

June 2023

Dairy Alternatives - UK

“Due to dairy alternatives’ comparatively high prices, the cost-of-living crisis has hit the demand for these. While the market will rebound strongly once consumers can reprioritise sustainability and health, products must prove their credentials in these areas. Bridging the gap between dairy and dairy alternatives on taste, texture and price ...

Attitudes towards Lunch Out-of-Home - UK

“The higher cost of living has led to more consumers displaying cost-saving behaviours such as buying lunch from supermarkets or seeking out offers and promotions. Still, participation in lunch out-of-home increased across all foodservice channels in 2023, with participation largely driven by people returning to cities as well as workplaces ...

Pasta, Rice and Noodles - UK

“Value growth in the category has been largely inflationary in 2022, with volumes broadly stagnant. Once consumer incomes recover, the market will face growing pressures. Exploring use of these meal components outside of the main meal occasion and added health hold potential for maintaining engagement, given consumer interest.”

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World Cuisines - UK

“Whilst incomes remain squeezed the increase in at-home meal occasions presents significant potential for world cuisine brands. Responding to the widespread interest in products that are suitable for energy-efficient cooking appliances is particularly pertinent. Meanwhile, the appeal of meals consisting of multiple dishes on leisure occasions and authentic snacks and ...

Cakes, Cake Bars and Sweet Baked Goods - UK

Sugar and Gum Confectionery - UK

“Sweets and gum sales continued their strong recovery from their 2020 dip in 2022, benefitting from people being out and about more and sweets being seen as a low-cost way to boost your mood during the cost of living crisis. Continued flavour innovation has a key role to play in ...

Online Grocery Retailing - UK

“As expected, sales within the online grocery channel were in consistent decline in 2022 as the market rebalanced post the peak use of the channel in 2020-21, with further declines forecast for 2023 before longer-term growth returns. Pressure on finances has added to this, with some moving away from the ...

Leisure Outlook - UK

“Over a quarter of consumers say good quality food and drink is an important factor when choosing a leisure activity. As a result, this has prompted venues primarily focusing on leisure activities - such as cinemas and social entertainment venues - to focus on improving the quality of their food and drink ...

“There being such a wide array of reasons for people to buy cakes and sweet baked goods will continue to support sales. The category faces intense competition though from other treats, making NPD important. New flavour twists and more chocolate-branded or café/bakery branded products will appeal as ways to ...

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Attitudes towards Gluten-/Wheat-Free Food - UK

“The income squeeze is putting considerable pressure on the gluten-/wheat-free market, exacerbated by these products’ higher price than their standard equivalents’. Prioritisation of gluten-/wheat-free treats over essentials if money was tight and interest in brand collaborations point to opportunities to keep people engaged. Meanwhile, making sustainable ingredients more ...

Brand Overview: Food - UK

“Brands with a loyal set of consumers are well positioned as purchase patterns change during the cost-of-living crisis. Value perceptions will be important during periods where consumers look to alternative products, however price is not the only factor that consumers take into account when considering what to purchase. Health and ...

Baby Food and Drink - UK

"Ongoing pressure on household incomes over 2023-24 will continue to erode volume sales of manufactured baby food by favouring scratch cooking. Promoting their products as components in home-cooked meals, offering recipes and further NPD in short-cut cooking products should allow brands to tap into the home-cooking trend and to drive ...

Condiments and Dressings - UK

“The market will continue to be supported by the ongoing demand for homemade meals in 2023, with the shift towards foodservice and prepared products posing a threat later in the period. The success of NPD and marketing in aligning the market with the long-term trends in the nation’s eating habits ...

Convenience Stores - UK

“The perceived price-premium of in-home food and drink through convenience stores presented barriers to the sector in 2022 and will continue to do so in the short term. However, the sector has an opportunity to offset the decline in-home demand with great value for money for on-the-go and meal for ...