

M&S MINDFUL MEALS – MARKETING STRATEGY



Company overview

Marks and Spencer is among the most reputable UK retailers with a workforce of more than 63,000 colleagues serving in 1,053 stores and is bringing PS13.9 billion in statutory revenue in 2025 and increasing its profit before tax and adjusting items by 22.2% (MandS, 2025). It has a strong financial base and brand that will see M&S grow into innovative food categories.

New Brand

The proposed solution is M&S Mindful Meals, a high-end plant-based ready-meal brand in line with the company with its Eat well standards, sustainability objectives and taste leadership.



MARKETING MIX SUMMARY

THE PRODUCT STRATEGY PROVIDES NUTRITIONALLY BALANCED, PLANT-BASED MEALS DESIGNED FOR HEALTH-CONSCIOUS, TIME-PRESSED CONSUMERS. THE PRICING STRATEGY PREFERS A PREMIUM-ACCESSIBLE LEVEL SUITED TO YOUNG PROFESSIONALS WILLING TO PAY MORE FOR QUALITY, SUSTAINABILITY AND CONVENIENCE.



Problem/Opportunity

People are becoming more and more demanding of healthier, convenient and ethically prepared foods, leaving a definite market gap in the ready meal sector dominated by plant-based products that will be easily prepared and provide a nutritional balance without question. It is one of the opportunities M&S may leverage in order to extend its relatability to younger health-conscious consumers.



Segmentation (Demographic, Psychographic, Geographic)

Mindful Meals targets professionals aged 22–40 (demographic) prioritising nutrition, sustainability and convenience in their food choices (psychographic). They frequently opt for ready meals and prefer plant-based options in alignment with responsible consumption habits. Geographically, the brand prioritises urban UK locations, where busy working lifestyles and higher access to M&S Foodhalls create strong demand for premium, health-oriented ready meals.



EXPECTED IMPACT

IT IS ASSUMED THAT MINDFUL MEALS WILL ENHANCE THE PERFORMANCE OF M&S IN THE FOOD CATEGORY AND APPEAL TO YOUNGER CONSUMERS AND BUILD THE BRAND IMAGE OF RESPONSIBLE AND INNOVATIVE RETAILER.