

## Brand Overview - Food - UK - April 2019

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“Consumer habits are changing, such as through the cutting of meat consumption or searching for healthier foods. Such is the correlation between taste and purchase intent within food that brands with a particularly premium or delicious image can leverage the superior experience that their product can offer.”

– **Richard Hopping, Senior Brand & Household Analyst**

This report looks at the following areas:

Consumer eating habits are changing; a significant number are cutting their meat consumption, and people are increasingly seeking out products with a healthier proposition. However, the link between taste and purchase intent in the food sector means that brands with a particularly premium or delicious image can leverage the superior experience that their product can offer on those occasions when consumers do allow themselves to indulge.

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### Hot Topics – What You Need to Know

- Healthy brands may need to leverage heritage while adapting
- Health is a strong influencer on ethics
- Convenience concept set to receive a boost
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