

## April 2023

### Crackers - US

“The continued rise of snacking has ignited focus in some less conventional spaces like meats and cheeses, further intensifying the competitive set for crackers. Cracker brands are challenged to break through the din to increase engagement, especially among young adults. Demonstrating versatility will be the way forward: with recipes, toppings ...

## March 2023

### In-store Bakery - US

“In-store bakeries currently benefit from financial motivation to eat at home. Successful ISBs will continue their evolution as a destination for everyday pick-me-ups and fresh meal solutions. While competition with center of store is stiff, presenting ISB as an alternative to foodservice highlights value alongside convenience, ease and freshness.” ...

### Consumer Approach to Lunch - US

“The key to breaking consumers out of their lunch routines revolves around more than just the food. Marketers have an opportunity to tap into the deeper emotions and motivations that drive the meal.”

## February 2023

### Dips and Savory Spreads - US

“As consumers continue to eat and snack at home, dips and spreads can be there to amplify snacks, meals and appetizers with flavor and texture. Products that can prove their versatility at a variety of occasions will help earn their spot in both routine and special occasions.”

– Kelsey ...

### Consumers and the Economic Outlook - US

### Packaged Bread - US

“Packaged bread is simple and reliable, providing stability during volatile times. As consumers continue to navigate inflation and look for convenient at-home solutions, bread can provide a healthy mix of comfort, familiarity and accessible exploration to meet different consumer needs.”

– Kelsey Olsen, Food and Drink Analyst

### Fish and Shellfish - US

“Fish and shellfish fans are conflicted: drawn to the health, taste and often premium experience the category represents, yet everyday occasions and frequency are challenged by limited perceptions of ease, versatility and predictably and price. Brands and retailers can help reshape these ideas and break down barriers with simplification, flavorful ...

### Snack, Nutrition and Performance Bars - US

“75% of current bar buyers anticipate maintaining or increasing their category purchases in 2023, driven by conditions such as inflation, hybrid work schedules and consumers’ general burnout. However, the challenge stems from category crowding that will further intensify competition. Brands that can strike the balance between innovation and familiarity, while ...

### Potato and Tortilla Chips - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

"Even accounting for inflation, consumers are turning to chips at home more and more, pushing sales growth even beyond rates seen in 2020. And with chip consumption at a near-universal 95%, the best prospects for significant growth are in extending use and occasions. Snacking clearly drives chip consumers, yet that ...

## January 2023

### Salty Snacks - US

"Salty snacks are winning in their ability to satisfy cravings and meet emotional needs, expanding their role beyond a quick hunger-satisfying solution. As consumers simultaneously reach for familiar favorites and alternative snacks at an accelerating pace, brands face the challenge of balancing comforting classics and exciting new concepts."

– ...