

December 2017

Cooking and Pasta Sauces and Marinades - US

The diverse cooking sauces and marinades category, which is ideally suited to those consumers interested in food and flavor exploration, has generated stronger growth in recent years than many other center-store packaged food categories. Looking ahead, the category offers opportunities for products that combine the convenience of premade with the ...

November 2017

Food and Drink Shopper - US

"While food/drink shopping habits exhibit some traditionalism, shifts are clear, largely driven by a quest for lower prices. Many shoppers report shopping at value-oriented stores for groceries more in the past year, suggesting the potential for these channels to grow sales share in the coming years. Adoption of shopping ...

Grocery Retailing - US

"Given the essential nature of groceries, the industry remains somewhat protected from outside influencers that can cause wide variances in sales. However, food deflation has put a damper on sales and squeezed profits the past two years, causing some price wars. Channel switching is frequent in the industry, as consumers ...

Poultry - US

"Poultry is a household staple, offering something to everyone and for every situation. The category's success is driven by the dominance of chicken, the most frequently eaten animal protein and poultry's highest selling segment. The already high penetration coupled with falling prices of poultry and other competitive proteins has made ...

October 2017

Cheese - US

"The cheese category is expected to continue on its course of slow, steady growth. Natural cheese continues

Condiments - US

"Condiments and dressings are substantial and diverse categories with extremely high penetration driven by consumer loyalty to brands and product types, along with healthy reputations for adaptability, affordability, and variety. As these mature categories struggle to grow sales, getting back to growth will take effort from brands to find even ...

Fish and Shellfish - US

"After a year in which sales declined slightly, the market for fish and shellfish should improve – albeit slightly – over the next five years. The category's leading segment (fresh) remains strong and should continue to leverage healthy and natural attributes, while the other two segments (frozen and shelf-stable) will ...

Cooking Enthusiasts - US

"In 2017, Cooking Enthusiasts account for 46% of adults aged 18+, or about 115 million people. These adults have at least basic cooking skills, like or love cooking, and cook because they want to rather than because they have to. Innovation and competition in grocery retailing, along with low food ...

Free-from Food Trends - US

"Consumers are largely embracing free-from claims on foods, but not all claims are perceived or accepted

to set the pace for the category, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. For category competitors ...

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

September 2017

Hot and Cold Cereal - US

"As more consumers prioritize quick, healthy, portable breakfast foods that keep them full and energized, the cereal category continues to decline. Still, cereal remains a huge category with near-universal penetration. The key to reinvigorating the cereal category may lie less in trying to fix its inherent shortcomings than leveraging its ...

Vitamins, Minerals & Supplements - US

Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should ...

Better for You Snacks - US

"The BFY (better for you) snacks category grew slightly from 2016-17, but has grown more in the past two years powered both by consumer interest in snacking and brand development of offerings that find a middle ground between healthy and indulgent. Yet the category is still challenged by the depth ...

equally or for the same reasons. The broader trend is being guided by those seeking sustained overall wellness rather than addressing an immediate nutritional or dietary need. Allergen-free claims appear to be mostly niche ...

Hot Dogs and Sausages - US

"Although a commonly purchased food, the hot dogs and sausages category struggled in 2017. Consumers perceive products in the category to be too processed and unhealthy. Brands can try to combat negative health perceptions with product reformulation and free-from claims. However, players in the category may do better to communicate ...

Better for You Food and Drink Trends - US

"Consumers express an interest in eating healthier foods, with half saying they are eating more such foods than a year ago. Taste and quality remain paramount in their choice of these foods, closely followed by a product's ingredient content and nutrition facts. The true opportunity for BFY (better-for-you) foods going ...

Weight Management - US

"The market for weight management products and services has a significant base of consumers. As the notion of what is considered effective in weight management continues to evolve, products that maintain a traditional diet formulation have struggled to keep up. Meanwhile, weight management brands that put nutrition first continue to ...

August 2017

Frozen Breakfast Foods - US

"The market for frozen breakfast foods has entered into a relatively stable period of stagnation, with frozen handheld options managing a degree of growth, as they cater to consumer demand for easy-to-use and portable breakfast foods. Interestingly, a chief competitor to the category, restaurant breakfast menus, may well be encouraging ...

Yogurt and Yogurt Drinks - US

The yogurt and yogurt drink category is expected to decrease 2.5% in 2017 to become an estimated \$8.5 billion category. Spoonable yogurt is expected to see the biggest sales decline of just over 4%, while yogurt drinks continue their growth boom with another year of double digit growth ...

Pet Food - US

The pet food market continues to make steady, slow gains, especially the treats market, reflecting the importance pet owners place on pampering and care. Pet owners increasingly look for food that aligns with their own personal dietary preferences and beliefs. In addition, the pet food retail landscape is shifting as ...

Cookies - US

"As a commonly purchased food, cookies continue to grow, but at a modest pace from 2016-17. Mintel expects continued yet limited growth through 2022 as smaller segments better-for-you and premium cookies grow with differentiated positioning and unique flavors and formats. Elements of health may appeal to some consumers, but the ...

July 2017

Perimeter of the Store - US

"US perimeter food categories driven by growing consumer demand for fresh ingredients and freshly prepared foods. Retailers and perimeter marketers can further accelerate growth by creating a more engaging shopping experience that emphasizes, convenience, food exploration, personal choice, and fun."

- **John Owen, Sr. Analyst, Food and Drink**

The Natural/Organic Food Shopper - US

"Certain consumer demographics are embracing the organic claim on foods and beverages, but this is found significantly more in younger consumers and parents. Other consumers appear to lack trust in the organic label, and the lack of a uniform regulatory definition for "natural" in most foods could negatively impact consumer ...

Food Packaging Trends - US

"An increasing percentage of product launches are based primarily on new packaging as packaging continues to become more important in the food marketing mix. Not

The Millennial Impact: Food Shopping Decisions - US

"Millennials represent the largest generation group; they are estimated to make up a quarter of the US population in 2017. They are also the largest share of primary grocery shoppers, meaning their shopping motivations and needs should be used as a guide to secure the greatest reach. Flavor experience and ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

only does packaging play a central role in communicating key benefits and features, it can also help to shape a consumer's experience with the product ...

June 2017

Soup - US

"The soup category continues to struggle, driven by sales declines in RTS (ready-to-serve) wet and condensed soup. Despite the maturity of the category there are opportunities for growth. Refrigerated soup may find continued success, as consumers are ditching the center of the store for the perimeter in hopes of finding ...

Fruit - US

"The fruit market continues to experience sustained growth due to its near universal consumption and an increased interest in healthy fresh snacks among consumers. Though the fruit market as a whole is growing, the canned/jarred fruit segment faces year-over-year declines as consumers perceive these products as too processed and ...

May 2017

Prepared Meals - US

"The prepared meals category reversed its downward course in 2015 and 2016 with small increases that nearly wiped out declines in the three previous years. Total sales of \$10.5 billion in 2016 are up about 3% from a low point in 2014 but still below their 2011 level by ...

Vegetables - US

"The vegetables category has experienced stable growth, driven primarily by fresh vegetables and fresh-cut salad. Consumers indicate interest in vegetables that are fresh, nutritious, and natural. Interest also exists for convenient packaging and formats that allow consumers to easily consume vegetables as a snack, meal, or in a recipe. Looking ...

In-store Bakeries - US

"Sales at in-store bakeries continue to rise. Even as consumers indicate they are seeking healthier foods, they are clearly open to the occasional indulgence, and in-store bakeries are poised to capitalize on consumer interest in higher-quality baked goods that the consumers may feel uncomfortable, unwilling, or unskilled enough to make ...

Snacking Motivations and Attitudes - US

"A high percentage of US adults snack daily, making snacking a huge opportunity for engagement. While the incidence of snacking has remained steady in recent years, frequency is on the rise with the growth coming from snackers, who are upping their snack frequency from 1 time per day to 2-3 ...

Snack, Nutrition and Performance Bars - US

"The snack, nutrition and performance bars category has turned in solid performance in recent years as consumers have grown more interested in healthier, more nutrient-dense snack foods. Opportunities exist for brands that explore new flavors and textures and that emphasize natural and unprocessed ingredients."

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Ice Cream - US

Retail sales of ice cream and frozen novelties reached \$12.8 billion in 2016, reflecting a 3.6% year-over-year increase. Market growth has been driven by positive sales performance in the two largest segments: ice cream/frozen dessert and frozen novelties. These segments are seen as offering rich, indulgent treats ...

Salty Snacks - US

"The salty snacks market continues to grow thanks to the strong performance of meat snacks and popcorn, as well as the continued success of corn snacks and cheese snacks. While salty snacks face competition from a variety of different snacks, innovation propels the salty snack market forward. Brands can build ...

Frozen Snacks - US

"Frozen snacks' market size has remained remarkably consistent at just under the \$5 billion mark for several years and is forecast to maintain that level for the foreseeable future. Whether that is stability or stagnation, the category continues to resonate with young consumers and families, but these consumers may well ...

March 2017

International Food Trends: Spotlight on Flavor - US

"In 2016, retail sales of the international foods measured in this Report increased from 2015 totals. The bulk of sales are made up by the Mexican/Hispanic segment. All segments saw strong growth from 2012-16, and continued, albeit slower, growth is projected through 2021. Greater exposure to international food through ...

Private Label Food and Drink Trends - US

"Private label food and drinks category sales declined by -2.2% from 2015-16 and are forecasted to continue to decline into 2021. Increased confidence in the economy may lead many consumers to opt for name brands over store brands, especially for products located in the brand-centric center store area. Opportunities ...

Baby Food & Drink/Feeding Babies & Toddlers - US

"The market for baby and toddler food largely stagnated in 2016, and while the future of the category may not hold significant potential for growth, there is notable opportunity in products that can leverage healthier attributes that appeal to parental expectations. While the nation's birthrate may be in slight ...

Packaged Red Meat - US

"Sales of red meat tumbled in 2016 as a convergence of factors negatively impacted the category. Commodity prices remain at their lowest levels in years, and while consumers indicate they are still eating red meat, there has been a pronounced reduction in their frequency of consumption. Health, environmental, and even ...

February 2017

Chips and Dips - US

"Both chips and dips have performed well in recent years, boosted by consumer interest in snacking, a variety of innovative flavors and formats, and the category's status as a permissible indulgence. New tastes and experiences will continue to drive sales in coming years, along with a greater emphasis on premium ...

January 2017

Crackers - US

"The cracker category continued to post modest growth in 2016, but was up only 0.8% from the same time period in 2015. The category benefitted from increased consumer activity in snacking and from its existing reputation for being a healthy and easy to enjoy snack. Snacking innovation from a ...

The Protein Report: Meat Alternatives - US

"Protein alternatives fall into two camps: eggs and everything else. Eggs are nearly universally consumed and have the advantage of a host of health benefits to appeal to consumers. Despite being vilified at one time as being unhealthful, their protein and "good" cholesterol content are now driving many health-based purchases ...

Center of Store - US

"The shelf-stable and frozen and shelf-stable packaged food categories of the center store have generated only minimal growth in recent years as shoppers have gravitated to perimeter departments offering foods they perceive to be fresher, healthier, and tastier. While center-store brands are making changes to their products to align with ...