

December 2019

Cooking Sauces and Pasta Sauces - UK

“Cooking/pasta sauces are only used as an emergency meal solution by half of users, but need to appeal beyond this. To increase usage, brands need to emphasise being a short cut for sauces hard to make at home, offer more variety in ethnic sauces, and promote healthiness, naturalness and ...

November 2019

Meat-free foods - UK

“The growing flexitarian movement has driven the success of the meat-free market and established an engaged consumer base amongst younger consumers. Yet as the market becomes increasingly crowded, products need to work harder to distinguish themselves from the competition, for example through holistic environmental credentials, enhanced nutritional profiles or exciting ...

Processed Poultry and Red Meat Main Meal Components - UK

“With consumers limiting/reducing their eating of processed meats for health or environmental reasons and the number of meat-free substitutes growing, it will be important for brands to focus on ingredients and how products are made to help keep processed meats on the menu. Calling out details of provenance will ...

October 2019

Cheese - UK

“Reminding consumers of the nutritional benefits of cheese such as its protein and calcium content remains pertinent to boost the category’s healthy image and promote more frequent usage. This should also help the market to capitalise on the flexitarian trend, which presents an opportunity for cheese to play a more ...

The Leisure Outlook - UK

“Consumers have begun preparing for Christmas by adding to savings and reducing spend on nights out. While participation in some leisure activities is expected to take a hit, indoor venues look set to at least maintain trading levels as the winter cold settles in. Pubs hope to boost pre-Christmas trade ...

Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

Supermarkets - UK

“During an uncertain period, demand in the grocery sector has held up well. Within this the underlying demographic shifts continue to see sales move away from larger-format stores, but they remain the format that attracts the majority of two thirds of consumers’ grocery budgets.”

– Nick Carroll, Associate Director ...

Yellow Fats and Oils - UK

“Taste is more important than anything else in butter and spreads, and more than two thirds of buyers say they eat too little butter/spread to worry about it being healthy. However, this still leaves a sizeable minority of buyers for whom healthiness is an important selling point. Spotlighting low ...