

September 2014

Fruit and Vegetables - UK

“Many leading UK grocers stock non-standard produce under their own-brand economy ranges. However, actively drawing attention to the surrounding issues, such as food waste and support to farmers, should help to build goodwill as well as staying ahead of the risk of state intervention.”

August 2014

Pet Food - UK

“Just under a quarter of pet owners see high protein as an important choice factor, while 13% note low in salt. However, few pet food products currently make references to either, suggesting these as potential areas for NPD.”

Yellow Fats and Edible Oils - UK

“Sales of spreads continue to decline, with a variety of external reasons at play. But the category is also seen by consumers as not delivering on taste as well as its two key USPs (Unique Selling Points); ease of use and the presence of healthy fats. Operators in this market ...

July 2014

Home Baking - UK

“As consumer spending rises, it is likely to become increasingly important for home baking companies to remind people of the benefits of baking in order to maintain consumer interest. Brands can leverage the relaxation associated with baking in their advertising campaigns, which is likely to resonate given that stress affects ...

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown

Bread and Baked Goods - UK

“Education around bread’s value-for-money credentials must go hand-in-hand with innovation in areas such as healthy baked goods and snacking formats if brands are to address falling category sales.”

Breakfast Cereals - UK

“While manufacturers have reformulated their cereal recipes over the years, only three in 10 users think cold breakfast cereals are healthier than they used to be. This may reflect companies being wary of a consumer backlash against any changes to the taste profile of their products.”

Yogurt and Yogurt Drinks - UK

“That half of users of yogurt/yogurt drinks express concern about the sugar content in these highlights the need for the industry to tackle this issue. Trends towards clearer on-pack labelling in the UK will shine more light on the sugar content of yogurts.”



Food - UK

and how they expect their finances to fare over the next year), sentiment was slightly more ...