

Market trends

Using insights to drive our business forward

We have a dedicated team of insight and category professionals reviewing multiple sources of market, shopper, and consumer intelligence daily to unlock key insights. Here are just some of those insights.

We understand people, shoppers and consumers

By tracking, measuring, and reporting on data and insights, we gain both a top-down and bottom-up perspective on the trends and themes that affect our business and categories. We partner with leading research agencies, utilising the latest technology and robust methodologies to maintain a deep understanding of consumer and market dynamics.

Our team rigorously analyses various data points, including end point-of-sale, loyalty, and panel data, to understand detailed shopper behaviour (the "what"). We then enhance this analysis with our proprietary quantitative and qualitative consumer and shopper research to understand sentiment and motivations (the "why"). This comprehensive insight enables us to develop effective category growth strategies in collaboration with our customers.

We continually seek new ways to better understand people

Our proprietary consumer community 'Talking Taste' enables us to get closer to our shoppers and consumers than ever before. We are in constant conversation with our 1,000+ highly engaged community members to understand more about their lives, their priorities and the factors impacting on their food decisions. This ensures that we remain relevant in terms of our product ranges and innovation.

The community platform's best-in-class integrated AI capability enables us to get to deeper insights quicker, increasing the speed of our decision making. We have partnered with our community agency to push the boundaries in terms of our research and analysis by incorporating AI on a test and learn basis.

We understand what drives purchase behaviour

In addition to our online research programme we use in-store and ethnographic research to understand people in the context of their own lives, and how they make decisions in-the-moment. We have used advanced eye-tracking technology, accompanied shopping trips, home visits and longitudinal interviews to understand total decision pathways, both in general and specific to our categories.


Shoppers are typically on autopilot when buying food and we only have a short window of opportunity to catch their attention so our products need to be seen on shelf. From our extensive research we have developed a set of shopper-focused guiding principles for each of our categories and we work with our retail partners to ensure we are giving our products and categories the best chance of success.

We look to the future

We have worked extensively to understand the consumer of the future. Our generational research and insight enables us to build a picture of how consumers needs and expectations are evolving and how this might translate to our product ranges and store of the future.

We respond to evolving consumer trends and preferences to ensure we remain relevant

Reliance on convenient solutions, people instinctively look to simplify life where they can. Although this manifests itself differently across people and households there are some common areas shaping every food choice (meal dynamics, food provision, food planning, food value and food health).



Personal inhibitors to food preparation include skills, time, space and money. Convenient food solutions, in many forms, help across all these challenges. Everyone has their own learned short-cuts, and their own set of priorities, and understanding these, and how they interact, helps explain why and how food choices are made and which levers we can pull in-store to offer more convenient solutions.

Convenient access to food is just as important as convenient food solutions. The UK's food delivery landscape has evolved significantly in recent years, driven by changing consumer preferences, technological innovation, and the ongoing shift towards convenience. Routes to market are evolving at pace with rapid grocery delivery services (Q-Commerce), dark kitchens, subscription and membership platforms and apps which are using AI to optimise efficiency and customer experience. Customer expectations are also increasing as they prioritise speed and convenience alongside discounts, deals and loyalty schemes.



 James Macer at Wisbech

Cost consciousness

In response to economic uncertainties, consumers are increasingly focused on affordability, with many opting to create occasions in home as an affordable alternative to eating out.

Savvy shopping has become engrained in consumer behaviour and value for money remains a key consideration, especially when it comes to grocery shopping. When buying food to consume out-of-home the mindset is slightly different. People are often more open to treating, opening up opportunities for the likes of premium lunchtime meal deals.

Healthy Sustainable Diets

There is so much contradicting health information available, and many find it confusing and difficult to navigate. Increasingly consumers are looking to retailers and manufacturers to support, guide and lead the way through making our products healthier and reducing their environmental impact. We have a responsibility to use our influence to drive positive system change and improve food outcomes for consumers and the wider society.

Healthy eating comes in many forms and lacks consistency. Many just seek an 'indication' of health more than an 'actual' measurement of health; picking what works for them. Whilst health isn't at the forefront of decisions, it can feature in many. By understanding people's underlying attitudes to health and how they align with their actual decisions and behaviour we can ensure our product ranges meet their health needs and inspire shoppers to make healthier and more sustainable choices in store.

Treat opportunity

Treat occasions continue to play an important role across our categories. People will trade up and reallocate their spend to occasions they feel are more important. Weekends typically prompt a change in food choice, either moving towards or away from convenient foods, whichever feels more of a treat. Product ranges that fulfil these treat needs are important for both at home and on-the-go occasions, and the in-store delivery of these occasions is critical.



Best-in-class insight and data partners

12

Time spent one-to-one with shoppers in store and in their homes

100 hrs

Individual consumer video responses to research questions

300+

Interviews conducted in-store

600+

Active and engaged online community members

1,000+

Individual responses to multiple community briefs

18,500+