

December 2014

RTD Alcoholic Beverages - US

“Sales in the RTD alcoholic beverage category will grow for the foreseeable future, but this category has a history of up-and-down performances, from the heyday of the launch of wine coolers to the growth of alcopops and flavored alcoholic beverages, and the accompanying demise between the emergence of each. Due ...

November 2014

Juice, Juice Drinks and Smoothies - US

“Some 41% of adults say they are most likely to turn to products in the category for added nutrition, the most widely applicable among the leading uses named. Next to that, 40% seek good taste. The category would do well to focus on these attributes in order to expand consumption ...

October 2014

Wine - US

“While indications point to an advantage for off-premise merchandisers, shifts in the market, including the expansion of sales locations, are making the wine retail landscape increasingly competitive. While this is good news for the category, growing the reach of wine, it’s requiring sellers to adopt more creative sales models.” ...

Coffee - US

“Coffee manufacturers face increased competition both from within their own category and from other beverages. Consumers are embracing the choice and variety of coffee options and from other beverages, but with a slowly improving economy, manufacturers will be challenged to maintain consumer interest in in-home coffee consumption.”

– Elizabeth ...

August 2014

Yogurt and Yogurt Drinks - US

White Spirits - US

“With flavored vodkas reaching a virtual saturation point, the time could be right for the addition of unique flavors into other white spirits. Consumer research shows interest in flavored versions of rums and tequilas, and manufacturers could capitalize on that interest, while also maximizing awareness and usage of existing flavored ...

Dark Spirits - US

“Dark spirits, whiskey in particular, have managed to grow sales fairly strongly in recent years, yet they remain far from routine in consumers’ alcohol-consumption routines. Flavor innovation is drawing the interest of some consumers, but such efforts may be overshadowed by the rush of RTD alcoholic beverages.”

Energy Drinks - US

“The largest percentage of yogurt and yogurt drink users do so for health reasons. Some 44% say they use products in the category because they are healthier than other snack options. Treat positioning is the consumption driver for a smaller 33% of consumers.”

- **Beth Bloom, Food and Drink Analyst ...**

“While the energy drink and shot category is still young and growing, many consumers are still not consuming them. New launches and marketing is increasing awareness, but the food and beverage industry is overflowing with offerings that provide similar energy functions without the safety and health stigma that plagues energy ...

July 2014

Tea and RTD Tea - US

“The healthfulness of tea has been heavily pushed through media and marketing. However, consumers’ focus may be switching away from health, which they have most likely come to expect from the category, and are now looking for flavor and product innovation to keep them interested.”

June 2014

Craft Beer - US

“The leading purchase driver among craft beer drinkers is style, pointing to a more discerning consumer base. This focus on style and flavor is a major element that differentiates a craft beer drinker from the rest, and points to the future of beer in the US. Whereas consumers used to ...

Carbonated Soft Drinks - US

“The carbonated soft drink market is continuing to decline as consumers are driven away by artificial sweeteners, high sugar content, and other ingredient concerns. The CSD category is an easy target as other beverages innovate and entice consumers away from sodas.”

May 2014

SFA State of the Industry Report - US

Mintel and the Specialty Food Association have collaborated to produce the 11th annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is to show changes in the industry as a whole, and in the specific segments included ...

On-premise Alcohol Consumption Trends - US

“On-premise operators include restaurants, bars, and other venues, and they are all competing for consumer dollars. Operators must set themselves apart by creating a unique dining experience to drive traffic. This incorporates menu offerings as well as overcoming a lack of food or drink options. A strong push toward ...

Baby Food and Drink - US

“More than half of respondents to Mintel’s survey say they give their babies/toddlers aged three and younger adult food. While this is to be expected as babies reach their toddler years, brands can counter the potential for

Alcoholic Beverage Drinking Occasions - US

“Alcoholic beverage consumers, particularly Millennials, are constantly looking for innovative offerings to improve on their drinking occasion experiences.

parents to feed their babies adult food by highlighting the specific nutritional ...

However, consumers' diverse drinking preferences are challenging brands to keep their consumers coming back. Category crossover innovation and at-home beverage recreation can help integrate brands in multiple locations and new occasions." ...

April 2014

Milk, Creamers and Non-Dairy Milk - US

"Consumers are searching for innovative products, new flavors, and convenient packaging to fulfill their desire for healthier, on-the-go lifestyles. Opportunities for growth are present for the milk category to adapt to consumers' nutritional demand by diversifying flavor profiles and occasion usage. However, the industry faces obstacles in its efforts to ...

March 2014

Bottled Water and Cold Beverages Mixes - US

"Offerings that stress hydration, health, and convenience will support increased bottled water consumption. Consumers remain price sensitive in the category, and with so many choices, value will be what consumers fall back on. Products with higher price points need to be justified through unique flavors and innovation to draw in ...

February 2014

Grocery Retailing - US

"When it comes to shopping for groceries, the choices can be overwhelming. While an increasing range of different retailers sell grocery items, their offerings vary. In a crowded marketplace, retailers need to clearly define and communicate how they differ from the competition, stand out by offering customized promotions to retain ...

Beverage Packaging Trends - US

"New government regulations, fluctuating disposable income, and higher expectations for health and sustainability transparency are impacting the beverage packaging market. A balance of egoistic, altruistic, and ergonomic qualities is a must for successful packaging, with innovative ascetics allowing packaging to stand out."

January 2014

Nutritional and Performance Drinks - US

Non-Alcoholic Beverages Occasions - US



Drink - USA

“Functional claims are expanding across food and drink categories, as brands seek to differentiate themselves from the competition. The nutritional and performance drinks market should promote the fact that its products are engineered specifically for the functionality they promote, unlike other products for which claims such as protein delivery and ...

“Many beverages are pigeonholed to a degree by the times of day at which they are most commonly used. Brands could increase consumption frequency by positioning their products as suitable for a wider range of occasions and locations, such as milk with meals or juice drinks instead of sports drinks ...