## January 2022

### Supermarkets - UK

"Both 2020 and 2021 will have been record years for grocery retail in the UK. 2021 may not fully match the demand seen in 2020, but fundamental changes in working life for many and persistent hesitancy for some around visiting out-of-home venues means demand remains heightened. Online has been the ...

### Attitudes towards Sugar & Sweeteners - UK

"Having exacerbated the obesity crisis and spurred the government to double down on HFSS products, the COVID-19 pandemic has accelerated the need for the food/drink industry to cut sugar. A focus on less sweet flavour profiles remains a missed opportunity. Meanwhile, demystifying sweeteners and exploring those with other nutritional ...

### Attitudes towards Cooking in the Home - UK

"COVID-19 has resulted in more meals being eaten at home, and driven an increase in scratch cooking, a trend that was already being seen before the pandemic. Home cooks still place a high value on convenience and shortcuts to cooking though, offering good news for brands in prepared ingredients. Home ...

### Leisure Outlook - UK

"Pent-up demand for leisure activities in the summer has fallen, and yet participation remains stronger than a year ago. Efforts to boost domestic tourism will increase visits to museums while operators have the opportunity to ramp up participation in physical spaces by capitalising on consumers' keen appetite for competitive socialising ...

## December 2021

### Cheese - UK

"COVID-19 has provided a considerable boost to cheese thanks to its affordability, versatility and the increased cooking from scratch trend. Whilst an increased consumer focus on health and the environment poses a threat to the market, openness to vegan/plant-based alternatives offers a way to keep people engaged. The use ...

### Meat Substitutes - UK

"The combination of the meat reduction trend and more space being allocated in mainstream grocery stores to meat substitutes kept sales growing in 2021. Tasting more like meat, being cheaper than meat and being made with sustainably sourced ingredients are key enticements for non-users, while among users ready-to-eat products and ...

### Consumers and the Economic Outlook - UK

"Rising inflation and concerns about stock shortages have shaken consumers' sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

## November 2021

### Attitudes towards Frozen Foods - UK

### Processed Poultry and Red Meat Main Meal Components - UK

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"The COVID-19 pandemic drove strong sales growth for frozen foods in 2020; however, brands will need to disrupt shoppers' habitual approach to buying frozen if they are to continue to grow sales in the 'Next Normal'. Frozen foods with ethical attributes warrant further attention as these attract strong consumer interest ...

## Pet Food - UK

"Cat and dog food's sales growth was accelerated by the COVID-19 outbreak thanks to rapid growth of the cat and dog population, the premiumisation trend and growth of treats and snacks. The various aspect of pets' holistic wellbeing pose the biggest opportunities and threats for the market, from helping owners ...

## Yogurt and Yogurt Drinks - UK

"The image of yogurts and yogurt drinks as both health- and mood-boosting amid the heightened appeal of these benefits arising from the pandemic will support market growth, with scope to dial up these connotations. Meanwhile, exploring large, eco-friendly formats is timely given strong consumer interest and the sharper spotlight on ...

"The boost to processed meat/poultry meal components due to COVID-19 has been short-lived. The growing meat reduction trend fuelled by increased focus on health and the environment for many poses a pressing threat to the market. Drawing attention to the essential nutrients these foods can provide can help to ...

## Breakfast Cereals - UK

"Breakfast cereal brands are working on making as much of their product ranges as possible non-HFSS ahead of the new restrictions in late 2022. As well as supporting healthy diets though, products also need to deliver on taste. More indulgent flavours would encourage more frequent eating of breakfast cereals, including ...

# October 2021

## Food and Non-food Discounters - UK

"Despite concerns around their lack of ecommerce offering and potentially crowded stores, the discounters saw sales surge in pandemic-struck 2020. Looking ahead, the sector looks set to leave these turbulent 18 months behind with a spring in its step as continuing economic uncertainty makes their value-led proposition tempting for consumers ...

## Attitudes towards Sports Nutrition - UK

"Consumers focusing more on exercise and eating healthily post-COVID will drive relevance of sports nutrition products among a wider audience, but they face growing competition from high-protein products in mainstream food and drink categories. With an ageing population less intense, lower levels of exercise hold untapped potential, while the 'positive ...

## Vitamins and Supplements - UK

"Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers' lessening health anxiety. Opportunity for growth lies in brands pushing a 'prevention rather than cure' approach in order to drive value sales in the long term. Organic products warrant further exploration, aligning well with consumers' ...

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## September 2021

### Bread - UK

"That 50% of bread eaters/buyers say health reasons have motivated them to cut down on the amount of bread they eat poses a continuing challenge to the market in terms of growing volume sales. This is especially relevant in the wake of the COVID-19 outbreak, which has reinforced the ...

### Consumers and the Economic Outlook - UK

"The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel's current financial wellbeing and financial confidence trackers reaching new record-highs in ...

### Chocolate Confectionery - UK

"The government's anti-obesity drive and consumers' heightened health concerns, stoked by the pandemic, put pressure on the chocolate category to cut sugar. However, reformulations run the risk of deterring consumers. Companies therefore need to create products which deliver a significant sugar reduction alongside other appealing attributes. Vegan and vitamin/mineral-fortified ...

## August 2021

### Leisure Outlook - UK

"Consumer participation in leisure activities is at the highest level measured since the start of the pandemic, however things are far from back to normal as many people remain hesitant about visiting venues or attending events. Despite this, there is good reason for optimism as consumers who feel ready to ...

### Consumer Snacking - UK

"The COVID-19 pandemic has seen an increase in snacking at home, both in the day and in the evening, including more comfort eating. The widely held view that less healthy snacks have a place as part of a balanced diet ensures continued opportunities for indulgent snacks. However, consumers' heightened focus ...

## July 2021

### Ready Meals and Ready-to-cook Foods - UK

"The market was hit in 2020, but the easing of COVID-19 restrictions in 2021 will see busier lifestyles return, making the convenience of these meal solutions more attractive once again. Consumer interest in freshly-made ready meals, and the view of these foods as combatting food waste, hold potential for the ...

### The Ethical Food Consumer - UK

"Increased consumer awareness of environmental issues, stoked by media coverage of the pandemic, offers considerable growth potential for ethical food and drink. However, widespread consumer doubts over whether their actions make a difference and uncertainty over what the different certifications stand for pose considerable barriers to encouraging more ethical shopping ...

### Dairy and Non-dairy Drinks, Milk and Cream - UK

### Convenience Stores - UK

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"The COVID-19 outbreak has reinforced the importance of getting the right nutrition to support overall health, an enduring focus on health expected to be one of the lasting impacts of the pandemic. This points to heightened pertinence for nutrition-centred messages across the food and drink market, including for milk, with ...

## Attitudes towards Lunch at Home - UK

"COVID-19 has provided a significant boost to the lunch at home occasion, thanks to the closure of foodservice establishments and increased working from home during 2020 and much of 2021. More flexible working predicted going forward points to a larger lunch at home audience than pre-pandemic, with opportunities lying in ...

"The convenience sector has the opportunity to take a position at the confluence of two of the leading trends of the current retail environment. The rise in interest in local communities and local shopping and the vast growth in online retailing. If stores are able to position themselves as centres ...

# June 2021

## Attitudes towards Lunch Out-of-home - UK

"COVID-19 is expected to have long-lasting consequences for how and where people work, and some out-of-home lunch expenditure will be redistributed to foodservice venues within suburban and rural areas due to the expected decline in commuting into cities. Foodservice brands in suburban areas have an opportunity to offer more experimental ...

## Consumers and the Economic Outlook - UK

"Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

## COVID-19 and Food & Drink: A Year On - UK

"Despite the inevitable fall of retail food and drink sales from their 2020 peak, pandemic-related factors, especially the new era of remote working, will keep these elevated above their pre-COVID levels. The ongoing revival of scratch cooking/baking and the shift towards shared household meals, as well as the accelerated ...

# May 2021

## Baby Food and Drink - UK

"The COVID-19 outbreak hit sales of baby food and drink products by boosting scratch cooking. Shortcut

## Attitudes towards Private Label Food - UK

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cooking products such as parent/child meal kits and cooking sauces specially formulated for babies/toddlers would help companies to capitalise on this trend, which Mintel expects to continue due to permanent shifts in ...

## World Cuisines - UK

"COVID-19 has brought about a considerable boost for the world cuisine market, thanks to many more evenings at home and the closure of the majority of foodservice establishments. Accompaniments/ingredients have been the driving force of this growth, demonstrating the uptick in cooking from scratch. Openness to healthier options bodes ...

## Savoury Biscuits - UK

"Savoury biscuits have benefited from people eating them more at home during COVID-19, but face a challenge to keep users eating them beyond the pandemic. The biggest opportunities for brands lie in flavour innovation, more inspiring pairings and premium products, while tapping into interest in healthy eating and sustainably sourced ...

"A savvy shopping mentality is firmly ingrained among British consumers when it comes to their grocery purchases. Private label has become intrinsically linked with this; 56% of branded/own-label buyers say that buying own-label makes them feel like a savvy shopper. This bodes well for the continuing relevance of private ...

## Leisure Outlook - UK

"Due to pent-up consumer demand, restaurants and pubs are the top contenders to thrive in the wake of the pandemic. Consumers who remain in a healthy financial position are most likely to intend to visit these venues over coming months, meaning operators have an opportunity to premiumise food and drink ...

## Sugar and Gum Confectionery - UK

"The COVID-19 pandemic spells troublesome times for sweets and gum, partly due to their high reliance on social, on-the-go lifestyles. However, it enhances opportunities for sweets around nostalgia, more unusual, globally-inspired flavours and healthier NPD. Inspiring people to use sweets in recipes and looking to crossover innovation to other sweet ...

# April 2021

## Brand Overview: Food - UK

"The coronavirus outbreak has urged consumers to review their eating habits, triggering a rise in at-home cooking and eating occasions. As the notion of holistic wellbeing becomes more influential, brands with a healthy and caring reputation become more appealing. However, Brits' sweet tooth and desire for small indulgences position those ...

## 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 ...

## Cakes, Cake Bars and Sweet Baked Goods - UK

"Unlike many types of food, cakes, cake bars and sweet baked goods haven't seen a big boom in sales through retail channels due to the COVID-19 outbreak. Instead the drop in sales of cakes has been balanced out by the increased demand for sweet baked goods. Home baking and better-for-you ...

## 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 ...

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## 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

## 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 ...

## 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 ...

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

## Consumers and the Economic Outlook - UK

"GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

# January 2021

## Leisure Outlook - UK

"The closure of pubs and restaurants across large parts of the UK prior to Christmas resulted in a record number of people regularly ordering takeaway food over

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the festive period. The momentum gained by the takeaway sector will continue beyond the peak of the pandemic, but pubs and restaurants that ...

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