

June 2018

## Prepared Meals - Frozen and Refrigerated - US

"The prepared meals category has returned to growth as category competitors have responded to consumer interest in less-processed offerings and greater cuisine variety. Brands and retailers can help maintain the momentum by catering to the diverse needs of a new generation of users with products that offer greater flexibility, new ...

## Food Packaging Trends - US

32% of food launches tracked by Mintel GNPD (Global New Products Database) from May 2018-April 2018 featured new packaging, and new packaging experienced the highest gain among launch types from 2013-18. 62% of shoppers claim on-pack information is important to food choice, suggesting that consumers are reading labels. 58% of ...

## Carbonated Soft Drinks - UK

"Driven by a growing focus on healthiness, consumers are increasingly looking to limit their sugar intake, the Soft Drinks Industry Levy exacerbating this issue. This focus has led to many people switching to diet or no-sugar variants of CSDs, pushed by heavyweight players such as Coca-Cola and PepsiCo through their Coca-Cola ...

## The Leisure Outlook - Quarterly Update - UK

"Consumers cut back on spending and put more focus on their health at the start of the year. As we approach summer peoples' priorities appear to be shifting. A quality over quantity mind-set is still apparent but intention to spend on drinking and dining out is on the rise. Leisure ...

## Attitudes towards Lunch Out-of-home - UK

"The convenience of quick meals is a key driver for the lunch-to-go market amongst time-poor consumers. Operators should also consider the grey pound as a good

## Food and Drink - International

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

"The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn't a one-off. Our confidence data has been running for almost a decade now, and people's assessments, both of their current financial situation and how they expect their finances to shape ...

## Beverage Packaging Trends - US

"Innovation in format, functionality, design and customization have made beverage packaging a key feature of new product launches in the category. Packaging innovation can be an especially effective way to engage with key consumers groups such as those aged 18-34 and parents. Challenges lie in creating distinctive packaging in this ...

## Attitudes towards Sports Nutrition - UK

"While the growing choice of high-protein food and drink is creating intensified competition, convenient formats and increasing availability in the mainstream are helping to make sports nutrition more accessible. Interest in products supporting gut health and those featuring health-boosting herbs and spices highlights these as areas ripe for innovation."

## Fruit - US

"With current sales of just over \$50 billion, fruit is a widely popular and growing category, even if that growth is a relatively slow 2-3% annually. Within the category's largest segment – fresh – there is a relative lack of brand power, as private label options dominate in terms of ...

## Marketing to Millennials - US

Millennials are the largest generational group in the US and as they age they are only becoming a more important part of the consumer economy. Millennials are growing their incomes and entering new markets as

## Food and Drink - International

long-term growth driver for leisurely eating out occasions, led by Baby Boomers who are more inclined to sit down for a lunchtime meal.” ...

they buy homes and start families. Marketers interested in reaching this group will need to ...

### What Children Drink - UK

“A wide range of drinks are bought by parents for children. With parents looking for healthier drinks when shopping for their kids and with school policies promoting them, healthier drinks remain a key area for brands to focus on. Single-serve drinks could come under pressure in the coming years, though ...

### Juice and Juice Drinks - US

“Total sales of juice are in decline due to falling sales of 100% juice and bottled smoothies paired with flat juice drink sales. Changing perceptions around the healthfulness of juice and competition from other drinks is causing consumers to choose other drinks over juice. New juice products that better target ...

### Soup - US

“The soup category struggled to increase sales significantly. There were some bright spots. Growing segments – including refrigerated fresh soup/frozen soup, wet broth/stock, and dry soup – made up some ground. But these gains weren’t enough to compensate for stagnant RTS (ready-to-serve) wet soup sales and declines in ...

### Social Media in Foodservice - US

“More than half of consumers have seen restaurant content on social media in the past year, reflecting the impact social media has in the foodservice space. Social media experiences in restaurants generally drive a positive association among consumers and create memorable moments, but social media isn’t a one-size-fits-all strategy. Every ...

## May 2018

### Consumer Snacking - UK

“Snacking remains an ingrained habit for Britons. The view of snacks as an important energy source throughout the day, and as a necessity in busy lifestyles, underpins this habit. It also points to further longevity for snacking and the relevance for snacks to align with catering to or countering busy ...

### Pub Visiting - UK

“Millennials are particularly likely to view pubs as all-round leisure experiences and are receptive to new and more unusual forms of entertainment. The difficulty for landlords will be to cater for these more open-minded pub-goers while also meeting the needs of more traditional patrons who tend to see the pub ...

### Energy Drinks - US

Sales grew an estimated 5.6% in 2017, bringing the energy drink/shot market to \$13.4 billion. Positive growth of 4-5% per year is forecast through 2022, when the market is expected to reach about \$16.9 billion. The dominant energy drink segment, with 91% market share, has been ...

### Vegetables - US

“The vegetable category remains sizable, though sales are largely driven by consumer interest in lower prices and fresher options. While consumers indicate they would like more vegetables in their diet, data shows they continue to fall short of recommendations, suggesting brands may well have to incorporate novel approaches to garner ...

### Marketing Health to Millennials - US

The Millennial generation is aged 24-41 in 2018, with many in the midst of major life milestones. As this generation balances a busy lifestyle they focus on the

### Chocolate Confectionery - UK

“Premiumisation remains a strong trend in the chocolate market. As references to provenance have become prevalent in premium chocolate, going a step further and educating consumers on how the taste of the

## Food and Drink - International

small steps they can take to manage their wellbeing. For Millennials, health and wellness is essentially a means to looking better and ...

chocolate is influenced by the origin of the cocoa beans, could help brands connect with consumers on a ...

### Dips and Savory Spreads - US

"The diverse \$4.6 billion dips and savory spreads category enjoys solid consumer participation, likely due in part to the increasing popularity of snacking and brand loyalty. All three segments of the category managed growth from 2016-2017, but refrigerated options have been especially successful as consumers seek out fresh foods ...

### Non-chocolate Confectionery - US

"Dollar sales of non-chocolate confectionery have increased although year-over-year growth has been slow, as the category struggles with consumer concerns over health. However, the importance of indulgence has prevented decline overall. Growth, albeit slow, is forecast through 2022, with the slowdown due to reduced category participation."

**-Beth Bloom, Associate Director ...**

### Quick Service Restaurants - US

"The QSR market is thriving thanks to QSR brands making changes consumers want while still staying true to its brand identity. Value remains a major focus within the QSR market, and most chains are focusing heavily on their low-price options, with many also developing a few premium options in order ...

### Pub Catering - UK

"Eating at pubs is an affordable treat which should not be badly impacted in a consumer downturn, providing pub operators continue delivering excellent service as well as high quality yet affordable meals. In addition, pubs that make the most of non-traditional meal times can maximise profits coming from younger consumers ...

### Marketing to the iGeneration - US

Aged 11-23 in 2018, the iGeneration is the generational group that follows Millennials. Also referred to as Gen Z, to Millennials' Gen Y, the iGeneration is starting to take Millennials' place in the desirable 18-34 demographic, and marketers are investing in building relationships with this group. In some senses, iGens ...

### Frozen Snacks - US

Frozen snacks have bounced back from an unstable past few years and steady, but minimal, growth is predicted looking ahead to 2022. Private label brands are performing strongly and legacy frozen snack brands remain stable, especially among parents with 85% acknowledging their kids eat frozen snacks. Despite the stability, increased ...

**April 2018**

### Drinks Packaging Trends - UK

"The spotlight on plastic packaging and the environment is already driving change in the drinks market, while health concerns present a challenge and an opportunity. Consumer openness to using a deposit return scheme bodes well for its implementation, meanwhile, portion control packaging and nutrition labelling can appeal, helping consumers to ...

### Sweet Biscuits and Snack Bars - UK

"Both more indulgent features, such as a thick covering of chocolate and indulgent fillings, and naturally healthy ingredients, are of strong interest to eaters of sweet biscuits. Tailoring NPD to both these demands is needed to maximise the number of usage occasions for biscuits. Limiting the amount of sweet biscuits ...

### The Savvy Food Shopper - UK

### Convenience Stores - UK

## Food and Drink - International

“A savvy shopping mentality is firmly ingrained among UK consumers when it comes to their grocery purchases. That this is underpinned by emotions as well as by monetary gains, signals continuing longevity.

However, there are plentiful opportunities for brands and retailers to connect with the savvy shopper beyond promotions. Positioning ...

### Added Value in Dairy Drinks, Milk and Cream - UK

“Animal welfare attracts strong consumer interest. Recent negative publicity around the dairy industry adds further urgency for high-welfare dairy systems to tangibly demonstrate their credentials to consumers. High-welfare products will also need a prominent positioning in-store to disrupt most people’s habitual approach to buying milk.”

– Alice Baker, Research ...

### Chocolate Confectionery - US

Dollar sales of chocolate confectionery continue to grow at a modest pace, driven by the nearly universal penetration and the belief that chocolate is a permissible indulgence. While purchasers are creatures of habit when choosing chocolate, they are also open to new flavors and varieties and willing to pay more ...

### Snack, Nutrition and Performance Bars - US

Dollar sales of snack, nutrition, and performance bars saw steady year-over-year growth from 2012-17 (+20% overall). 2017 represents a slight slowdown, with an estimated 2.6% increase over 2016 (0.1% when adjusted for inflation). While consumer interest in snacking, protein, and functional foods positively impacts the category, a growing ...

### On-premise Alcohol Trends - US

Sales of alcohol on-premise are rising year-over-year thanks to consumers’ interest in premium alcoholic beverages. While the market is growing, competition among bars/restaurants has never been stronger. Foodservice establishments must contend with consumers’ preference for drinking at home and must

“Growth in the convenience sector accelerated for the third consecutive year, in part driven by inflation. However, it was the structural changes, both through acquisitions and failures, which made it a defining year for the sector. The increased power of the multiples in the market is likely to be both ...

### Consumers and the Economic Outlook - US

“The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation’s GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

### Carbonated Soft Drinks - US

The mature \$36.2 billion CSD (carbonated soft drink) market faces competition from RTD (ready to drink) coffees, energy drinks, sparkling waters, and BFY (better-for-you) options. Growth opportunities lie in targeting the occasions when CSDs offer unique benefits and focusing on functional and aspirational qualities that set these apart from ...

### Grains and Rice - US

“The market for rice is considerable, standing at \$2.5 billion, but has stagnated in recent years. Consumer interest in a wide range of cuisines featuring rice as a component should lead to growth in coming years, but the category may also benefit from leveraging healthier attributes, potentially from rice ...

### Burger Trends - US

Burgers are menu and consumer favorites and competition emerges from all angles; both burger-specific operators and restaurants that menu them are using more than price promotions to capture more burger business. Consumers indicate a willingness to pay more for burgers made with premium ingredients as operators increasingly innovate with crowd-pleasing ...

prepare for the next generation of on-premise consumers. Establishments ...

### Ice Cream and Frozen Novelties - US

"While consumers strive to live healthier lifestyles, strong engagement in the category suggests that there is still room for indulgence. Yet, the ice cream and frozen novelties category attained modest dollar sales growth from 2016-17 while unit volume slowed, indicating that increased consumption frequency is critical to growing the category ...