

### August 2020

#### Juice and Juice Drinks: Incl Impact of COVID-19 - US

“Juice has been going through an identity crisis of sorts, which has put the category in a tough spot. Products tend to toe the line between healthy and indulgent without committing to either position, leaving consumers confused and disengaged. While it’s been relegated to very specific consumption occasions as a ...

### July 2020

#### Convenience Stores: Inc Impact of COVID-19 - UK

“The shift to localised shopping during the peak of COVID-19 will have benefited the convenience sector, driving larger-basket demand and sales as consumers necessarily shopped more in their local communities. Longer term the importance of c-stores within these communities will only be reinforced, presenting opportunities for convenience retailers to tap ...

#### Marketing to Millennials: Incl Impact of COVID-19 - US

“Fate has not favored Millennials – hitting them first with the Great Recession as the oldest were starting careers and again with a pandemic just as some were finding stability. Most want the consistency of homeownership and employment benefits, but those goals are out of reach for some. Nevertheless, many ...

#### Non-Chocolate Confectionery: Incl Impact of COVID-19 - US

“Household penetration of non-chocolate confectionery has dipped, with consumers citing a desire for sugar and calorie reduction as leading factors driving reduced consumption. COVID-19 should provide a buffer against sales stagnation, as uncertain times benefit categories that provide familiarity and affordable pleasure. However, a longer view needs to be taken ...

#### Kids' Snacking: Inc Impact of COVID-19 - UK

#### Beverage Packaging Trends: Incl Impact of COVID-19 - US

“The US non-alcoholic beverage market remains crowded, with steady waves of new products vying for consumer attention in all channels. Product packaging plays a leading role in this battle, yet one that most consumers do not recognize as an important part of their choice.”

- Eric Wenner, Associate Director

#### Dairy Alternatives: Incl Impact of COVID-19 - US

“Once serving only a niche audience comprised of those who avoided dairy due to allergies or a vegan diet, dairy alternatives have seen tremendous growth in recent years, and are now used by adults across the dietary spectrum. Consumers have more choices than ever before, and long-time players are challenged ...

#### Foodservice Loyalty: Incl Impact of COVID-19 - US

“Restaurant business is severely negatively impacted by the ongoing COVID-19 crisis, and while restaurant loyalty won’t be enough on its own to keep restaurants in business, companies will still need to strategically leverage existing loyal customers to help grow now-essential off-premise business as well as refill their dining rooms in ...

#### Plant-based Proteins: Incl Impact of COVID-19 - US

## Food and Drink - International

“The COVID-19 outbreak has disrupted children’s snacking patterns, driving frequency of at-home snacking while curbing impulse buying and eliminating school lunchbox occasions. Concerns have been raised that increased at-home snacking plus decreased activity will have a slew of negative effects on children’s health, including obesity and poorer dental and eye ...

### Drinks Packaging Trends: Inc Impact of COVID-19 - UK

“With the COVID-19 crisis monopolising the nation’s attention and media coverage, the plastic waste issue has fallen off the radar to a certain extent. However, while immediate concerns around packaging waste will have taken a back seat for many, a quarter of people reported that the environment had become a ...

### 牛奶和乳饮料 (含新冠疫情分析) - China

“近几年，牛奶和乳饮料市场的增速有所放缓，但将保持缓慢且稳定的增速。除了当前正在进行的供应链改革（如上游供应商的整合或建立以数据为中心的物流系统），产品还需进行其他升级，以证明其溢价的合理性。品牌将进一步开发冷藏细分品类，以满足消费者对营养和新鲜度日益增长的需求。在纯牛奶中，更多的功能性宣称将与营养宣称融合，而增加风味牛奶的饮用场合或许是扭转下滑趋势的有效之策。市场将从新冠疫情造成的短期物流中断中恢复到先前的水平。长期市场前景并未动摇，因为许多消费者认为牛奶有助于增强免疫力，这是新冠疫情之后消费者越来越重视的健康益处。”

——蒋安妮，研究分析师，食品和饮料，2020年4月30日

“Plant-based proteins have seen a rise in popularity despite the fact that most adults continue to eat real meat. Plant-based foods enjoy a health halo, and adults who use plant-based protein sources state they do so to be healthier more than any other reason. But taste and variety are also ...

### Bottled Water: Inc Impact of COVID-19 - UK

“The loss of high-value impulse occasions during the COVID-19 outbreak in 2020 has severely disrupted the bottled water market. The market faced scrutiny prior to the outbreak as the nation has looked to combat plastic packaging waste. The economic downturn adds to its woes, further boosting the appeal of tap ...

## June 2020

### Dairy and Non-Dairy Drinks, Milk and Cream: Inc Impact of COVID-19 - UK

“The impact of COVID-19 on the dairy and non-dairy drinks, milk and cream market will be limited. A surge of in-home milk consumption in hot drinks, cooking and baking will boost retail sales during the lockdown. In the medium to long term, sustainability will continue to pique consumer interest and ...

### Marketing to Gen Z: Incl Impact of COVID-19 - US

### Prepared Meals: Incl Impact of COVID-19 - US

“Prepared meals, particularly frozen options, are essential “pantry” items that help consumers feel, well, prepared and even a sense of security, a notion that is even more important during a crisis. And they will play a vital role in the undoubtedly challenging days ahead. Consumers are seeking familiar and comforting ...

### Chocolate Confectionery: Incl Impact of COVID-19 - US

## Food and Drink - International

“Life was already stressful for Gen Z, but the impact of the COVID-19 pandemic will only amplify the stress and uncertainty that teens and young adults face. As they learn to define themselves as individuals and embark on new lives as independent adults, disruptions to high school and postsecondary education ...

### Energy Drinks: Inc Impact of COVID-19 - US

“The energy drink market has enjoyed consistent year-over-year growth even through the previous recession, because the beverages offer a simple, easy-to-understand value proposition: they are a tasty, convenient source of energy. The market is not immune to the impact of COVID-19; shelter-in-place orders are highly detrimental for products like energy ...

“Chocolate confectionery is a mature category that’s seeing some of its strong grip on the hearts of consumers loosen. As other snack categories make a play for indulgence, and offer BFY positioning, consumers are playing the field. While the COVID-19 pandemic will be a good reminder that little hits the ...

### Carbonated Soft Drinks: Inc Impact of COVID-19 - US

“The top-heavy carbonated soft drink category has a unique advantage in this equally unique time: deeply rooted connections with not only their most engaged fans, but also with less frequent users. Decades of legacy brand building centered not only on refreshment and enjoyment, but also community and family, are likely ...

## May 2020

### Ice Cream: Inc Impact of COVID-19 - UK

“Amid a rapidly evolving consumer environment during the COVID-19 outbreak, the market must respond to consumer health concerns while preserving the inherently indulgent nature of the ice cream category. While there is a sizeable interest in healthier options, key indulgence drivers such as texture must not be neglected when it ...

### Food Packaging Trends: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak has sharply increased the amount of food people eat at home, feeding through to increased demand for packaging for this. The big focus in food packaging in recent years has been on plastic reduction, and the industry has made major progress towards the targets set out by ...

### Alcoholic Drinks Review: Inc Impact of COVID-19 - UK

“At the same time as facing the immediate upheaval brought about by the COVID-19 outbreak, the industry must also look ahead and respond to widespread consumer concerns about the healthiness of alcoholic drinks and the alcohol moderation trend, which the increased focus on health resulting from the outbreak will elevate ...

### Cakes, Cake Bars and Sweet Baked Goods: Inc Impact of COVID-19 - UK

“COVID-19 will negatively impact the cakes, cake bars and sweet baked goods market in the short term. An increase in home baking as well as the loss of potential eating occasions due to the nationwide lockdown will inflict a hit. Any potential benefits gained from the fact that these products ...

### Attitudes towards Premium Soft Drinks: Inc Impact of COVID-19 - UK

“Giving consumers more for their money will be vital, especially through the tough financial times many households face due to the COVID-19 outbreak. Proving

### Baby Food and Drinks: Incl Impact of COVID-19 - US

“The market for baby/toddler food and drink remains strong, despite the fact that its principal target audience continues to dwindle. However, the COVID-19 pandemic and subsequent recession will push the birthrate down even further resulting in even fiercer competition among



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and promoting health credentials will be crucial for brands in order to remain relevant to consumers' shifting tastes. Added value through functional benefits could be a ...

### Grocery Retailing: Incl Impact of COVID-19 - US

"Between 2014 and 2019, multi-outlet sales of groceries continued to rise steadily but slowly. The rapid escalation of the COVID-19 pandemic in March of 2020, however, gave the industry a jolt, boosting sales in the short term but introducing enormous new challenges as well. While the duration and severity of ...

### Functional Drinks: Incl Impact of COVID-19 - US

"The growth of functional drinks is driven by busy consumers seeking shortcuts to enhanced health, primarily by younger adults and parents. While brands should stay on the pulse of the needs of this core audience, opportunities remain to reach older adults with products that support the healthy aging process. The ...

brands. Continued growth for the category will demand brands ...

### Salty Snacks: Incl Impact of COVID-19 - US

"Salty snack sales growth outpaced other snack categories and while the category was expected to face a slowdown the COVID-19 pandemic will result in an unforeseen short-term boon for salty snack brands. Consumers are stocking up on shelf stable goods in general and seeking affordable, familiar, comforting foods such as ...