

October 2014

Meat - Ireland

‘With half of RoI consumers having purchased meat from discounters (Lidl and Aldi) in the last month, the renewed focus on the sourcing of Irish meat by these retailers is clearly proving to be a success.’

– **Sophie Dorbie, Research Analyst**

Coffee - US

“Coffee manufacturers face increased competition both from within their own category and from other beverages. Consumers are embracing the choice and variety of coffee options and from other beverages, but with a slowly improving economy, manufacturers will be challenged to maintain consumer interest in in-home coffee consumption.”

– **Elizabeth ...**

September 2014

Bread and Bread Products - US

“The US bread and bread products market is experiencing slow growth in 2014 and is expected to continue this pattern into 2019. Many consumers perceive bread as too high in carbohydrates and calories. Low-carb, low-calorie, and generally healthier breads (such as high fiber brands) are likely to help sales, as ...

Contract Catering - UK

“Market conditions remain tough with consumers’ ongoing price sensitivity in this sector continuing to exert pressure on operators’ margins. Operators therefore should remain focused on menu innovation trends in order to trigger consumers’ ‘want to buy’ mentality.”

Fruit and Vegetables - UK

“Many leading UK grocers stock non-standard produce under their own-brand economy ranges. However, actively drawing attention to the surrounding issues, such as food waste and support to farmers, should help to build goodwill as well as staying ahead of the risk of state intervention.”

Hot Dogs and Sausages - US

“The hot dog and sausage category is projected to grow, but manufacturers must do more to address issues related to health, product quality, and freshness in order to enjoy more robust category sales. Consumers are also seeking a wider variety of flavors and ethnic offerings.”

– **Julia Gallo-Torres, Senior ...**

Bread and Baked Goods - UK

“Education around bread’s value-for-money credentials must go hand-in-hand with innovation in areas such as healthy baked goods and snacking formats if brands are to address falling category sales.”

Cordials and Squashes - UK

“There is potential for energy drinks brands such as Red Bull or Monster to enter the super-concentrate market. These brands are likely to hold more resonance among young consumers than more family-oriented brands such as Robinsons.”

Sugar and Sweeteners - US

“The success of the honey segment is likely tied to the high perception of health it holds among US consumers. Some 60% of respondents to Mintel’s custom consumer survey say honey is good for health, compared to 10% who say granulated sugar is good for health.”

Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for ‘less than perfect’ diets. However, the market is up against several challenges, including increasing consumer

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- Beth Bloom, Food ...

skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

Gluten-free Foods - US

“Overall, the gluten-free food market continues to thrive off those who must maintain a gluten-free diet for medical reasons, as well as those who perceive gluten-free foods to be healthier or more natural. The category will continue to grow in the near term, especially as FDA regulations make it easier ...

Feeding Your Kids - US

“For parents, feeding their kids is largely driven by generational factors, as well as parenting styles and demographics. There are distinct differences in the attitudes and behaviors of parents based on what groups they belong to and identify with. It’s important for manufacturers and brands to target these subsets specifically ...

Butter and Spreads - Ireland

“Whilst butter has benefited from the scratch cooking resurgence, sweet spreads have yet to fully tap into the home baking market. Positioning these products as ideal ingredients for fuss-free baking may help drive interest in the category.”

– Sophie Dorbie, Research Analyst

August 2014

Pet Food - UK

“Just under a quarter of pet owners see high protein as an important choice factor, while 13% note low in salt. However, few pet food products currently make references to either, suggesting these as potential areas for NPD.”

Burger and Chicken Restaurants - UK

“Half of adults say that they are discouraged from dining at fast food venues because the food served is not good for them, yet uptake of healthy options is typically low. Dishes with improved health credentials which continue to deliver on the fast food experience users expect should resonate.”

Breakfast Cereals - UK

“While manufacturers have reformulated their cereal recipes over the years, only three in 10 users think cold breakfast cereals are healthier than they used to be. This may reflect companies being wary of a consumer backlash against any changes to the taste profile of their products.”

Yellow Fats and Edible Oils - UK

“Sales of spreads continue to decline, with a variety of external reasons at play. But the category is also seen by consumers as not delivering on taste as well as its two key USPs (Unique Selling Points); ease of use and the presence of healthy fats. Operators in this market ...

Coffee - UK

“While tea has long been regarded as the nation’s favourite hot drink, the UK is equally a nation of coffee drinkers. While usage remains biased towards standard

LSR: Burger, Chicken and Seafood Concepts - US

Food and Drink - International

instant, a greater focus on the convenience and quality of micro-ground can support trading up.”

“Limited service burger, chicken, and seafood restaurants face stiff competition among themselves and against other concepts. Often competing on price, these concepts rely on core offerings coupled with innovative items to draw attention. These operators have also overhauled their menus to add healthful options and ramped up their usage of ...

Yogurt and Yogurt Drinks - US

“The largest percentage of yogurt and yogurt drink users do so for health reasons. Some 44% say they use products in the category because they are healthier than other snack options. Treat positioning is the consumption driver for a smaller 33% of consumers.”

- **Beth Bloom, Food and Drink Analyst ...**

Baking and Dessert Mixes - US

“The US baking and dessert mixes category experienced flat sales in 2013 and 2014 at \$2.7 billion. Sales are forecast to remain flat in 2015 and decline to \$2.5 billion by 2019. Concerns about the health impact of eating too many baked goods are negatively impacting sales. Additionally ...

Energy Drinks - US

“While the energy drink and shot category is still young and growing, many consumers are still not consuming them. New launches and marketing is increasing awareness, but the food and beverage industry is overflowing with offerings that provide similar energy functions without the safety and health stigma that plagues energy ...

Hot and Cold Cereals - US

“Overall, the cereal category faced another years of sales declines mainly as a result of increasing competition from other convenient and nutritious foods. The category’s sweet spot, the hot cereal segment, has increased, albeit minimally, but helps balance the category overall. The question remains, will innovative packaging and marketing, and ...

Hot Drinks - Tea - Ireland

“With an ageing population meaning that adults are extending their working life, opportunities exist for tea brands to develop products to appeal to this market eg blends with energy boosting and invigorating properties.”

– **Sophie Dorbie, Research Analyst**

July 2014

Pet Food - US

“While pet ownership is down, this has not deterred pet owners from continuing to view their pets as family members, and treating them accordingly. The humanization of pets and their dietary needs continues unchecked, as pet food resembles more and more that which one would find on the grocery ...

Butter, Margarines and Oils - US

“As consumers increasingly turn to butter over margarine/spreads for its natural appeal, spread brands are challenged to provide products that more closely align with consumer needs. Spreads that contain only natural ingredients, without artificial preservatives or additives, are likely to hold the most appeal for consumers who dislike the ...

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Ice Cream and Frozen Novelties - US

"While more than half of frozen treat buyers express the importance of product price in their purchase decision, flavor rules. In practice, gelato (with its corresponding higher price point) has driven growth in the category in recent years."

Eating Out: The Decision Making Process - UK

"Recommendations from family/friends are key influencers in venue choice, whilst online review sites populated with customer-generated content are also now popular among diners. Operators are encouraged to embrace the new era and promote peer-to-peer reviews and, where possible, create their own legion of brand ambassadors."

Tea and Other Hot Drinks - UK

"Higher-caffeine teas could help brands increase usage by positioning the drink as an energy-boosting alternative to coffee while in hot chocolate, new formats would provide a platform for trading drinkers up."

Drinking Out of the Home - UK

"Some 44% of out-of-home drinkers state that they prefer to drink in venues which offer locally produced drinks. Pubs can use local products to entice visitors but communicating the availability of these, such as via external signage, is central to reaping the benefits."

Healthy Dining Trends - US

"Healthy eating in America is not only a hot topic in the industry, it is also a source of growth (or growing pains) for many foodservice operators. Consumers are now highly knowledgeable about what types of foods they should be consuming, and which ones would best benefit their bodies. Along ...

Tea and RTD Tea - US

"The healthfulness of tea has been heavily pushed through media and marketing. However, consumers' focus may be switching away from health, which they have most likely come to expect from the category, and are now looking for flavor and product innovation to keep them interested."

Sports and Energy Drinks - UK

"Brands in this market need to find new ways of convincing users of the safety and efficacy of their drinks. At the same time, it is necessary for them to identify new angles to engage prospective consumers. Drinks made from natural ingredients show strong potential with more than seven in ...

Dining Out: The Restaurant Decision-Making Process - US

"The US restaurant industry is so large and mature that it's increasingly difficult to carve out opportunities for growth. Operators must focus on differentiation, not only with menus but overall positioning. The answer may lie in even greater customization, with tailored restaurant concepts for niche audiences and for different day ...

Home Baking - UK

"As consumer spending rises, it is likely to become increasingly important for home baking companies to remind people of the benefits of baking in order to maintain consumer interest. Brands can leverage the relaxation associated with baking in their advertising campaigns, which is likely to resonate given that stress affects ...

Yogurt and Yogurt Drinks - UK

"That half of users of yogurt/yogurt drinks express concern about the sugar content in these highlights the need for the industry to tackle this issue. Trends towards clearer on-pack labelling in the UK will shine more light on the sugar content of yogurts."



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Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

Food Packaging Trends - US

“Shoppers remain concerned about the safety of food packaged in plastic or cans, which creates an opportunity for manufacturers to be proactive about offering information to alleviate these concerns. This may include information about packaging materials, or ingredient sourcing, as well as sustainability initiatives.”

– **Amanda Topper, Food Analyst**