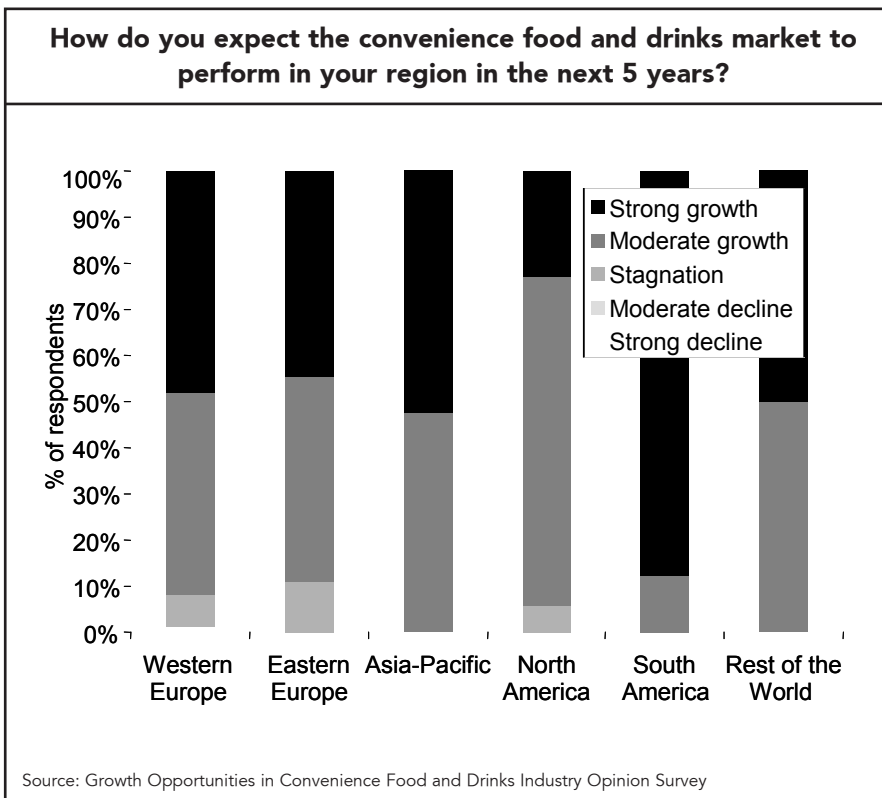


BUSINESS INSIGHTS

Growth Opportunities in Convenience Food and Drinks

Future trends and innovation strategies

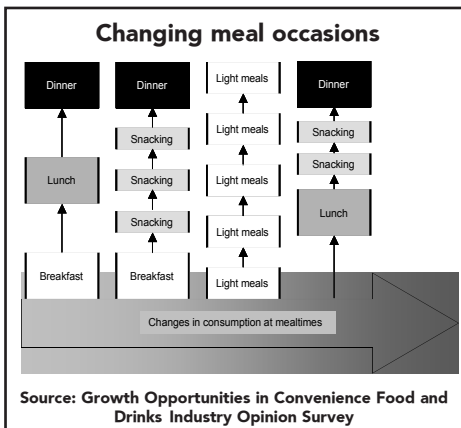


"Of all the convenient products launched between January 2002 and January 2005, 50.5% were innovative..."

"The ready meals market is the growing the fastest in Southern European countries such Spain and Italy due to an immature market..."

"70% of industry executives believe that young single professionals will be the most important consumer group for convenience food and drinks over the next 5 years..."

Growth Opportunities in Convenience Food and Drinks



"Industry executives believe that evening meals will be the most important meal occasion for convenience products over the next 5 years. As consumers look to convenient products that allow more leisure time in the evening after long working days, there is market opportunity for ready meals and meal kits..."

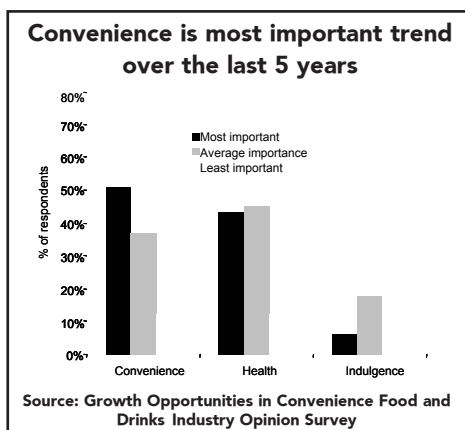
Source: Growth Opportunities in Convenience Food and Drinks Industry Opinion Survey

Product features such as 'easy to open' or 'quick to serve' are now generic and expected by customers. Convenience advertising needs to show a direct feature such as 'put straight to wok' or 'two minutes from cupboard to mouth'.

'Growth Opportunities in Convenience Food and Drinks: Future trends and innovation strategies' is the definitive report for the future of the convenience market. Discover the key growth opportunities in the fresh convenience, portioning, kid's convenience, ultra convenient, on-the-go and personalized convenience trends.

The report analyses the **countries and food and drink categories where manufacturers are pioneering innovation in convenience.** This will enable you to benchmark your strategies by identifying the consumer factors driving the convenience market data, key convenience new product development data and convenience trends forecasts to 2010.

This new report will provide you with...



"Respondents believe that convenience has been the key driver in the food and drink market with 51% reporting that it has been the most important over the last 5 years..."

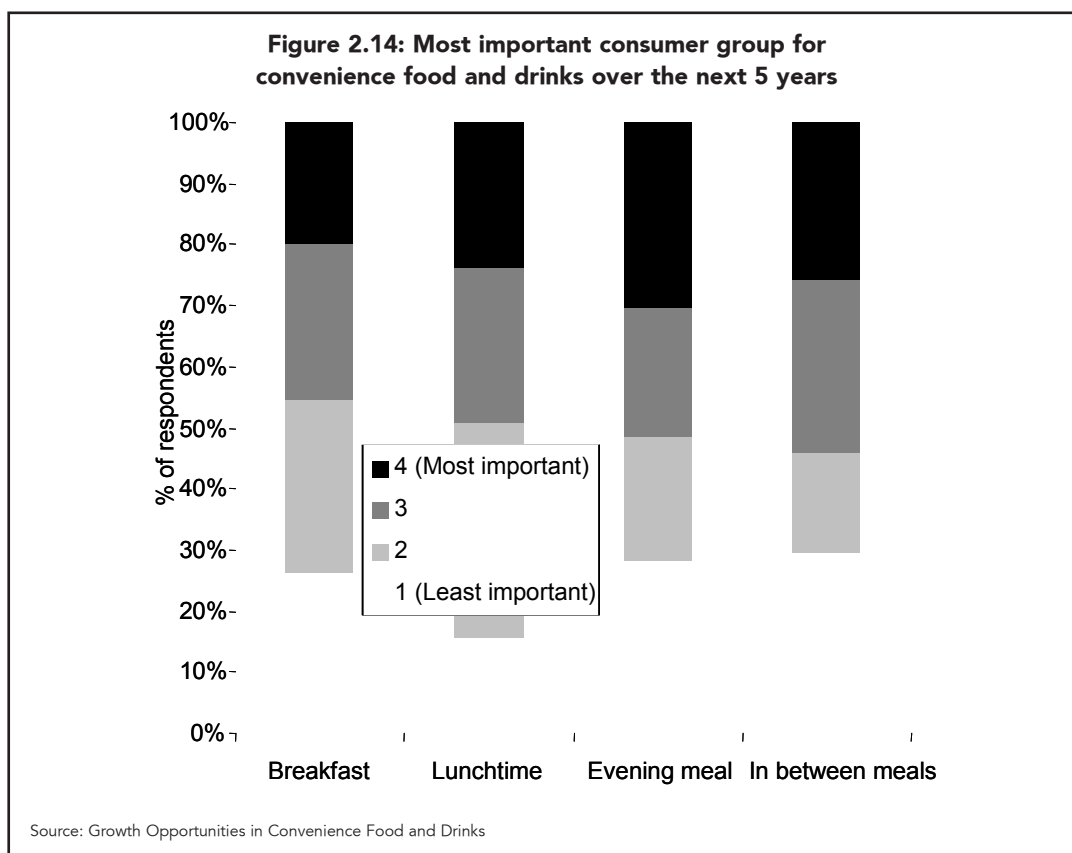
Source: Growth Opportunities in Convenience Food and Drinks Industry Opinion Survey

- **The changing consumer drivers in convenience** - examine the impact of more women working, growth in single person households, and the ageing population in convenience and uncover the key features of convenient products, such as health, premiumisation and customisation.
- **The role of innovation in convenience** - evaluate innovation in formulation and trends in innovative packaging such as food safety, product freshness and the evolution of the can.
- **Growth opportunities in convenience** - analyse which convenience trends such as fresh, on-the-go, and personalised convenience are best suited to your food and drink products.
- **Detailed breakdown of the convenience market** - assess the lead regions and top categories in the convenience market across Europe, Asia-Pacific and the US.

Sample information from the report

Chapter 2: Changing consumer drivers in convenience

Industry executives believe that evening meals will be the most important meal occasion for convenience products over the next 5 years. In between meals is the second most important occasion for convenience products over the next 5 years, and breakfast is the least important.



Typically, evening meals have been the least important meal occasion for convenience products, as it is the only time of the day that families or couples can eat together a traditional home cooked meal. However, the fact that the executives rate it as the most important mealtime over the next 5 years indicates that the traditional meal occasions are changing. The average number of daily eating occasions per person in Europe is set to rise from 4.52 occasions in 2003 to 4.55 occasions in 2008. The number of daily eating occasions is highest in the US, with Spain second. Three meals a day is no longer the norm as consumers often snack between meals, skipping other core meal occasions.

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