

2022

Summer Trends Report



Sainsbury's

Foreword

Welcome to Sainsbury's Summer 2022 Trends Report

For over 150 years, Sainsbury's has brought innovation to kitchens across the country, delighting customers with products they love, and creating opportunities to try something new and exciting. This summer is no exception, as a return to socialising and the Queen's Jubilee set the tone for a season of celebration. According to our research¹, 76% of the nation will be celebrating the Jubilee weekend in some way, with 26% opting for British or Jubilee-themed foods.

From fresh takes on classic favourites to adventures in global cuisine, this summer's flavours are bright, bold and designed for sharing with loved ones. Stuffy, complicated dinner parties are out, casual get-togethers with minimum effort and maximum wow-factor are in, putting the focus back on people, not preparation. Barbecues are becoming more veggie-focused, with rubs and marinades of greater importance, and interest in different dishes from around the world is skyrocketing. It's an exciting time for food.

We're primed for these trends with treats such as **Pina Colada Nuts** combining innovation with retro flavours. Our impressive but easy-to-serve platters and pre-prepared dishes are perfect for 'low-fi' hosting, where we're spending more time with friends and family and less time in the kitchen. When it comes to treats and tipples, our new range of desserts and drinks make the most of the popularity of pineapple and white chocolate. Meanwhile, our world food offering continues to grow as we introduce products such as octopus balls and mochi, while keen cooks can spice up their barbecue with paneer and veg kebabs, paprika infused oil and truffle mayo.

As this report illustrates, celebration and socialising are firmly back on the table. Nearly two thirds of people (61%) say they still try to give themselves little comforts through food, even when times are tight. We know that customers are counting every penny right now and we're focussing on keeping prices low on the products our customers buy most often while continuing to develop innovative and exciting food and drink offerings. For those moments where the nation is looking to indulge in delicious food, our mission is to bring exciting, innovative products to customers. This summer's new launches align perfectly, with the nation's appetite for fun, flavoursome food that is designed to complement life and the British sunshine.

Claire Hughes

Director of Product and Innovation, Sainsbury's

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1. All new consumer research stats are based on research carried out by Censuswide of 2,000 British adults in May 2022, unless stated otherwise

The New Nostalgia

Finding joy in little things and taking comfort in the familiar is important during turbulent times², so it's perhaps no surprise old-school treats are making a comeback. Nostalgia promises to be a big food theme as the nation settles in for a much-needed summer of celebration, including the Queen's Platinum Jubilee. This comes as two in five (43%) of us are opting for desserts that remind us of happy memories and those aged 25 to 34 are the most nostalgic, with nearly 6 in 10 (58%) turning to familiar foods from their childhood when feeling stressed.

"Nostalgia often peaks at times of disruption and recession. We look back through rose tinted jelly at times in the past that seemed to be much more carefree. Anemoia is a relatively new and unheard-of word which means a nostalgic sense of longing for a past you yourself have never lived but feels very relevant."

"We are currently in the midst of a 70s revival. We see this clearly in fashion; long hair, flared trousers and lots of open knit long gilets! However, many of the people wearing this style never experienced that era and are in fact the children of parents born in the 70s. Fashion and food co-exist and many parallels can be seen in current aspirations of eating and shopping today."

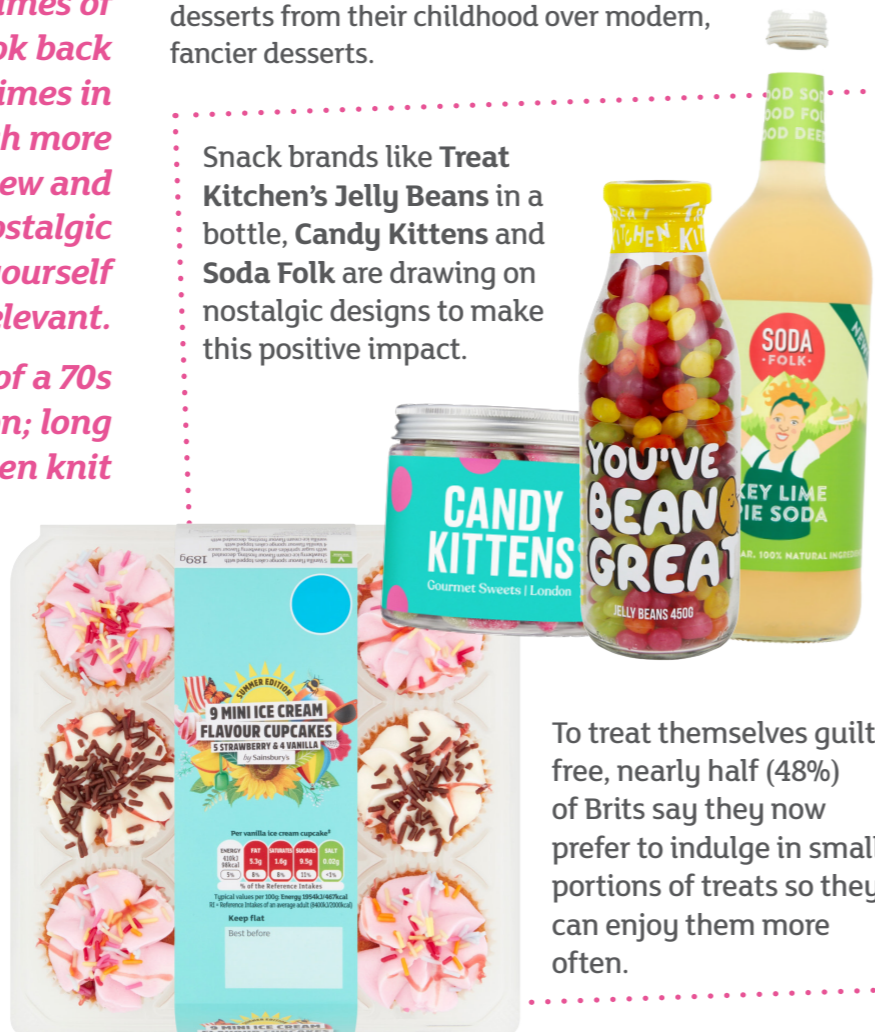
Dr Morgaine Gaye

Food Futurologist

Snacking sees a retro revival

Studies show that during stressful situations people are more likely to experience flavour fatigue³, so they seek out familiar flavours that require less mental energy to process and enjoy. Nostalgic snacks are a huge part of this trend, as we choose to create 'mini occasions' among the everyday to spark joy with little lifts and permissive indulgence. Childhood favourites like ice cream, marshmallows and fairy cakes are increasingly popular as they help transport us to happy memories of the past⁴. In fact, 47% of people say they prefer nostalgic snacks to modern day ones and 45% say they prefer desserts from their childhood over modern, fancier desserts.

Snack brands like Treat Kitchen's Jelly Beans in a bottle, Candy Kittens and Soda Folk are drawing on nostalgic designs to make this positive impact.



To treat themselves guilt-free, nearly half (48%) of Brits say they now prefer to indulge in small portions of treats so they can enjoy them more often.

Over the last three years, Sainsbury's online searches for classic desserts have skyrocketed...

Victoria Sponge
+574%

Neapolitan
+213%

Battenburg cake
+93%

...and sales for raspberry jelly have increased 35% since 2020.

The pleasure of old favourites meets the thrill of something new

Sentimental cravings can still enjoy a hint of novelty, though, as the fusion food and drink trend wraps up food in new and exciting formats.



We are especially seeing this come through in desserts this year; think classic Neapolitan flavours reinvented as cheesecake, Eton mess combined with profiteroles, or a classic trifle reimagined as a fun ice cream.

The power of two

Greg Tucker, Taste Psychologist said: "Food is what psychologists call a retrieval cue – it prompts us to remember. By combining two nostalgic flavours, these fusion dishes can create a stronger, more compelling memory." Drinks are getting in on the action, too, with mash-ups like the Sainsbury's Pina Colada Cider launching this summer.



Green Queen

The Queen's Platinum Jubilee is a key culinary moment this year and will play into this retro food trend, with 43% of people saying they are excited to eat traditional coronation-style nibbles this year. However, we will see a mix of new takes on tradition and flavours enter the scene, which will consider convenience and dietary requirements. Although perhaps unthinkable back in the 1950s, a quarter of Brits would now prefer to eat a veggie celebration dish – such as coronation cauliflower – over coronation chicken (rising to 36% of 18 to 34-year-olds).

Our veg-centric Taste the Difference Summer Edition Coronation Chickpea Salad gives the traditional dish a modern makeover with coconut dressing and roasted skin-on almonds.



"Food is what psychologists call a retrieval cue – it prompts us to remember. By combining two nostalgic flavours, these fusion dishes can create a stronger, more compelling memory."

Greg Tucker

Taste Psychologist

2. Comfort Foods: An Exploratory Journey Into The Social and Emotional Significance of Food, Food and Foodways, 2005
3. Why stress causes people to overeat, Harvard Health Publishing, 2021
4. Finding Meaning in Nostalgia, Sage Journals, 2018



Low-fi Hosting



Socialising is more important than ever and, in a post-pandemic world, people want to spend more time with their loved ones and less time in the kitchen. This less-is-more ethos – coined as ‘low-fi’ – is a positive emerging trend which has certainly had a big impact on the definition of hosting.

Serving easy snacks, prepared food and pre-mixed drinks has lost its stigma. There’s no longer any shame in keeping things simple, creating a more laidback kind of get-together that’s all about friends and family instead of fuss.

“The wonderfully happy celebrations that took place in 1953 will no doubt be mirrored in 2022 with people coming together to enjoy the best of summer fruits and nostalgic dishes of our family gatherings over the years, but perhaps with some modern twists and global inspirations. The one thing that never changes is that when entertaining, people want to create a sense of occasion and offer ‘special’ food, food really is a vehicle for capturing and making memories.”

Seren Charrington-Hollins

Food Historian

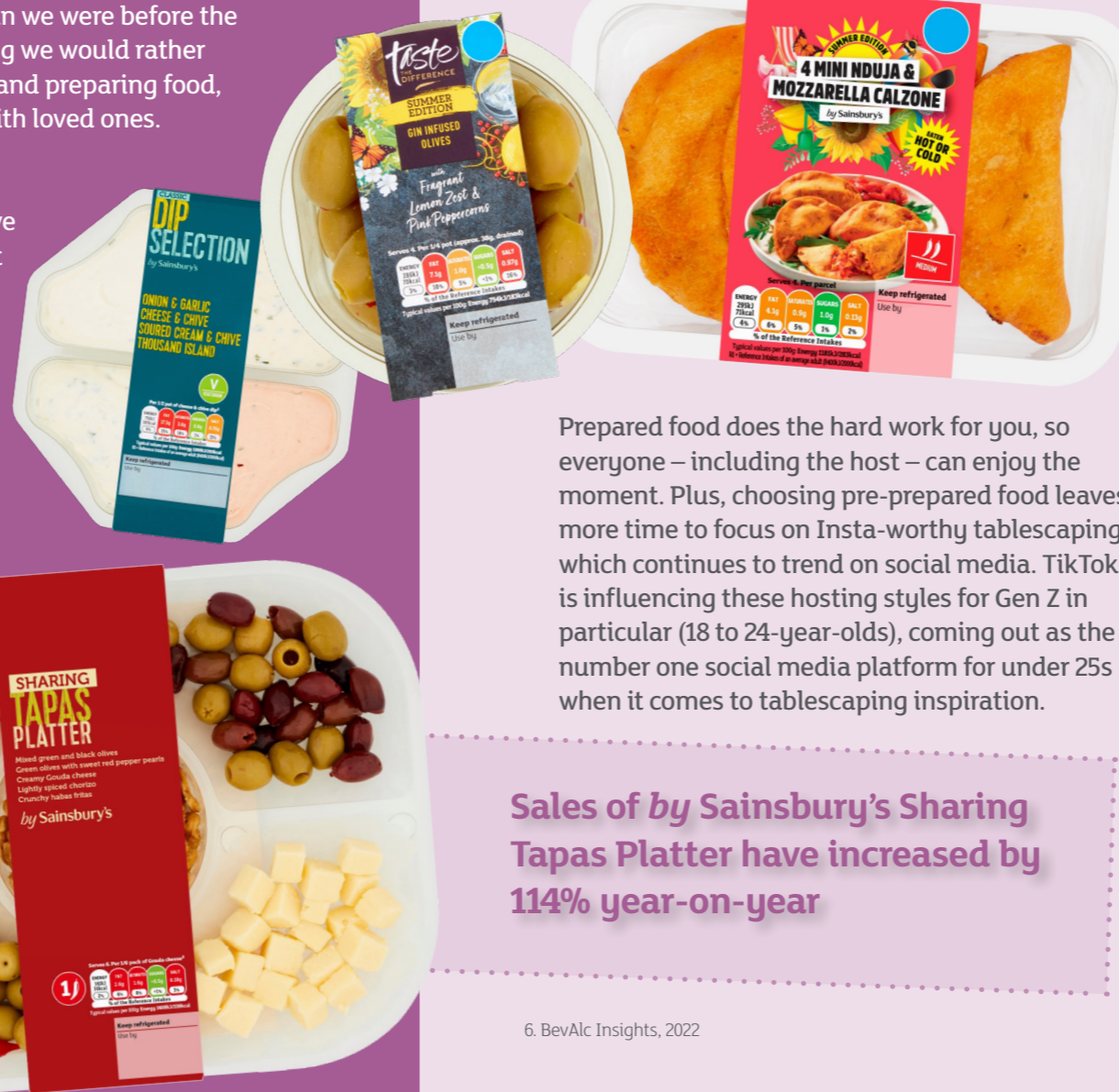
Informal dining

Pretentiousness is left at the door this summer as low-fi hosting reigns supreme. Forget time-consuming hors d’oeuvres and seating plans, dinner parties are all about relaxed vibes: gathering around a table laden with platters and bowls, guests serving themselves, eating food with fingers not forks, chilling drinks outdoors in ice buckets – whatever goes!

We’re embracing this new way of entertaining, with 47% of us saying we are more likely to be hosting casually now than we were before the pandemic and 57% saying we would rather spend less time cooking and preparing food, and more quality time with loved ones.

Sales of *by Sainsbury’s* Classic Dip Selection have increased 21% in the past three years.

Informal dining lets hosts feel at ease with their guests, which is what having people over is all about.



Showstopping shortcuts

There’s no stigma around pre-prepped food, as 90% of hosts have served supermarket-prepared foods or ready meals at a dinner party. Hosts aren’t being judged by their cooking skills either, with over half agreeing this should not be the case, rising to 61% among women. And there’s no compromise on wow-factor, with nibbles like gin-infused olives or mini nduja calzone offering up restaurant-level quality with minimal effort.

Prepared food does the hard work for you, so everyone – including the host – can enjoy the moment. Plus, choosing pre-prepared food leaves more time to focus on Insta-worthy tablescaping, which continues to trend on social media. TikTok is influencing these hosting styles for Gen Z in particular (18 to 24-year-olds), coming out as the number one social media platform for under 25s when it comes to tablescaping inspiration.

Sales of *by Sainsbury’s* Sharing Tapas Platter have increased by 114% year-on-year

6. BevAlc Insights, 2022

Doing drinks better

Demand for ready-to-drink cocktails is on the rise as people prioritise experience and convenience. Six in ten (62%) hosts now proudly serve ready-to-drink cocktails and mixers (rising to 82% of 25 to 34-year-olds). From magnums of wine for big parties to picnic-friendly canned gins or seltzers, there’s an easy-to-serve drink for any occasion.

Sainsbury’s ready-to-drink category has grown 11% year-on-year, with premade cocktails alone growing 4%⁶ in the same timeframe.

Premade cocktails are a firm favourite, with globally-inspired recipes transporting us to sunnier climes. Hybrid drinks like tropical mango gin also bring a sense of fun and experimentation to the party, but why stress about making them ourselves when the experts do it so well for us? 62% of hosts serve ready-to-drink cocktails and mixers – with this rising to 82% of 25 to 34-year-olds

Premium drinks can also be found closer to home this year, as the nation develops a love for home-grown celebration drinks. Nearly a third (32%) say English Sparkling Wine is now the new status drink and 42% say it’s just as respected as champagne.

Gen Z (18 to 24-year-olds) are set to be the most patriotic with their drink choices this Jubilee weekend, as 3 in 10 (31%) will be celebrating with English Sparkling Wine or classic British cocktails such as Pimms.

Sainsbury’s online searches for ‘English Sparkling Wine’ are up 51% compared to three years ago



There are new ingredient trends in town: avocado searches have decreased by 31% in the last three years to make way for more colourful options.

This Year's In-gredients

Summer 2022 is brimming with exciting ingredient trends. This year's heavy hitters are all about bright citrus flavours, crunchy textures and dreamy pastel colourways. Provenance also makes its mark as more people want to taste the story of a dish through single variety and wild foraged ingredients.

Pineapple

Versatile, fun and unmissable on the shelves, pineapple is having its moment. Pineapple is set to be one of the most popular fruits for summer 2022, beaten only by the classic strawberries and raspberries as the fruits we are most excited to eat.

We're seeing the spiky fruit infused in gin, cider and other drinks to bring zesty, retro vibes to the party.

Food also has a spot at the pineapple party. We'll be seeing it alongside jerk-style chicken in wraps and sandwiches, or brightening up coconut sponge in a sweet, tropical tart.



Sainsbury's has seen a 17% increase in pineapple sales in the last three years



Pineapples are also popping up in high-end restaurants like the award-winning Mash Inn near High Wycombe, which has a signature bao bun stuffed with pineapple rum and butter compote and crème pâtissière, or Genevieve Taylor's Smoked Pineapple Margarita.



"We're seeing a real evolution in the way we use white chocolate – bringing it into the modern day and giving it an elevated flavour profile. It's appearing in caramelised forms or 'burnt' in custards, ice creams and even tarts. This creates a Caramac-like flavour which offers an on-trend, more savoury way to enjoy white chocolate."

Tassy Goodall

Sainsbury's Development Chef

Pastel fruit and veg

Uplifting and unexpected colours will be making an impact in the fruit and veg aisle. From the soft orange-peach hues of golden raspberries to the Pink Fir potatoes that match beautifully with Pantone's spring/summer 2022 colour, Gossamer Pink, these fresh tones bring sophistication to seasonal meals.

Sainsbury's will also be launching a Zephyr courgette later this summer. Zephyr courgettes are beautiful to look at: creamy yellow with a bulbous green end, as if they've been dunked in paint. Not just a looker, they're succulent and full-flavoured, with a good, firm texture.



White chocolate

Tap into childhood 'white mice' nostalgia with another summertime hit: white chocolate. Drizzled on lemon meringues, profiteroles or cupcakes, it presents a striking colour contrast and a rich, creamy flavour profile. Even as ruby chocolate and black cocoa bubbles to the forefront of chocolate trends, white chocolate remains a delicious, more accessible alternative.

Fresh and wild

As sustainability plays a greater role in day-to-day living, wild, backyard British ingredients are beginning to gain popularity as a greener option. Top chefs have helped to popularise more unusual home-grown options, such as hogweed seeds in place of coriander, or melilot flowers instead of vanilla. Brits are taking foraging upon themselves as a hobby too, with a third (33%) saying they have foraged for ingredients and a further 23% would like to try it.

Wild ingredients such as wild garlic, nasturtium, and even seasonal fish, such as Cornish crab and queen scallops, are set to have a moment. The popularity of wild garlic, in particular, was evident across menus, magazines and social media this spring and the term is reaching a high level of buzz, according to Sainsbury's Product Hunter.



Sainsbury's searches of wild garlic increased 43% over the last three years

Season's greetings

Shoppers want to enjoy British produce at its best, so seasonal favourites like strawberries, raspberries, peach and other summer fruits will continue making an appearance in decadent desserts.

Seasonality is becoming so important to customers that Sainsbury's planned its biggest ever British strawberry season this year. For the first time, the supermarket grew strawberries through winter using LED light, meaning high quality British Strawberries were available in stores from late March this year – earlier than ever before!



Greg Tucker

Taste Psychologist

“When it comes to barbecue the world is our (grilled) oyster and I think our craving for new flavours is inspired by memories of travel and a wanderlust many of us have felt over the last couple of years. I think the brilliant thing about British ‘BBQ’ (and British eating in general) is that we never have to feel constrained by eating our own historically/geographically correct food – we can be culinary magpies and can easily access and embrace any cuisines that take our fancy.”

Genevieve Taylor

Barbecue Expert

Bolder Barbecues

Burnt bangers and sad salads no longer cut it at the great British barbecue, as 38% of us no longer enjoy just eating meat in a bun and need more variety.

Flavourful barbecues

We’ve seen a clear shift from traditional ‘American’ fare to Levantine, Turkish and Korean style with punchy flavour profiles, country-specific cuts of meat, unexpected fusion-led approaches and the opportunities for adventurous experimentation that home chefs are looking for.

Nearly a quarter of us (24%) are over the ‘American’ style barbecue food and 40% say they like to experiment with new flavours – with Mexican (35%), Jamaican (34%) and Tandoori (28%) coming out as the top flavours for this summer.

Small sharing-style international dishes also lend themselves to informal, communal feasting, such as paneer kebabs, chicken satay skewers, or vegan koftas.



More than marinades

Barbecues aren’t just about bog-standard ketchup and mustard – although they will always have a place at the table! Discerning home cooks are increasingly looking for expert rubs, sauces, dips, infused butters and glazes to really elevate their barbecues and give everyday cuts of meat that something special.



Sales in diverse sauces have grown considerably over the last three years.



Flavoured mayos
+84%



Aioli
+54%



Sweet chilli sauce
+36%

A bit on the side

This year veggies are the main event. Forget the same old rice, potatoes or green salad – new-wave side dishes demand attention and span the full flavour spectrum, from fresh and fragrant, to spiced and curried. Nearly 4 in 10 (38%) of us believe veggie-centric barbecues are the new normal and 43% of Londoners make grilled veg the star of the show.

A delicious example is the harissa potato, halloumi & asparagus kebabs or Mexican street corn with cheese, chilli, lime and coriander from Charred: The Complete Guide to Vegetarian Grilling and Barbecue by Genevieve Taylor.



Smoky sensations

You can’t beat the smoky flavour of a barbecue which is why it’s a popular trend in itself. ‘Charred’ carried a high trend score last summer and remained popular across the seasons. The same goes for smoked foods, which emerged as a trend in 2020 and continued to be a firm favourite well into this year. In fact, 41% of us are considering buying a smoker this summer, with this rising to 65% of 18 to 24-year olds.

Increase in sales since 2019



Maldon Smoked Sea Salt
+51%



Barts Smoked Garlic Granules
+45%

“Barbecue is still something of the last bastion of the carnivore – there is no other celebratory meal we share with our friends and family where we might be expected to cook and eat so much meat, all in one sitting. However, that is now changing significantly. There has been a huge shift towards a more plant-based diet generally, and this has trickled into barbecue too.”

Genevieve Taylor

Barbecue Expert



Truly Global

People are looking for truly global food and drink that paints a fuller, brighter picture of food cultures across the world. Nearly half (47%) of us have become more adventurous with food over the past three years, cooking meals from outside of our primary culture and heritage. 25 to 34-year-olds are most daring with this, with six in ten (61%) embracing this trend.

Social media is playing a huge role, with dishes like the Vietnamese and Filipino avocado, ice and condensed milk dessert going viral several times over. In fact, 77% of 25 to 34-year-olds say social media has inspired them to cook dishes from a different culture.

Punchy pantry

The UK is getting braver when it comes to spice, as 70% say they enjoy eating spicy food – and Glaswegians are the biggest chilli lovers. This love of heat is growing, as over a third (36%) say they have newly introduced chilli into their diets in the last two years, as well as harissa (21%). 65% of Brits also now add spicy condiments to food. To keep up with this growing demand, the Sainsbury's food development team is making new curry products hotter than before.

We're dedicating more space to world food products and launching new product lines and staples

World food offering

Customers now want the world food offering to be full of genuine, authentic food products that represent cultures they come from and are interested in. It's essential that products from all food cultures are available and affordable so that every family is eating well.

Sainsbury's has increased the space dedicated to world food by 57% across more than 500 stores in response to increasing demand. Thanks to this, the retailer has seen almost a 70% increase in sales of world food products since 2019.

As part of this, Sainsbury's is launching new product lines and staples, such as Iwisa Super Maize Meal, Africa's Finest Jollof Seasoning, frozen dumplings and desserts like Takoyaki Octopus Balls or Yutaka Kusa Daifuku Mochi and halal lasagne. Sainsbury's Inspired to Cook range leans into the global trend, with many products being inspired by the Middle East and flavours we associate with Syrian food. Examples include the Sainsbury's Baharat and the Sainsbury's Tahini.

Regionality

People are looking for regional specialities from all countries, including Italy, India, China and the Middle East. Whether it's contrasting approaches to houmous across the Levant, the best way to use jalapeños, or reinstating Lambrusco from Italy's Emilia-Romagna region, there is an insatiable appetite for nuance. And people are increasingly appreciating that it really does matter where food comes from: Odysea Greek meze products are entirely regional and produce-driven, for example, including Beldi preserved lemons, semi-dried Datterini tomatoes, and raw pine tree honey which taste entirely of the place they are made.



Sales of sriracha sauce have skyrocketed 110% since 2019

Ensuring we have new lines and increased store space for more world food products is a key priority for us. It's crucial that customers can easily get the products that meet their everyday needs all under one roof. We're proud to have worked with our ethnically diverse colleague network 'I AM ME' as we invested in our world food offering and we continue our ambition to be a truly inclusive retailer."

Rhian Bartlett

Food Commercial Director

Sainsbury's has increased the space dedicated to world food by 57% across more than 500 stores in response to increasing demand

Meet the Experts



Seren Charrington-Hollins
Food Historian

Seren is a food historian specialising in creating banquets and historical dinner parties for private clients and television. With over 20 years' experience in catering and the food industry, Seren has a wealth of knowledge and experience to draw from. She has appeared in multiple TV programmes on the BBC, ITV and Channel 4 including: Castles Under Siege, Ration Book Britain and Pubs that Built Britain with The Hairy Bikers. She is also a published author on food and drink.



Genevieve Taylor
Barbecue Expert

Live fire and barbecue expert, Genevieve Taylor is the author of 12 cookery books including the bestsellers, Charred, a complete guide to vegetarian barbecue, The Ultimate Wood Fired Oven Cookbook And Foolproof BBQ. A proud omnivore, Genevieve's mission is to prove that great barbecue isn't just about Man vs. Meat. She also runs Bristol Fire School, the South West's hottest cookery school with one overriding aim - to help people 'Do Fire Better'. Her new book, SEARED, is out now.



Greg Tucker
Taste Psychologist

Since leaving the world of academia, Greg has worked in the branded food and drink arena for over twenty years. After an extensive career which included a number of commercial roles in both marketing and sales, his final blue chip role was as Head of Innovation in RHM. Whilst there, Greg was approached and asked to join The Marketing Clinic in early 2001 where his work focuses on the psychology behind consumer behaviour and the psychology of taste. Greg has worked in the UK, across Europe and in the US and China in the last 12 months alone.



Dr Morgaine Gaye
Food Futurologist

Dr Morgaine Gaye is a world-renowned Food Futurologist. Morgaine looks at food and eating from a social, cultural, economic, trend, branding and geo-political perspective. Her work involves running ideation sessions, consulting to food companies, developing new products and ideas; writing articles/trend reports; giving public, university and corporate lectures on specific food trends, developing new ideas for food-related TV and radio programmes and doing research on all elements of the eating experience from mouth-feel and texture to olfactory perception. She consults to leading blue chip food companies and manufacturers, delivering bespoke trend briefings and creating new food products.



Harris and Hayes

Harris and Hayes are a leading food and drinks trends consultancy, specialising in consumer research. With over 15 years of experience, Alexandra Hayes and Lisa Harris provide leading edge consumer insight through a consumer-driven approach. Harris and Hayes provide insights that are relevant to changing consumer behaviour and ensure that brands are constantly innovating. They provided broader industry research and insights in relation to the trends presented in the report.



Claire Hughes,
Director of Product and Innovation

Claire Hughes has 20 years of experience in retail and joined Sainsbury's in 2018 as its Head of Quality and Innovation, going on to become Director of Product and Innovation in 2020. At Sainsbury's, she oversees all customer facing elements of the Sainsbury's grocery and fresh produce lines, from launching new and exciting products to packaging design and branding. Claire and her team are constantly looking at current and future trends to inform new products and continually drive innovation.



Tassy Goodall
Development Chef

Tassy Goodall is the Development Chef at Sainsbury's, responsible for inspiring creativity and innovation in food. This includes presenting new concepts to the Product Development team, delivering directional trend reports, hosting workshops and cook-alongs and supporting stakeholder events. Tassy trained at Leiths School of Food and Wine before joining Sainsbury's in 2017. Tassy can be found on Instagram at @tassygoodall, showcasing delicious and innovative recipe creations.



Rhian Bartlett,
Food Commercial Director

Rhian joined the Operating Board in November 2020, having returned to Sainsbury's in 2019 as Director of Fresh Food. In her role as Food Commercial Director, Rhian is responsible for delivering the commercial performance of Sainsbury's food business and brands. She has over 20 years' experience in the retail industry and has held a variety of senior commercial roles, including Customer and Digital Director at Screwfix and Director of UK Trading at eBay. Rhian's previous roles at Sainsbury's include Business Unit Director Non-Food Grocery and Head of Online Merchandising. Rhian is also a Trustee of GroceryAid.





Thank you

For more information, please contact the
Sainsbury's Press Office on 0207 695 7295,
or email food_drinkPR@sainsburys.co.uk



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