

## September 2016

### Yellow Fats and Edible Oils - UK

"A guarantee of fair pay to farmers offers a promising means for butter/spreads/oils producers to establish a point of difference and to drive sales given the strong consumer interest in the issue. The fact that many oil buyers are not influenced by price further underlines the possibilities in ...

### Attitudes towards Frozen Food - UK

"Frozen food is a near-universal part of British menus, spurred by the strong value for money and convenience image of buyers' favoured products. Yet for many people this only entails a handful of product types. Current consumer trends pose challenges for frozen, as many buyers lack confidence in cooking with ...

### Food and Non-food Discounters - UK

"Aldi and Lidl are continuing to take sales away from the grocery multiples by expanding their store estates and dispelling the perception that low prices means sacrificing on quality. But UK consumers struggle to differentiate between the two and this will need to change as they increasingly find themselves competing ...

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

"For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people's ...

## August 2016

### Breakfast Cereals - UK

"RTE cereals have suffered from the negative media focus on sugar and competition from other products for the breakfast occasion. Given strong consumer interest, launches tapping into current healthy eating trends like 'positive nutrition' show potential going forward. Further development in low sugar should help brands to stand out in ...

### Pet Food - UK

"Greater attention to transparency of ingredients is required to overcome consumers' concerns about what exactly goes into pet food. This comes against a backdrop of confusion over ingredients lists on pet food. As such, the concept of "clean labels" can be just as relevant for pet food as it is ...

## July 2016

### Yogurt and Yogurt Drinks - UK

"In a price-driven market, yogurt companies will need to find a compelling alternative reason for shoppers to choose their products, as competitively lowering prices eventually becomes unsustainable. With many people amenable towards paying more for a guarantee on farmers' pay or animal welfare, making their credentials in these areas tangible ...

### Breakfast Eating Habits - UK

"Breakfast is an almost universal occasion. While 55% of people eat it at home every day, almost half (49%) sometimes eat breakfast out of home. That 28% do so once a week or more demonstrates that this is an established habit for a sizeable minority.

"Barriers remain, however, with the ...