

## 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 ...

### 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.”

### 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 ...

## November 2012

### 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 ...

### 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 ...

### 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 ...

### 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.”

## October 2012

### Meat, Seafood and Poultry - UK

“Over half of buyers (58%) rank ease of preparation as one of their top five priorities when buying meat,

### Home Baking - UK

“The economic downturn may have kick started the revival of baking, as consumers started to prioritise

## Food - UK

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 ...

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 ...

### 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."

## September 2012

### Yellow Fats and Edible Oils - UK

"Differentiating yellow fats and oils products from competitors in a way tangible to consumers is arguably challenging, given the nature of the product, seeing packaging play a key role in differentiation. Developing or simply actively communicating usability attributes could offer brands standout in the segment."

### Organic Food and Drink - UK

"In times where consumers are more value-conscious than ever, the overriding perception that organic produce is overpriced has undoubtedly been at the heart of its demise. But the question marks surrounding what the organic label stands for are also a major barrier. This indicates that greater transparency is needed to ...

### Online Grocery Retailing - UK

"If our recommendations for the rollout of in-store and drive-through collection are implemented by major grocery chains, then their store estates – including c-stores and hypermarkets respectively – become indispensable for fulfilling online orders."

### Meat-free and Free-from Foods - UK

"The sizeable group of health-conscious consumers are ripe for targeting through vegetarian/meat-free foods and meat substitutes, possibly along the lines of 'stealth health', encouraging families to swap a meat-based meal for one that is vegetarian and therefore better for them."

### Ethnic Foods - UK

"British food has long been spurned by the world as being bland and stodgy but the tastebuds of the nation are becoming more adventurous, with over two fifths of ethnic food users continually on the lookout for new and interesting cuisines. Patak's even launched a branded phal – generally the ...

## August 2012

### Breakfast Cereals - UK

### Pizza - UK

“The breakfast cereals market has remained largely unchanged in terms of packaging for decades. Yet with almost eight in ten consumers interested in buying a cereal with resealable packaging there is considerable unmet demand for packaging solutions which will keep cereals fresher for longer. There is an opportunity for cereal ...

“There does seem to be room in the market for healthier lines but manufacturers must be careful how to market the healthiness. Considering pizza’s strong image as a treat, overtly marketing a new line as low fat or low-calorie may position it too far from anything resembling temptation to succeed ...

### July 2012

#### Yogurt and Desserts - UK

“As three in four adults overall have eaten desserts, future growth relies on expanding usage beyond the core occasion after an evening meal. Around one in four dessert users note choosing other treats instead of desserts on the grounds of convenience, highlighting for example packaging and portionability as a potential ...

#### Social Media: Food - UK

“The food market is presented with a number of challenges to overcome with regards to engaging consumers online. Despite sizeable communities established by some brands within the market, the majority of consumers remain unwilling to form affiliations with brands, rather engaging only when the opportunity of acquiring a discount or ...

#### Baby Food and Drink - UK

For baby, only the best will do. In the last decade the baby food and drink market has evolved unrecognisably – giving parents greater choice than ever before. As a nation of food lovers, parents want to expose their babies to a wide variety of flavours to develop their palates ...

#### Ice Cream - UK

“Marketing single-serve products around the notion of a one-off permissible treat should allow brands and own-label players to appeal to the growing proportion of one-person households who are both short on storage space and are reducing their consumption of ice cream for health reasons.”

### June 2012

#### Prepared Meals - UK

“The prepared meals sector faces a number of negative health preconceptions, limiting its growth potential. Despite high levels of innovation in the market in terms of recipe reformulation to remove/reduce levels of salt/fat/additives and the launch of new ‘healthier’ products; the majority of consumers remain sceptical about ...

#### Cake and Cake Bars - UK

“There are opportunities for cake manufacturers and particularly those within the smaller cakes segment to boost their suitability for sharing by launching products in sharing bags or pouches, which would also improve cakes’ portability and convenience for on-the-go eating.”

### May 2012

#### Dairy Drinks, Milk and Cream - UK

“Strong endorsement of regional products, particularly among higher-earning households, suggests this is a powerful way to engage with users and build loyalty based on provenance rather than price.”

#### Soup - UK

“There are clear opportunities through which soup manufacturers can encourage usage among the 16-24 age group, such as introducing more soup variants with ‘fillingness’ claims, which should appeal to the 48% of

them who would eat soup more often if it filled them up.”

### 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 ...

### 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.”

### The Retailing of Food and Drink - UK

“The market for food is changing. We are seeing the beginnings of a shift away from the superstores and towards online retailing and convenience stores. That is not to say that the superstores are in trouble, but the days when they swept all before them are now over.”

### Chocolate Confectionery - UK

“Better quality of chocolate, added ingredients (such as fruit and nuts) and ethical sourcing are all potential means for brands to justify higher prices while greater transparency around the reasons for increases in price would also be likely to be warmly received by users.”

### Biscuits, Cookies and Crackers - UK

“Another means of reviving the fortunes of the beleaguered healthier biscuit sector is by targeting the under-exploited healthy kids’ biscuits market. A hefty six in ten users with children would like to see more healthy biscuits for children.”

## March 2012

### Pasta, Rice and Noodles - UK

### Pet Food and Supplies - UK

“Despite the wealth of cookery programmes on the television and internet, the level of knowledge in some of the more basic areas of cuisine is rather lacking in the UK. Just over one in ten (12%) pasta users agree that it is difficult to cook pasta to the correct texture ...

### Private Label Food and Drink - UK

“Brands remain the most widely used type of product (89%) and outperformed the own-labels in terms of sales in 2011. However, consumer sentiment indicates that brands may in fact be most at risk in 2012 with own-labels well placed to benefit from a growing pool of users.”

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

“Children have a major influence on the pet food market, and can be an important source of ‘pester power’ therefore it is vital for brands to engage directly with families to maximise their potential.”

### Sweet and Savoury Spreads - UK

“With almost half of consumers enjoying trying new flavours/varieties of sweet spreads and more than two fifths of consumers agreeing that own-label savoury spreads taste just as good as branded, flavour innovation can help to maintain engagement by refreshing this long-established and traditional category.”

## February 2012

### Fruit and Vegetables - UK

“As food waste has become a primary concern for consumers and industry alike, companies can benefit from working together with consumers to avoid waste and cut costs.”

### In-Home Meal Occasions - UK

“More than four in five consumers say that they enjoy spending time with their family, indicating that marketing products, services and entertainment around this notion of family time should therefore resonate with the majority of consumers.”

### Cereal, Energy and Snack Bars - UK

“Cereal bars are one of many markets which are perhaps failing to fully leverage this value-added angle. Satiety, energy and all-natural ingredients provide three of the potentially most lucrative attributes which resonate with cereal bar users.”

## January 2012

### Food and Drink Packaging Trends - UK

### Crisps, Salty Snacks and Nuts - UK

## Food - UK

“Three in four consumers state that it is important for brands/companies to invest in sustainable packaging, highlighting how this interest is translating into higher expectations on companies, suggesting opportunities for brands to stand out based on their credentials in this area. This reflects a broader trend identified by Mintel’s ...

### Bread and Baked Goods - UK

“To more effectively compete with own-label, brands need to emotionally engage with consumers, extolling the virtues of their expertise and – in the case of the older bakeries – heritage. But they are likely to struggle to achieve this without a stronger media presence.”

“Price remains the main choice factor in 2011, with consumers increasingly looking to stick to tried and trusted brands and flavours. Keeping crisps affordable in the face of rapidly rising raw material costs is one of the most difficult, but important, challenges facing manufacturers and retailers today.”