

January 2023

Supermarkets - UK

“While the grocery sector is to a degree insulated from much of the pain being felt elsewhere in retail as much of its demand is non-discretionary, the shifts in behaviour seen in 2022 and that will continue to be seen in the short term have been no less dramatic. A ...

December 2022

Sweet Biscuits - UK

“The cost of living crisis is already leading people to cut back on sweet biscuits, but given that 75% of people think that sweet biscuits are an affordable treat they are in a better position than many other discretionary items. In-store visibility for sweet biscuits is being hampered by HFSS ...

Ice Cream - UK

“The cost of living crisis stands to dampen demand for ice cream and dial up the pressure on brands to prove their value in the coming year. Interactive ice cream serves hold potential for engaging consumers in the short term, sparking strong interest and being well-placed to cater to evenings ...

Cooking Sauces and Pasta Sauces - UK

“More at-home meal occasions brought about by the income squeeze offer opportunities for cooking/pasta sauces, although they will face greater competition from scratch-cooking. Ideas on how to use them with leftovers and suitability for cheaper cooking methods can help these appeal as people look to save money. Meanwhile, guidance ...

November 2022

Vitamins and Supplements - UK

“While the COVID-19 pandemic propelled rapid growth in the market in 2020, sales have stagnated as concerns about the virus have eased. As more of the nation sees its finances stretched, efforts to prioritise health will ebb, leaving this category vulnerable to cutbacks. Highlighting the role they can play in ...

Meat Substitutes - UK

“The impressive growth enjoyed by meat substitutes has faltered in 2022, as the COVID-boost has been lost and the income squeeze has made the high price of these more of a barrier. Driving awareness of their nutritional credentials and emphasising versatility can help these products navigate the income squeeze. Interest ...

Leisure Outlook - UK

“The recent increase in gym usage highlights the importance consumers continue to place on good physical and mental wellbeing. However, the fact that over-65s are most likely to be motivated by activities

Bread - UK

“Value sales growth in bread in 2022 is being driven by high inflation, with volumes hit by reduced frequency of eating bread. Developing more choice of flavours in bread could help flagging volume sales, and while



Food - UK

that are good for their physical wellbeing, but the least likely to attend the gym suggests there are ...

brands will be vulnerable to people switching to own-label to save money during the ...

October 2022

Processed Poultry and Red Meat Main Meal Components - UK

“Although the income squeeze will prompt trading down in the market, against a strong 2021 and given trading down within the market, sales will fall in 2022. Calling out how to use processed meat in place of unprocessed meat cuts will chime. Meat reduction poses a long-term threat, but interest ...