish and Shellfish - US

“Although fish and shellfish consumption per capita lags far behind meat and poultry (see Market Drivers), brands may be able to leverage consumers’ expanding palates by targeting fish eaters with campaigns that encourage them to try different species that offer unique or exotic flavors, as nearly six in 10 buyers ...

Yogurt and Yogurt Drinks - UK

Estimated at just shy of £2 billion, sales of yogurt and yogurt drinks enjoyed estimated growth of 12% in value terms over 2010-15. However, this was driven by rising prices, with volume sales falling by an estimated 4% over the period.

Eating Out: The Decision Making Process - UK

“Competition for the leisure pound means that foodservice operators cannot rely on rising real wages alone to prompt higher spend. Innovative restaurant design can help them create standout. While making the restaurant experience more engaging, interactive features can also bolster secondary expenditure.”

Tea - UK

The downward trajectory within the overall tea market continues. Overall volume sales dropped by 15% between 2010 and 2014, with an annual decline of 7% forecast for 2015. Despite a rise in average selling price, the value of the market has also been steadily slipping over the 2010-15 period, with ...

Attitudes Towards Innovation in the Food Market - UK

“Sampling remains popular among would-be users as a prompt for trial. Further value can be built into free samples in the eyes of consumers through positioning them as exclusive, as many people like to be the first to try a new product.”

Attitudes Towards Alcoholic Drinks - UK

“Rather than focusing only on under-35s, flavoured NPD (New Product Development) should also be looking to appeal to the profitable over-35 group, focusing less on sweet tastes and more on factors such as premium ingredients and unique production processes.”

– Chris Wisson, Senior Drinks Analyst

Ice Cream and Frozen Novelties - US

Ice cream and frozen novelties eked out dollar sales growth of 10% from 2010-15 (zero growth when adjusted for inflation). The mature category remains popular with consumers; 90% of respondents to Mintel’s custom consumer survey purchased frozen treats in a store in the past six months. Recent listeria-related product recalls ...

The Restaurant Decision-making Process - US

“Restaurants have many operational and menu elements to balance to service the greatest number of consumers. While operators may not be able to please all the people all the time, they can look at the demographics that spend the most and evaluate what they are looking for. In some cases ...

Healthy Dining Trends - US

As Americans continue to be plagued with chronic diseases, such as obesity, cardiovascular issues, diabetes, etc, there is rising interest on the part of consumers to eat for better health. Since they visit restaurants so often, they seek better-for-you (BFY) restaurant foods. However, foodservice operators still struggle with providing foods ...

Frozen Breakfast Foods - US

"The frozen breakfast foods category reached \$3.2 billion in 2015, although it struggled to grow sales over the last two years. The category continues to face competition from other breakfast foods viewed as healthier or more convenient, as well as foodservice options."

Tea & RTD Tea - US

"The tea and RTD (ready-to-drink) tea category has experienced stellar growth in recent years, the result of growing interest in health and wellness and greater availability in both bagged/loose leaf and RTD teas."