

April 2021

Private Label Food and Drink - US

“Private label food and drink products were making slow but steady gains before the pandemic and have the potential to do so long after. Grocery retailers continue to invest in their product portfolios and see them not just as a way to cater to price-conscious shoppers but also as an ...

Snack, Nutrition and Performance Bars - US

“The COVID-19 pandemic has driven consumers to increase at-home cooking and snacking. While this has benefited most snack categories, it undercut those options oriented towards meal replacement and eating on the go. With re-emergence underway, bars are well positioned for a quick recovery and sustained five-year growth. In particular, bars ...

March 2021

Packaged Bread - US

“After nearly a half-decade of little growth, COVID-19 rejuvenated the bread category across segments. Strong ties to comfort, versatility, affordability and convenience are at the core of growth in 2020, as consumers worked and learned from home and were forced to shift a large portion of food dollar spend to ...

Baking and Mixes - US

“After four years of little to no growth, the baking mixes and ingredients category experienced an unprecedented 24.7% dollar sales increase in 2020, as a result of consumers’ swift adoption and interest in at-home baking during the pandemic. Close to a third of US adults are baking more often ...

How America Eats - US

“The pandemic has not only boosted retail grocery sales, it has also at least temporarily changed the way Americans shop for and prepare food and how and when they eat. Snacking is growing more prevalent throughout the day and is also fulfilling a wider variety of needs, creating opportunities for ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Fish and Shellfish - US

“At-home consumption of fish and shellfish spiked in 2020, as pandemic-era restrictions on dining out pushed much seafood consumption into the home. As restaurants reopen and consumers return to dining out, at-home options will see sales return to their pre-COVID levels. The category’s generally healthy reputation, particularly among fish, should ...

What America Eats - US

“COVID-19 brightened the spotlight on food’s role in consumers’ lives. 67% of US adults put a lot of thought into what they eat, and 26% have turned to food and drink for comfort more often due to the pandemic. It also disrupted habits and behaviors in a way that leaves ...

In-store Bakery - US

Crackers - US



Food - USA

“In-store bakery sales declined for the first time in more than a decade in 2020, as some retailers shut down bakeries during the initial phase of pandemic response and consumers turned to affordable aisle offerings and online shopping channels during a time of uncertainty and disruption. But the dip doesn't ...

“After nearly a half decade of no significant gains, cracker sales saw meaningful growth of 7% in 2020. The category saw a dramatic increase in sales during the early days of consumer stockpiling that have held largely steady from their year-ago performance, suggesting that consumers didn't just stock up, they ...

January 2021

Potato and Tortilla Chips - US

“Increased meals and snacking taking place at home not only gave rise to an already flourishing chips category, 2020 reinforced some of the category's fundamental strengths. Chips are an anchor of the increasingly competitive snack market, not only a dominating sales force, but also delivering on the primary need state ...