

February 2014

Coffee - Ireland

"Coffee's appeal as part of a morning routine, as a 'pick-me-up' or as a treat amongst Irish consumers, is likely to see the category continue to perform well in the coming years. In order to drive growth within the market, brands should look to engage in NPD (New Product Development ...

Carbonated Beverages - Ireland

"Moving forward the key challenge faced by the carbonated beverages industry will be meeting the expectations of health-conscious consumers, as many still associate carbonates with being unhealthy. Looking forward, it is likely that the market will see a strong level of innovation in the diet category, with more products claiming ...

January 2014

Milk and Cream - Ireland

"Liquid milk remains a staple in Irish diets with the market forecast to achieve steady growth in the years ahead until 2018. In order to help drive growth further within the market and to keep consumers engaged with milk and cream, packaging, flavour and functional innovations should be explored."

December 2013

Coffee Houses and Donut Shops - US

"Coffee houses and donut shops have pushed to become lifestyle brands so they can remain relevant through the day and cater to the changing needs of consumers. With coffee houses and donut shops continually adding food items and diversifying their beverage programs, it is increasingly important for them to differentiate ...

Gum, Mints and Breath Fresheners - US

"The vast majority of category participants turn to its offerings for breath freshening, and half of users do so to get a bad taste out of their mouth. This is a strong indication that product marketing would do well to promote the ability of products to meet these primary needs ...

Cooking Sauces, Marinades and Dressings - US

"While significant percentages of respondents report that healthful product claims can persuade them to choose one brand of cooking sauce, marinade, dry seasoning mix, or dressing over another, they may not always sacrifice flavor for healthfulness, suggesting that BFY brands should emphasize taste over health claims when marketing."

Beer - US

"Undoubtedly, the biggest competitive threat to beer brands is the likelihood that drinkers will opt for wine or spirits instead of beer. This presents beer brands with a challenge to attract drinkers who may otherwise select a different type of alcohol. Doing so will, in part, entail taking a few ...

Vitamins, Minerals and Supplements - US

Sugar and Gum Confectionery - UK

Food and Drink - International

“While vitamin sales are robust, there are a few factors that could contribute to a decline in the category. As consumers continue to eat a healthier diet, the need for a separate supplement could be eliminated. Additionally, negative press about the quality and necessity of vitamins could erode usage and ...

“There is likely to be significant rewards for players in the sugar confectionery market who tick the boxes in terms of both taste and health. As well as appealing to health-conscious consumers, this would also help brands to proactively stay ahead of the ‘state stick’ and boost their reputations as ...

Table Sauces and Seasonings - UK

“Through adding premium ingredients or repositioning products as a gourmet alternative, table sauce and seasonings operators are looking to attract consumers looking to upscale at least a part of their dining experience. Such innovation should be well placed to chime with the ongoing rise in consumer confidence and to tap ...

Pizza and Pasta Restaurants - UK

“Linking pizza/pasta restaurant/takeaway brands to other lifestyle elements such as music, sport or gaming, which are popular with particular consumer groups, can also be an effective method in fostering a greater sense of brand loyalty amongst diners.”

Private Label Beverages - US

“Stiff competition from global beverage companies means retailers have to work very hard to compete in the private label beverage category. Addressing the needs of key demographic groups, offering products that meet consumer needs for value, quality, and more, as well as playing on the inherent advantages of being a ...

Cooking Sauces, Pasta Sauces and Stocks - UK

“Slow-simmered pasta sauces offer another potential means of supporting growth in the Italian sector, as 28% of users state they would pay more for these, despite them being largely absent in the UK market. This slow-cooking method for pasta sauce has connotations of authentic cooking, and is well-placed to appeal ...

Condiments - US

“Competition from away-from-home dining, coupled with consumer health concerns, can potentially hinder future condiment category growth. However, the increasingly blurred lines between condiments, cooking sauces, and dressings present an opportunity for product development, flavor innovation, and the marketing of expanded usage occasions.”

Beer - UK

“The market is having greater success with the newer range of sweeter flavoured/alcoholic ginger beers which are typically positioned as gender-neutral and which are equally likely to be drunk by men and women. These continue to offer a route for beer brands to increase usage and make beer more ...

Ready Meals - Ireland

“The ready meal market is expected to experience steady growth in the years ahead until 2018, boosted mainly by its convenience status amongst time-scarce consumers. In order to drive the category forward, brands should look to enhance the nutritional credentials of meals and adopt a more transparent approach to the ...

Chocolate Confectionery - Ireland

“The recent ban on advertising of foods that are high in fat, salt and sugar during children’s TV programming in RoI will negatively impact how the producers of chocolate confectionery promote to the key children’s market. As such, chocolate companies need to consider including healthier ingredients, such as stevia or ...

November 2013

Sandwiches and Lunchtime Foods - UK

Supermarkets: More Than Just Food Retailing - UK

Food and Drink - International

“As consumers age and leave employment, the convenience factor of out-of-home sandwiches and lunch products has less resonance, meaning that they are less likely to perceive them to be value-for-money purchases. Operators therefore need additional hooks to ensure they are not seen as overpriced.”

White Spirits - US

“Vodka easily dominates the surveyed white spirit and RTD segments, both in volume sales and reported consumption. However, consumers are no longer loyal to one alcoholic beverage or another. Emphasis on craftsmanship, quality, and almost limitless flavor innovation should be leveraged by rum, tequila, gin, and RTD segments to bring ...

Dieting Trends - UK

“Clear like-for-like comparisons between diet products and their non-diet alternatives should allow brands to show consumers that there are genuine and tangible differences in the calorie/fat/sugar content, and highlight where these owe to healthier recipes rather than simply smaller portions.”

The Private Label Food Consumer - US

“A slowly recovering economy and lingering perceptions of inferior quality are inhibiting sales growth. Retailers will need to address these issues and others through innovation in products and positioning.”

Juice and Juice Drinks - US

“While the category benefits from a health halo, the perception of high calories and sugar has stunted recent growth. More and more, health professionals are pointing to the dangers of juice consumption and encouraging moderation (or elimination), especially among children.”

Poultry - US

“Fears related to the safety of poultry, due in part to recent foodborne illnesses, have consumers on high alert. Additionally, health concerns related to high cholesterol and fat intake from consuming meat has Americans seeking alternate protein options. To calm

“If retailers respond to the changing retail environment, the decline in usage of large out-of-town stores can be reversed.”

Pizza Restaurants - US

The pizza consumer is changing as people look to healthier, more upscale, and on-the-go dining experiences. We have seen many fast casual pizza restaurant chains spring up in the past year and consumers are moving toward gourmet-like flavor and ingredient combinations. However, with the weak economy, some consumers are still ...

Fruit Juice, Juice Drinks and Smoothies - UK

“A focus around energy provision should create standout in the market. Such propositions remain rare, however, this is an area the under-35s show above-average interest in.”

Private Label Food and Drink - UK

“Tesco’s October 2013 relaunch of its premium tier Finest range should provide a boost to premium own-label NPD. Such innovation should be well placed to chime with the ongoing rise in consumer confidence and to tap into the predicted increase in consumer spending.”

White Spirits and RTDs - UK

“Brands at the premium tier in particular should tread carefully when experimenting with flavour as it risks masking the ‘pure’ flavour of the drink, something which is so important for premium spirits.”

these fears, manufacturers must focus on implementing transparent manufacturing and ...

October 2013

Family Midscale Restaurants - US

“Family restaurants face increasing competition from fast food and fast casual chains, which offer value based on low prices, convenience, and easily customizable options. More modern ambiance through restaurant renovations and redesigns, convenient breakfast items, and showing value by offering more BFY foods at budget-conscious prices are the ways forward ...

Fast Casual Restaurants - US

“Due to consumers’ budgets still being constrained, fast casual restaurants must find a way to provide more value in order to justify higher prices. This value proposition includes quality items and upscale yet casual experience at an affordable price. Corporate responsibility initiatives will play an increasingly important role, as will ...

Wine - US

“Young category participants are more likely than average to turn to recommendations from friends, store employees, and advertisements in their wine purchase decision. This group also turns to indicators such as label design at a higher-than-average rate and latches onto familiar characteristics such as an interest in natural products.”

Organic Food and Drink - UK

“It is important for organic brands to communicate to shoppers in a more effective way the tangible, concrete benefits their products offer them. Given the vast amount of product information that is already competing for shoppers’ attention, clear, dynamic labels that can be understood at a glance are needed.”

Cooking Enthusiasts - US

“While many Americans cook at home, they come to the table with different skill sets and motivations for doing so. Marketers should acknowledge that each Cooking Enthusiast has her own approach to meal preparation

Food and Drink - International

Meat, Seafood and Poultry - UK

“Ready to cook products with sauces or flavourings have been a key NPD area in chilled fish. Such innovation should be well-placed to help also the other segments to appeal to the majority of users looking for easy to prepare products and tap into popular flavour trends.”

Coffee Shops - UK

“Trends in the retail market demonstrate operators’ attempts to foster a greater sense of emotional connection between consumer and coffee producer in order to gain market share. Coffee shop operators could do well to apply this principle to the out-of-home environment as well seeing as 22% of out-of-home hot drink ...

Fruit and Vegetables - US

“Increasing consumer interest in healthy and natural foods should help drive fruit and vegetable sales but a growing local foods movement and the existence of a variety of tastier healthy alternatives present challenges for the stagnant market.”

Fruit and Vegetables - UK

“In addition to price being a barrier for the five-a-day message, consumers may simply be unaware of what constitutes the RDA. One in five adults note that it is sometimes hard to know which foods count towards their five-a-day, rising to a sizeable 26% of 16-24s, which is a concern ...

Cheese - UK

“Innovation in terms of formats tailored for snacking and convenient packaging will be key to drive cheese’s appeal as a snack and encourage impulse consumption.”

Food and Drink - International

and give her opportunities to customize recipes and use resources that make cooking the easiest and ...

Cheese - US

“Growing concerns about the poor nutritional profile of processed cheese can be neutralized by emphasizing the positive benefits of cheese consumption. There is an opportunity for manufacturers to market the high-protein content of a variety of cheeses, as well as their versatile flavors, origins, and greater retail availability.”

Dark Spirits - US

“Despite its recent success, the dark spirits category still faces obstacles to becoming more commonplace in consumers’ alcohol routines. Flavor innovation and new products have piqued the interest of some adults of legal drinking age, but ongoing sales are dependent on consumer loyalty, not just product trial. Manufacturers must emphasize ...

Fish and Seafood - US

“Perhaps the biggest threat to retail sales of fish and seafood comes from restaurants that serve these items, suggesting that brands and retailers must do more to approximate the recipes and dishes restaurants serve to best challenge competition from restaurants.”

Cordials and Squashes - UK

“Health should be near the forefront of producers’ strategies, appealing to not only health-conscious adults but also those looking for suitable soft drinks for their families.”