

### June 2015

#### The Food/Drink Shopper: Beyond the Grocery Store - US

"While supermarkets continue to dominate retail sales of food and drink, a slight loss of share can be seen from 2005-15. Supermarkets aren't going the way of dinosaurs; however consumer interest in low price, convenience, and fresh offerings, as well as changing eating habits, drive movement to a wider range ...

#### Carbonated Soft Drinks: Spotlight on Natural/Craft - US

"The CSD category has faced several years of sales declines, the result of artificial ingredients, sweeteners, sugar concerns, links to obesity and diabetes, and other health issues. Total retail sales of carbonated soft drinks (CSDs) is expected to decline as negative diet soda sales continue to overtake regular sales gains ...

### May 2015

#### On-premise Alcohol Trends - US

"Millennials offer an opportunity for restaurants to cater to their unique tastes and desires, as this group is more likely to drink at restaurants than are other generations. Operators that offer distinct drinks such as specialty cocktails and restaurants' own brand of alcohol can help create the quality dining experience ...

#### Alcoholic Beverage Mixers and Liqueurs - US

Dollar sales of alcoholic beverage mixers declined from 2009-14, settling at just over \$315 million. While cocktail culture is in full swing, cocktails experience lower consumption than beer, wine, and spirits.

#### Energy Drinks - US

The energy drink and shot category posted stellar gains of more than 50% between 2009 and 2014, thanks to consumers' needing extra energy for their hectic lifestyles and specific popularity with Millennials. It has recovered from its lowest sales gains in 2013, when the category came under fire for ingredient ...

### April 2015

#### Dairy and Non-dairy Milk: Spotlight on Non-dairy - US

"Consumers want the healthiest beverage; however, many are not certain what that beverage is. Conflicting reports on health leaves consumers confused, and forcing heated segment competition. To resonate, milk manufacturers must continue to educate consumers."