

### 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 ...

#### 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 ...

#### 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 ...

#### 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

"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 ...

#### Fruit - US

"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

#### The Natural/Organic Food Shopper - US



## Food - USA

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 ...

"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 ...