

March 2014

Food and Drink Retailing - UK

“Food retailing remains highly competitive, but all the evidence indicates that competition is moving away from price. With almost perfect information in the market and most of the majors doing some form of price matching, we think that the competitive agenda will move to all the other key factors that ...

Online Grocery Retailing - UK

“Grocers can cultivate greater shopper loyalty by encouraging cross-channel shopping: we think consumers are more likely to stick with those shoppers who are providing an integrated mix of supermarkets, online and c-stores that caters to different shopping missions.”

Biscuits, Cookies and Crackers - UK

“The majority of users want to see more on-the-go packs of savoury biscuits and crackers. Offering snack packs containing one or two servings and placing them next to other on-the-go snacks such as cereal or chocolate bars near supermarket tills should forge associations with on-the-go occasions.”

February 2014

Consumer Attitudes Towards Cooking in the Home - UK

“Men are markedly less likely than women to have responsibility for cooking and/or preparing foods in British households, and also cook meals from scratch far less frequently, showing that traditional stereotypes still ring true. So it is interesting to note that men (31%) are more likely than women (26 ...

Sweet and Savoury Spreads - UK

“Despite the openness to jam as part of a healthy snack among families, few brands have actively targeted this occasion with marketing or through specific product formats. Examples from markets such as cheese, where snacking formats have posted rapid growth, show how more specific targeting can help brands drive standout ...

Pasta, Rice and Noodles - UK

“The current interest in high protein food presents significant opportunities for the pasta market, given that a sizeable four in ten users would like to see more pasta which is high in protein, rising to half of 25-34s.”

January 2014

World Cuisines - UK

“Some ethnic food brands may benefit from positioning their products specifically as child- or family-friendly. Cooking pastes, for instance, could more actively promote how they are a suitable option for the whole family, allowing for heat levels tailored to taste.”

Consumer Snacking - UK

“More than a quarter (26%) of users eat snacks when in need of an energy boost and keeping energy levels up is important to around half of snackers. While various breakfast biscuit brands have made energy provision a

central part of their positioning, this proposition remains rare in the wider ...

Crisps, Salty Snacks and Nuts - UK

“Tesco’s high-tech Watford store, which opened in August 2013, is relatively unusual in that it features a fridge of chilled dips in the crisp aisle. It is something which other stores may be tempted to replicate considering the large minority (44%) of crisp users note that more supermarkets should offer ...