

January 2013

Ready Meals - Ireland

The ready meals category within Ireland is experiencing growth led by the popularity of ready-to-cook products and increasing product development within chilled ready meals. However, the category still suffers from an unhealthy image and as Irish consumers become increasingly concerned about their health, future growth within the category will centre ...

December 2012

Table Sauces and Seasonings - UK

“With the burgeoning number of over-55s, healthier formulations present a viable means for brands for generating standout among these older age groups. They are significantly more likely than younger cohorts to see low fat, low salt, low sugar and being free from artificial additives/preservatives as important considerations when choosing ...

Eating Out: The Decision Making Process - UK

“More than six in ten diners state that price promotions would encourage them to try a new restaurant, highlighting the unsurprising appeal of discounts as consumer budgets remain under pressure. However, a similar percentage states that recommendations from friends/family would make them more likely to visit, suggesting that using ...

Non-chocolate Confectionery - US

“The non-chocolate confectionery category is in a position to drive perceptions of the healthfulness of product offerings, and to suggest responsible category participation, rather than suffering from consumer flight due to health concerns.”

Gum, Mints and Breath Fresheners - US

Pizza Restaurants - US

“Pizza restaurants have adapted well to the changing needs of consumers with a product that hadn’t been altered a great deal since it became a mainstream cuisine option. Concepts are entering into the fast casual arena with the help of new technology to give consumers personal made-to-order items with upscale ...

Beer - US

“Domestic and imported beer brands continue to dominate the U.S. beer market despite a tumultuous beer period brought on by the economic downturn. While some beer segments have adapted to appeal to consumers throughout the recession, the overall beer market has declined since 2008. In addition, some consumers exchanged ...

Sugar and Gum Confectionery - UK

“Sugar confectionery is hardly on a blacklist of harmful foods... yet this isn’t to say that sweets with healthier recipes hold no appeal. This report highlights opportunities to tap into a consumer interest in sugar confectionery with a better-for-you positioning. A hefty 61% of sweet users claim that there are ...

RTD Smoothies - US

“The RTD smoothie category is characterized by low market penetration, especially in comparison to that of made-to-order smoothies. The good news for RTD

Food and Drink - International

“When it comes to gum, mints and breath fresheners, flavor remains the most important attribute consumers are seeking. However, an increased consumer desire for getting a benefit from everything they ingest has raised a demand for functional benefits. Therefore, while some strides have been made in this area, manufacturers need ...

smoothie makers is that they can use the heightened consumer exposure to smoothie brought about by the popularity of fast-food smoothies to increase consumer awareness of RTD ...

Consumer Snacking - UK

“NPD that focuses on flavour innovation can offer brands standout in the highly competitive snacking market with half of consumers who snack agreeing that they like to try more exciting flavours in snacks.”

Beer - UK

“Drinkers are increasingly looking for pubs to make imaginative choices with their range of drinks and those which stick to safe options of just mainstream brands are likely to struggle to win over beer enthusiasts.”

November 2012

White Spirits and RTDs - US

“With volume sales of 6 million 9-liter cases, the RTDs segment is the smallest in the category. This can be attributed in part to the relatively new nature of these products, compared to the longstanding white spirits options. Declines seen in the segment are likely due to rising concerns over ...

Supermarkets: More Than Just Food Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia. The remaining ten countries are either too small (e.g. Luxembourg) or are not sufficiently well developed to warrant detailed coverage (e.g. Romania ...

Supermarkets: More Than Just Food Retailing - UK

“The dominance of the major food retailers is still developing. Their offer is being refined – both in store size and product offer. There is still scope for growth in non-foods and services and the next decade will see all the majors seek to enhance their store portfolios and the ...

Sandwiches and Lunchtime Foods - UK

“Product innovation based around added-value attributes (eg contains one of your five-a-day) and an offering differentiated from at-home foods should help operators to better compete with packed lunch options. A focus on fresh products offers one avenue of exploring such differentiation, also coming across in the consumer research of this ...

Attitudes Toward Kids' and Teens' Snacking - US

“While kids still favor indulgent snacks and many buy their own, increasing efforts by all levels of government to encourage more healthful eating habits, coupled with parents' desires to feed their children healthier foods, are continuing to put pressure on manufacturers. Therefore, by proactively developing new products with healthier nutritional ...

Poultry - US

“Nearly half of respondents say they would like to see more recipes on poultry packaging, but such interests might be better served if healthy recipes were offered at point of sale. This entails brands cooperating with retailers.”

Family Midscale Restaurants - US

Diet Trends - US

Food and Drink - International

“Family midscale restaurants offer a sit-down experience at low prices with menus that tend to have something for everyone. However, over time, this segment has lost some excitement and is currently facing competition from segments with better pricing, more upscale items, and better overall dining experiences. Health initiatives, value, and ...

“The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective.”

Craft Beer - US

“Beer drinkers younger than 35 have come of legal drinking age during a time when craft and craft-style beers have become commonplace in the market. Yet, with another 1,200-plus breweries in planning, an already crowded landscape is at risk of becoming overpopulated. Even the most dominant craft and craft-style ...

Dieting Trends - UK

“Despite rising levels of obesity and the large swathes of the population who are trying to lose weight, the diet and weight control food market is stagnating. Although the overriding perception that ‘light’ products are overpriced is undoubtedly limiting their appeal, consumers’ scepticism over their healthiness is also a major ...

Fruit Juice, Juice Drinks and Smoothies - UK

“Health remains an issue within the soft drink category, with potential to drive value sales in the market. For example, almost three in five smoothie drinkers agree that they are willing to pay more for a drink with higher fruit content, while a third agree that it’s worth paying more ...

Cooking Sauces, Pasta Sauces and Stocks - UK

“With the number of over-65s set to rocket, healthier recipes present a viable means of generating usage among these older age groups. They are significantly more likely than younger cohorts to see low salt and low sugar as important considerations when choosing a cooking/pasta sauce.”

Premium Alcoholic Drinks - UK

“Premium brands would be ill-advised to follow a strongly promotional driven strategy as a means of appealing to more drinkers. However, this is not to say that they should not promote at all in order to preserve their exclusive status, as infrequent price cuts are undoubtedly an effective way of ...

Grocery Retailing - Ireland

The grocery market within Ireland is increasingly being dominated by UK food multiples and European food discounters. In addition to this, changes to the planning guidelines regarding the cap on the size of supermarkets within RoI have increased, putting even more pressure on convenience and independent stores due to larger ...

Snack Foods and Confectionery - Ireland

The advertising of snack foods and confectionery is a key issue that engenders plenty of lively debate in Ireland, particularly where children are concerned. Critics of such advertising, such as the Irish Heart Foundation and Royal College of Paediatrics and Child Health, have called for a complete ban on the ...

October 2012

Meat, Seafood and Poultry - UK

Home Baking - UK

Food and Drink - International

“Over half of buyers (58%) rank ease of preparation as one of their top five priorities when buying meat, seafood or poultry. A further 47% consider ‘quick to prepare’ a leading priority, demonstrating how a convenience-led proposition can appeal to consumers even at a time when incomes are under pressure ...

“The economic downturn may have kick started the revival of baking, as consumers started to prioritise home-based activities as part of their efforts to cut costs. However, it is clear from the enthusiasm of young, aspiring bakers that this has become much more than a means of economising. The finding ...

Exercise Trends - US

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...

Contract Catering - UK

“With consumers continuing to cut back on areas of secondary expenditure, the lunch market is more vulnerable than dinner occasions which benefit from associations with ‘experience’ and leisure. As such caterers have to balance the contrasting demands of employers looking to cut costs and reduce risks with the need to ...

Coffee Houses and Donut Shops - US

“As the economy rebounds, are consumers returning to their pre-recession ways or do operators need to create a new, more compelling reason to get consumers to unplug the home coffee maker? Operators are turning their attention from their core coffee/donut business to be all-day dining options. Also, while different ...

Fish and Seafood - US

“In order to increase the frequency of consumption of fish at home, manufacturers and retailers do have an opportunity to better compete with restaurants by introducing more premium offerings and emphasizing quality. At the same time, highlighting specific nutritional attributes that would benefit adults and children alike could be another ...

Cheese - UK

“Even though promotions can be an effective means of encouraging trialling, established cheese brands should look to shift towards a model based on justifying their everyday pricing by building engagement with users through focusing on the quality of their products via NPD and communication.”

Soft and Low-alcohol Drinks in the On-trade - UK

“Much of the responsibility for boosting food and drink matching sits with the pubs themselves: clearer menu information on soft drinks, better positioning on bar displays to boost visibility and awareness and recommendations from bar staff are all potential means for on-trade establishments to tap into this lucrative market.”

Coffee - US

“Tremendous potential lies in appealing to the 18-24 year old group of consumers who are more adventurous in their coffee drinking habits. Marketers should take inspiration from the nearly insatiable curiosity about new coffee types, beverages, brands, and flavors exhibited by younger consumers and translate that energy into new marketing ...

Cooking Enthusiasts - US

“Cooking at home is an activity that many Americans have accepted as a part of their weekly routines. However, despite being interested in taking an experimental approach to cooking, most are likely to stick to what they know. The key to increasing overall enthusiasm for cooking is likely to lie ...

Cordials and Squashes - UK

Wine - US

Food and Drink - International

“40% of over-65 squash/cordial buyers agree that fruit squash tends to taste too sweet compared with a 26% average. Therefore, reducing the sweet flavour of squash by lowering sugar or sweetener content, or even upping the level of tarter flavours, could better suit the palates of this lucrative group ...

Red Meat - US

“While demand for beef is slowly waning, producers may be able to drive sales by making greater efforts to show how lean beef and pork can be paired with vegetables, high-fiber grains, and other nutrient-rich foods to create healthy and well-balanced meals. Some also can work to frame beef as ...

“Across the board, consumers aged 21-24 are more likely than average to consume wine, and are more likely to do so with high frequency. This is a plus for the category, which may see growth down the line, given that this group has the most years of buying ahead of ...

Fast Casual Restaurants - US

“The competitive foodservice landscape emphasizes a few key issues that face fast casual operators. To begin with, the number of fast casual concepts entering the market has forced operators to seek greater differentiation. As such, there’s a range of service styles within the fast casual realm, which is causing confusion ...