

Healthy eating is increasingly about more 'natural', less processed, foods

Natural and organic products are continuing to see strong sales growth among most retailers in the US, a trend we may well see repeated this side of the pond. Already both Aldi and Lidl have increased their own label Organic ranges in the US and in Europe and we anticipate similar growth from the Big 4 in the UK. In a reversal of the trend evident only 5 years ago, our recent Shopper Survey indicated 12% of consumers claim to be buying more organic food and 1 in 4 were buying more locally sourced food nowadays, highlighting another growing trend: a desire for less processed products. 'Free from' may now be primarily focussed on an absence of gluten, dairy or nuts, but it's roots were in 'free from artificial colours, flavours and preservatives', a focus on a cleaner ingredients list and a desire for more 'natural', less processed products. Consumers look for clues on pack to signal a natural product – whether that be one that is fully organic or uses just a handful of ingredients, displays its provenance, carries an Award, is sustainably sourced, or made in small batches. Regional specialities also tap into this trend and we have seen a growing number both entered this year Grocer Own Label Awards or tested through Fast Foodfax. We've certainly seen plenty of high scoring healthy products this month; a set that included no less than four meat substitutes and a reduced salt gravy. The Strong Roots branding for the Roasted Beetroot signalled a more 'natural' offering and we had a gluten free vegetable gravy from Healthy Food Brands and Dairy Free Chocolate that were both rated well above average for Health, despite not necessarily having a better nutritional value compared to standard equivalents. Then there is Bird's Eye's Chickpea & Spinach Mix a super healthy option, which was enjoyed as well as setting a new category maximum for Health due to its high protein and fibre content.

Brand or Own Label: think innovation, think NPDP, think Cambridge MR for unrivalled market knowledge and research methodologies to support your development programme.

SHOWCASE PRODUCT OF THE MONTH



Ocado Chicken Style Broccoli & Cheese Kievs – a new own label offering from Ocado this was bang on trend. A tasty alternative to a Chicken Kiev (44/50). (Review: 180316)



Percol Rainforest Alliance All Day Americano Coffee Bags: "has the real taste of filter coffee". (Review: 180324)



The intriguing sounding **Caramelised Onion Shroomdogs** from Sainsbury's attracted interest but looked off-putting and proved an acquired taste.?' (Review: 180306)



Higgidy Turmeric Cauliflower Veggie Rolls, 8 in 10 thought it was an 'exciting new idea'. (Review: 180302)



King Soba's Pumpkin & Vegetable Miso Soup was a step too far for many (25/50) (Review: 180305)



Bisto 25% less Salt Gravy Granules were a no-brainer for many as it tasted as good as the standard version. (Review: 18303)



Biona Organic Strawberry Yoghurt Coated Rice Cakes, 41/50 – a healthy snack option for all the family to enjoy. (Review 180307)