

March 2023

Snack Bars and Breakfast Biscuits - UK

"The cost of living crisis and HFSS restrictions will continue to challenge the snack bars and breakfast biscuits. Cautious spending behaviour exhibited by consumers is putting the category in the line of fire. It is important for brands to demonstrate good value for money and added nutritional benefits while finances ...

Attitudes towards Food Packaging - UK

"Sustainability remains one of the biggest topics for food packaging, with many consumers worried about food packaging waste ending up in the environment. Highlighting recyclability and recycled content stands to keep consumers engaged. Low emissions are a low concern amongst consumers, putting an onus on companies to drive awareness of ...

Leisure Outlook - UK

"Some 51% of consumers perceive high quality food/drink to be important when visiting a leisure venue. The growing popularity of competitive socialising venues, which tend to offer exciting menus that are appealing to large groups, has put more pressure on other operators to modernise and become multi-purpose".

– Jennie ...

February 2023

Crisps, Savoury Snacks and Nuts - UK

"Despite the cost of living crisis and HFSS restrictions on product location from October, volume sales of crisps, savoury snacks and nuts are still up by 4% compared to pre-COVID. While pressure on incomes continues to create opportunities through evenings in, many consumers are taking steps to economise, putting brands ...

Attitudes towards Healthy Eating - UK

"With the cost-of-living crisis hampering healthy eating, helping consumers to eat healthily on a budget will resonate widely, with the grocers in a strong position to offer meaningful support here. Strong nutritional credentials can boost foods' good value for money perceptions, especially if linked to long-lasting satiety. Meanwhile, forging links ...

Parents' Attitudes towards Children's Food and Drink - UK

"The cost of living crisis is likely to increase the popularity of at-home meal occasions, offering opportunities for brands with strong family appeal. Affordable, nutrient-rich meal ideas can help reassure parents that their children are meeting their nutritional needs, whilst products that contribute to five-a-day and fibre intake will also ...

Sustainability in Food - UK

"Sustainable food and drink has not been immune to the wider struggles within the food and drink sector amid tougher financial times. As people are prioritising making their budgets go further, this issue has become less of a focus for many. However, helping consumers to reduce food waste, eco labelling ...

January 2023

Attitudes towards Sports Nutrition - UK

“As consumers are seeing their finances come under pressure, commitment to certain health promoting habits is ebbing. This puts sports nutrition too under fire, with usage frequency falling in 2022. As consumers are looking for ways to save money, the disruption to habits is creating opportunities for supermarket own-labels to ...

Attitudes towards Cooking in the Home - UK

“Increased at-home meal occasions due to the income squeeze hold multiple opportunities for both ingredients and prepared foods. In the short term, calling out suitability for batch-cooking and less traditional cooking methods will tap into some of the key ways in which people are looking to save money. Further ahead ...

January 1970

Savoury Biscuits - UK

“Savoury biscuit brands must ensure they are seen as relevant for eating with cheese, as the top usage occasion for these snacks. However, to maximise growth potential they also need to reduce their reliance on this pairing. Dipping stands out as warranting attention. Savoury biscuits also need more shoppers to ...