

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 ...

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 ...

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 ...

September 2019

Perimeter of the Store - US

"The perimeter of the store continues to grow but faces increasing competition, not only from restaurants and food delivery services but also from a revitalized frozen food aisle. A key to continued growth for perimeter is winning over younger adults, who are more likely to be drawn to other, more ...

Hot and Cold Cereal - US

"The hot and cold cereal category continues to experience consistent declines, hitting a five-year sales low of \$10.3 billion in 2019 following a modest 1% decrease from 2018. The cold segment dominates cereal sales, and its performance largely influences category success or lack thereof, to no avail of hot ...

Center of Store - US

"The center of the store encompasses a wide variety of products from indulgence (ice cream, salty snacks and cereals) to extreme convenience (canned soups, frozen meals, pizzas and vegetables), and this dichotomy is calibrating a sales pattern that is stalled. As consumers continue to prioritize foods perceived to be fresher ...

Vitamins and Minerals - US

"The vitamins and minerals market remains steady, with the majority of adults currently taking at least one vitamin or mineral. While younger consumers are driving demand for innovation and personalization, traditional formats and formulations continue to be important to overall market strength. However, a demand for natural, specifically whole food ...

August 2019

Vegetables - US

Fruit - US

"Sales of vegetables continue to grow conservatively but steadily, with growth in the frozen and fresh segments mitigated by declines among shelf-stable varieties. Consumers appear interested in adding more vegetables to their diet, but with novel concepts in other categories incorporating vegetables or even using them as a base, vegetables ...

"The fruit category is seeing slow growth, with a modest 1.4% increase from 2018 to reach \$42.2 billion in sales in 2019. The fresh fruit segment dominates fruit sales, and its success positively impacts category sales overall but steals market share away from center-of-store segments such as frozen ...

July 2019

Frozen Breakfast Foods - US

"With 2019 sales estimated to reach \$3.7 billion and forecast to continue on this same trajectory, the frozen breakfast category is holding its own, fueled by consumer pursuit of heartier breakfast solutions. Innovation in not only flavors and formats but also nutritionally focused positioning is gaining traction as consumers ...

Cookies - US

"The cookie market trails behind some US snack categories. Year-over-year growth is slower than some of the savory leaders, but outpaces confectionery and frozen options, both of which struggle with a poor perception of health. Prepared cookies make up the lion's share of sales (and growth) in the category, followed ...

Pet Food - US

"The pet food market found continued steady, conservative growth sustained by rising pet ownership coupled with premium innovation that reflects pet owner aspirations to provide nutrition, wellness and happiness to pets as valued members of the family. The changing retail landscape for pet foods, treats and supplies will continue to ...

The Natural/Organic Food Shopper - US

"While the majority of consumers shop for a combination of mainstream and natural/organic foods and beverages, the segment that exclusively seeks natural and organic remains very small. Interest in organic products continues to resonate with certain demographics, specifically younger adults and parents, over others."

Karen Formanski, Health and Wellness ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

June 2019

Frozen Snacks - US

Food Packaging Trends - US

"Snacking is more popular than ever, with 95% of US consumers snacking at least once daily and the share snacking multiple times per day on the rise. Yet, while snacking may be a great fit for today's highly mobile consumers, significant competition has made it difficult for frozen snacks to ...

Free-from Foods - US

"The free-from foods market is growing, and with 62% of consumers avoiding at least one ingredient, it is unlikely to slow in the near future. However, the market faces a number of challenges, such as differing priorities for avoiding ingredients, skepticism over the trustworthiness of the claims, and perceptions that ...

May 2019

Ice Cream and Frozen Novelties - US

"Ice cream and frozen novelties are still freezer staples. However, sales in this mature market are mostly static. While traditional ice cream leads market share, shifts are in the works: the frozen yogurt/non-dairy segment has posted solid gains, aligning with broader consumer movement to incorporate plant-based foods into their ...

Prepared Meals - US

"After a slight sales decline, the prepared meal category has enjoyed several consecutive years of positive growth, a trend expected to continue. Single-serve and side dishes have fared particularly well, with notable successes in vegetable-based side dishes catering to the consumer interest in increasing their vegetable intake, as well as ...

Plant-based Proteins - US

"The plant-based proteins market is growing with no signs of slowing. The challenge moving forward will be for brands to find ways to please consumers with vastly different dietary and taste preferences. The majority of consumers report no specific dietary restrictions and are most focused on taste over specific ingredients ...

"Packaging innovation continues to drive product launch activity. Between May 2018-April 2019, a third of food launches carried new packaging claims. While consumers don't necessarily recognize the impact packaging plays on product choice, the important factors they seek when shopping, such as freshness and convenience, are strongly impacted by packaging ...

Soup - US

"Sales of packaged soup are, for the most part, stagnating, if not declining. Fresher soup varieties are able to leverage healthy, comforting attributes to appeal to consumers seeking more nutritious meal options. However, among younger consumers, there is a keen interest in snacking instead of meals, presenting a distinct challenge ...

Grocery Retailing - US

"While consumers continue to migrate slowly to shopping online for groceries, most grocery shopping still happens in stores, making continued investment in the in-store shopping experience essential. In addition, traditional supermarkets face increasingly intense competition on several fronts, most notably value for the money and convenience."

- John Owen, Associate ...

The Millennial Impact: Food Shopping Decisions - US

"Millennials represent the largest generation group, comprising a quarter of the US population in 2018. They are an engaged group, being more likely than other generations to consider themselves "foodies" and more likely to enjoy shopping for food/drink. While they are entering their prime earning years, Millennials continue to ...

April 2019
Pasta and Noodles - US

"The pasta category remains sizable, but annual sales has been largely stagnant in recent years and is expected to decline. Concerns about carbs and weight loss appear to be strongly impacting consumer behavior. At the same time, health-oriented advances such as vegetables and protein in pasta could stem some of ...

March 2019
Salty Snacks - US

"The popularity of snacking has benefited all of the salty snacks segments and contributed to sales gains of 4.8% in 2018. While continued growth is projected in this \$18 billion market, a slower growth pace is projected through 2023. The strong demand for snacks has resulted in increased competition ...

Gum, Mints and Breath Fresheners - US

"Sales of gums, mints, and breath fresheners have been essentially flat over the past five years and, when adjusted for inflation, are expected to drop 14% off of their 2018 sales by 2023. The consumer base has shown no discernible growth over that time, and brands have largely confined their ...

February 2019
Potato and Tortilla Chips - US

"The potato and tortilla chip market continued to enjoy steady growth even as the market place grows competitive. Consumers exhibit a tendency to stick to familiar brands and tastes and to see chips as an indulgence which may be a challenge to market expansion. Opportunities lie in flavor, functionality, and ...

In-store Bakeries - US
Packaged Red Meat - US

"Health and environmental impact issues continue to pose challenges to the category, but despite that, red meats remain solidly entrenched in consumer diets. Sales for red meat made modest gains, with beef driven mostly by price increases and declines with pork, triggered by overproduction. Adjusted for inflation, the category is ...

Snack, Nutrition and Performance Bars - US

"Consumer interest in convenient food options and an effort to adopt healthier lifestyles have supported category growth. While the likely continuation of these trends is an advantage to bar players, the subsequent growth in other food and drink categories stepping in to meet these needs presents a challenge. Year-over-year gains ...

Crackers - US

"Sales for in-store bakeries continue to grow steadily, reaching nearly \$13 billion in 2018 and expected to hit \$14.5 billion by 2023. Amid such growth, there is still potential to expand further, as penetration among consumers is somewhat low (just over 50%). Key for the category will be expanding ...

"Cracker sales have remained relatively flat hovering near \$7.7 billion since 2016. While the category's versatility and consumer interest in snacking have helped maintain nearly universal penetration, intensified snacking competition has stolen some share of occasions from brands in the category, especially with adult consumers. While families and kids ...

January 2019

International Food Trends - US

"International food adoption is a fairly slow process in the US, which prizes traditional Mexican, Italian, and Chinese fare above all else. However, factors are positioning international fare for continued future growth, including an increasingly diverse population that favors such cuisines; the need for restaurants and products to differentiate and ...

Snacking Motivations and Attitudes - US

"95% of US adults snack daily, and 70% do so 2+ times per day, making snacking a huge opportunity for connecting with consumers. The percentage of "super snackers" (those who snack 4+ times per day) is increasing, and the fact that busy lifestyles result in the skipping of meals (or ...

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

Private Label Food and Drink Trends - US

"After years of steady growth, sales of private label food and drinks may have reached their peak. Economic indicators suggest consumers are poised to increase their food/drink budgets, which will offer a challenge for value-oriented store brands. A strength for private label is fresh products – like meats, poultry ...