

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 ...

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.”

Provenance in Food and Drink - UK

“The strong interest in provenance among the higher-earning households signals the ongoing potential to

Biscuits, Cookies and Crackers - UK

“Another means of reviving the fortunes of the beleaguered healthier biscuit sector is by targeting the



Food - UK

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.”

under-exploited healthy kids’ biscuits market. A hefty six in ten users with children would like to see more healthy biscuits for children.”