

December 2013

Gum, Mints and Breath Fresheners - US

“The vast majority of category participants turn to its offerings for breath freshening, and half of users do so to get a bad taste out of their mouth. This is a strong indication that product marketing would do well to promote the ability of products to meet these primary needs ...

Vitamins, Minerals and Supplements - US

“While vitamin sales are robust, there are a few factors that could contribute to a decline in the category. As consumers continue to eat a healthier diet, the need for a separate supplement could be eliminated. Additionally, negative press about the quality and necessity of vitamins could erode usage and ...

Cooking Sauces, Marinades and Dressings - US

“While significant percentages of respondents report that healthful product claims can persuade them to choose one brand of cooking sauce, marinade, dry seasoning mix, or dressing over another, they may not always sacrifice flavor for healthfulness, suggesting that BFY brands should emphasize taste over health claims when marketing.”

Condiments - US

“Competition from away-from-home dining, coupled with consumer health concerns, can potentially hinder future condiment category growth. However, the increasingly blurred lines between condiments, cooking sauces, and dressings present an opportunity for product development, flavor innovation, and the marketing of expanded usage occasions.”

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The Private Label Food Consumer - US

“A slowly recovering economy and lingering perceptions of inferior quality are inhibiting sales growth. Retailers will need to address these issues and others through innovation in products and positioning.”

Poultry - US

“Fears related to the safety of poultry, due in part to recent foodborne illnesses, have consumers on high alert. Additionally, health concerns related to high cholesterol and fat intake from consuming meat has Americans seeking alternate protein options. To calm these fears, manufacturers must focus on implementing transparent manufacturing and ...

October 2013

Fruit and Vegetables - US

“Increasing consumer interest in healthy and natural foods should help drive fruit and vegetable sales but a growing local foods movement and the existence of a variety of tastier healthy alternatives present challenges for the stagnant market.”

Cooking Enthusiasts - US

“While many Americans cook at home, they come to the table with different skill sets and motivations for doing so. Marketers should acknowledge that each Cooking Enthusiast has her own approach to meal preparation and give her opportunities to customize recipes and use resources that make cooking the easiest and ...

Cheese - US

Fish and Seafood - US



Food - USA

“Growing concerns about the poor nutritional profile of processed cheese can be neutralized by emphasizing the positive benefits of cheese consumption. There is an opportunity for manufacturers to market the high-protein content of a variety of cheeses, as well as their versatile flavors, origins, and greater retail availability.”

“Perhaps the biggest threat to retail sales of fish and seafood comes from restaurants that serve these items, suggesting that brands and retailers must do more to approximate the recipes and dishes restaurants serve to best challenge competition from restaurants.”