

June 2014

Ice Cream and Desserts - UK

“Flavour trends have been widely explored by operators in the ice cream and desserts market, looking to cater to adventurous palates and continuously refresh their offering. Coffee, dessert and alcohol-inspired flavours have been seen across the ice cream and desserts market, appealing to adult tastes.”

Cakes and Cake Bars - UK

“Cake companies can look to completely new formats in their NPD (New Product Development), given the interest in these from one in four users. For example, companies could create their own versions of the hybrid sweet treats (eg cronut, duffin) which have garnered a lot of media attention in the ...

May 2014

Prepared Meals Review - UK

“International cuisines have been widely explored by operators in the prepared meals market looking to cater to adventurous palates and continuously refresh their offering. Mintel’s consumer data show the ongoing demand for such NPD, with South American, Vietnamese and Korean cuisines enjoying the highest interest.”

Food Packaging Trends - UK

“The notable interest from the younger generation in packaging that helps them with portioning products indicates that this is seen as a useful added-value feature for packaging. It can also boost products’ green credentials through helping to combat food waste. Such features could also be positioned as an easy way ...

Chocolate Confectionery - UK

“Chocolate features widely in baking recipes, but few brands offer products geared towards baking. There is significant demand in this area, with a quarter of chocolate eaters interested in using their favourite chocolate in baking.”

April 2014

Dairy Drinks, Milk and Cream - UK

“Reflecting the established role of milk as a household staple, volume sales have posted modest growth. Milk is not a go-to drink as a drink on its own, however a tailored breakfast or exercise proposition can offer a growth avenue for brands, and a justification for a price premium in ...

Baby Food and Drink - UK

“Innovation that taps into parents’ preference for homemade baby food has been limited, presenting ripe opportunities for baby food manufacturers. Extending their ranges with cooking ingredients that are specifically designed to be used in recipes for babies and toddlers, such as low-salt stock, extra-mild spices and low-acidity oils offers a ...

Convenience Stores - UK

“For convenience retailers, those consumers incorporating c-stores within their regular grocery shopping repertoire are most important. On this basis,

Breakfast Eating Habits - UK

“Operators could look to marketing to reposition breakfast as a way to connect people or to offer a bit of me-time before tackling the day, reminding consumers



Food - UK

young shoppers – most importantly, the 25-34 age group – should be the focus for retailers.”

that, for example, a bowl of porridge or a crumpet with butter is worth savouring.”