

June 2014

Pizza - US

“Frozen pizza brands face growing competition from pizza restaurants, as more consumers are able to spend on restaurant pizza again and a majority of consumers perceive store-bought pizza as inferior. Frozen brands can compete by continuing to focus on convenience, while also pointing to brand quality improvements.”

Prepared Cakes and Pies - US

“Portion-controlled formats, higher-quality ingredients, and new flavors can help consumers indulge in prepared cakes and pies, while maintaining a sense of moderation. Positive perceptions of private label products, which represent the largest share of the market, will increase price competition, but also create opportunities for brand names to differentiate with ...

Perimeter of the Store - US

“As consumers shop the perimeter more, they are expanding their use of various grocery channels. Nontraditional retailers such as mass merchandisers must be sure that the quality of their perimeter products and the services provided at specialty counters are as important as value to successfully compete with traditional supermarkets.” ...

Warehouse Clubs - US

“Warehouse clubs are favored for their competitive prices, bulk items and quality products; however annual membership fees deter some consumers. Warehouse clubs can offer more tiers of membership as well as more trial shopping days to promote the value of shopping at warehouse clubs.”

– Ali Lipson, Senior Retail ...

May 2014

SFA State of the Industry Report - US

Mintel and the Specialty Food Association have collaborated to produce the 11th annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is to show changes in the industry as a whole, and in the specific segments included ...

Baby Food and Drink - US

“More than half of respondents to Mintel’s survey say they give their babies/toddlers aged three and younger adult food. While this is to be expected as babies reach their toddler years, brands can counter the potential for parents to feed their babies adult food by highlighting the specific nutritional ...

Prepared Meals and Side Dishes - US

“Category purchasers value the convenience of prepared meals and side dishes and prefer items with natural ingredients, cleaner product labels, and better-for-you claims. Addressing the specific reasons consumers purchase these items, and promoting their versatility, can benefit the category overall.”

April 2014

Soup - US

Chocolate Confectionery - US

“Although more than eight in 10 respondents agree that soup is a healthy meal option, many also agree that prepackaged soup contains too much sodium and too many artificial ingredients and preservatives. Brands should work to equate wholesome ingredients with nutrition and flavor, and deemphasize low sodium content because it ...

“Less than 10% of chocolate buyers say it’s important for a product they buy to be ethically sourced. While a preference for Fair Trade products appears low, even among those who are familiar with the concept, ethical claims will be means of preserving an audience as the attention to company ...

Frozen Snacks - US

“Concerns about the nutritional value of frozen snacks will continue to be top of mind for consumers. Manufacturers will need to reformulate or expand their product offerings, ensuring these items meet consumer preferences for high-quality ingredients and convenient formats. More frequent snacking occasions will also impact product offerings, as well ...