

**March 2017**

## Attitudes towards World Cuisines - UK

“World cuisines are a near-universal part of British diets, with many people’s food adventures stretching well beyond the established Chinese and Indian cuisines. High levels of interest towards the less used cuisines highlight great potential for NPD. Tackling uncertainty in terms of preparation and taste will be key to unlocking ...

## Online Grocery Retailing - UK

“Online grocery is the quickest growing grocery channel, but equally the smallest. Once seen as simply a service to replicate the needs of a supermarket shop online, a number of new services came to market in 2016 that have the potential for online grocery to transcend this barrier and adequately ...

## Biscuits, Cookies and Crackers - UK

“Sweet biscuits have so far been insulated from concerns over sugar, with consumers continuing to treat themselves but looking for quality and more indulgent biscuits over quantity. Value sales are being helped by strong innovation and marketing support by leading brands, including the launch of new products that offer an ...

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

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

## Attitudes towards Healthy Eating - UK

“Social media carries the pulse on which the digital generation keep their fingers to keep one step ahead

## Cakes and Cake Bars - UK

“The market has remained resilient amidst the sugar debate; however, sugar reductions are now expected by the government. While there is some openness towards low-sugar cakes, many put taste ahead of healthiness in this market. Smaller formats remain a key avenue to explore as they are widely seen as a ...

## Specialist Food & Drink Retailers - UK

“Specialist food and drink retailers have enjoyed two years of growth, but rising inflation and successful turnaround strategies implemented by the supermarkets make for a challenging time ahead. Specialists can ensure their appeal extends beyond price by delivering a shopping experience that helps articulate their expertise while highlighting the transparency ...

## Consumer Snacking - UK

“Signalling a warning to the snacks market, cutting back on snacks is seen widely by people as an easy way to reduce their calorie intake and to feel as though they are taking action on health.

However, there is demand for products that help consumers with portion control, either through ...

## Pasta, Rice and Noodles - UK

“Health concerns over carbohydrate intake continue to plague the category. However, NPD centred on ‘positive nutrition’ and tapping into the ongoing interest in gluten-free food should help to polish its image. Demand for convenient mealtime solutions should continue to benefit the category even as the rising costs of imports threaten ...

with emerging health trends and ingredients. As such, it is an ideal platform for food companies to identify innovation opportunities – although with a need to cut through all the noise in ...

## February 2017

### Crisps, Savoury Snacks and Nuts - UK

“Health concerns are prompting users to cut back: 42% say they are limiting the amount of crisp/crisp-style snacks they are buying compared to a year prior. Offering some good news for the market in this context is that 34% of users are buying more baked varieties than before.

This ...

## January 2017

### Cooking Sauces and Pasta Sauces - UK

“As health concerns remain key reasons to limit cooking and pasta sauce intake, brands and retailers face ongoing pressure to improve and highlight their credentials. Intense competition from scratch cooking poses another continuing threat to the market; NPD in formats positioned as offering convenient, time-saving aids to scratch cooking remains ...

### Attitudes towards Sugar & Sweeteners - UK

“Facing increased pressure from multiple sides to cut sugar, both retailers and food and drink manufacturers will need to demonstrate their commitment to improving public health. While the widespread suspicions of artificial sweeteners present a significant challenge, consumers’ openness to alternative sugar substitutes and to less sweet-tasting products also gives ...