

July 2020

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 ...

The Impact of COVID-19 on Food and Drink Retailing - US

“Few industries have been more closely entwined with the COVID-19 pandemic than food and drink retailing. In mid-March as the crisis quickly escalated, consumers flocked to supermarkets to stock up on groceries and other essentials, stressing the supply chain and emptying shelves in many staple categories. Since then grocery retailers ...

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 ...

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

“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 ...

June 2020

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

“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 ...

May 2020

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

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 ...



Food - USA

Ice Cream and Frozen Novelties: Incl Impact of COVID-19 - US

"Ice cream and frozen novelty brands can be sources of support in both the short term and the undoubtedly challenging days ahead. In the now, consumers are likely to want familiar and comforting foods making this an opportunity for brands to connect. And, using past recessions as a guide to ...

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 ...