

September 2013

Meat-free and Free-from Foods - UK

“A key weakness for the meat-free market is that over half of adults note that meat substitutes lack flavour. A potential solution lies in adapting the recipes of these lines as a large minority of adults note a keenness to try meat substitute pieces containing herbs/spices with agreement rising ...

Yellow Fats and Edible Oils - UK

“Innovation around yellow fats with added benefits has the potential to add value to the market, with more than a third of consumers agreeing that it is worth paying more for butter/spread with health claims. Butter/spread which is good for bones would appeal to households with children, suggesting ...

August 2013

Home Baking - UK

“Home baking brands can target older shoppers more effectively by leveraging the transparency, ‘purity’ and naturalness of baking from scratch in their marketing campaigns amid the heightened concerns held among the older generation concerning the artificial additives and ingredients in shop-bought prepared food.”

July 2013

Yogurt and Desserts - UK

“There is scope for more brands to expand their offering of single-serve desserts, particularly within the frozen aisle. Over three in ten over-55s would like to see more frozen desserts which are individually portioned, and these also appeal most to those living in single-person households – both rapidly growing demographics ...

Bread and Baked Goods - UK

“While consumers’ demand for variety highlights the potential for brands to benefit from continuing to develop their alternative baked goods offering, it represents a call to action for manufacturers not yet active in this segment to move into it.”

Breakfast Cereals - UK

“Considering the widespread associations of protein and building muscle, protein-focused recipes could also help to boost usage of cereals before or after exercising, with usage on these occasions so far remaining niche.”

Pizza - UK

“Ham and beef toppings which are flagged up as originating from British producers, with details about the farm on pack, would help consumers trust the quality of the meats considering that around half of adults note that seeing British ingredients and manufacturers’ details on labelling would help them trust a ...