April 2021

Private Label Food and Drink - US

“Private label food and drink products were making slow but steady gains before the pandemic and have the potential to do so long after. Grocery retailers continue to invest in their product portfolios and see them not just as a way to cater to price-conscious shoppers but also as an ...

Cordials and Squashes - UK

“While health was firmly on the government and consumers’ agenda before the pandemic, the COVID-19 outbreak has brought it into even sharper focus. This spotlight has upped the potential for enhanced health benefits to appeal. Cordial/squash which supports immune health or with added vitamins/minerals, for example, interests around ...

Desserts - UK

“COVID-19 has fuelled a sharp rise in dessert sales, bucking its previous ongoing decline. This ambient category has been the main engine room of this uptick; its nostalgic brands and value-for-money proposition chiming well at a time of upheaval and economic uncertainty. The increased focus on health brought about by ...

Online Grocery Retailing - UK

“Online grocery was not just the leading growth area in the grocery sector in 2020, but across all of UK retail. A combination of consumer concern and greater in-home food and drink demand served to not only see the channel record growth during the periods of lockdown but throughout the ...

White Spirits and RTDs - UK

“The COVID-19 outbreak boosted retail sales of white spirits and RTDs in 2020 but is likely to erode sales longer term by accelerating the alcohol moderation trend. Further NPD in lower calorie, low/non- alcoholic spirits alternatives would help companies to better appeal to the health-conscious. Products with experiential aspects ...

Snack, Nutrition and Performance Bars - US

"The COVID-19 pandemic has driven consumers to increase at-home cooking and snacking. While this has benefited most snack categories, it undercut those options oriented towards meal replacement and eating on the go. With re-emergence underway, bars are well positioned for a quick recovery and sustained five-year growth. In particular, bars ...

Specialist Food and Drink Retailers - UK

“Specialist food and drink retailers have suffered in a year like no other in recent times. With the economy struggling as the pandemic took hold, wages dropped and footfall on the high street plummeted as online retail surged. There is light at the end of the tunnel now however, and ...

March 2021

Packaged Bread - US

“After nearly a half-decade of little growth, COVID-19 rejuvenated the bread category across segments. Strong ties to comfort, versatility, affordability and convenience

Healthy Dining Trends - US

“In recent years the percentage of diners making healthy choices has grown, and the majority of consumers who order from restaurants continue to select healthy menu

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are at the core of growth in 2020, as consumers worked and learned from home and were forced to shift a large portion of food dollar spend to ...

Baking and Mixes - US

"After four years of little to no growth, the baking mixes and ingredients category experienced an unprecedented 24.7% dollar sales increase in 2020, as a result of consumers' swift adoption and interest in at-home baking during the pandemic. Close to a third of US adults are baking more often ...

Still and Sparkling Water - US

"The pandemic resulted in relatively strong sales of bottled water and further solidified its status as a necessary staple product in the minds of many core category consumers, a designation that will benefit the category for years to come. However, the loss of key social occasions weighed down the market ...

Free-from Foods - UK

"There is a pressing need for free-from products to justify their prices and improve their value for money image amid more cautious spending habits. In the longer term, the pandemic's acceleration of sustainability and health trends will support the market's continued growth. However, brands will have to go the extra ...

Cider - UK

"Cider sales through the on-trade have been hit by the enforced closures of pubs, bars and restaurants due to COVID-19, and the restrictions on these venues when they've been able to operate. While some of this spend has shifted to retail, many occasions have been lost. However, there are positives ...

Attitudes towards Healthy Eating - UK

"Whilst the majority of people state that they try to eat healthily all or most of the time, this is in stark contrast to the true poor state of the nation's health, which COVID-19 has shone a light on. This widespread items at least some of the time. However, the COVID-19 pandemic has caused a decline in balanced dining, with more consumers going the direction ...

Quick Service Restaurants - US

"Quick service restaurants stood to benefit the most from the COVID-19 crisis thanks to their affordability and their longstanding investments in drive-thru, takeout and delivery. They're also viewed as the safest and most convenient meal solution for many American families right now and for the foreseeable future. QSRs will need ...

How America Eats - US

"The pandemic has not only boosted retail grocery sales, it has also at least temporarily changed the way Americans shop for and prepare food and how and when they eat. Snacking is growing more prevalent throughout the day and is also fulfilling a wider variety of needs, creating opportunities for ...

Pasta, Rice and Noodles - UK

"The pasta, rice and noodles market has enjoyed a sharp uplift thanks to COVID-19. While the move to the next normal will see sales ebb, the lasting rise in working from home, newly gained cooking skills and expected enduring plant-based trend all hold potential for the market. The consumer interest ...

Crisps, Savoury Snacks and Nuts - UK

"More people being at home all day during COVID-19 lockdown periods has supported growth in sales of crisps, savoury snacks and nuts, the biggest usage occasions being snacking during the day or the evening, and with lunch. Flavour innovation continues to be a major theme in NPD, including tapping interest ...

Full-service Restaurants - US

"Full-service restaurants are certainly feeling the effects of COVID-19 more intensely than their limited-service counterparts, but that does not mean they're down for the count. Current full-service patrons are highly engaged meaning operators have a prime opportunity to

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mistaken belief of healthy habits will prove a challenge ...

Sports and Performance Drinks - US

"As Americans become increasingly engaged with a health and fitness mentality, the market will see a corresponding increase in diversity of users – and in turn, usage occasions. This will necessitate that innovations capture a broader range of health and wellness benefits. Functional wellness is quickly becoming the next barometer ...

reach them with exciting on- and off-premise experiences. Restaurants will need to ...

February 2021

What America Eats - US

"COVID-19 brightened the spotlight on food's role in consumers' lives. 67% of US adults put a lot of thought into what they eat, and 26% have turned to food and drink for comfort more often due to the pandemic. It also disrupted habits and behaviors in a way that leaves ...

In-store Bakery - US

"In-store bakery sales declined for the first time in more than a decade in 2020, as some retailers shut down bakeries during the initial phase of pandemic response and consumers turned to affordable aisle offerings and online shopping channels during a time of uncertainty and disruption. But the dip doesn't ...

Convenience Store Foodservice - US

"Convenience stores' foodservice sales are suffering during the pandemic due to far fewer drivers on the roads and an increase in online and bulk grocery shopping. Temporary halts of self-service foodservice options also hurt sales in 2020. C-stores must recover foodservice sales by stealing a page from restaurants' playbooks and ...

Nutrition Drinks - US

"The nutrition drinks market is well situated to weather the current economic storm, thanks to the association of products in this category with general wellness and immune system health during a health-crisis-driven recession. Although the weight loss drinks segment suffered losses thanks to the lockdown, an unexpected uptick in sales ...

Crackers - US

"After nearly a half decade of no significant gains, cracker sales saw meaningful growth of 7% in 2020. The category saw a dramatic increase in sales during the early days of consumer stockpiling that have held largely steady from their year-ago performance, suggesting that consumers didn't just stock up, they ...

Fruit Juice, Juice Drinks and Smoothies - UK

"COVID-19 has had a huge impact on the fruit juice, juice drinks and smoothies category. Nationwide lockdowns and restrictions saw many higher-value usage occasions through on-premise and on-the-go channels disappear overnight, the uptick in sales of larger formats not enough to compensate for this loss. Going forward, significant interest in ...

January 2021

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Potato and Tortilla Chips - US

“Increased meals and snacking taking place at home not only gave rise to an already flourishing chips category, 2020 reinforced some of the category’s fundamental strengths. Chips are an anchor of the increasingly competitive snack market, not only a dominating sales force, but also delivering on the primary need state ...

How America Dines - US

“The pandemic has been an Earth-shattering event for the foodservice industry, one that will reshape the entire industry landscape and alter how Americans dine. The industry will emerge from the pandemic smaller and leaner as FSRs close and new small-footprint LSRs spring up focused primarily on takeout traffic. Consumers will ...

Restaurant Value and Pricing - US

“Value remains top of mind for dining decisions as many Americans cut back on foodservice spending due to the ongoing COVID-19 crisis and economic uncertainties. Restaurants must improve the convenience of their off-premise options via tech solutions for faster and effortless ordering, pickup and delivery to satisfy consumers’ needs and ...

Health Management Trends - US

“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year. Illness prevention, prioritizing quality time, stress management and recovery are key themes that will support consumers’ desire ...

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