

MARKET INNOVATION OVERVIEW

CATEGORY: Side Dishes | **COUNTRY:** United Kingdom

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION:

SIDE DISHES IN EUROPE, MIDDLE EAST AND AFRICA

Explore new world cuisine flavours: Consumers are becoming more adventurous when it comes to trying different cuisines. Oriental flavours are well-established in the category, but there's a need for new flavour varieties, particularly in pasta and rice.

Supercharge pasta recipes: European consumers are keen to try pasta which is fortified with ancient grains, legumes, pulses and superfood ingredients. Educating consumers about the nutritious benefits of these offerings can help them to compete with regular pasta.

Address the consumer shift to low-carbs: Some consumers are limiting their intake of carbohydrates, bringing challenges to pasta brands. However, strong interest in fibre-fortified pastas can help to support consumption and provide a health halo.



SIDE DISHES IN UNITED KINGDOM

Market Overview

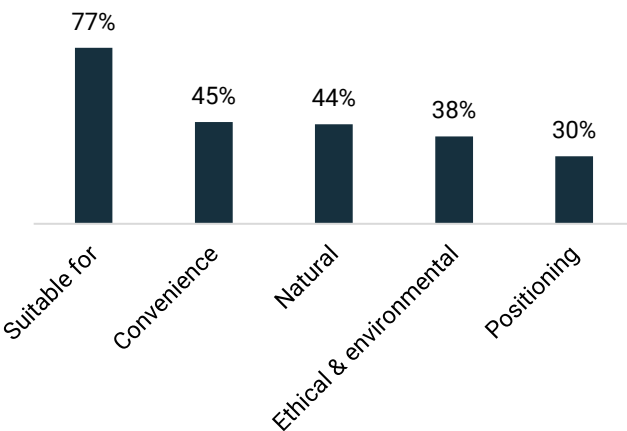
The United Kingdom's pasta, noodles & rice sector is expected to grow from €1.55 billion in 2018 to €1.71 billion by 2023, at a CAGR of 2.0%. In volume terms, the sector is expected to grow from 422.9 million kg in 2018 to 429.0 million kg by 2023, registering a CAGR of 0.3%.

Per capita consumption of pasta, noodles & rice in the United Kingdom stood at 6.36kg in 2018 and is expected to decrease to 6.25kg by 2023. Per capita expenditure in the United Kingdom stood at €23.3 in 2018 and is expected to grow and reach €24.9 by 2023. (GlobalData, 2020)

New Product Development Analysis

6% of food products launched in the United Kingdom in 2019 were Side Dishes.

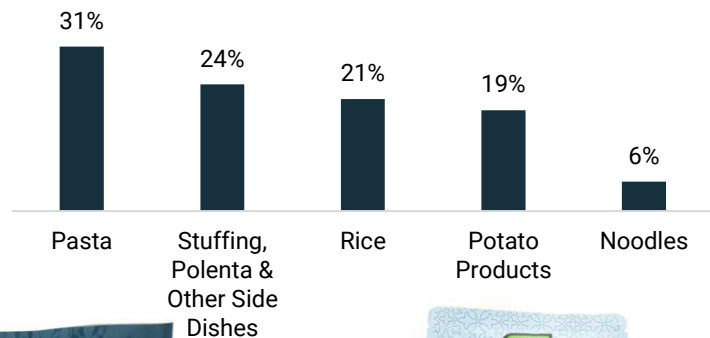
Top 5 Claim Categories in Side Dishes product launches, 2019



Almost half of the side dishes launched in the UK featured the 'Vegetarian' claim, from the 'Suitable for' claim category. The 'Convenience' category was driven by the 'Microwaveable' claim. Finally, 'No Additives/Preservatives' was the top claim in the 'Natural' category.

Almost a third of the side dishes new product launches happened in the 'Pasta' sub-category. 'Stuffing, Polenta & Other Side Dishes' and 'Rice' were close.

Sub-Categories of Side Dishes product launches, 2019



This product is suitable for vegetarians and vegans and retails in a partly recyclable 200g pack featuring the EU Green Leaf logo.



This vegan and vegetarian friendly product is ready to eat hot or cold, provides one of the recommend portions of fruit and vegetables a day per half pack, and can be prepared in the microwave.



This heat-and-serve product is suitable for vegans, and is free from artificial colours, artificial flavours and hydrogenated fat.



THE BRITISH CONSUMER

65%

Of eaters/buyers say that **fibre content is important** to them in pasta/rice/noodles (2018)

40%

Of pasta, rice or noodle consumers say they are **actively limiting/reducing the amount of carbohydrates** they eat (2018)

71%

I would prefer to buy pasta/rice/noodles **in cardboard boxes rather than plastic packaging** (2018))

Factors influencing choice when buying pasta/rice/noodles (2018)

PASTA



RICE



NOODLES



63% Quick to cook/prepare

67% Easy to cook/prepare

66% Quick to cook/prepare

58% Low price

55% Suits the meal I am cooking

56% Low price

32% Whole wheat/wholegrain

53% Low price

56% Suits the meal I am cooking

A GLOBAL LOOK INTO THE FUTURE

Expand convenience through frozen: Products like Nestlé's Wildscape are poised to transform the frozen aisle, giving consumers a reason to see frozen products as high quality and full of flavor. Frozen pasta, rice and even noodles will offer consumers even more convenience as they put together easy yet delicious meals.

Discover the next quinoa: Quinoa is still increasing around the world, but barley, millet and African grains like fonio are likely to expand in the coming years as consumers continue their appreciation of whole and ancient grains. In addition, new breeds like riceberry will deliver more nutrients to tomorrow's consumers.

Instant noodles explore the world: In Asia, appreciation for instant noodle flavors varies quite drastically from country to country, and locally inspired flavors will answer consumers' desire for flavor exploration. In the West, ramen's popularity will prime consumers for an exploration of more regional Asian noodle dishes.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar

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