

## September 2017

### Yellow Fats and Edible Oils - UK

“Changing eating habits, particularly bread being eaten on fewer occasions, has had an impact on sales of butter and spreads. Butter has benefitted from interest in natural and less processed products and received a recent boost from higher retail prices, but encouraging new uses will be important in driving future ...

### Ice Cream and Desserts - UK

“The ongoing popularity of meal deals holds further opportunities for ice creams and desserts, as 20% of category users are interested in each of these as part of lunchtime meal deals.”

### Food and Non-food Discounters - UK

“Over the past 10 years the discount sector, both food and non-food, has shown that it is highly adaptable, succeeding to thrive in both market conditions which favoured a low-cost alternative and in conditions where traditionally there would have been less demand. With an uncertain economic outlook in the short ...

### The Leisure Outlook - UK

“Leisure activities are driven by younger Millennials and parents of under-16s. Eating at pubs is a popular leisure activity, yet so is staying-in and ordering a takeaway. As the pay squeeze intensifies, more people are turning to free activities such as museums and galleries. Meanwhile, people are continuing to focus ...

## August 2017

### Breakfast Cereals - UK

“Fragmented eating habits have added to the woes of RTE cereals, with many cereal eaters skipping breakfast or snacking instead. Offering branded sweet snacks suited to eating on the go other than the well-established cereal bars would allow companies to better capitalise on consumer snacking tendencies while also appealing to ...

### Pet Food - UK

“The cat and dog food market has benefited from the humanisation of pets, with owners becoming more conscious of the quality of food that they feed their pets. However, pet obesity rates in the UK are rising; brands that look to emphasise the diet-friendly credentials of food should find favour ...

### Consumers and the Economic Outlook: Quarterly Update - UK

“The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

## July 2017

### Pizzas - UK

### Yogurt and Yogurt Drinks - UK



## Food - UK

“Currently, the main focus in the chilled pizza market is on increasing the range of premium options, while frozen pizza brands are trying to more closely replicate the takeaway experience. Other ways to increase the frequency of eating pizza include catering more for lunch and snacking occasions, and expanding beyond ...

“Consumer suspicions around artificial sweeteners present a significant barrier to companies looking to reformulation to meet the sugar reduction targets. However, the appeal of less sweet-tasting yogurts offers opportunities to cut sugar without replacing it.”

– **Alice Baker, Research Analyst**