

December 2013

Sugar and Gum Confectionery - UK

“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 ...

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 ...

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 ...

November 2013

Sandwiches and Lunchtime Foods - UK

“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.”

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.”

Supermarkets: More Than Just Food Retailing - UK

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

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.”

October 2013

Meat, Seafood and Poultry - UK

Organic Food and Drink - UK

Food - 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.”

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 ...

“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.”

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.”