

September 2011

Meat-free and Free-from Foods - UK

“Meat-free food is criticised by two in five consumers for being artificial, bland and boring, yet the level of innovation in the category suggests the market is constantly evolving. Increased investment in above-the-line spend is necessary to communicate these improvements to consumers, while ongoing focus on new product development is ...

Functional Food and Drink - UK

Estimated value growth of 32% over 2006-11 saw the functional food and drink market reach £785 million. The market has benefited from consumers’ efforts to be healthy but it also continues to face some sizeable challenges. There is a debilitating level of consumer cynicism towards functional health claims and 75 ...

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Yellow Fats and Edible Oils - UK

“In the short term, promotion-led strategies may remain a necessity, given consumers’ promiscuity in this category, one in five having switched from butter to spreads to save money. However, factors such as animal welfare, fair pay to farmers and healthiness resonate among a sizeable minority of consumers as grounds for ...

July 2011

Ice Cream - UK

“Ice cream is most typically eaten as a treat, signalling the role of the category as being first and foremost about indulgence. Reflecting this, favourite flavour is most commonly quoted as an important choice factor when buying ice cream. A unique flavour signature, where consumers can discern the difference, could ...

Consumers and The Economic Outlook - Quarterly Update - UK

Online Grocery Retailing - UK

“Some 13% of adults have never shopped online, but would like to, making for a sizeable pool of opportunity in the short term. There is also marked potential to grow sales among established users, with nearly one in three online shoppers spending less than 10% of their total grocery budget ...

Over-55s' Eating Habits - UK

“With health a concern and a priority for the ageing population, NPD which focuses on added benefits eg cholesterol-lowering spreads, as seen in functional food products such as Benecol would appeal to this group and could be a means of generating interest in new food products.”

Breakfast Cereals - UK

“Breakfast cereal makers must continue to work on their credentials in this area. And there is evidently a consumer demand for healthier formulations, too. Large minorities of consumers listed health- related issues as the most important factors, with sugar the most important factor for nearly half (45%) of cereal eaters ...

Pizza - UK

“Although pizza has avoided the kind of negative press that has traditionally been directed at other fast food, such as hamburgers and ready meals, it is tarred with the same brush, when it comes to healthiness, in the eyes of the consumers.”



Food - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.