

January 2023

Foodservice in Retail - US

“Foodservice is a key strategic focus for retailers as they compete with restaurants and other foodservice operators for consumer food dollars. Expanded menu options, streamlined ordering and easy pairing with fresh foods to be cooked at homes represent ways for retailers to leverage their own strengths and respond to consumer ...

December 2022

Consumer Approach to Healthy Eating - US

“Diet has become a four-letter word, but that doesn’t mean it’s lost its grip. Consciously rejecting diet culture, while a start, is a slow process that is still susceptible to the mental health pitfalls of falling off track. Even as inflation threatens preferred product purchase, consumers still want to feel ...

Frozen Breakfast - US

“Sales of frozen breakfast foods actually outpaced the considerable rates of inflation over the past year and continue to improve upon the sizable increases seen in the pandemic-fueled increase of 2020. However, maintaining that momentum will require the category to look beyond its convenient reputation and focus on improving perceptions ...

November 2022

Pizza - US

“Retail pizza’s well-established reputation as convenient and cost-effective provides a solid base, but the category’s most leverageable asset may be its versatility. There’s room to enhance retail pizza’s image both as an indulgent treat and as a healthy meal option. Innovation in both these directions will help the category attract ...

Food and Drink Nutrition Claims - US

“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

Sugars and Alternative Sweeteners - US

“In a market that has faced volatility, consumers are searching for a sense of certainty when choosing sugar and sweetener products that best fit their needs. As consumers continue to navigate messaging surrounding sugar consumption, brands face the challenge of proving the positives. However, there is opportunity to help consumers ...

October 2022

Approach to Breakfast - US

"Breakfast at home remains the norm for most consumers, even now that the pandemic has lost much of its grip on consumer behavior. Breakfast is also a matter of routine, but one that most consumers enjoy. The biggest opportunities for retailers and marketers may lie in helping consumers modify their ...

Vitamins, Minerals and Supplements - US

"The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...

Natural and Organic Food Shopper - US

"Natural and organic brands' uphill battle in justifying their products' prices has only gotten steeper as inflation's record grip heightens sensitivity to sticker shock and scrutiny toward all products' value. Walking the walk has never been more important for natural and organic brands' survival; done well, they can position themselves ...

September 2022

Cheese - US

"The cheese category has grown 19% since 2017, owing in no small part to significant gains made during the course of the pandemic. More importantly, the category has yet to relinquish much of those gains as consumers continue to embrace the category and its versatile, flavorful range of offerings. With ...

The Gen Z Food Consumer - US

"Gen Zs were forced to come of age in uncertain times, facing pandemic-related disruptions during the final stages of childhood and the first of adulthood, followed by record inflation. Already vulnerable to new financial

Baby Food and Drink - US

"Despite higher prices and the decade-long slowdown in birthrates, the market for baby/toddler food and drink grew 10.6%, fueled largely by inflation and stockpiling in response to the formula shortage. Going forward, category growth will require continued attention to nutritional and functional demands in cognition, digestion and immunity ...

Cooking in America - US

"While the number of home cooks is higher than it's been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings ...

Pet Food - US

"Inflation is driving sharp increases in pet food dollar sales but isn't weakening pet owners' resolve to feed their pets the best. Quality, health and palatability are as important as ever. In addition, a new generation of sustainability-minded owners will demand options that are easier on the planet but still ...

Gum, Mints and Breath Fresheners - US

"The gum, mints and breath fresheners market needs a dose of refreshment itself, including stronger brand identity, innovation and the introduction of new occasions for use. Proving relevancy in routines will help a market that was stagnant pre-pandemic and continues to struggle."

pressures, Gen Z will remain focused on value. Brands can ease the transition, providing guidance, rewards ...

August 2022

Frozen Snacks - US

“The frozen snacks category has grown 52% since 2017, boosted by demand for cost-effective, filling snacks and small meals that are easy to make. Nevertheless, the category does face a lack of identity, as consumers recognize frozen snacks as convenient and flavorful but don't appear to regard them as ...

Prepared Meals - US

“Convenience is a defining benefit of the prepared meals category, but in an increasingly competitive marketplace, convenience alone isn't enough to drive sustained growth. Prepared meals makers must work to meet ever-rising consumer expectations for product quality, health, and taste.”

Weight Management Trends - US

“The movement towards holistic health and self-care – fuelled in part by the pandemic – has become part of the conversation surrounding weight management strategies. It's now imperative that industry players utilize a lifestyle approach for the greatest efficacy and sustainability. While emotional ‘feel good’ factors are important, weight managers ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Nuts, Seeds and Trail Mix - US

“The nuts, seeds and trail mix category is ready for a reset. Despite strong connections to snacking, plant-based proteins and a generally healthy reputation, the category was one of the few largely unaffected by the pandemic: finding neither gains nor losses during its heights and now seeing a slight slowdown ...

Non-chocolate Confectionery - US

“The biggest strengths of non-chocolate confectionery are in its variety of taste, texture and overall experience while also meeting the need for personal treating and snacking. The foundation for the market is strong, but split, as consumers are not necessarily loyal to brand or even product attributes. Brands will benefit ...

June 2022

Pasta and Noodles - US

“While the last two plus years have provided a windfall for the category, there is still work for brands to do. The issues that once stifled growth persist. Still, consumers are well engaged drawn undoubtedly for the versatility, convenience and affordability of most products. To sustain some of the momentum ...

Yogurt and Yogurt Drinks - US

“2022 is expected to mark the strongest growth of the yogurt category's three-year pandemic upswing. The health and convenience of yogurt align with consumers' new-normal lifestyles and priorities, and perceived affordability gives the category an edge against rising grocery prices. As inflation stabilizes, brands will be challenged to avoid falling ...

Chocolate Confectionery - US

Plant-based Proteins - US

"Chocolate confectionery's best assets have shone in recent years, further solidifying an already strong role as a versatile, indulgent, satisfying and convenient treat and snack. Yet a new generation of consumers with contemporary ideas about indulgence, snacking and wellbeing will challenge brands to meet new needs, tastes and occasions to ...

Convenience Stores - US

"Convenience stores are an essential part of many consumers' shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

The Protein Report: Meat and Meat Alternatives - US

"Protein is the focal point of consumers' plates as well as discussions of health, sustainability and ethics. As consumers continue to lean on home cooking during inflation's prolonged grip on wallets, they must decide how their definitions of value translate into their protein purchasing priorities. Balancing mealtime satisfaction with affordability ...

May 2022

Hot and Cold Cereal - US

"2022 growth of the hot and cold cereal category will be predominately driven by higher price points, though performance will be supported by category perceptions of value, convenience and health. Once inflation is rectified, challenges related to progression away from home and foodservice recovery will resume. 2022 presents opportunity for ...

What/How America Eats - US

"Two plus years into pandemic disruption, consumers are looking to reclaim pleasure and enjoyment. Food is a natural go-to for this, especially as price hikes temper spend in other categories. While 2022 is shaping up to be a year of some dietary indulgence, consumers continue to count healthy eating as ...

"PBMA sales are slowing following the market's pandemic-driven growth in 2020, as initial trial of PBMA products has not translated to sustained category engagement. The PBMA market faces a positive long-term outlook; the development of better tasting, less-expensive products along with increased interest in climate-friendly diets will propel future sales ...

Food Packaging Trends - US

"Shoppers may not always give packaging top-of-mind attention, but they acknowledge the important role packaging plays in sustainability and hold food and drink manufacturers responsible for making environmentally responsible decisions. Packaging can also contribute to preventing food waste, a priority for both retailers and shoppers with economic and environmental implications ...

Condiments - US

"Consumers are at a crossroads: grappling to balance new routines, with rising prices and eagerness to simply explore and indulge a little. 2022 is a good time for condiment brands to lay the foundation to further extend their pandemic gains while addressing challenges to the future market. Younger adults, under ...

Nut-based Spreads and Sweet Spreads - US

"While tradition runs strong in the nut-based and sweet spreads market, there is opportunity for growth through expanded uses and occasions past the breakfast occasion and bread application. Leverage the neutral attitudes consumers have towards nut-based and sweet spreads health associations to inspire versatile occasions and applications that will increase ...

Private Label Food and Drink - US

"While private label food and drink lost market share in 2020 and 2021 amid the disruption of the pandemic, it is likely to regain momentum in 2022 as spiking inflation makes the savings of store brands more compelling. The full potential of private label, however, revolves around more than just ...

April 2022

Produce - US

"The produce market is riding the lockdown-induced boost it experienced due to increased consumer cooking at home, a trend that will extend through 2022 as consumers grapple with the aftershocks of pandemic-related inflation – now compounded by the crisis in Ukraine. As consumers look for ways to feed their families ...

Grocery Retailing - US

"After two years, COVID-19 continues to have an impact on the grocery sector. The combined pressures of supply shortages and inflation drive up prices, prompting consumers to prioritize value. Pandemic behaviors give way to new norms, as omnichannel shopping becomes commonplace. Additionally, the strides made in technology enable grocers to ...

March 2022

Snacking Motivations and Attitudes - US

"Most Americans snack multiple times a day, and snacking frequency is likely to continue to tick up, driven by young consumers who view snacking as playing a more central role in their dietary lives. There is ample opportunity for healthier, more nutrient-dense snacks and for non-snack foods to be recast ...

Ice Cream and Frozen Novelties - US

"Sales of ice cream and frozen novelties remain elevated far beyond the pre-pandemic baseline, though have entered a period of stabilization as consumers eagerly return to out-of-home experiences and manage soaring grocery spend. Exciting flavor profiles, snackable formats, premium concepts and experiential tactics can keep consumers engaged, justify higher prices ...

Fish and Shellfish - US

"The intimidation factor is a strong deterrent that is hampering more diverse participation in the fish and shellfish category and, despite some cooking burnout, it's time to address the issue. Rising food prices coupled with unprecedented labor issues are forcing foodservice operators to scramble to recover from the fallout of ...

February 2022

Feeding the Family - US

"Feeding the family is largely about meeting the needs of parents. Effective brands will need to concentrate more on being healthy and convenient solutions for time-strapped parents and less on being indulgent treats for kids."

Dips and Savory Spreads - US

In-store Bakery - US

"The in-store bakery pulled itself up from the loss faced during early pandemic months to post a record year of sales growth in 2021. In the context of prolonged elevated reliance on retailers and at-home food, a spotlight is shining on all grocery categories that can help consumers break the ...

Snack, Nutrition and Performance Bars - US

“The time is ripe for brands to inspire and extend use occasions and frequency. Snacking and social occasions should continue to be nurtured yet updated to meet changing mealtime dynamics. The distinction between meals and snacks is eroding creating opportunities for healthy, nutrient-dense snacks that can take the place of ...

Potato and Tortilla Chips - US

“Consumption of potato and tortilla chips is nearly universal, and the category saw an 8% increase in 2020. The next year will see sales correct and, by 2023, resume their pre-pandemic pace of slow but steady growth, fueled by interest in on-the-go snacking options and chips that can offer flavors ...

“Following loss brought on by steep pandemic-driven decline in away-from-home and on-the-go eating, with the help of evolved strategies for boosting at-home usage, the bars category has begun an uphill climb. Total recovery and future success are reliant on the ability for bar brands to meet next-normal needs, not just ...

Salty Snacks - US

“Snacking has remained strong in 2021. In pursuit of craveable, hunger-satiating treats, some turn to familiar tastes, while others, especially younger consumers, embrace innovation and spicy, international flavors. Interest in BFY options as well as more environmentally friendly products is driving innovation among fast-growing alternative salty snacks. While the pandemic ...

January 2022

Foodservice in Retail - US

“Foodservice in retail suffered in the early stages of the pandemic, but the forces that made foodservice a priority for grocery retailers before the pandemic are as strong as ever. Retailers compete against an ever-widening array of convenient meal options and must meet shoppers’ elevated expectations for variety, quality and ...

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...