THE FUTURE OF CHRISTMAS 2023

A review of 2022 Christmas food and drink activity and recommendations on consumer expectations for the 2023 festive season.

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Report Content

- Mintel’s perspective

CHRISTMAS 2022: KEY DRIVERS IMPACTING ON FOOD AND DRINK SALES

- Global economic, political and other issues presented unprecedented challenges for consumers at Christmas 2022
  - Graph 1: effect of the situation in Ukraine on household’s finances, 2022
  - Graph 2: household and lifestyle issues faced in the last two months, 2022
  - Graph 3: Christmas 2022 spending behaviour
- German consumers were managing their budgets to 2021 levels or lower
- Unsurprisingly, in the UK, discount retailers claimed highly successful Christmas trading periods
- Other UK retailers reported growth, emphasising both value and quality propositions
- Celebration, conviviality, care and demonstration of value were identified by Mintel as key focus areas for Food and Drink at Christmas 2022
  - Examples of celebration and pure pleasure were delivered in both sweet and savoury options
  - Conviviality – food and drink will always be central to home entertainment and sharing
  - Care: supporting social and ethical challenges can create emotional bonds with consumers
  - Value was demonstrated in a range of product options, including basic choices and economy pack sizes

2022 GLOBAL CHRISTMAS FOOD AND DRINK REVIEW: SEASONAL LAUNCH ACTIVITY

- Graph 4: top 10 markets for Christmas/winter seasonal NPD, 2022-23*
- Graph 5: top 10 categories for Christmas/winter seasonal NPD, 2022-23*
- Graph 6: top markets for Christmas/winter seasonal NPD, branded vs private label split, 2022-23*
- Graph 7: top categories for Christmas/winter seasonal NPD, split by brand/private label, 2022-23*
- Four out of five Christmas/winter seasonal launches are either new pack designs or range extensions
  - Graph 8: Christmas/winter seasonal launches by launch type, 2022-23*

GLOBAL PRODUCT EXAMPLES FROM CHRISTMAS 2022

- Convenience at the centre of the table
- Extra special entertaining: in Belgium, Lidl offered a limited-edition deer roast, whilst a luxury beef joint was available in South Africa
- Stuffed roasts offer both the convenience and enhanced taste featured in meat and poultry
- Convenience and enjoyment extended to prepared vegetables and sides
- Meeting the increasing demands for a plant-based Christmas
• In Australia, Woolworths is "on a mission to inspire the way people cook and eat by unleashing the mighty flavour of plants"
• Some festive plant-based products focus on 'worthy' health credentials over taste descriptors – this may appeal to a narrower audience
• Celebration party food: Aldi UK launched the 'Let's Party' range with breaded Christmas trees; Morrisons offered Chilli Mini Ribs for entertaining
• Extra special entertaining: Tesco launched a limited-edition Chateaubriand Fillet and meltingly tender Bacon Wrapped Scallops
• Festive pasta launches include a gifting product, seasonal limited-edition recipes and Christmas shapes
• Chilled and ambient soups get a seasonal makeover
• A festive start to the day: porridge limited editions include an advent calendar, Christmas flavours and a 'scrumptious' Black Forest gateau
• Sweet and savoury Christmas lines are now available broadly across the store – every category looks to engage with the festive spirit
• Engage your furry family members
• Globally, big chocolate brands extended for the winter season
• Retailers bag seasonal specialities
  - Graph 9: % of consumers giving food and drink as gifts for Christmas, 2022
• Premium presentation boxes are always popular gifts
• Sweet bakery treats with a hint of luxury are tempting gifts
• Chocolate advent calendars – perfect for a comforting drink or an indulgent treat
• Food and drink offering enhanced experiences – gifts that allow personalisation your way
• Soft drink brands offer limited-edition flavours
• Non-alcoholic mixers and syrups increasingly appeal to consumers with a more mindful 'sober curious' outlook
• Non-alcohol options extend into beers and wines
• Limited-edition products with a Christmas spirit
• Time to celebrate with winter beers
• No Santa, No Spice... the antidote to Christmas?

PLAN FOR THE FUTURE – LOOKING AHEAD TO THE DRIVERS OF CHRISTMAS 2023 FOOD AND DRINK PRODUCTS
• Inflation is likely to ease in 2023, but finances will remain tight
• 2023 is likely to be another challenging year globally
• Mintel recommends the four key drivers to focus on for Christmas 2023