

January 2017

Condiments - US

"The large and mature condiments and dressing categories have generated little growth overall over the past five years, a trend that is not expected to change in the next five. Still, these diverse categories hold ample opportunity for brands and retailers that can activate consumer interest in exploring new tastes ...

Dining Out: A 2017 Look Ahead - US

"Restaurant sales are predicted to grow at a steady rate with yearly growth near 4% through 2021. Consumers are craving unique experiences, and legacy chains can no longer rely on what's worked in the past, especially as the environment becomes more competitive. Across demographics, consumers still find value in a ...

White Spirits and RTDs - UK

"That an interesting flavour profile stands out as the top way to add value stands in contrast to white spirits' traditional proposition of providing a subtle flavour, with vodka in a more challenging position in this respect. Gin has an edge in this context, being by its nature a flavoured ...

Condiments and Dressings - UK

"Changing meal preferences have hit the demand for traditional condiments. Meanwhile, NPD focused around hot and spicy flavours and those inspired by world cuisines has so far failed to re-energise sales. Steps to re-engage users are much needed. With strong interest in versatility, suggestions for pairing condiments with different meals ...

December 2016

Healthy Eating - Ireland

"In today's market, most consumers aim to achieve a balanced diet – a middle ground where some unhealthy foods have a place. However, this has led to a decline in light or diet foods with a harsh attack witnessed on

RTD Alcoholic Beverages - US

"RTD (ready-to-drink) alcoholic beverages make up a small share of alcohol sales. Fortunately, declines among prepared spirits-based cocktails and wine coolers may be slowing. The category delivers on convenience, with the highest percentage of participants turning to RTDs over other alcohol types because they don't require preparation. Addressing consumption barriers ...

Beer - UK

"With the concept of pairing beer with food having gained traction among UK consumers, "dine in" meal deals look to be a huge missed opportunity for beer. These would provide an ideal platform to give world beers – which are already growing in popularity – even more visibility through partnering ...

Sugar and Gum Confectionery - UK

"While the market has remained resilient amidst the sugar debate, it is facing pressure to contribute to reducing sugar consumption. Portion control will be an important tool for operators to reach the reduction goal. Meanwhile, that many parents are open to artificial sweeteners in kids' sweets highlights this as an ...

Coffee Shops - UK

"Coffee shops have countered brand fatigue by experimenting with quick-service formats and better food options. Price-led concepts rival non-specialists that are eating into the market share. Meanwhile, efforts

Food and Drink - International

sugar in recent years. Meanwhile there is strong demand for ...

in cutting down packaging waste and reducing added-sugar content give coffee shops an edge over competitors.”

Free-from Foods - UK

“The free-from market continues to see impressive growth. NPD has been a key part of recent growth, enabling the market to gain share of users’ spend through unlocking new occasions and encouraging trading up. High interest in products delivering on health, naturalness and portability highlight areas of innovation going forward ...

Soft Drinks - Ireland

“2016 was a good year for on-trade sales of soft drinks, particularly carbonates as improving consumer sentiment saw greater out-of-home spending on leisure activities. However, consumer concerns about sugar have continued to grow and with looming taxation of sugary carbonates this will make reformulating drinks to contain less sugar all ...

Ready Meals - Ireland

“Ready meals struggle to overcome the ‘unhealthy’ image they have received in recent years with consumer perception still tainted from the 2013 horse meat scandal. Highlighting the traceability and high-quality ingredients and techniques used in the preparation of ready meals can tap into the current high interest in scratch cooking ...

Processed Poultry and Red Meat - UK

“The prospect of imminent cost rises heightens the need for companies to differentiate themselves by means other than price. That many buyers are willing to pay more for farmers’ pay guarantees and for more specific animal welfare details underlines how placing their ethical policies front and centre can pay dividends ...

Wine - US

"Dollar sales of wine are estimated to reach \$61 billion in 2016, an increase of 22% since 2011 (14% inflation-adjusted). Volume sales are growing at a slower rate (7% from 2011-16), pointing to the influence of higher price point products."

Fruit Juice, Juice Drinks and Smoothies - UK

“Concerns around sugar continue to plague the category. While fruit juice is struggling under this pressure, the launch of no added or low sugar products and varieties claiming functional benefits appear to be helping fruit juice and smoothies. Unease around artificial sweeteners however, remains a concern.”

November 2016

Pizza and Pasta Restaurants - UK

“Digital innovation and authentic dishes made from simple and fresh ingredients are transforming pizza and pasta into a destination business, helped by the expansive store presence of leading players. Independent players may be hit by competition from the swelling multitude of new entrants and deli-and-dining formats that are driving more ...

Fish and Shellfish - UK

"Despite positive attitudes towards fish and shellfish in terms of most people being confident preparing it, thinking it is a quick-to-cook meal option and seeing it as good for a healthy diet, the average consumer is failing to eat the recommended two portions of fish a week by some distance ...

Dark Spirits - US

Poultry - US

Food and Drink - International

"Distilled spirits (both white and dark) have enjoyed a significant (23.9%) growth since 2011, due in no small part to the rapid influx of flavors in the white spirit segment and a surge in interest in tequila. Similar flavor innovation is leading to growth in dark spirits, whiskey and ...

"Despite being a staple product for many consumers, the total sales of poultry are down due to decreases in both poultry prices and total volume sold due to the rapidly falling price of beef. Poultry manufacturers need to focus on the many benefits poultry has over other proteins and develop ...

Grocery Retailing - US

"The grocery industry is arguably the most dynamic and fragmented retail sector there is. Groceries are deemed necessities so this industry remains somewhat protected from outside influencers that could cause steep sales variances, but the largest factor right now impacting the category is declining foods costs. This benefits the shopper ...

Pizza Restaurants - US

"Pizza is a segment where innovation is consistently occurring from a menu and service perspective. While the segment is becoming more competitive and consumers value a premium pizza experience, there is an interest in menu items that go beyond the pizza, with a focus on healthier sides and appealing non-pizza ...

Fish and Shellfish - US

"Driven by the perception of fish and shellfish as healthy alternatives to red meat and poultry, sales of fish and shellfish should grow slowly between 2016-21 to reach \$18.3 billion. Millennials, Hispanics, and households with children are most likely to buy, especially fresh. Wild-caught traits appear to be of ...

The Food and Drink Shopper: Spotlight on Technology - US

"The competition for share of food/drink sales rages on. Consumer interest in low prices, convenience, and fresh options is fueling a shift in how they shop for food and drink, including a move away from traditional grocery retailers. Non-store retailers, including online merchants and subscription services, are expanding retailing ...

Cooking Enthusiasts - US

"In 2016, 45% of Americans aged 18+ are considered Cooking Enthusiasts – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they want to rather than because they have to. Due to factors such as the lower ...

White Spirits - US

"The white spirits category is poised for continued modest growth sustained by vodka and propelled by growing interest in the complexities of tequila. Opportunity to grow the category can be leveraged by cross category consumption."

October 2016

Bread and Baked Goods - UK

"There is scope for retailers to bring bread and baked goods from local bakeries into stores through collaborations. This can help the grocery giants to show a community spirit, as well as improving their retail offering with genuinely artisan products. This can be teamed with a backstory about the bakers' ...

Unprocessed Poultry and Red Meat - UK

"With cost rises looming on the horizon, there is a pressing need for retailers to move their communication beyond price. Highlighting their credentials in terms of farmer relations or responsible antibiotic use offers a promising means for companies to distinguish their offering from rivals' given the strong consumer interest." ...

Food and Drink - International

Still, Sparkling and Fortified Wine - UK

"Seen to offer value for money by just one in four UK adults, still wine could come under fire if household incomes are squeezed following the UK's vote to exit the EU. Indeed, the drop in the strength of the Pound and the UK's reliance on imported wine are set ...

Casual Dining - US

"Consumers are increasingly seeking the opportunity to customize their meals, through build-your-own meal options, but they also crave dishes that can't be replicated at home. When it comes to technology, diners are more interested in having their basic needs met, such as free WiFi and electronic chargers, before restaurants offer ...

Chocolate Confectionery - Ireland

"Concerns over sugar are putting pressure on sales as Irish consumers limit their consumption of chocolate and buy healthier snacks compared to a year ago, indicating that consumers are switching to healthier alternatives. Placing a greater emphasis on smaller-portion formats can help brands position chocolate as a treat that can ...

Bacon and Lunch Meat - US

"Over the past five years, bacon and lunch meat managed growth, and it should match that performance through 2021. However, when accounting for inflation, sales are largely stagnant, as health concerns appear to be prompting consumers to avoid much of the category. An influx of lower-sodium and more-flavorful options across ...

Attitudes towards Lunch Out-of-home - UK

"While the majority of UK adults still buy lunch out of home, an increase in non-users suggests a cautious mind-set as real incomes come under pressure. Restaurants innovate in ordering management technology to rival their grab-and-go competitors for the custom of increasingly time-poor consumers. C-store formats and supermarkets that utilise ...

Cheese - UK

"The cheese market is expected to see a value decline in 2016, largely due to heavy retail discounting. Continued decline in the dominant cheddar segment has been responsible for the overall fall in cheese volume sales, while bolstered recipe cheese performance suggests consumers' interest in scratch cooking continues. Pressure from ...

Sandwiches, Subs and Wraps - US

"The state of the LSR (limited service restaurant) sandwich market reflects major trends in the LSR industry as a whole. QSR (quick service restaurant) giants such as Subway command the greatest share of sales but are slowly losing business to rapidly growing fast casual concepts. As consumers turn to more ...

Cheese - US

"Despite a slight downtick in dollar sales in 2016, the cheese category has performed well in recent years, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. Natural cheese continues to set the pace for the ...

Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

Gluten-free Foods - US

"Consumption and sales of gluten-free foods continues to increase, but growth in sales has slowed considerably in recent years. Sales do continue to grow, just at a slower pace. The propagation of lower-priced gluten-free foods, including store-brands, as well as other more competitively priced options are likely responsible for the ...

Juice and Juice Drinks - US

“Like other non-alcoholic beverage leaders, including CSDs and dairy milk, the category is losing share to other beverage types that offer flavor variety and functional innovation, some with lower sugar/calorie totals. The importance of diversifying consumption occasions can be seen in the growth of snack-friendly smoothies and decline of ...