

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

“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.”

“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.”

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 ...

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.”

September 2013

Meat-free and Free-from Foods - UK

“A key weakness for the meat-free market is that over half of adults note that meat substitutes lack flavour. A potential solution lies in adapting the recipes of these lines as a large minority of adults note a keenness to try meat substitute pieces containing herbs/spices with agreement rising ...

Bread and Baked Goods - UK

“While consumers’ demand for variety highlights the potential for brands to benefit from continuing to develop their alternative baked goods offering, it represents a call to action for manufacturers not yet active in this segment to move into it.”

Yellow Fats and Edible Oils - UK

“Innovation around yellow fats with added benefits has the potential to add value to the market, with more than a third of consumers agreeing that it is worth paying more for butter/spread with health claims. Butter/spread which is good for bones would appeal to households with children, suggesting ...

August 2013

Home Baking - UK

“Home baking brands can target older shoppers more effectively by leveraging the transparency, ‘purity’ and naturalness of baking from scratch in their marketing campaigns amid the heightened concerns held among the older generation concerning the artificial additives and ingredients in shop-bought prepared food.”

Breakfast Cereals - UK

“Considering the widespread associations of protein and building muscle, protein-focused recipes could also help to boost usage of cereals before or after exercising, with usage on these occasions so far remaining niche.”

July 2013

Yogurt and Desserts - UK

“There is scope for more brands to expand their offering of single-serve desserts, particularly within the frozen aisle. Over three in ten over-55s would like to see more frozen desserts which are individually portioned, and these also appeal most to those living in single-person households – both rapidly growing demographics ...

June 2013

Ice Cream - UK

“While the ice cream market continues to struggle, sales of frozen yogurt are soaring, with the segment benefiting from its naturally low-fat positioning. However, representing less than 1% of the total market, it remains fairly embryonic. This suggests there are lucrative opportunities for ice cream brands to grab a slice ...

May 2013

Cakes and Cake Bars - UK

“Around one in four users would like to see more individual portions of cakes, suggesting the market could tap more effectively into the popular impulse occasions through single packs and greater visibility in impulse channel and aisles, effectively leveraged by cereal bars and breakfast biscuits.”

Baby Food and Drink - UK

“Critically, only 30% of parents trust organic baby food over non-organic, suggesting the label is not doing enough to justify a price premium. Furthermore, agreement falls to 24% of parents with a youngest child aged under six months, suggesting that failure to win over these young parents could hinder future ...

April 2013

Convenience Stores - UK

“Investment by major retailers in the extension of their convenience store portfolios and improvements in the proposition are factors in bringing consumers into convenience shopping. Further consolidation will hit

Pizza - UK

“Ham and beef toppings which are flagged up as originating from British producers, with details about the farm on pack, would help consumers trust the quality of the meats considering that around half of adults note that seeing British ingredients and manufacturers’ details on labelling would help them trust a ...

Consumer Trust in Food - UK

“Nearly eight in ten adults consider the food industry to be too reliant on mass manufacturing. However, for mass-produced products, highlighting the involvement of humans – whether it’s a farmer, company owner or even the workers on the production line – on-pack or in other communications, can help to convey ...

Prepared Meals - UK

“According to exclusive research for this report, two fifths of ready meal users do not plan to change their purchasing habits in the wake of the horse meat adulteration scandal. For the frozen ready meals segment, however, there has been a marked effect for implicated brands, while one in ten ...

Dairy Drinks, Milk and Cream - UK

“With three in ten users saying they rarely cook recipes that involve cream, communicating the versatility of cream as a cooking ingredient, such as with on-pack

weaker retailers, notably independents, but it looks likely to have a positive impact for the consumer and the sector.”

Soup - UK

‘Despite soup already benefiting from a healthy image, there are opportunities to further mine the health angle given that the majority of users would like to see more soups boasting added-health claims. There is scope for operators to look beyond the traditional ‘low/no/reduced’ claims and vegetable content, for ...

Chocolate Confectionery - UK

“Using more unusual flavour combinations in bars may appeal to the 28% of users who like trying chocolate with exciting flavours. Chilli flavours are now fairly commonplace in premium block and boxed chocolates and could add an exciting twist to bars, as could a hint of sea salt in a ...

March 2013

Cereal, Energy and Snack Bars - UK

“Despite high promotional activity, the market continues to struggle with a weak value perception. Marketing initiatives that focus around the quality and nutritional benefits of the bars may therefore offer the most potential for operators to enhance the category’s value image.”

Biscuits, Cookies and Crackers - UK

“While users tend to turn to biscuits when they feel like a treat, half say it’s important to pay attention to the calorie content of biscuits while half would like to see more biscuits with added health benefits.”

Online Grocery Retailing - UK

“Without a hike in delivery charges or perhaps substantially higher minimum order values, online

recipes, has scope to encourage usage. Year-round flavour innovation has scope to appeal to a small proportion of cream users.”

Attitudes towards Pricing and Promotions in Food and Drink - UK

“The potential danger entailed by supermarkets purely focusing on price is that consumers could develop a level of apathy towards such pricing strategies. More than a third of consumers agree that ‘Price matching removes the need to think about price when grocery shopping’, indicating that price matching no longer serves ...

Pasta, Rice and Noodles - UK

“Although pasta and rice dishes are well known for their accessibility to even the most novice cooks, judging how much to cook is a widespread problem, affecting over four in ten consumers. There is scope for the boil-in-the-bag concept to be introduced into the UK pasta market, having gained traction ...

Food and Drink Retailing - UK

“Fortunately, horse meat is not poisonous – unlike the adulteration of olive oil scandal, which hit southern Europe a couple of decades ago. The issue is that trust in labelling has been seriously undermined because some, perhaps many, meat suppliers had been using cheaper product and then passing it off ...

Provenance in Food and Drink - UK

retailing for multichannel grocers is never likely to yield margins comparable to store-based shopping. But we think retailers can focus marketing communications on higher socio-economic groups to help mitigate the inherent financial disadvantages of retailing online ...

“The horse meat scandal, which broke in January 2013, has put the spotlight on the sourcing of food, with concerns raised over the way in which meat from overseas has entered the UK food chain.

While the food industry is likely to feel the effects for some time, consumers are ...

February 2013

Sweet and Savoury Spreads - UK

“Concerns about health are a key factor inhibiting sweet spreads consumption, with two-fifths (39%) of users expressing concern about sugar content, whereas only one in eight has cut back their usage because of cost (13%). Yet only 6% of new products launched in 2012 made a low/no/reduced sugar ...

Consumer Attitudes towards Functional Food and Drink - UK

“While this greater regulation is intended to clarify the picture for consumers, as 58% of adults think that functional claims are exaggerated/misleading, it may in fact fail to do so in the short term, if brands continue to use consumer expectations of ingredients to their advantage.”

– Chris ...

Pet Food and Supplies - UK

“Introducing more sophisticated recipes could also support value growth, considering one in five cat/dog owners agree there are not enough gourmet cat and dog foods...Taking cues from human food markets, such as using regionally sourced ingredients, traceability of meats or ethnic-style recipes, could translate into wet food for cats ...

Food and Drink Packaging Trends - UK

“The food and drink industry suffers a bad reputation for excessive packaging, with most consumers deeming a lot of packaging to be superfluous. There is scope for manufacturers to overturn this negative perception by communicating to consumers the positive impact packaging can have on the environment by extending the shelf ...

January 2013

Crisps, Salty Snacks and Nuts - UK

“Another means of encouraging stronger usage among over-65s is by eradicating flavourings altogether. A substantial 41% of users aged over-65 agree that there are not enough unflavoured crisps compared with just 26% of users on average, suggesting the plain crisp offering should be expanded in stores beyond Walkers’ 90-year-old Smiths ...

Kids' Snacking - UK

“Three in ten kids say that they like to try new flavours of snacks. Opportunities therefore exist for brands to capture the attention of a sizeable minority of children through innovation on flavour, these end users now influencing the snack choice of half of parents. One way that brands could ...