

## June 2013

### Ice Cream - UK

“While the ice cream market continues to struggle, sales of frozen yogurt are soaring, with the segment benefiting from its naturally low-fat positioning. However, representing less than 1% of the total market, it remains fairly embryonic. This suggests there are lucrative opportunities for ice cream brands to grab a slice ...

### Consumer Trust in Food - UK

“Nearly eight in ten adults consider the food industry to be too reliant on mass manufacturing. However, for mass-produced products, highlighting the involvement of humans – whether it’s a farmer, company owner or even the workers on the production line – on-pack or in other communications, can help to convey ...

## May 2013

### Cakes and Cake Bars - UK

“Around one in four users would like to see more individual portions of cakes, suggesting the market could tap more effectively into the popular impulse occasions through single packs and greater visibility in impulse channel and aisles, effectively leveraged by cereal bars and breakfast biscuits.”

### Prepared Meals - UK

“According to exclusive research for this report, two fifths of ready meal users do not plan to change their purchasing habits in the wake of the horse meat adulteration scandal. For the frozen ready meals segment, however, there has been a marked effect for implicated brands, while one in ten ...

### Baby Food and Drink - UK

“Critically, only 30% of parents trust organic baby food over non-organic, suggesting the label is not doing enough to justify a price premium. Furthermore, agreement falls to 24% of parents with a youngest child aged under six months, suggesting that failure to win over these young parents could hinder future ...

## April 2013

### Convenience Stores - UK

“Investment by major retailers in the extension of their convenience store portfolios and improvements in the proposition are factors in bringing consumers into convenience shopping. Further consolidation will hit weaker retailers, notably independents, but it looks likely to have a positive impact for the consumer and the sector.”

### Dairy Drinks, Milk and Cream - UK

“With three in ten users saying they rarely cook recipes that involve cream, communicating the versatility of cream as a cooking ingredient, such as with on-pack recipes, has scope to encourage usage. Year-round flavour innovation has scope to appeal to a small proportion of cream users.”

### Soup - UK

‘Despite soup already benefiting from a healthy image, there are opportunities to further mine the health angle given that the majority of users would like to see more soups boasting added-health claims. There is scope for

### Attitudes towards Pricing and Promotions in Food and Drink - UK

operators to look beyond the traditional 'low/no/reduced' claims and vegetable content, for ...

“The potential danger entailed by supermarkets purely focusing on price is that consumers could develop a level of apathy towards such pricing strategies. More than a third of consumers agree that ‘Price matching removes the need to think about price when grocery shopping’, indicating that price matching no longer serves ...

## Chocolate Confectionery - UK

“Using more unusual flavour combinations in bars may appeal to the 28% of users who like trying chocolate with exciting flavours. Chilli flavours are now fairly commonplace in premium block and boxed chocolates and could add an exciting twist to bars, as could a hint of sea salt in a ...