

BRAND OVERVIEW: FOOD – UK – 2024

A sharper focus on value and ethics has put food brands under more scrutiny. Healthy eating habits have meant that categories have had to tailor their offerings.



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Brand Overview: Food - UK - 2024

This report looks at the following areas:

- The most consumed brands operating within the food sector.
- How leading food brands perform in terms of trust, differentiation, satisfaction and likely recommendation.
- The top-scoring food brands for particular personality traits, including innovation, value, quality and taste.
- The top-scoring food brands on hot topics in the food sector, including natural, indulgence, ethics, and health and wellness



A sharper focus on value and ethics has put food brands under more scrutiny. Healthy eating habits have meant that categories have had to tailor their offerings.

Overview

Familiarity and trust are both huge factors that influence brand consumption in the food category, meaning that **established brands often feel a sense of security as market leaders**. This ensures **great difficulty for challenger brands**, who must innovate to stand out. **Tapping into changing consumer behaviours and attitudes** will help better resonate with consumers and can help build a unique image for brands.

The challenges that have been brought upon by the cost-of-living crisis have meant that consumers are putting **more scrutiny on their purchases, and are continuing to look for the best possible value in the food category**. Consumers, however, are not only looking for the cheapest options to fit tighter budgets, they are in fact **looking to balance price and quality**, meaning closer attention is being paid to products and brands in terms of what they can offer.

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Consumers are now, more so than ever, **expecting authenticity and transparency from brands** on ethical and sustainable practices, with **many going out of their way to research and explore environmental efforts**. Brands that effectively communicate their dedication to producing in a way that match up with consumer morals will appeal to particularly eco-conscious consumers now, but will also be **poised to thrive in a more discerning society in the future**.

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Report Content



Opportunities for brands operating in the food sector

- Challenge established names in the condiment category
- Test taste with adventurous flavours
- Ethics are influencing consumer behaviours

Leading brands and why

- Legacy brands top usage
- Commitment to condiments
- The different facets of value
- Brands are adapting to HFSS regulations

LEADING BRANDS AND WHY

Usage

- Snacking frequency reflects brand usage
 - Graph 1: top brands operating in the food sector, by consumption in the last 12 months, 2022-24
- Consumer snacking is driven by brand name

Preference

- The importance of name provides security for established brands
 - Graph 2: top brands operating in the food sector, by commitment (net of 'I prefer this brand over others' and 'This is a favourite brand'), 2022-24
- Commitment to condiments

Trust

- Brand exposure is important for trust
 - Graph 3: top brands operating in the food sector, by agreement with 'A brand that I trust', 2022-24
- Cadbury captures consumer trust

Satisfaction and recommendation

- Satisfaction leads to loyalty
 - Graph 4: top brands operating in the food sector, by satisfaction (net of 'good and 'excellent' reviews), 2022-24
 - Graph 5: top brands operating in the food sector, by likely recommendation, 2022-24
- McVitie's tops recommendation metric

Differentiation

- Chocolate confectionery brands score highly on diverse perception

Brand Overview: Food – UK – 2024

- Graph 6: top brands operating in the food sector, by differentiation (net of agreement with 'It's a unique brand' and 'It somewhat stands out from others'), 2022-24

- Lindt Lindor and Ferrero Rocher stand out in occasions chocolates
- Flavour innovation provides opportunities for brands to differentiate

Innovation

- Flavour experimentation can also influence innovative perception
 - Graph 7: top brands operating in the food sector, by agreement with 'A brand that is innovative', 2022-24
- Ice cream innovation takes a healthy turn
- Better for you ice cream options

Value

- The importance of value perception in the food sector
 - Graph 8: top brands operating in the food sector, by agreement with 'A brand that offers good value', 2022-24
- Heinz proves that value perception is based on more than just price

Quality

- Increased scrutiny on spend will increase cost and quality focus
 - Graph 9: top brands operating in the food sector, by agreement with 'A brand that has consistently high quality', 2022-24
 - Graph 10: top brands operating in the food sector, by agreement with 'A brand that is worth paying more for', 2022-24
- The cost-of-living crisis intensifies competition

Taste

- Sweet treats are deemed delicious
 - Graph 11: top brands operating in the food sector, by agreement with 'Delicious', 2022-24
- Taste trumps all when it comes to moments of indulgence

Indulgence and comfort

- Indulgent and comforting metrics are also monopolised by sweet treat brands
 - Graph 12: top brands operating in the food sector, by agreement with 'Comforting', 2022-24
 - Graph 13: top brands operating in the food sector, by agreement with 'Indulgent', 2022-24
- Cadbury's comforting perception

Health and wellness

- Health perceptions create a clear opportunity for unique messaging
 - Graph 14: top brands operating in the food sector, by agreement with 'healthy', 2022-24
 - Graph 15: top brands operating in the food sector, by agreement with 'A brand that cares about my health/wellbeing', 2022-24
- Breakfast brands can help to start the day healthily
- Flurry of non-HFSS launches in response to product location restrictions

Natural

- Similarities are drawn between natural and healthy concepts
 - Graph 16: top brands operating in the food sector, by agreement with 'Natural', 2022-24
- Consumers prioritise naturalness

Ethics

- Consumers place value on values
 - Graph 17: top brands operating in the food sector, by agreement with 'Ethical', 2022-24
- Little Moons' ethical pledges
- Highlight the ethical benefits of dairy alternatives

APPENDIX

Report scope and definitions

- Market definition
- Abbreviations and terms

Brands included in this report

- Brands included

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