

## March 2023

### 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 ...

### White Spirits and RTDs - UK

“As an expensive, discretionary product, white spirits have seen volume sales decline in 2022 amid pressure on household incomes, a trend that will continue over 2023-24. Marketing messages focused on enhancing at-home occasions and NPD in smaller bottles will help companies to keep white spirits on people’s shopping lists amid ...

### Fruit Juice, Juice Drinks and Smoothies - UK

“The cost-of-living crisis has taken its toll on the market, making it timely to address concerns over fruit juice/smoothies made from concentrate by demystifying the processes involved and raising awareness of the sustainability benefits. Meanwhile, celebrating native ingredients – and spotlighting the correlation between low food miles and sustainability ...

### 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 ...

### 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

### Carbonated Soft Drinks - UK

“CSDs have again proved resilient to squeezed incomes, supported by their affordability and roles as mood-boosting treats and alcohol replacements. With associations with littering curbing sales, doing more to tackle this and actively supporting the DRS will reap rewards for brands. Meanwhile, textural innovation could be the next frontier for ...

## January 2023

## Attitudes Towards Drinks Packaging - UK

“A stronger on-pack emphasis on recycled content in drinks packaging is warranted, given government targets and with this attribute widely seen by consumers as denoting sustainability. Highlighting the procedures they follow to create recycled bottles, including cleaning processes, should help companies to prove to consumers that they are being proactive ...