

December 2019

Foodservice in Retail - US

"The retail prepared foods business is growing quickly year over year, with more people purchasing them and making more frequent purchases. This is largely thanks to prepared foods' ability to deliver affordable convenience and a satisfying variety of options to time-strapped consumers. Grocers are investing in convenience with more tech-enabled ...

Cooking Sauces, Pasta Sauces and Marinades - US

"With a market size in excess of \$6 billion and a nearly universal consumer penetration, sauces and marinades have reached maturity, which brings challenges. The category is diverse and fragmented, yet consumers show signs of boredom – customizing products and making them from scratch, as well as interest in new ...

November 2019

Food and Drink Shopper - US

"While food and drink shoppers still view cooking at home from scratch as the standard for health, freshness and taste, they have an ever-widening array of shopping options to choose from for fresh meals. For food and drink retailers, the challenge and opportunity is to make cooking and eating fresh ...

Better for you Eating Trends - US

"The vast majority of consumers report eating foods they feel to be healthy at least some of the time, but opinions and attitudes on what a healthy diet is vary greatly. Brands making better-for-you claims need to stay on the pulse of trending diets, yet not lose sight of the ...

Supplements - US

"The supplements segment leads the way for continued growth of the vitamins, minerals and supplements market, surpassing vitamins in overall market sales in recent years. Supplements can play in the wellness space

Poultry - US

"The chicken segment dominates the poultry category and is essentially keeping it in the black with marginal growth while other poultries are declining. Participation is nearly universal, with chicken capturing most of the consumption, making growth a challenge. Increased consumption of other poultry types and finding new occasions and uses ...

Better for You Snacking - US

"Consumers are increasingly living on-the-go lifestyles where a quick snack can be a better fit than a sit-down meal. And with many adults looking to improve their health through diet, there is a solid market for healthier, more nutritious snacks. This report examines the better-for-you snack trend, looking in depth ...

Condiments - US

"The condiments category continues to experience modest growth, gaining 5.9% since 2015 with expectations to reach \$7.7 billion by the end of 2019. Increased sales are largely supported by the growth of the category's largest segment, pickles, olives and relish, while other more fragmented segments in the category ...

Yogurt and Yogurt Drinks - US

"Yogurt sales are beginning to fall as yogurt drinks take share from the spoonable segment and constant innovation in style and flavor leads to increased competition and consumer fatigue. Performance will be dependent on brands' ability to align functional claims and positioning with consumers' rapidly changing definition of "healthy." ...

more so than vitamins and minerals on their own, with seemingly limitless opportunities for combining functional ingredients offering ...

October 2019

Bacon and Lunchmeat - US

"The bacon and lunch meat category continues to experience slow and modest 0.5% annual growth, reaching \$19.8 billion in 2019. Bacon and lunch meat remain a household staple, although consumption is lower among small households, especially among women without children, seniors, and consumers aged 18-24. Amid protein-centric nutritionally ...

Cooking in America - US

"There are over 80 million Americans who enjoy cooking, cook often, and cook because they want to, not just because they have to. An additional 43 million share their enthusiasm, even if they don't cook as often. This receptive audience bodes well for brands in the cooking space. However, this ...

Cheese - US

"The mature cheese market continues to manage modest sales growth. Cheese benefits from a generally healthy reputation, and for the category's most ardent users, it manages to merge those healthy notes with a degree of indulgence. Reflecting that notion, the growth that is most pronounced is found in the natural ...