

Brand Overview: Food: Inc Impact of COVID-19 - UK - May 2020

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“COVID-19 presents a number of opportunities to tap into the ‘next normal’. In the short term, people may seek familiarity and comfort from the foods and brands they buy, but it is crucial that brands use this time to create longer-term opportunities including helping to promote a healthier lifestyle and asserting a value-led proposition to help differentiate from lower-priced alternatives.”

– **Richard Hopping, Senior Brand Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and how it will influence what consumers are looking for from food brands
- How leading food brands score on metrics like usage, trust, satisfaction, likely recommendation and perceived differentiation
- The top scoring brands for particular personality traits, including innovation, value, quality, and taste
- The leaders on hot topics in the food sector – natural, indulgence, ethics, and health and wellness

COVID-19 has opened up a number of opportunities for brands to tap into the ‘next normal’. In the short term, people may be seeking familiarity and comfort from the food they eat and the brands they recognise, but it is crucial that brands use this time to create longer-term opportunities.

Two of these longer-term opportunities are health and the creation of a value-led proposition. The virus will add impetus for people to take care of their health on a more holistic level, creating the chance for food brands to assist in making larger lifestyle changes around general health. The impending recession will create some drift towards own-label, but brands need to focus on value rather than price in order to maintain a strong position. Brands can highlight heritage, authenticity and innovation to remain essential to consumers, and to convince them that they offer something that own-label cannot replicate.

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Table of Contents

Overview

- What you need to know
- Key issues covered in this Report
- Products covered in this Report

Executive Summary

Impact of COVID-19 on food brands

Figure 1: Expected impact of COVID-19 on the food through retail market, short, medium and long term, 12 June 2020

Brand Leaders

Food brands hold a lot of influence

Figure 2: Top ten brands in the food sector by consumption in the last 12 months, December 2017 – February 2020

A link between commitment, trust and usage

Figure 3: Top ten brands in the food sector by commitment (net of "It's a favourite brand" and "I prefer this brand over others"), December 2017 – February 2020

It's a good time to be an established brand

Figure 4: Top ten brands in the food sector by agreement with "A brand that I trust", December 2017 – February 2020

Treats and indulgence create high satisfaction

Figure 5: Top ten brands in the food sector by satisfaction (net of "Good" and "Excellent" reviews), December 2017 – February 2020

Not just satisfaction that determines recommendation

Figure 6: Top ten brands in the food sector by likely recommendation, December 2017 – February 2020

Unique attributes create differentiation

Figure 7: Top ten brands in the food sector by perceived differentiation (net of "It's a unique brand" and "It somewhat stands out from others"), December 2017 – February 2020

Brand Personality Traits

Push innovation as the domain of established brands

Figure 8: Top ten brands in the food sector by agreement with "A brand that is innovative", December 2017 – February 2020

Focus on value not price

Figure 9: Top ten brands in the food sector by agreement with "A brand that offers good value", December 2017 – February 2020

Quality is not necessarily based on indulgence...

Figure 10: Top ten brands in the food sector by agreement with "A brand that is consistently high quality", December 2017 – February 2020

...but indulgence does assist in building a reputation as being worth paying more for

Figure 11: Top ten brands in the food sector by agreement with "A brand that is worth paying more for", December 2017 – February 2020

Sweet treat brands are considered delicious

Figure 12: Top ten brands in the food sector by association with "delicious", December 2017 – February 2020

Hot Topics in Food

Talking about ingredients can aid natural positioning

Figure 13: Top ten brands in the food sector by association with "Natural", December 2017 – February 2020

Brands with a healthier profile set to benefit from COVID-19

Figure 14: Top ten brands in the food sector by agreement with "A brand that cares about my health/wellbeing", December 2017 – February 2020

Indulgence and taste are closely linked

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Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 15: Top ten brands in the food sector by association with "Indulgent", December 2017 – February 2020

Nostalgia contributes towards comfort

Figure 16: Top ten brands in the food sector by association with "Comforting", December 2017 – February 2020

Environmental issues have not gone away

Figure 17: Top ten brands in the food sector by association with "Ethical", December 2017 – February 2020

What we think

The Impact of COVID-19 on Food Brands

Short, medium and long term impact on the industry

Figure 18: Expected impact of COVID-19 on the food through retail market, short, medium and long term, 12 June 2020

Opportunities and Threats

Help people through in the short term

Focus on value to ward off own-label threat

Pay attention to health benefits

Explore different sales channels

Impact on food brands

A return to near-normal demand levels is a positive for brands

Figure 19: Food spending expectations for the next month, 16 April – 11 June 2020

Brands explore new delivery channels to boost availability

Figure 20: Ben & Jerry's sponsored Instagram story, May 2020

It's a good time to be an established brand

Figure 21: Leading brands for agreement with "a brand that I trust", December 2017 – February 2020

Figure 22: Cathedral City Stay Home campaign, April 2020

Younger consumers more likely to trade down in the short term

Figure 23: Expectations of a negative impact on unemployment levels and career prospects, 4-11 June 2020

Shifts in consumer behaviour

Provenance and localism will become stronger purchase drivers

New consumers are experiencing online shopping

Online shopping offers the chance for a brand shake-up

Figure 24: Shoppers who have shopped more online over the last 12 months because it's more convenient than visiting stores, by age, December 2019

Overall focus on health translates into food choices

Figure 25: Change in priorities since the COVID-19 outbreak, 7-14 May 2020

Figure 26: Kellogg's Special K comparison, 2010 vs 2020

Older groups will be concerned for longer

Environmental issues have not gone away

Stress levels will remain elevated

Figure 27: Issues affecting wellbeing, by gender, 4-7 June 2020

Capitalise on the link between food and mood

Figure 28: Maltesers lockdown lighter side of life, May 2020

Bring some normality back to consumers' lives

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Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 29: Häagen-Dazs Secret Sofa, April 2020

Lessons from the 2008-9 recession

Another push towards discounters

Private label brands to strengthen their position

Focus on value, not price

Scratch cooking and home baking will receive another boost

Figure 30: Quaker Oats Instagram sponsored Instagram story, May 2020

Figure 31: Mr Kipling home baking kit launches, 2019

Help build the young's confidence in the kitchen

Figure 32: Consumers who eat out at least once a week, by age, May 2019

Do not abandon affordable luxury

Utilise nostalgia that speaks to better times

Figure 33: Seabrook 75th anniversary Fish & Chips flavour crisps, April 2020

COVID-19: Market context

Brand Leaders – What You Need to Know

Food brands hold a lot of influence

A link between commitment, trust and usage

It's a good time to be an established brand

Treats and premium brands create high satisfaction

Unique attributes create differentiation

Usage

Food brands hold a lot of influence

Figure 34: Top ten brands in the food sector by consumption in the last 12 months, December 2017 – February 2020

Cadbury Dairy Milk adds new impetus

Figure 35: Top ten brands in the food sector by overall consumption, December 2017 – February 2020

Figure 36: Maltesers and KitKat launches, 2020

Preference

A link between commitment, trust and usage

Figure 37: Top ten brands in the food sector by commitment (net of "It's a favourite brand" and "I prefer this brand over others"), December 2017 – February 2020

Trust

Longevity builds trust

Figure 38: Top ten brands in the food sector by agreement with "A brand that I trust", December 2017 – February 2020

It's a good time to be an established brand

Figure 39: Heinz Tomato Ketchup launch celebrating 150 years, 2019

Trusted brands can use their position for short term reassurance

Satisfaction and Recommendation

Treats and indulgence create high satisfaction

Figure 40: Top ten brands in the food sector by satisfaction (net of "Good" and "Excellent" reviews), December 2017 – February 2020

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Report Price: £1995.00 | \$2693.85 | €2245.17

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Other factors that determine recommendation

Figure 41: Top ten brands in the food sector by likely recommendation, December 2017 – February 2020

Differentiation

Premium and luxury aids standout

Figure 42: Top ten brands in the food sector by perceived differentiation (net of "It's a unique brand" and "It somewhat stands out from others"), December 2017 – February 2020

Unique attributes create differentiation

Figure 43: Doritos Stax launches, 2020

Provenance will become a bigger driver of behaviour

Figure 44: Examples of launches in the food sector with provenance claims, 2019-20

Brand Personality Traits – What You Need to Know

Push innovation as the domain of established brands

Focus on value not price

Quality is not necessarily based on indulgence

Sweet treat brands are considered delicious

Innovation

Push innovation as the domain of established brands

Figure 45: Top ten brands in the food sector by agreement with "A brand that is innovative", December 2017 – February 2020

Ben & Jerry's is an innovation leader

Figure 46: Examples of launches from Ben & Jerry's, 2019-20

Established brands can partner with other well-known names

Innovate to widen consumer base

Figure 47: Oatly! Vanilla Ice Cream, 2020

Value

Value not necessarily price-dependent

Figure 48: Top ten brands in the food sector by agreement with "A brand that offers good value", December 2017 – February 2020

Aldi's own-label performs impressively

Figure 49: Examples of launches from Aldi Specially Selected, 2019-20

Focus on value not price

Heritage

Authenticity

Innovation

Ethicality

Premium

Quality not necessarily based on indulgence...

Figure 50: Top ten brands in the food sector by agreement with "A brand that is consistently high quality", December 2017 – February 2020

...but luxury does assist in worth paying more

Figure 51: Top ten brands in the food sector by agreement with "A brand that is worth paying more for", December 2017 – February 2020

Affordable luxury in a post-COVID-19 world

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Report Price: £1995.00 | \$2693.85 | €2245.17

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Figure 52: Examples of product launches from brands associated with "Worth paying more for", 2019-20

Brands expanding with upmarket versions

Figure 53: Ritz Baked Bites launches, October 2019

Taste

Sweet treat brands are considered delicious

Figure 54: Top ten brands in the food sector by association with "delicious", December 2017 – February 2020

Magnum increases range with no added sugar variant

Figure 55: Examples of Magnum launches, 2019-20

Hot Topics in Food – What You Need to Know

Talking about ingredients can aid natural positioning

Brands with a healthier profile set to benefit from COVID-19

Indulgence and taste are closely linked

Nostalgia contributes towards comfort

Environmental issues have not gone away

Natural

Talking about ingredients can aid natural positioning

Figure 56: Top ten brands in the food sector by association with "Natural", December 2017 – February 2020

Figure 57: Examples of launches from leading brands associated with "Natural", 2019-20

Yeo Valley brand name moves into cheese

Figure 58: Yeo Valley Organic Mature Cheddar, 2020

Health and Wellness

Brands with a healthier profile set to benefit from COVID-19

Figure 59: Top ten brands in the food sector by agreement with "A brand that cares about my health/wellbeing", December 2017 – February 2020

Heritage in health will count going forwards

Figure 60: Examples of launches from leading brands associated with "Cares about health/wellbeing", 2019-20

Healthiness to feel good mentally

Figure 61: Top ten brands in the food sector by association with "Healthy", December 2017 – February 2020

Older groups to look for help with changing their life

Figure 62: Examples of launches from leading brands associated with "Healthy", 2019-20

Indulgence and Comfort

Indulgence and taste are closely linked

Figure 63: Top ten brands in the food sector by association with "Indulgent", December 2017 – February 2020

Figure 64: Muller Bliss Mascarpone Style Yogurts, 2019

Galaxy launches vegan variant

Figure 65: Galaxy Vegan launches, 2019

Nostalgia contributes towards comfort

Figure 66: Top ten brands in the food sector by association with "Comforting", December 2017 – February 2020

Consumers will respond to nostalgia that speaks to better times

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Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 67: Cadbury Wispa relaunch, 2007

Figure 68: Seabrook 75th anniversary Fish and Chips flavour crisps, April 2020

Align relaxation and comfort

Figure 69: Quaker Oats Instagram sponsored Instagram story, May 2020

Figure 70: Mr Kipling home baking kit launches, 2019

Ethics

Environmental issues have not gone away

Figure 71: Top ten brands in the food sector by association with "Ethical", December 2017 – February 2020

Quorn maintains focus on the environment during COVID-19

Bakery brands use waste to promote environment

Halo Top as inspiration to others

Figure 72: Examples of product launches from leading brands on ethics, 2019-20

Brands look to packaging to make a difference

Figure 73: Biggest increase in share of claims on new product launches in the food sector, June 2016 – May 2020

Figure 74: Most important attributes of food packaging, February 2020

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

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