

## August 2023

### Pet Food - UK

“The cat/dog food market has seen volumes fall in 2022 and into 2023 as pet ownership has fallen and owners have looked to economise on their pet food spend. Many owners see their recent changes as permanent, dialling up the need for engaging NPD for operators to regain interest ...

### Leisure Outlook - UK

“The summer season offers exciting opportunities for leisure operators. The school holidays, coupled with the popularity of weather dependent activities during this period, leads to increased participation levels across a range of outdoor activities. Theme parks, visitor attractions and music festivals remain popular leisure activities amongst all age groups during ...

## July 2023

### Dairy and Dairy Alternative Drinks, Milk and Cream - UK

“The income squeeze and eye-watering price rises have prompted consumers to scrutinise even their use of the household staple that is milk, volumes falling sharply. Once household incomes regain momentum, the market faces rising competition from out-of-home occasions. However, this will also facilitate trading up in the market and allow ...

## June 2023

### Dairy Alternatives - UK

“Due to dairy alternatives’ comparatively high prices, the cost-of-living crisis has hit the demand for these. While the market will rebound strongly once consumers can reprioritise sustainability and health, products must prove their credentials in these areas. Bridging the gap between dairy and dairy alternatives on taste, texture and price ...

### Attitudes towards Lunch Out-of-Home - UK

### Breakfast Cereals - UK

“Rising prices and squeezed incomes have taken their toll on the breakfast cereals category, with volume sales returning to their pre-pandemic downward trajectory and little to suggest this category could escape further volume sales declines in the coming years. Responding to consumer demand for convenience and permissible indulgence, as well ...

### Consumer Snacking - UK

“Reasons for snacking have shifted back to what they were pre-COVID, but treating oneself is still the second biggest driver of snacking. When choosing a snack as a treat, a favourite brand and exciting flavour are most important, but health claims appeal to one in four, emphasising the scale of ...

### Sugar and Gum Confectionery - UK

“Sweets and gum sales continued their strong recovery from their 2020 dip in 2022, benefitting from people being out and about more and sweets being seen as a low-cost way to boost your mood during the cost of living crisis. Continued flavour innovation has a key role to play in ...

### Online Grocery Retailing - UK

“The higher cost of living has led to more consumers displaying cost-saving behaviours such as buying lunch from supermarkets or seeking out offers and promotions. Still, participation in lunch out-of-home increased across all foodservice channels in 2023, with participation largely driven by people returning to cities as well as workplaces ...

“As expected, sales within the online grocery channel were in consistent decline in 2022 as the market rebalanced post the peak use of the channel in 2020-21, with further declines forecast for 2023 before longer-term growth returns. Pressure on finances has added to this, with some moving away from the ...

### Pasta, Rice and Noodles - UK

“Value growth in the category has been largely inflationary in 2022, with volumes broadly stagnant. Once consumer incomes recover, the market will face growing pressures. Exploring use of these meal components outside of the main meal occasion and added health hold potential for maintaining engagement, given consumer interest.”

## May 2023

### World Cuisines - UK

“Whilst incomes remain squeezed the increase in at-home meal occasions presents significant potential for world cuisine brands. Responding to the widespread interest in products that are suitable for energy-efficient cooking appliances is particularly pertinent. Meanwhile, the appeal of meals consisting of multiple dishes on leisure occasions and authentic snacks and ...

### Leisure Outlook - UK

“Over a quarter of consumers say good quality food and drink is an important factor when choosing a leisure activity. As a result, this has prompted venues primarily focusing on leisure activities - such as cinemas and social entertainment venues - to focus on improving the quality of their food and drink ...

### Cakes, Cake Bars and Sweet Baked Goods - UK

“There being such a wide array of reasons for people to buy cakes and sweet baked goods will continue to support sales. The category faces intense competition though from other treats, making NPD important. New flavour twists and more chocolate-branded or café/bakery branded products will appeal as ways to ...

## April 2023

### Attitudes towards Gluten-/Wheat-Free Food - UK

“The income squeeze is putting considerable pressure on the gluten-/wheat-free market, exacerbated by these products’ higher price than their standard equivalents’. Prioritisation of gluten-/wheat-free treats over essentials if money was tight and interest in brand

### Condiments and Dressings - UK

“The market will continue to be supported by the ongoing demand for homemade meals in 2023, with the shift towards foodservice and prepared products posing a threat later in the period. The success of NPD and marketing in aligning the market with the long-term trends in the nation’s eating habits ...

collaborations point to opportunities to keep people engaged. Meanwhile, making sustainable ingredients more ...

### Brand Overview: Food - UK

“Brands with a loyal set of consumers are well positioned as purchase patterns change during the cost-of-living crisis. Value perceptions will be important during periods where consumers look to alternative products, however price is not the only factor that consumers take into account when considering what to purchase. Health and ...

### Baby Food and Drink - UK

"Ongoing pressure on household incomes over 2023-24 will continue to erode volume sales of manufactured baby food by favouring scratch cooking. Promoting their products as components in home-cooked meals, offering recipes and further NPD in short-cut cooking products should allow brands to tap into the home-cooking trend and to drive ...

## March 2023

### Snack Bars and Breakfast Biscuits - UK

"The cost of living crisis and HFSS restrictions will continue to challenge the snack bars and breakfast biscuits. Cautious spending behaviour exhibited by consumers is putting the category in the line of fire. It is important for brands to demonstrate good value for money and added nutritional benefits while finances ...

### Attitudes towards Food Packaging - UK

"Sustainability remains one of the biggest topics for food packaging, with many consumers worried about food packaging waste ending up in the environment. Highlighting recyclability and recycled content stands to keep consumers engaged. Low emissions are a low concern amongst consumers, putting an onus on companies to drive awareness of ...

### Leisure Outlook - UK

### Convenience Stores - UK

“The perceived price-premium of in-home food and drink through convenience stores presented barriers to the sector in 2022 and will continue to do so in the short term. However, the sector has an opportunity to offset the decline in-home demand with great value for money for on-the-go and meal for ...

### Attitudes towards Healthy Eating - UK

“With the cost-of-living crisis hampering healthy eating, helping consumers to eat healthily on a budget will resonate widely, with the grocers in a strong position to offer meaningful support here. Strong nutritional credentials can boost foods' good value for money perceptions, especially if linked to long-lasting satiety. Meanwhile, forging links ...

### Parents' Attitudes towards Children's Food and Drink - UK

“The cost of living crisis is likely to increase the popularity of at-home meal occasions, offering opportunities for brands with strong family appeal. Affordable, nutrient-rich meal ideas can help reassure parents that their children are meeting their nutritional needs, whilst products that contribute to five-a-day and fibre intake will also ...

“Some 51% of consumers perceive high quality food/drink to be important when visiting a leisure venue. The growing popularity of competitive socialising venues, which tend to offer exciting menus that are appealing to large groups, has put more pressure on other operators to modernise and become multi-purpose”.

– Jennie ...

## February 2023

### Crisps, Savoury Snacks and Nuts - UK

“Despite the cost of living crisis and HFSS restrictions on product location from October, volume sales of crisps, savoury snacks and nuts are still up by 4% compared to pre-COVID. While pressure on incomes continues to create opportunities through evenings in, many consumers are taking steps to economise, putting brands ...

### Sustainability in Food - UK

"Sustainable food and drink has not been immune to the wider struggles within the food and drink sector amid tougher financial times. As people are prioritising making their budgets go further, this issue has become less of a focus for many. However, helping consumers to reduce food waste, eco labelling ...

## January 2023

### Attitudes towards Sports Nutrition - UK

“As consumers are seeing their finances come under pressure, commitment to certain health promoting habits is ebbing. This puts sports nutrition too under fire, with usage frequency falling in 2022. As consumers are looking for ways to save money, the disruption to habits is creating opportunities for supermarket own-labels to ...

### Attitudes towards Cooking in the Home - UK

“Increased at-home meal occasions due to the income squeeze hold multiple opportunities for both ingredients and prepared foods. In the short term, calling out suitability for batch-cooking and less traditional cooking methods will tap into some of the key ways in which people are looking to save money. Further ahead ...

## January 1970

### Savoury Biscuits - UK

“Savoury biscuit brands must ensure they are seen as relevant for eating with cheese, as the top usage occasion for these snacks. However, to maximise growth potential they also need to reduce their reliance on this pairing. Dipping stands out as warranting attention. Savoury biscuits also need more shoppers to ...

## Upcoming Reports

**Bread - UK - 2023**

**Desserts - UK - 2023**

**Meat Substitutes - UK - 2023**

**Cheese - UK - 2023**

**Processed Poultry and Red Meat  
Main Meal Components - UK -  
2023**

**Chocolate Confectionery - UK -  
2023**

**Yogurt and Yogurt Drinks - UK -  
2023**

**Cooking Sauces and Pasta Sauces -  
UK - 2023**

**Food and Drink and At-home  
Socialising - UK - 2023**

**Supermarkets - UK - 2023**

**Leisure Outlook - UK - Autumn  
2023**

**Vitamins and Supplements - UK -  
2023**

**Ready Meals and Ready-to-Cook  
Foods - UK - 2023**