

July 2022

Sugar and Gum Confectionery - UK

"Value sales of sweets and gum have shown a strong recovery in 2021/22, but volume growth remains hard to achieve. While consumers show strong interest in sugar reduction NPD, such products continue to play a limited role in the market, the technical hurdles in delivering a compelling experience a ...

June 2022

Regional and International Flavors and Ingredients - US

"Global cuisines remain a conduit of both creativity and comfort despite the volatility of the past two years. Slight shifts are emerging pointing to signs that while mainstream cuisines remain popular consumers are exploring beyond the classics. While interest in exploration signifies innovation opportunities, brands will need to offer balanced ...

Pasta and Noodles - US

"While the last two plus years have provided a windfall for the category, there is still work for brands to do. The issues that once stifled growth persist. Still, consumers are well engaged drawn undoubtedly for the versatility, convenience and affordability of most products. To sustain some of the momentum ...

Yogurt and Yogurt Drinks - US

"2022 is expected to mark the strongest growth of the yogurt category's three-year pandemic upswing. The health and convenience of yogurt align with consumers' new-normal lifestyles and priorities, and perceived affordability gives the category an edge against rising grocery prices. As inflation stabilizes, brands will be challenged to avoid falling ...

Marketing to Gen Z - US

"Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents. While also having to deal with the struggles traditionally associated with coming of age, Gen Z ...

Attitudes towards Lunch at Home - UK

"A permanent shift to more remote working will continue to support the at-home lunch occasion going forward. Pressures on household incomes in 2022 will boost the appeal of home-made lunches as an affordable option, benefiting ingredients and meal components. Products which tick a number of boxes on nutrition will tap ...

Chocolate Confectionery - US

"Chocolate confectionery's best assets have shone in recent years, further solidifying an already strong role as a versatile, indulgent, satisfying and convenient treat and snack. Yet a new generation of consumers with contemporary ideas about indulgence, snacking and wellbeing will challenge brands to meet new needs, tastes and occasions to ...

Food and Drink Gifting - UK

Plant-based Proteins - US

Food and Drink - International

“Food and drink gifting occasions will remain resilient during the income squeeze in 2022-23, but there is a strong likelihood of trading down within categories. Recommendations of more affordable substitutes for favourite products should chime in this climate. ‘Build your own gift package’ initiatives can also help retailers to attract ...

“PBMA sales are slowing following the market’s pandemic-driven growth in 2020, as initial trial of PBMA products has not translated to sustained category engagement. The PBMA market faces a positive long-term outlook; the development of better tasting, less-expensive products along with increased interest in climate-friendly diets will propel future sales ...

Convenience Stores - US

“Convenience stores are an essential part of many consumers’ shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

Brand Overview: Drink - UK

“As inflationary issues and economic uncertainty impact on household budgets and discretionary spend, it will become even more critical for brands to communicate their value proposition to resonate with consumers. Brands that align their offerings to wellness trends, position their launches as more than just beverages and encourage consumers to ...

Restaurant Marketing Strategies - US

“Word-of-mouth marketing remains the most vital source of restaurant discovery. Still, operators should continue to grow their brands in the digital space as it evolves. Diners want to hear more about establishments regarding topics of food quality, new menu items and loyalty rewards and programs. Operators should focus on relaying ...

World Cuisines - UK

“The world cuisine retail market will benefit from these products offering an affordable alternative to eating out as incomes are squeezed in 2022. Familiar dishes ‘with a twist’ can help lower barriers to trial for less established cuisines, whilst versatile products suitable for meat-containing and meat-free meals can tap into ...

Convenience Stores - UK

“New technologies, ways of living and government legislation are opening up exciting opportunities for the convenience sector but retailers must adapt quickly to tap into them. A renewed focus on making the experience convenient as well as revamping food-to-go will be top of the agenda, but rising inflation, growing costs ...

Condiments - US

“Consumers are at a crossroads: grappling to balance new routines, with rising prices and eagerness to simply explore and indulge a little. 2022 is a good time for condiment brands to lay the foundation to further extend their pandemic gains while addressing challenges to the future market. Younger adults, under ...

May 2022

Nut-based Spreads and Sweet Spreads - US

“While tradition runs strong in the nut-based and sweet spreads market, there is opportunity for growth through expanded uses and occasions past the breakfast occasion and bread application. Leverage the neutral attitudes consumers have towards nut-based and sweet spreads health associations to inspire versatile occasions and applications that will increase ...

Restaurant Takeout and Delivery - US

“Consumers are facing pandemic fatigue and are enthusiastically returning to dining out. Their interest in and usage of takeout/delivery offerings remains virtually unchanged but is set to grow even further. As technological and operational advancements strengthen off-premise offerings across the industry, operators will need to compete on delivering the ...

Food and Drink - International

Foodservice Loyalty - US

“Though establishing consumer loyalty requires competency in providing high-quality food and beverages, maintaining it is a challenge that most foodservice operators are tackling by launching loyalty and subscription programs. Points- or tier-based programs are becoming ubiquitous in the industry, but ongoing labor, inflation and supply chain challenges make it difficult ...

Breakfast Eating Habits - UK

“The return to workplaces and places of study has offered long-awaited support for out of home venues. Some 51% of adults reported eating breakfast out of home in early 2022, this figure set to rise further as people are asked to go back to workplaces more regularly.

The enduring shift ...

April 2022

Ice Cream and Frozen Novelties - US

“Sales of ice cream and frozen novelties remain elevated far beyond the pre-pandemic baseline, though have entered a period of stabilization as consumers eagerly return to out-of-home experiences and manage soaring grocery spend. Exciting flavor profiles, snackable formats, premium concepts and experiential tactics can keep consumers engaged, justify higher prices ...

Attitudes towards Healthy Eating - UK

“Propelled by the pandemic-driven rise in both eco- and health- consciousness, the prevailing ‘holistic health’ ethos is increasingly extending to that of the planet, and a very powerful proposition will be created through bringing together benefits around both. The popular concepts of ‘food as medicine’ and ‘mood foods’ continue to ...

Private Label Food and Drink - US

“While private label food and drink lost market share in 2020 and 2021 amid the disruption of the pandemic, it is likely to regain momentum in 2022 as spiking inflation makes the savings of store brands more compelling. The full potential of private label, however, revolves around more than just ...

Brand Overview: Food - UK

“The nation’s sweet tooth creates opportunities of growth for brands that consumers see as delicious and indulgent. However, attempts from the UK government to promote healthier nutritional habits make it more challenging for brands to tempt consumers with HFSS treats. As the rising cost of living puts the notion of ...

Baby Food and Drink - UK

“Pressure on household incomes in 2022 will erode sales of baby food, drink and milk by boosting scratch cooking and further reducing birth rates. Parent/toddler cooking kits and frozen baby/toddler food products warrant attention, given strong consumer interest and limited availability. The former’s appeal as a fun and ...