

December 2014

Cooking Sauces, Marinades and Spices - US

“Consumers – particularly that increasingly important group, Millennials – are more interested in unprocessed foods because they perceive them to be healthier and ‘higher taste’ foods for the unique flavor. Cooking sauces may be able to slow down projected declines, and marinades may be able to increase sales more quickly ...

The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

Condiments and Dressings - US

“Positioning products as a helping hand to assist less skilled home cooks to achieve the end results they desire should find strong appeal among this group. In contrast, developing more complex products that push experienced cooks beyond their edge may appeal to those looking to expand their repertoire in the ...

Sugar Confectionery and Breath Fresheners - US

“While there remain concerns about the nutritional content of sugar confectionery products, ultimately, consumers still want to indulge. The category continues to grow as a result of new product innovation catering to consumption occasions and keeping the category fresh and exciting. In addition to these successes, there is opportunity to ...

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Attitudes toward Private Label - US

“Despite the substantial advances store brands have made in terms of quality, Mintel’s consumer research reveals that more than four in 10 consumers still perceive store brands to be inferior to national brands. Store brands must do a better job of distinguishing between their value and premium tiers to attract ...

Poultry - US

“Consumers remain concerned about the safety of the poultry they purchase, though it is not impacting category sales. They value knowing where their poultry comes from and how it’s raised, creating opportunities for brands to educate them on their purchase, and eliminate confusion surrounding popular poultry claims.”

– Amanda ...

Diet Trends - US

“Due to rising levels of obesity, the diet market is poised for growth. However, a great deal of skepticism toward products is hindering growth.”

– Emily Krol, Health and Wellness Analyst

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Fruit and Vegetables - US

Cooking Enthusiasts - US



Food - USA

“Respondents report that only 16% of their daily food intake consists of vegetables and 16% consists of fruit, which is far less than the share of plate for these foods recommended by the USDA’s MyPlate nutritional guide. Brands and grocers have an opportunity to increase the appeal of their fresh ...

Fish and Shellfish - US

“The US fish and shellfish category grew moderately between 2009 and 2014, reaching \$16.7 billion, and is expected to continue growing at this pace into 2019, reaching \$20.1 billion. Sales are largely driven by consumer perceptions that fish and shellfish are healthier than other meats, although consumers surveyed ...

“The recession fueled a surge in cooking at home as a way to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home. Mintel data suggest that though saving money is an important driver for cooking, there ...

Cheese - US

“Cheese remains a popular food for its versatility, nutritional benefits, and variety of flavors and formats. While the general category trend is toward natural cheeses, and consumers still have concerns about the nutritional value of processed cheese, they still are eating it and sales have not suffered terribly.”

— ...