

The Insight Hub

World Class Insight for Welsh Food & Drink Business
Overview of reports available



Bwyd a Diod Cymru
Food & Drink Wales

RHAGLEN MEWNWELEDIAD
INSIGHT PROGRAMME

2022 Reports

KANTAR REPORTS

Grocery Retail Performance

An overview from Kantar of the total market in GB and Wales and across key categories in 2021.

2021 Reports

KANTAR PRESENTATIONS

CEO Cluster – Breakfast Series: ‘New Context, New Challenges, New Opportunities’

Presentation from Andrew Walker, Client Knowledge Director at Kantar Worldpanel. This presentation analyses changing shopping habits in 2020-21 and where the opportunities lie for food and drink in retail. Also includes interesting discussion around brand purpose, sustainability and Welshness.

KANTAR REPORTS:

Grocery Retail Performance

An overview of the total market in GB and Wales and across key subsectors in 2020.

Sustainability Transformation – Summary of Kantar Sustainability Webinars

A report from the Insight Programme pulling together recent Kantar presentations on sustainability.

Note - The following presentations were given as part of the Welsh Government’s Insight Conference 2021. Recordings of these presentations are available on the Food & Drink Wales Members Area

Out of Home Review

An evaluation of the trends of consumer OOH spending in GB compared to Wales.

The Latest Retail Performance and Trends

An overview of the retail trends in 2020, including the impact of COVID-19 on category performance and shopper habits.

OTHER REPORTS:

Value of Welshness 4 - Eating and Drinking Out of Home

Presentation from the latest instalment of the Insight Programme’s Value of Welshness research. Reveals key insights into guest and venue perceptions and attitudes towards Welsh food and drink OOH, including detail about consumer attitudes towards increased Welshness in public sector sourcing of food and drink.

Sustainability & Welshness: A Shopper’s Perspective

Presentation from the Insight Programme, given at Taste Wales 2021. Explores key forces of change that will shape the future consumer landscape in Wales, focusing on sustainability and Welshness.

IGD – Sustainability & Shoppers: Today and the Future

Presentation from IGD, given at Taste Wales 2021. Explores sustainability, its impact on retailers and suppliers, and its importance to industry.

Understanding Online Shopper Purchasing Habits of SME Food & Drink Brands

Presentation from the Insight Programme exploring the different online shopper habits in Wales and GB including which shopper types buy which categories, when they buy and how often. Also includes a detailed breakdown of who buys food and drink gifts online.

Out of Home Half Year Summary

A summary report from the Insight Programme on Out of Home performance, pulling together recent analysis from CGA, IGD, and Kantar. Focuses particularly on Out of Home Drinks Market recovery, with detail on guest attitudes and trends.

IGD – European Retail Outlook

IGD Presentation to the Export Cluster on the European Retail Market for food and drink. This insightful presentation outlines the trends, challenges and opportunities for businesses exporting to European Retailers.

Attitudinal Shopper and Consumer Segmentation Powered by Digital Data

This cutting-edge shopper segmentation based on attitude will help businesses gain a deeper understanding of their target customers, how to refine their communication plans and optimise their trade discussions.

CGA Report: 2021 On-Trade Drinks Performance and Trends

Presentation from CGA (Hospitality Insight Specialists) that provides information for on-trade drinks performance and trends for GB and Wales in 2021 and 2022.

Note - The following presentations were given as part of the Welsh Government’s Insight Conference 2021. Recordings of these presentations are available on the Food & Drink Wales Members Area

CGA Report: 2021 On-Trade Drinks Performance and Trends

GB and Wales market overview for On-Trade drinks in 2020, and prediction of upcoming trends in 2021.



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Euromonitor Presentation: 2021 Markets that will renew quicker and emerging GB categories that could be ripe for export

Outlines the current state of UK food & drink exports and investigates the post COVID-19 economic outlook as well as future export trends.

The Food People: 2021-2022 Top Ten Food and Drink Trends

A summary of key future food and drink trends and identifying trends that consumers will engage with.

Trade Development Programme Presentation: 2021 Trading in Retail and Performing Better

Best practice and advice to achieve success through trading in retail.

Dylan's Presentation: 2021 Pivoting in the Pandemic

A case study of the diversification of Dylan's restaurant during 2020, and longer-term changes to the business.

Drinks Cluster Presentation: 2021 Using Insight in the On-Trade to Trade Better

A presentation outlining the importance of insight for successful Welsh on-trade performance in the Drinks Cluster- case study used to illustrate this.

BIC Innovation Presentation: Getting into Exports Presentation: 2021 Getting into Export and New Markets in Export

A step-by-step guide to the key foundations of setting up successful export relationships. Includes a case study with 9Brand.

Food Innovation Wales Presentation: 2021 Taking Insight into New Products

Illustrating how Food Innovation Wales can support NPD creation and business innovation and includes case studies with three businesses: VIT protein, Joe's Ice Cream and the Pudding Compartment.

2020 Reports

KANTAR REPORTS:

Grocery Retail Performance

An overview of the total market in GB and Wales and across key subsectors in 2019.

The Shopper of the Future

Report detailing the key forces of change that will shape and frame the consumer landscape in Wales over the next 3-5 years.

Who Cares, Who Does Sustainability Report

This report gives an in-depth overview of research into the environmental attitudes and actions of consumers around the world including GB and Wales.

Protein and Plant-based: Purchase and Consumer Perspectives

An overview of the Meat, Poultry, Fish, and Meat-free markets in the UK and Wales.

Total Cheese Review - Comparing Wales to the GB market

Overview of the UK and Wales cheese market from March 2020, including Covid-19 impact slides.

Out of Home Kantar Review

An evaluation of the trends of consumer OOH spending in GB compared to Wales.

INSIGHT PROGRAMME REPORTS:

Value of Welshness

Consumer research on attitudes towards Welshness in relation to Welsh food & drink.

2019 Reports

KANTAR REPORTS:

Grocery Retail Performance

An overview of the total market in GB and Wales and across key subsectors in 2019.

Consumer Usage Kantar Review

Also named as 'Maximising Growth Through Understanding Changing Needs. This report was presented at Taste Wales 2019 and investigates consumer food habits.

Out of Home Kantar Review

An evaluation of the trends of consumer OOH spending in GB compared to Wales.

Winning in Retail Kantar Review

Data on the performance of food and drink in the GB retail sector

THEFOODPEOPLE PRESENTATION:

Craveable Health

A visual presentation from thefoodpeople covering consumer interest in health, innovative NPDs and the importance of brand storytelling.



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INSIGHT PROGRAMME**

INSIGHT PROGRAMME SUMMARIES:

- **Cocktails** - summary of cocktail consumers in the UK. Included is information about spirits consumption.
- **Kids' Meals** - trends overview of kids' meals across the baby, toddler meal and older children's ready meal categories.
- **Switzerland Export Market Analysis** - summary of potential Welsh Government export markets with a focus on Switzerland.
- **Cheese Analysis** - summary of cheese to foodservice in the UK and export markets.

2018 Reports

KANTAR REPORTS:

Grocery Retail Performance

Kantar analysis of key food and drink subsectors for Wales in 2017.

Food and Drink Update - Total GB and Wales

Kantar analysis of the 2018 grocery update and breakdown of the trends impacting the market.

Our Nation Out of Home - Wales

An evaluation of the trends of consumer OOH spending in Great Britain compared with Wales.

The Cheese Market in Great Britain and Wales

A detailed report into the cheese market in Great Britain and Wales. Cheese has been broken down into seven different areas.

The Free-From Market in Great Britain and Wales

A report investigating the trends in allergies and how it effects purchases and consumer engagement in free-from products.

Healthy Desserts Great Britain

A detailed analysis of the healthy dessert industry in Great Britain. The healthy desserts are divided into three main categories: yogurts, chilled, and ice cream.

Importance of Health to the GB Consumer Kantar Review

Shows in detail the trends in the growing health food market. Includes analysis on the meat reducer consumer and the different elements of health foods.

Understanding the growth of vegetarianism and meat avoidance

An attempt to quantify the terms vegetarianism and meat avoidance. The results are broken down into different categories and measured using a range of indicators.

2017 Reports

KANTAR REPORTS:

Grocery Retail Performance

Kantar analysis of key food and drink subsectors for Wales

Our Nation Out of Home - Wales

Data on consumer purchasing of food and drink when out of home

Consumer Behaviour

Overview of consumer behaviours related to the purchase of food and drink - Wales vs GB

Understanding the growth of vegetarianism and meat avoidance

This report has attempted to quantify the term vegetarianism and meat avoidance. The results are broken down into different categories and are measured using a range of indicators.

Winning in Retail

Data on the performance of food and drink in the retail sector



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KANTAR

IGD



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shifting the future of food and drink