

June 2012

Carbonated Soft Drinks - UK

“The market must continue to advertise to keep the category front of mind with the consumer and step up innovation of healthier variants including the use of new sweeteners, to keep pace with that in competing categories such as juice drinks, which has increased NPD at a faster rate than ...

Drinking in the Home - UK

“Exploring NPD positioning cider as a more sophisticated drink, such as vintage ciders and premium products like Aspell’s could also help the segment to boost its appeal among older age groups, together with a greater emphasis on food matching.”

May 2012

Bottled Water - UK

“Awareness of the importance of staying hydrated has grown, with more than half of consumers saying that this is an influencing factor when drinking bottled water, either in or out of the home, but there remains a need to remind consumers to increase their consumption.”

Pricing and Promotions in Food and Drink - UK

“Consumers are becoming increasingly savvy about promotions and are aware of what represents value and what does not, something which means that retailers may have to give greater consideration to the specific mechanics and objectives of their promotional strategies.”

April 2012

Convenience Stores - UK

“The convenience operations from the major grocery multiples are not traditional c-stores: instead, they are pared-down versions of their superstore offers. For independents, this means there are pressures to compete but there are also gaps in the offer to exploit. The independents must restate the convenience in c-store shopping, providing ...

Pub Visiting - UK

“Minimum pricing will only really work as a way of controlling the sale of alcohol in the off-trade if the minimum price per unit is adjusted on a regular basis to try and keep the differential between the two channels the same – or even narrow it to try and ...

Provenance in Food and Drink - UK

“The strong interest in provenance among the higher-earning households signals the ongoing potential to leverage origin information to justify added value. Emphasising provenance on-pack has potential to appeal to those consumers who are willing to pay more for a British product.”

Coffee - UK

“Newer types of premium instant innovation are important in replacing the jar, which consumers are used to associating with lower prices and brands should look to expand and segment their ranges by introducing sachets, cubes and refill pouches.”