

June 2016

Attitudes towards Sports Nutrition - UK

“There is strong interest in collaborations between sports nutrition and mainstream brands. Given that the boundaries between the two are becoming increasingly blurred, a proactive move to be part of this trend, rather than fighting it, could be timely.”

– Emma Clifford, Senior Food and Drink Analyst

Ice Cream and Desserts - UK

“Opportunities are ripe for operators to explore healthier formulations in ice cream and desserts, with significant interest in low-sugar and low-fat products. Resizing offers another potential route to explore in ice cream, while tapping into the ‘health halo’ of yogurts and fruit snacks offer desserts a potential way forward in ...

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Attitudes towards Cooking in the Home - UK

“While the recession has been a driving factor for the scratch cooking trend, enjoyment and ingredient control are as important as saving money in prompting people to cook. This should go some way to maintain interest in scratch cooking even as incomes rise. Marketing messages centred on enjoyment provide a ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Prepared Meals Review - UK

“Boosting the nutritional benefits of prepared meals can tap into the current high interest in “positive nutrition” foods while helping to overturn the typically unhealthy image of these products. Within this, vegetables, superfoods, whole grains and ancient grains can play an increasingly important role, as well as foodie health trend ...

April 2016

Convenience Stores - UK

“Consumers are increasingly looking for convenience in all aspects of their grocery buying habits. That is why we have seen a shift to more fluid grocery shopping habits with consumers, particularly younger consumers, shopping on a more when-needed basis. This shift has fuelled the convenience market and the leading players ...

Added Value in Dairy Drinks, Milk and Cream - UK

“Given shoppers’ willingness to boycott a milk where farmers are seen to not have received a fair price together with their uncertainty over which operators pay farmers fairly, there is a need for companies to make their credentials in this area tangible to consumers. ”

Baby Food and Drink - UK

Chocolate Confectionery - UK

Food - UK

“Homemade food continues to dominate usage, offering parents a cheaper way to feed their child as well as control over ingredients. This poses a threat to the baby food and drink market. Brands and own-labels can play a role in helping self-sufficiency, through sharing their expertise for example in online ...

“Flat volume sales in chocolate confectionery show the continuing need for brands to use innovation to encourage trading up, both when buying chocolate as a treat for oneself and when gift purchasing. With the majority of people thinking it is OK to eat small amounts of chocolate every day as ...

The Leisure Outlook - UK

“The ever-growing importance of food to pub revenues means that landlords are competing as much against mid-market restaurant chains as they are against other pubs. There’s a growing case for replicating the kind of child-oriented provisions, such as toys and colouring books, that the likes of Pizza Express and Wagamamas ...