

October 2020

Coffee: Inc Impact of COVID-19 - UK

“COVID-19 has provided the coffee market with a temporary boost, as the nationwide lockdown brought out-of-home coffee to the home overnight. As the lockdown continues to be eased, however, more coffee occasions are expected to shift back out of home, albeit to a lesser extent than previously. Whilst coffee in ...

Dark Spirits and Liqueurs: Inc Impact of COVID-19 - UK

“Despite being a major threat to the market, the re-energised focus of health since COVID-19 also presents opportunities. Being almost non-existent in this category, the rapidly growing low-/no-alcohol space is ripe for development in dark spirits, as is NPD in lower sugar/calorie liqueur drinks. The rise in at-home ...

Yogurt and Yogurt Drinks: Incl Impact of COVID-19 - US

“Stay-at-home orders mandated by the pandemic have accelerated yogurt’s return to relevance, as consumers cling to familiar, affordable, health-focused options to meet snack cravings for themselves and their families. The yogurt drinks segment will require some more finessing to find footing, given its strong draw for portability, but has an ...

The Future of Quick Service Restaurants: Inc Impact of COVID-19 - UK

“As most QSR operators are forced to streamline their business in response to COVID-19, menu innovation needs to focus on healthful choices as well as broadening consumers’ at-home experiences. These include diet-specific meals as well as meal kits featuring fast food recipes.”

Vitamins, Minerals and Supplements Trends: Incl Impact of COVID-19 - US

“The vitamins, minerals and supplements market will continue to grow despite the economic downturn, due to strong associations in supporting specific areas of wellness, particularly ones trending in the time of COVID-19. While multivitamins continue to show highest usage, consumer demand for more targeted benefits beyond overall wellness continues to ...

Pet Food: Inc Impact of COVID-19 - UK

“The recession triggered by COVID-19 is prompting consumers to scrutinise their spending. The extensive private label presence on the one hand and the myriad of small specialist brands on the other leave mainstream brands faced with a formidable task to prove their value. Health is as much of a focus ...

Bread: Inc Impact of COVID-19 - UK

“COVID-19 has provided a boost to the bread category. With the nationwide lockdown, bread volume sales, which have been on a downward trajectory for several years, rose, thanks to out-of-home breakfasts and lunches shifting to the home overnight.

September 2020

Hot and Cold Cereal: Incl Impact of COVID-19 - US

Pizza Restaurants: Incl Impact of COVID-19 - US

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“With wellbeing, value and convenience top-of-mind, cereal brands have more than one path to staying relevant with shoppers. After years of declines and stagnation, the cereal category returned to sales growth in 2020 due to COVID-19. Sudden and enduring shifts in daily, especially morning, routines impacted the cereal category, with ...

Vitamins and Supplements: Inc Impact of COVID-19 - UK

“The pandemic will drive demand for vitamins and supplements as health and wellness become bigger consumer priorities. Immune health in particular is in the spotlight, and brands can look to offering more holistic solutions, considering the links between stress, sleep, nutrition and diet on immunity. The category is expected to ...

Attitudes towards Sports Nutrition: Inc Impact of COVID-19 - UK

“While the COVID-19 lockdown has severely curbed exercise opportunities, the outbreak has sparked a keener interest in health and exercise that could open up opportunities for sports nutrition ahead. The economic downturn however poses a stark challenge in the short term, as the market faces intense competition from more affordable ...

Fruit: Incl Impact of COVID-19 - US

“The fruit category comprises two distinct groups, fresh and processed, with the former being the behemoth in terms of market share. Fresh accounts for 90% of fruit sales, leveraging a reputation as relatively healthy and largely convenient. Where fresh fruit falls short in terms of health (principally in sugar content ...

Attitudes towards Premium Alcoholic Drinks: Inc Impact of COVID-19 - UK

“Sales of alcoholic drinks have been hit hard by the COVID-19 pandemic, and encouraging consumers to pay more for drinks will be challenging during a recession. It will be ever more important for brands to give drinkers

“Pizza restaurants are an indisputable bright spot amid a struggling restaurant industry as a result of the COVID-19 crisis. Many leading pizza chains have managed to grow sales into the double-digits in 2020 due to their continued investments in takeout and delivery and prioritization of value. Pizza restaurants are positioned ...

Restaurant Breakfast and Brunch Trends: Incl Impact of COVID-19 - US

“The ease and affordability of making breakfast at home paired with the increase in remote working means the recovery of foodservice breakfast sales will lag behind the foodservice industry as a whole. LSRs facing fierce competition will launch aggressive promotions in a race to the bottom on price in order ...

Fish and Shellfish: Inc Impact of COVID-19 - UK

“The lockdown helped boost the sales of frozen and ambient as people sought out long-life products. As incomes come under pressure, fish/shellfish's relatively high price means cutbacks are on the cards. The segment's healthy image should see it benefit from the increased health focus in the wake of the ...

The Future of Eating Out: Inc Impact of COVID-19 - UK

“Eating out will become more of a treat giving an opportunity for foodservice venues to create more premium options to fit special occasions. But first, an effective response to COVID-19 is required to safeguard the future of eating out. The virus should prove to be the catalyst for the adoption ...

Vitamins, Minerals and Supplements Consumer: Incl Impact of COVID-19 - US

“Vitamins, minerals and supplements comprise a dynamic market that has seen consistent growth for over a decade. Dedicated VMS consumers consider these products to be a staple to their overall wellbeing, and most will budget for them despite economic hardships.

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reasons to pay higher prices, including through communicating superior taste, featuring 'craft' cues ...

Still, products with high-quality ingredients at the lowest price point ...

Breakfast Cereals: Inc Impact of COVID-19 - UK

"COVID-19 has provided the stagnating breakfast cereals market with a temporary boost, as the nationwide lockdown brought out-of-home breakfasts to the home overnight. As the lockdown continues to be eased, however, more breakfast occasions are expected to shift back out of home, the category seeing growth slow.

The COVID-19 Impact on Foodservice: Operation Recovery - US

"The COVID-19 public health and economic crisis is creating unprecedented revenue loss for restaurants of all types, although FSRs with a dine-in focus have been the hardest hit. In order to survive and recover, restaurants will all need to offer and invest in easy, efficient and affordable takeout and delivery ...

Tea and RTD Tea: Incl Impact of COVID-19 - US

"Tea in all its forms has been given a boost by COVID-19 and the changes it has brought to the routines of work and shopping. With natural and inherent properties that convey a plethora of health benefits, like immunity and relaxation, tea's profile will rise during the pandemic. The category ...

Marketing to Moms: Incl Impact of COVID-19 - US

"In 2020, moms are facing unexpected challenges. Between maintaining their family's health and safety through the COVID-19 pandemic and addressing and explaining the various aspects of the Black Lives Matter movement and demonstrations to their children, moms have had their hands full. However, even given all of this, moms still ...

Vegetables: Incl Impact of COVID-19 - US

"The vegetable category is notoriously dichotomous: while fresh vegetables have a well-enforced healthy reputation, non-fresh segments fall shorter on BFY associations but deliver on convenience and value. COVID-19 triggered increased sales across every vegetable segment, even the beleaguered canned segment, indicating that even when health is an elevated priority ...

August 2020

The Gen Z Diner: Incl Impact of COVID-19 - US

"Gen Z is a stressed-out generation coming of age in a time with great unrest and facing grim economic prospects. Restaurants need to respond to Gen Z's anxieties by focusing on value – whether that be value from low prices, promotions, or high-quality dishes at moderate prices. LSRs are best ...

Natural and Organic Food Shopper: Incl Impact of COVID-19 - US

"The natural and organic food and beverage market is supported to some degree by over half of US adult consumers, and this is likely to remain steady in the years ahead. The health associations of natural and

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organic foods will make them more important than ever during a global health ...

Tea and Other Hot Drinks: Inc Impact of COVID-19 - UK

“While proving troublesome for many markets, the COVID-19 crisis has provided the necessary ingredients needed to reverse the fortunes of the ailing tea and other hot drinks categories. Some of the long-term legacies of the pandemic will also support sales, such as greater remote working and an emphasis on physical ...

Yogurt and Yogurt Drinks: Inc Impact of COVID-19 - UK

“The changes to consumers’ habits and priorities brought about by the COVID-19 lockdown hit spoonable yogurt in spring 2020. The income squeeze triggered by the outbreak means challenging times ahead for brands, dialling up the need to prove their added value in the already highly price-led category. The heightened focus ...

Food Packaging Trends: Incl Impact of COVID-19 - US

“Food packaging, the often-underappreciated element of food at retail, has a chance to shine within a marketplace and consumer base impacted by COVID-19, with 74% of consumers saying they prefer to buy products with packaging that will protect the contents from contamination. Accelerated adoption of ecommerce, heightened attention toward health ...

Frozen Snacks: Incl Impact of COVID-19 - US

“Before COVID-19, frozen snack sales growth had been banal: steady but slow since 2016. However, at the core of the categories’ offerings are convenient meal and snack solutions, which provided value during sheltering in place, especially for parents and families, already the most engaged participants. 2020 frozen snack sales bounded ...

Ready Meals and Ready-to-cook Foods: Inc Impact of COVID-19 - UK

Soup: Incl Impact of COVID-19 - US

“After years of little growth, COVID-19 has rejuvenated the soup category across segments. Powerful associations with comfort, affordability and convenience are paying off for brands big and small, which are seeing unprecedented levels of growth as consumers find a sense of security and value in the preparedness of a well-stocked ...

Foodservice Coffee and Tea: Incl Impact of COVID-19 - US

“Demand for premium made-to-order coffee was strong at the start of 2020 but the market was completely shaken by pandemic-related disruptions. High unemployment is encouraging consumers to choose affordable retail coffee products while the increase in remote working reduces many consumers’ need for AFH coffee. Coffeehouse chains will engage in ...

Marketing to Gen X: Incl Impact of COVID-19 - US

“Generation Xers crave stability and the reassurance that they will be prepared for the future. Financial concerns make them value-driven shoppers and they look for purchases that offer quality products and affordable pricing rather than a distinctive brand personality. The current recession will only intensify their budget-mindedness as Gen Xers ...

Attitudes towards Pub Catering: Inc Impact of COVID-19 - UK

“COVID-19 will change consumers’ motivations for eating out. When people choose to eat out in future, they will do so as a special treat and not as a quick and convenient meal solution. As a result, pubs/bars need to cater to more purpose-driven consumers than ever before, including creating ...

Restaurant Takeout and Delivery: Incl Impact of COVID-19 - US

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“During the COVID-19 pandemic demand for ready meals has been hit by people doing more cooking from scratch. Offering quick meals is still important though, and NPD should focus on both better-for-you options that tap interest in healthy eating, as well as meals that are attractive as a nice treat ...

“Virtually all restaurants became takeout and delivery providers overnight as a result of COVID-19, and the ones that had made prior investments in off-premise business are unsurprisingly weathering the storm the best thus far. Restaurants of all types must continue to invest in takeout and delivery services as consumer behaviors ...

Coffee and RTD Coffee: Incl Impact of COVID-19 - US

“The at home coffee market will benefit more than any non-alcoholic beverage category from the short and long term changes brought about by COVID-19 and the recession. The pandemic completely removed retail coffee’s foodservice competition and shelter-in-place orders forced many to work from home, reducing their need for away from ...

Consumer Snacking: Inc Impact of COVID-19 - UK

“Snacking continues to be an ingrained part of UK lifestyles. With COVID-19 prompting a nationwide lockdown, out-of-home snacking disappeared overnight, but the traditional associations of many snacks as offering a low-cost mood boost kept them firmly on the menu at home.

What Children Drink: Inc Impact of COVID-19 - UK

“Health is set to become an even higher priority for parents in the wake of the COVID-19 pandemic, providing a golden opportunity for children’s drinks with functional benefits. Drinks supporting eye health, gut health and ‘tooth friendly’ drinks warrant exploration, attracting significant consumer interest with little availability in the market ...

July 2020

Chocolate: Inc Impact of COVID-19 - UK

“Although the market has proven resilient in past difficulties, the economic downturn triggered by the COVID-19 outbreak will coincide with new challenges. The heightened spotlight on health will dial up the pressure from the existing sugar reduction targets. However, there is openness to reduced sugar variants and opportunities within flavour ...

Brand Overview: Drink: Inc Impact of COVID-19 - UK

“Since the COVID-19 outbreak, the drinks industry has faced unprecedented challenges while also glimpsing unexpected opportunities as consumers embrace new drinking habits and as associations between health and diet strengthen. However, economic uncertainty will drive consumers to price-oriented purchasing behaviours, meaning that it will be vital for brands to emphasise ...