

September 2012

Yellow Fats and Edible Oils - UK

“Differentiating yellow fats and oils products from competitors in a way tangible to consumers is arguably challenging, given the nature of the product, seeing packaging play a key role in differentiation. Developing or simply actively communicating usability attributes could offer brands standout in the segment.”

Online Grocery Retailing - UK

“If our recommendations for the rollout of in-store and drive-through collection are implemented by major grocery chains, then their store estates – including c-stores and hypermarkets respectively – become indispensable for fulfilling online orders.

Ethnic Foods - UK

"British food has long been spurned by the world as being bland and stodgy but the tastebuds of the nation are becoming more adventurous, with over two fifths of ethnic food users continually on the lookout for new and interesting cuisines. Patak's even launched a branded phal – generally the ...

Organic Food and Drink - UK

“In times where consumers are more value-conscious than ever, the overriding perception that organic produce is overpriced has undoubtedly been at the heart of its demise. But the question marks surrounding what the organic label stands for are also a major barrier. This indicates that greater transparency is needed to ...

Meat-free and Free-from Foods - UK

“The sizeable group of health-conscious consumers are ripe for targeting through vegetarian/meat-free foods and meat substitutes, possibly along the lines of ‘stealth health’, encouraging families to swap a meat-based meal for one that is vegetarian and therefore better for them.”

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Breakfast Cereals - UK

“The breakfast cereals market has remained largely unchanged in terms of packaging for decades. Yet with almost eight in ten consumers interested in buying a cereal with resealable packaging there is considerable unmet demand for packaging solutions which will keep cereals fresher for longer. There is an opportunity for cereal ...

Pizza - UK

“There does seem to be room in the market for healthier lines but manufacturers must be careful how to market the healthiness. Considering pizza's strong image as a treat, overtly marketing a new line as low fat or low-calorie may position it too far from anything resembling temptation to succeed ...

July 2012

Yogurt and Desserts - UK

“As three in four adults overall have eaten desserts, future growth relies on expanding usage beyond the core occasion after an evening meal. Around one in four dessert users note choosing other treats instead of

Social Media: Food - UK

“The food market is presented with a number of challenges to overcome with regards to engaging consumers online. Despite sizeable communities established by some brands within the market, the

Food - UK

desserts on the grounds of convenience, highlighting for example packaging and portionability as a potential ...

majority of consumers remain unwilling to form affiliations with brands, rather engaging only when the opportunity of acquiring a discount or ...

Baby Food and Drink - UK

For baby, only the best will do. In the last decade the baby food and drink market has evolved unrecognisably – giving parents greater choice than ever before. As a nation of food lovers, parents want to expose their babies to a wide variety of flavours to develop their palates ...

Ice Cream - UK

“Marketing single-serve products around the notion of a one-off permissible treat should allow brands and own-label players to appeal to the growing proportion of one-person households who are both short on storage space and are reducing their consumption of ice cream for health reasons.”