

September 2018

Better For You Snacking - US

"The increasing prevalence of snacking creates an opportunity for healthier, more nutritious snacks. And with relatively low usage incidence of many newer types of better-for-you snacks, there's plenty of room for further growth. For better-for-you snack makers, new use occasions and pairings and exciting new flavors represent paths to increased ...

Cheese - US

"With sales of \$23.6 billion, the cheese category's true challenge is in growing off of such a considerable sales base, since consumers already widely turn to cheese either as a snack or a recipe component. Recent years of dollar sales stagnation have been largely the result of commodity ...

Vitamins, Minerals and Supplements - US

"The pace of growth for the VMS (vitamins, minerals, and supplements) market remains steady, as sales are estimated to increase by 5.1% in 2018, reaching \$24.5 billion. Yet consumer emphasis on value and lack of product understanding are a challenge to the category. To best position themselves, category ...

Nut-based Spreads and Sweet Spreads - US

"Products in the \$3.9 billion nut-based and sweet spreads category enjoy nearly universal penetration as well as solid consumption frequency, in large part due to the popularity and dominance of peanut butter. Yet sales growth has been modest in the past five years for both segments, likely an implication ...

August 2018

Better for You Eating Trends - US

"Most consumers report that they try to maintain a healthy diet at least some of the time, making better-for-you food and beverage claims potentially motivating to a wide audience. Still, while what's healthy or better-for-you can mean different things to different consumers, there are overarching opportunities to highlight freshness, simplicity ...

Online Grocery Shopping - US

"Despite doubling from 2013-18, online grocery sales in the US remain a small proportion of total grocery sales and an even smaller proportion of total eCommerce. Unlike other major product categories, adoption of online shopping in this sector has been slow, namely due to consumers' strong preference to shop in-store ...

Nuts, Seeds and Trail Mix - US

"Nuts, seeds, and trail mix benefit from a relatively healthy, not to mention natural, reputation. Brands leveraging such a reputation should be well-positioned to capitalize on increasing consumer interest in snacking and on healthier snack options, in particular. The challenge for the category will be in offering options that not ...

July 2018

Pet Food - US

"The pet food market continues to grow at a slow, steady pace, driven by premiumization and treating as pet

Breakfast Foods - US

"Boosting the importance of breakfast is in order. Only about half of US adults think breakfast is more

owners look to give their pets, viewed as cherished members of the family, the best. Increasingly, pet owners are looking for pet food and treats that measure up to their own ...

Grocery Retailing - US

"The grocery industry will become \$700+ billion strong within the next five years. During this time, it's likely that additional mergers and acquisitions will occur as competition inside and outside the industry (eg from restaurants) intensifies. While consumers' grocery shopping behaviors may be rather status quo for now, this will ...

Packaged Bread - US

"Participation is rather steadfast which is proving to be a help and a hindrance to performance in the \$21 billion packaged bread category. Sales have remained modestly positive despite the lingering popularity of low carb diets, yet the bulk of consumers are stuck in a holding pattern – neither increasing ...

important than lunch or dinner, down from 2014, and less than half say it sets the tone for their day. Nevertheless, consumption is high. Opportunity for portable options is strong, with few ...

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...