

September 2023

Tea and RTD Tea - US

"Tea is naturally among the "original" functional drinks, yet flies a bit under the radar in the broader beverage landscape that is teeming with functional offerings. Yet, younger adults seek many fundamental tea features: flavor variety, BFY benefits and versatility calling for brands to go on the offensive targeting energy ...

Marketing to Gen X - US

"Marketing to Gen X requires adeptly navigating a budget-conscious consumer that values quality. Gen X likes nice things, but they want to feel responsible about spending on them. They are a generation that gravitates toward following the rules. Brands can celebrate this investment in responsibility and help Gen X push ...

August 2023

Pet Food - UK

"The cat/dog food market has seen volumes fall in 2022 and into 2023 as pet ownership has fallen and owners have looked to economise on their pet food spend. Many owners see their recent changes as permanent, dialling up the need for engaging NPD for operators to regain interest ...

Foodservice Coffee and Tea - US

"Elevated foodservice coffee and tea drinks that are not easily replicated at home and that deliver on quality and affordability will encourage patrons to justify AFH experiences as they remain challenged to limit discretionary spending due to inflation. Coffee and tea operators must nail down the basics to continue to ...

Frozen Snacks - US

"Frozen snacks are evolving quickly into a mealtime solution as snacks and meals blur, with strong consumer interest underwriting this new direction. Versatility is quickly becoming as integral to the category as convenience and ease, which remain foundational."

Carbonated Soft Drinks - US

"Enjoying CSDs isn't antithetical to consumers' wellness aspirations, and while they want to see functional benefits and low calorie products, they don't expect reformulations to be overtly healthy. Rather, brands can help consumers make CSDs an essential part of their desired lifestyles, acting as a reliable source of enjoyment and ...

Coffee and RTD Coffee - US

"Economic uncertainty currently impacting the coffee category is expected to be short-lived, yet to remain relevant brands will need to keep up with evolving tastes, occasions and needs, especially of young coffee lovers."

– **Caleb Bryant, Associate Director of Food and Drink Reports**

Breakfast Cereals - UK

"Rising prices and squeezed incomes have taken their toll on the breakfast cereals category, with volume sales returning to their pre-pandemic downward trajectory and little to suggest this category could escape further volume sales declines in the coming years. Responding to consumer demand for convenience and permissible indulgence, as well ...

Attitudes towards Low- and No-Alcohol Drinks - UK

"The recent hike in alcohol duties is likely add to the alcohol moderation trend already strengthened by the cost-of-living crisis. This offers opportunities for low-

Food and Drink - International

/no-alcohol variants, but these are hindered by an image as over-priced. Smaller formats, including RTD versions, should help to bolster low/no-alcohol drinks' affordability. As ...

Prepared Meals - US

“Convenience is a category-defining benefit for prepared meals, but the biggest opportunities for growth may come for products that slow things down, just a little bit. Alternative prep methods that bypass the microwave, new cuisines to explore and ideas for customizing and mixing and matching meals and sides have the ...

Juice and Juice Drinks - US

“Even as flavor and nutrition innovations elevate the familiar and reshape aisles, it is simplicity – juice’s longstanding draw – that remains an undercurrent of juice purchase. However, simple formulations don’t have to be limiting; juice’s fluid nature poises it to shift from wellness to enjoyment and between occasions with ...

Restaurant Takeout and Delivery - US

“Consumers are opting to explore restaurant takeout and delivery methods that limit the added fees and higher prices associated with third-party delivery. Interest in direct ordering for takeout and delivery is quickly growing as consumers seek special offers and discounts through loyalty programs. Operators that provide off-premise experiences that are ...

July 2023

Marketing to Millennials - US

“Millennials are in a state of flux and uncertainty as they enter new life stages and contend with financial uncertainty following high inflation. Brands must tailor their marketing messages to reflect Millennials’ current challenges and future aspirations for stability and financial independence. While Millennials are highly focused on value, their ...

Plant-based Proteins on the Menu - US

“For diners, plant-based proteins aren’t winning against meat on core factors that define a great meal. Operators need to aim beyond the goal of simply achieving taste and texture parity with meat, and offer diners something worth coming back for – a novel dining experience that feels premium and features ...

Plant-based Proteins - US

“PBMA sales have slid from their peak in 2020 as consumers abandon the category in favor of less expensive protein options. The category continues to struggle with negative perceptions even among those who follow a reduced meat diet. Yet silver linings still exist, the frozen PBMA category remains relatively resilient ...

Cookies - US

“In the greater sweets space, cookies benefit from the category’s blurred lines as both a dessert and a snack, opening up further opportunity to expand occasions. As routines shift further from the at-home baking craze, now is the time to build upon the convenience and ease of packaged cookies with ...

Food Packaging Trends - US

Sustainability in Food and Drink - US

Food and Drink - International

“Consumers are mostly in sync with each other when it comes to packaging perceptions and priorities. Most don’t want to compromise on the effectiveness of packaging, or pay more for “better” options. Sustainability becomes negotiable, and a useful tool in product differentiation, especially if costs are kept down.”

– ...

Soup - US

“Brands must address soup’s paradox, renowned for healing, but not health, to prepare a new generation of soup fans for increased occasions. Affordability and convenience have sustained pandemic growth, but longstanding retention requires exciting flavor innovation and reframed health positioning that allows soup to stand as a functional, nutrient dense ...

“The incidence of sustainability claims on food and drink packaging is on the rise, and consumers say they want to make the best choices for the environment. Still, sustainable brands must also convince shoppers that their products will also meet consumers’ needs on the core factors that have always driven ...

June 2023

Beverage Packaging Trends - US

“Economic uncertainty is a prime time for packaging to shine. Beverage packaging provides a platform for brands to communicate product benefits and introduce enticing excitement to the shopping experience. As consumers balance their desires for fiscal and environmental sustainability, they’ll look for brands to assure them they’re making smart choices ...

Fast Casual Restaurants - US

“Fast casual restaurant menus offer relatively healthy and customizable options at a value comparable to fast food restaurants, yet these attributes aren’t always recognized by diners. The segment is winning on convenience and value; but as discretionary spending tightens, fast casual operators are tasked with demonstrating the versatility of their ...

Hot and Cold Cereal - US

“Convenience, comfort, and accessibility have helped cereal into bowls in the past year, despite inflations’ strong influence on price. Cereal’s future may look a little different, though, as younger generations show engagement with a wider range of non-traditional cereal occasions and innovative concepts that match them.”

– Kelsey Olsen ...

Grocery Retailing: In-store and Online - US

“The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

Produce - US

“Consumers and brands readjusting post-pandemic are now stumbling over inflation, but the impact on produce has been complicated. While a reshuffling of preferred purchase selections is expected, produce also represents an economical alternative to higher-ticket items like

Hot Dogs and Sausages - US

“The influence of accessible pricing and easier prep make the hot dogs and sausages category a good entry point for young adults as they transition into independent meal and snack responsibilities and beyond. Yet brands must reinvigorate notions of applications, occasions and even tastes to stay relevant.”

meat. Brands have opportunity to put a positive spin on cost savings with ...

Sandwiches and Burgers - US

“Sandwiches and burgers have long provided versatile options on menus, offering customization and elevated ingredients to keep consumers engaged. Operators must hone in on the attributes these mainstay menu items offer, especially those surrounding quality, freshness, affordability, and convenience. Further engaging with consumers through loyalty rewards and promotional activity will ...

Poultry - US

“Poultry dollar sales growth, while highly dependent on inflation also continues to benefit by retaining the reputation as affordable protein. A staple in most households, brands can increase frequency and consumption occasions by offering versatile, convenient and nutritious products that remind consumers of the value of poultry.”

– Sydney ...

May 2023

Cider - UK

“The cider category faces the challenge in the immediate term from the income squeeze, and in the longer term from the ageing population. Meal pairing suggestions and raising awareness of cider’s suitability for cocktails should help brands to capitalise on people spending more time at home for financial reasons. Meanwhile ...

Foodservice Loyalty - US

“Amidst the noise of a multitude of loyalty and subscription programs in the foodservice market, one obvious concept bears repeating – foodservice loyalty cannot exist without providing high-quality food/ beverages and service, and it will not sustain without meaningfully engaging loyal consumers. While operators have many successful examples of loyalty ...

Packaged Red Meat - US

Food and Drink - International

– Mimi ...

Marketing to Gen Z - US

“Gen Zs continue to age into greater responsibility and spending power. Brands can help this group ease their discontent and sense of not being as far along as they should be in life. While the pandemic and economic uncertainty have been obstacles to Gen Z progress, they haven’t stifled optimism ...

Ice Cream and Frozen Novelties - US

“Frozen treats enjoy a place of importance in the eyes of US consumers. Even amid price hikes and sugar concerns, 94% of shoppers purchase products in the category, speaking to the power of enjoyment. Brands must capitalize on the value of enjoyment but avoid going too far into treat or ...

Private Label Food and Drink - US

“Inflation has given private label food and drink a big short-term boost as shoppers have looked for ways to stretch their grocery budgets. To maintain growth in the long run, however, retailers will need to continue evolving store brands beyond savings alone. Private label offers a unique opportunity for retailers ...

Restaurant Marketing Strategies - US

Food and Drink - International

“While red meat has notoriously struggled with a less-than-healthy perception, despite accolades for protein content, the category has earned somewhat of an indulgent reputation in both a positive and a negative sense. More than seven in 10 category participants agree that quality is worth increased price, yet 4 in ten ...

“Word-of-mouth recommendations from family and friends remain the most prevalent restaurant discovery source, followed in importance by reviews on social platforms that speak to taste, visual appeal, and service. The foodservice industry remains competitive, especially as consumers become more digitally connected, heightening the need to stand out through communications that ...

April 2023

Functional Drinks - US

“Functional drinks are a rapidly evolving space, challenging brands to keep pace with emerging trends without losing sight of the basics. In any case, flavor serves as an introduction; working backwards to connect related ingredients to micronutrients and their broader functions can satisfy thirst, with science-backed wellness to justify whim ...

Baking and Mixes - US

“Despite inflation keeping many consumers turning to their own kitchens for meal solutions, the regularity of home baking is on the decline. Tired consumers are seeking convenience options, including the use of mixes and prepared offerings. Value messaging will continue to resonate but must stretch beyond low price to include ...

Quick Service Restaurants - US

“Fast food restaurants’ competitive edge, value, is at risk amidst economic uncertainty and tightened consumer budgets. QSR operators will need to work harder for consumers’ dining dollars, justifying the increase in menu prices by improving menu offerings, sustaining tech investments and delivering a highly personalized dining experience that builds long-term ...

March 2023

Snack Bars and Breakfast Biscuits - UK

“The cost of living crisis and HFSS restrictions will continue to challenge the snack bars and breakfast biscuits. Cautious spending behaviour exhibited by consumers is putting the category in the line of fire. It is important for brands to demonstrate good value for money and added nutritional benefits while finances ...

Attitudes towards Healthy Eating - UK

“With the cost-of-living crisis hampering healthy eating, helping consumers to eat healthily on a budget will resonate widely, with the grocers in a strong position to offer meaningful support here. Strong nutritional credentials can boost foods’ good value for money perceptions, especially if linked to long-lasting satiety. Meanwhile, forging links ...

Nutrition Drinks - US

“The nutrition drinks market may be fighting outdated ‘dieting’ perceptions, but its convenient nutrient delivery can be positioned to target a range of health needs – weight management included. Using contemporary

Restaurant Value and Pricing - US

“While many consumers will choose to cut back on their away-from-home dining experiences to save money, operators can maintain visitation by delivering on value through appealing prices, but not at the expense of taste

Food and Drink - International

definitions of wellness as a catalyst for a function-forward refresh allows brands to accompany consumers on their holistic health ...

and quality. Finding the right balance between cost savings and promotional deals without compromising the experience ...

In-store Bakery - US

“In-store bakeries currently benefit from financial motivation to eat at home. Successful ISBs will continue their evolution as a destination for everyday pick-me-ups and fresh meal solutions. While competition with center of store is stiff, presenting ISB as an alternative to foodservice highlights value alongside convenience, ease and freshness.” ...

Energy Drinks - US

“Energy drinks remain a growing segment of the wider beverage industry, its growth attributed to core category loyalists as well as category newcomers attracted by BFY energy drinks. The energizing beverage landscape is rife with competitors, but energy drink brands can remain relevant by addressing consumers’ interest in health while ...

Packaged Bread - US

“Packaged bread is simple and reliable, providing stability during volatile times. As consumers continue to navigate inflation and look for convenient at-home solutions, bread can provide a healthy mix of comfort, familiarity and accessible exploration to meet different consumer needs.”

Consumer Approach to Lunch - US

“The key to breaking consumers out of their lunch routines revolves around more than just the food. Marketers have an opportunity to tap into the deeper emotions and motivations that drive the meal.”

– Kelsey Olsen, Food and Drink Analyst

Fish and Shellfish - US

“Fish and shellfish fans are conflicted: drawn to the health, taste and often premium experience the category represents, yet everyday occasions and frequency are challenged by limited perceptions of ease, versatility and predictably and price. Brands and retailers can help reshape these ideas and break down barriers with simplification, flavorful ...

Fruit Juice, Juice Drinks and Smoothies - UK

“The cost-of-living crisis has taken its toll on the market, making it timely to address concerns over fruit juice/smoothies made from concentrate by demystifying the processes involved and raising awareness of the sustainability benefits. Meanwhile, celebrating native ingredients – and spotlighting the correlation between low food miles and sustainability ...

Sports and Performance Drinks - US

“Sports and performance drink brands may be working to distance their image from exercise, but ultimately still find themselves using fitness identity as a reference point for marketing. Whether appealing to less active consumers through the promise of refreshment or to fitness-oriented consumers looking for an edge, offering layered functionality ...

February 2023

Food and Drink - International

Casual Dining Restaurants - US

“Having consistently delivered on menu variety, quality, and value despite labor and supply challenges, the casual dining segment is primed to leverage consumer loyalty, innovate boldly, and participate in emerging consumer trends, while maintaining its mass appeal as an affordable dining experience that feels reliable and special.”

– Varchasvi ...

Dips and Savory Spreads - US

“As consumers continue to eat and snack at home, dips and spreads can be there to amplify snacks, meals and appetizers with flavor and texture. Products that can prove their versatility at a variety of occasions will help earn their spot in both routine and special occasions.”

– Kelsey ...

Still and Sparkling Waters - US

“Rising financial uncertainty has not dampened bottled water demand as bottled water remains a core household necessity among engaged category loyalists. Water’s ultimate health halo, along with increased interest in small personal indulgences, signals new opportunities for premium, functional, sustainable packaged water products that offer consumers a taste of luxury ...

Snack, Nutrition and Performance Bars - US

“75% of current bar buyers anticipate maintaining or increasing their category purchases in 2023, driven by conditions such as inflation, hybrid work schedules and consumers’ general burnout. However, the challenge stems from category crowding that will further intensify competition. Brands that can strike the balance between innovation and familiarity, while ...

Potato and Tortilla Chips - US

“Even accounting for inflation, consumers are turning to chips at home more and more, pushing sales growth even beyond rates seen in 2020. And with chip consumption at a near-universal 95%, the best prospects for significant growth are in extending use and

Crisps, Savoury Snacks and Nuts - UK

“Despite the cost of living crisis and HFSS restrictions on product location from October, volume sales of crisps, savoury snacks and nuts are still up by 4% compared to pre-COVID. While pressure on incomes continues to create opportunities through evenings in, many consumers are taking steps to economise, putting brands ...

Convenience Store Foodservice - US

“C-store operators have an opportunity to build strong, long-lasting relationships with customers through loyalty memberships that encourage repeat visitation and boost the purchase of in-store food and drink items. Consumers will continue to seek out a wide variety of high-quality menu and packaged food and drink items that can fulfill ...

Sustainability in Food - UK

“Sustainable food and drink has not been immune to the wider struggles within the food and drink sector amid tougher financial times. As people are prioritising making their budgets go further, this issue has become less of a focus for many. However, helping consumers to reduce food waste, eco labelling ...

Carbonated Soft Drinks - UK

“CSDs have again proved resilient to squeezed incomes, supported by their affordability and roles as mood-boosting treats and alcohol replacements. With associations with littering curbing sales, doing more to tackle this and actively supporting the DRS will reap rewards for brands. Meanwhile, textural innovation could be the next frontier for ...

occasions. Snacking clearly drives chip consumers, yet that ...

January 2023

Salty Snacks - US

“Salty snacks are winning in their ability to satisfy cravings and meet emotional needs, expanding their role beyond a quick hunger-satisfying solution. As consumers simultaneously reach for familiar favorites and alternative snacks at an accelerating pace, brands face the challenge of balancing comforting classics and exciting new concepts.”

- ...

January 1970

Savoury Biscuits - UK

“Savoury biscuit brands must ensure they are seen as relevant for eating with cheese, as the top usage occasion for these snacks. However, to maximise growth potential they also need to reduce their reliance on this pairing. Dipping stands out as warranting attention. Savoury biscuits also need more shoppers to ...

Upcoming Reports

Alcohol Alternatives - US - 2023

Foodservice Alcohol Trends - US - 2023

RTD Alcoholic Beverages - US - 2023

Bread - UK - 2023

Cooking Sauces and Pasta Sauces - UK - 2023

Meal Planning and Preparation - US - 2023

White Spirits - US - 2023

Cooking Sauces, Pasta Sauces, and Marinades - US - 2023

Foodservice in Retail - US - 2023

Beer - UK - 2023

Carbonated Soft Drinks - UK - 2023

Dark Spirits - US - 2023

Supermarkets - UK - 2023

Beer - US - 2023



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Better for you Eating Trends - US - 2023

Cheese - UK - 2023

Healthy Dining Trends - US - 2023

Wine - US - 2023

Chocolate Confectionery - UK - 2023

Perimeter of the Store - US - 2023

Pizza Restaurants - US - 2023

Tea and Other Hot Drinks - UK - 2023

Cheese - US - 2023

Vitamins, Minerals, and Supplements - US - 2023

Milk and Non-dairy Milk - US - 2023

Ready Meals and Ready-to-Cook Foods - UK - 2023

Yogurt and Yogurt Drinks - US - 2023

Butter, Margarine and Oils - US - 2023

Frozen Breakfast - US - 2023

Processed Poultry and Red Meat Main Meal Components - UK - 2023

Center of the Store - US - 2023

Marketing to Moms - US - 2023

Pizza - US - 2023

Restaurant Breakfast and Brunch Trends - US - 2023

Bacon and Lunchmeat - US - 2023

Dairy Alternatives - US - 2023

Grains and Rice - US - 2023

Pet Food - US - 2023

Yogurt and Yogurt Drinks - UK - 2023