

### September 2010

#### Fish and Shellfish - UK

This report covers the retail market for seafood for in-home consumption. This includes fish (fin fish) and shellfish (including crustaceans), whether fresh, frozen or ambient, as well as ready-to-cook products.

#### Nuts, Seeds and Dried Fruit - UK

This report covers nuts, seeds and dried fruit, eaten as snacks and used in cooking/baking. Also included in this report are nut mixes.

### August 2010

#### Home Baking (Cooking and Baking from Scratch) - UK

Despite the trend towards healthy eating, consumers have taken a greater interest in home baking, driving value sales in the home baking market up by 12.7% between 2007 and 2009. The market is expected to grow by a further 9.1% in 2010, taking sales to £576 million. Consumers ...

#### Discounters - UK

- The two most important factors in choosing a supermarket are convenience and price. Hard discounters can lead on the latter, but have to persuade consumers that they should be prepared to make a second trip to do their weekly shopping trip.
- Hard discounters do not appeal just to the poorest ...

### July 2010

#### Poultry and Game Meat - UK

The poultry sector saw volume sales decline for a number of years under pressure from bird flu and rapidly rising inflation. However, the poultry market has regained momentum in the recession, enjoying a strong

#### Functional Foods - UK

The functional foods market has been enjoying healthy sales growth with value sales increasing by 3.7% between 2008 and 2009 to reach £719 million. Consumers are making greater efforts to be healthy and have greater access to information about the key foods they should be eating to stay healthy ...

#### Burgers - UK

This report covers burgers sold through retail outlets for consumption at home. Meat burgers include products the prime protein constituent of which is beef, lamb, pork, chicken, turkey or fish, while meat-free burgers are those made primarily of meat substitutes or vegetable matter. These substitutes include for example Quorn soya ...

#### Seasonal and Boxed Chocolates - UK

- The importance of NPD activity and marketing support in the run up to the major festive periods cannot be underestimated as 25m adults bought boxed or seasonal chocolates as a gift for someone at Christmas while 17 million bought them at Easter.
- Manufacturers should look to develop packing options that ...

#### Pies and Pasties - UK

- As a good value and filling meal option, the pies & pasties category has performed well during the recession with value sales climbing



## Food - UK

image as easy to cook, versatile and better value for money than red meat.

by 5.2% between 2007 and 2009 to reach an estimated £941m in 2009

- An opportunity exist to grow the market by increasing frequency of consumption among ...