

A wide-angle photograph of the London skyline at dusk. The London Eye is prominent on the left, illuminated with purple lights. The River Thames flows through the center, with several bridges and buildings visible in the background. The sky is a mix of blue and orange, indicating sunset or sunrise. The text 'mission ventures' and 'Entering the UK market' is overlaid on the right side of the image.

mission ventures  
Entering the  
UK market



# Hola!

- An overview of the UK market.
- Key market trends and data.
- How to appeal to UK retailers.
- Case study.

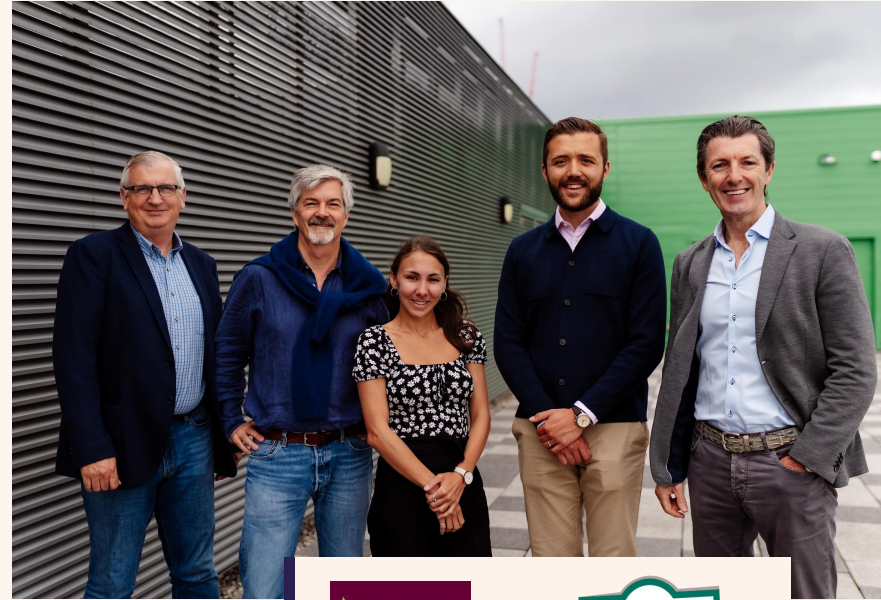


Louis Bedwell  
Head of Operations

Paddy Willis  
CEO

# Challenger brand builders

- £50m of team exits.
- 80+ years of industry experience.
- Investment partner to the UK's most purchased brand, **Warburton's**
- Partners to the UK's leading impact investors.



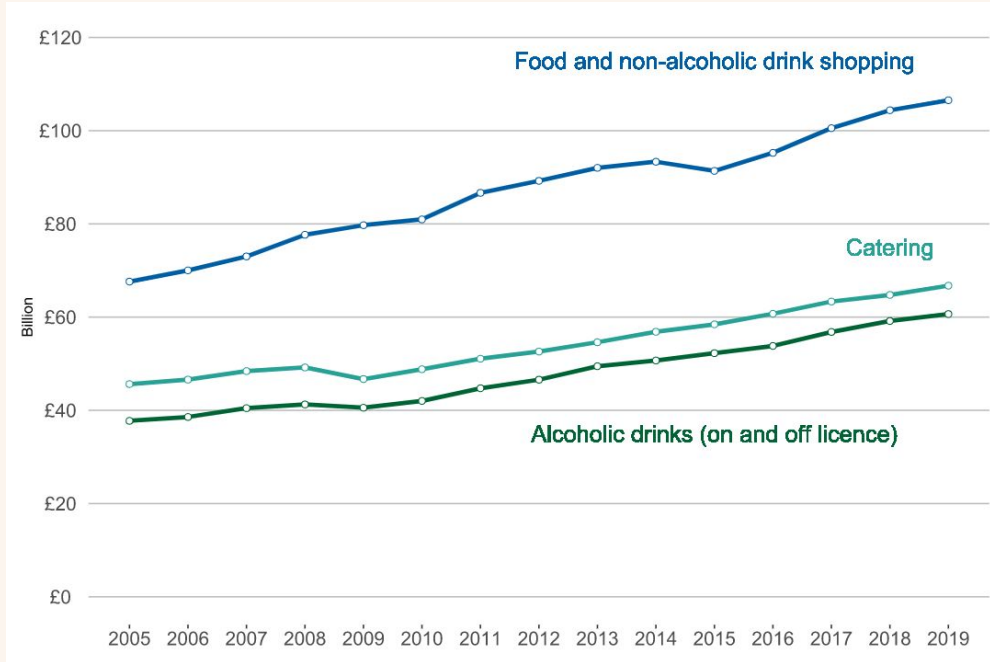
# The United Kingdom

- 66 million people
- \$2.6 Trillion GDP
- \$40,000 GDP per person
- Low unemployment
- 51% of food is imported





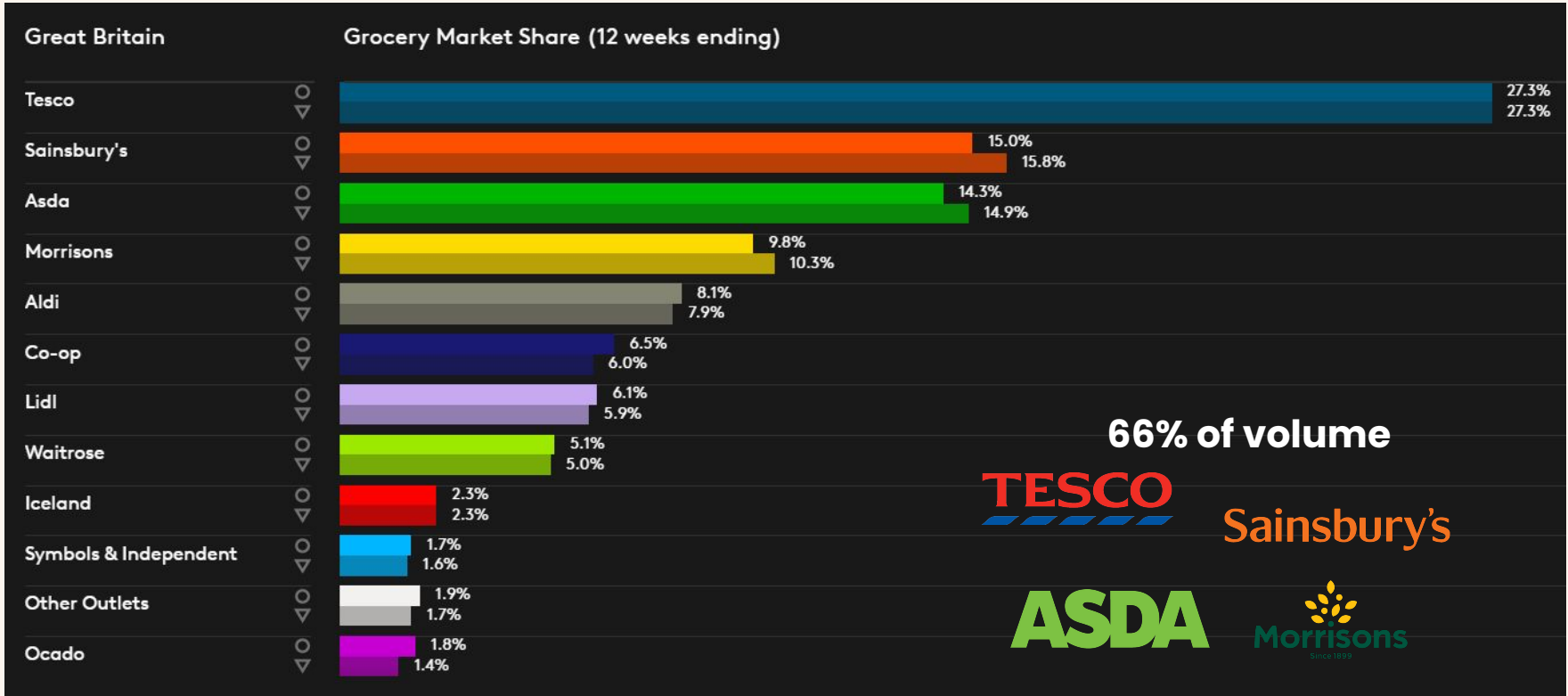
# Food and drink market



- Total food and drink spend is £234bn (+2.5%).
- £66bn in catering.
- £60bn alcoholic drinks.
- £106bn in grocery retail.

Source: [Consumer Trends \(ONS\)](#)





# An ageing population

- Population growth is slowing.
- Long-term international migration is the main driver of UK's population growth.
- In 2070 there is predicted to be an additional 8.2m people 65 yrs +.



Post Family: Health driven



Pre Family: brands with a purpose



# PURPOSE:

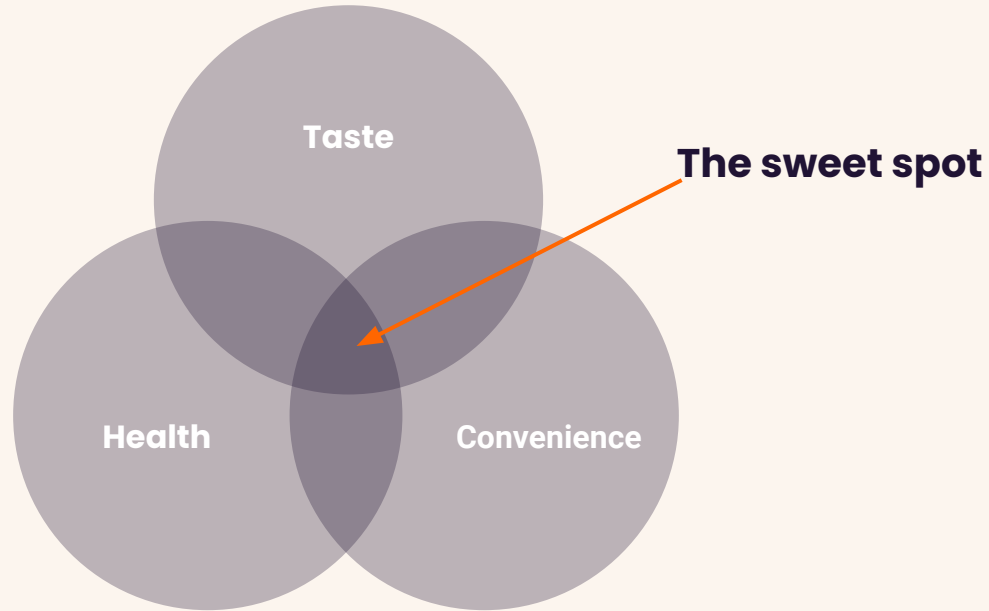
The reason why the brand exists.

The impact you seek to have on people's lives and the world they live in.






# What do consumers want?







# Top UK trends



**At home indulgence**



**Everyday health**



AVAILABLE NOW @  
**THE VEGAN KIND**  
supermarket

**Online shopping**



**VITAMIN D-LICIOUS**

**Warburton's**

**Immunity**

# 2020 was a rollercoaster...!



# But things are almost back to normal





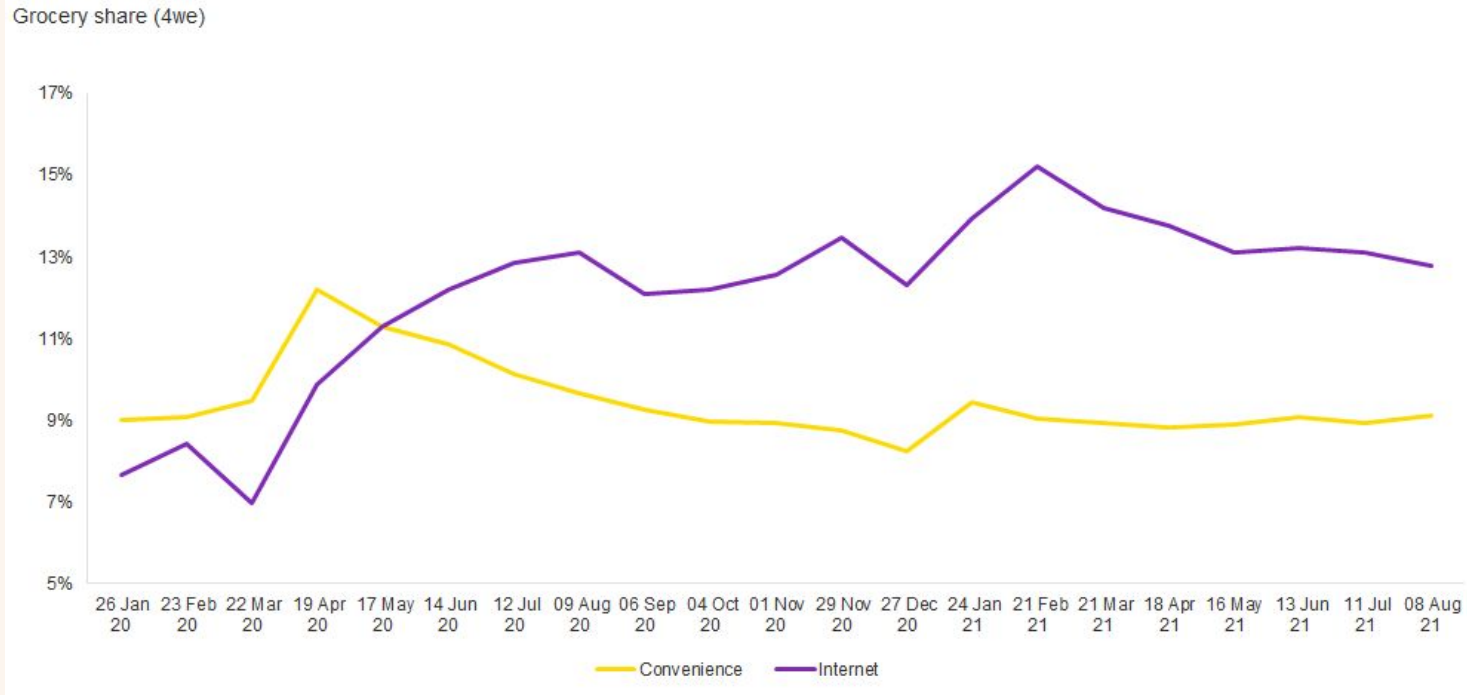
# The weekly shop is returning



- 45% of shopping trips are now considered 'weekly'.
- Up +8% in 2 years.
- People are shopping less often.



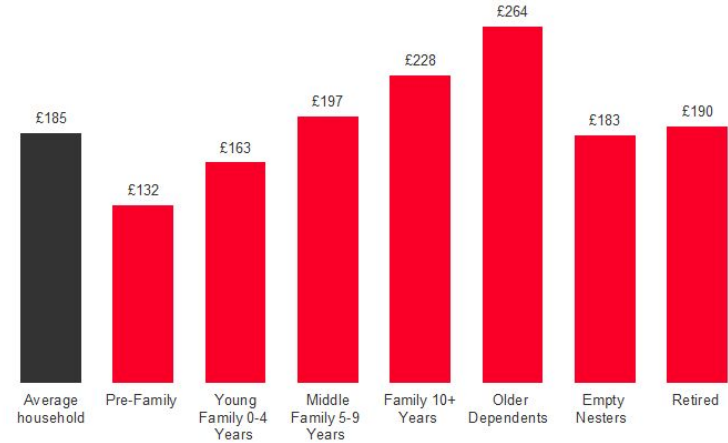
# Online growth is here to stay



# Pricing will become key

- A UK think tank has warned inflation could soar above 4% this year.
- Will impact low income families and older consumers most.
- Will play a role in the price of food and drink.

Annual impact of 4% FMCG inflation if paid by shoppers



↑ ↑ ↑  
Remember the UK's ageing population



# What does this mean?

- Behaviour is returning to 'normal' post-pandemic.
- Online growth remains and is easy to access for new brands.
- Price will become even more critical.
- Consumers are shopping less often. Competition for attention will be tough.

***You must meet a consumer need and think like a start-up.***







# What challenges do you face?



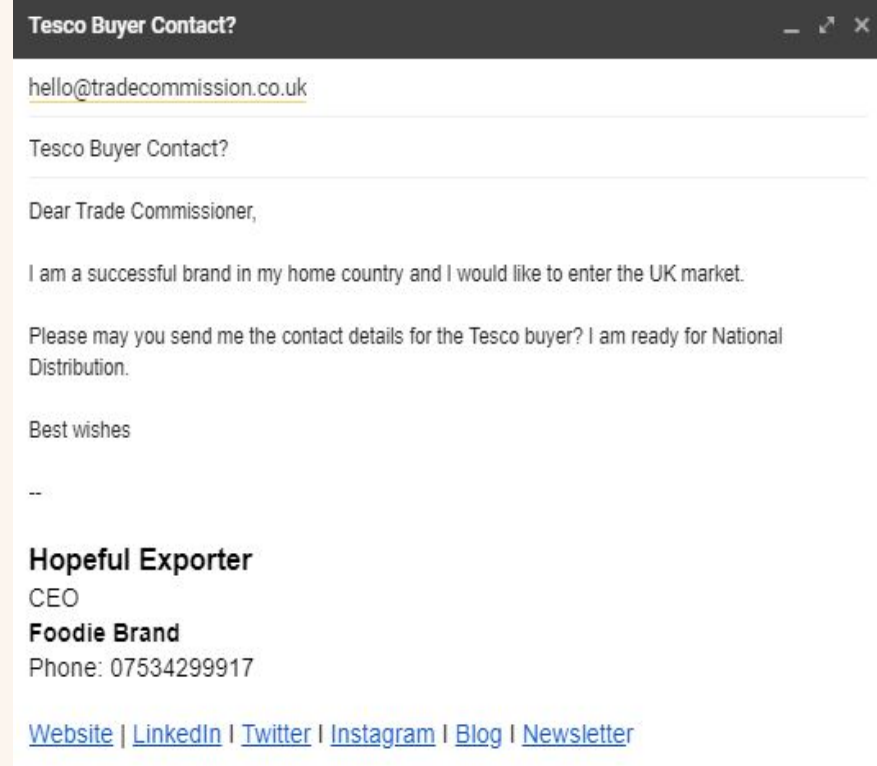


**Build your export  
business on solid  
foundations**



# Sound familiar?

- Start small and test the market.
- Build a brand and not a product.
- Add value to retailers and consumers.
- Think like a start-up.





# Set a three-year timeline for success



# And make sure your products are safe!

- You must be technically certified to a General Food Safety Initiative (GFSI) recognised standard:
  - BRC (UK)
  - IFS (German)
  - ISO 22000 (FSSC)
  - AIB
  
- These standards are not good enough for major retail:
  - ISO 9001
  - FDA
  - HACCP
  - SGS
  - GMP





**How do you catch  
the buyer's  
attention?**

# “How will your brand add category sales?”

- Attract **new** consumers to the category
- Encourage **existing** consumers to buy or pay more
- Communicate how your brand fulfils an **unmet** consumer need

**Buyers will not be interested in ‘me too’ or cheaper only products.**



# Find your brand champions

Engage your target consumers:

- Social
- Sampling
- Rewards





# Shoot for the stars!



Consider entering the Great Taste Awards

- The UK's most prestigious food and drink awards.
- Display your award on pack and in marketing.
- A good signal of 'quality' to consumers

<https://greattasteawards.co.uk/results>



# A brand that got it right...



1. Coconut – sliced
2. Fried
3. Added sugar
4. Packed

**1 x 20 ft container per year**



1. Coconut – sliced
2. Slowly baked
3. Added salt
4. Packed

**2 x 40 ft container per month**



# In summary

1. Understand which trends your product meets and use these to appeal to 'early adopters'.
2. Look for early online retail opportunities, and don't assume that National Supermarkets will be interested in your brand.
3. Ensure you have the correct food safety certification.
4. Be ready to adapt your branding and product to suit the local markets and look for ways to stand out.
5. Most of all... think like a start-up!



# See you in the UK soon!

✉ [paddy@missionventures.co.uk](mailto:paddy@missionventures.co.uk)

📍 Third Floor, County Hall, Riverside Building,  
London, SE1 7PB