

June 2019

Frozen Snacks - US

"Snacking is more popular than ever, with 95% of US consumers snacking at least once daily and the share snacking multiple times per day on the rise. Yet, while snacking may be a great fit for today's highly mobile consumers, significant competition has made it difficult for frozen snacks to ...

Free-from Foods - US

"The free-from foods market is growing, and with 62% of consumers avoiding at least one ingredient, it is unlikely to slow in the near future. However, the market faces a number of challenges, such as differing priorities for avoiding ingredients, skepticism over the trustworthiness of the claims, and perceptions that ...

May 2019

Ice Cream and Frozen Novelties - US

"Ice cream and frozen novelties are still freezer staples. However, sales in this mature market are mostly static. While traditional ice cream leads market share, shifts are in the works: the frozen yogurt/non-dairy segment has posted solid gains, aligning with broader consumer movement to incorporate plant-based foods into their ...

Prepared Meals - US

"After a slight sales decline, the prepared meal category has enjoyed several consecutive years of positive growth, a trend expected to continue. Single-serve and side dishes have fared particularly well, with notable successes in vegetable-based side dishes catering to the consumer interest in increasing their vegetable intake, as well as ...

Plant-based Proteins - US

Food Packaging Trends - US

"Packaging innovation continues to drive product launch activity. Between May 2018-April 2019, a third of food launches carried new packaging claims. While consumers don't necessarily recognize the impact packaging plays on product choice, the important factors they seek when shopping, such as freshness and convenience, are strongly impacted by packaging ...

Soup - US

"Sales of packaged soup are, for the most part, stagnating, if not declining. Fresher soup varieties are able to leverage healthy, comforting attributes to appeal to consumers seeking more nutritious meal options. However, among younger consumers, there is a keen interest in snacking instead of meals, presenting a distinct challenge ...

Grocery Retailing - US

"While consumers continue to migrate slowly to shopping online for groceries, most grocery shopping still happens in stores, making continued investment in the in-store shopping experience essential. In addition, traditional supermarkets face increasingly intense competition on several fronts, most notably value for the money and convenience."

- John Owen, Associate ...

The Millennial Impact: Food Shopping Decisions - US

"Millennials represent the largest generation group, comprising a quarter of the US population in 2018. They are an engaged group, being more likely than other generations to consider themselves "foodies" and more likely to enjoy shopping for food/drink. While they are entering their prime earning years, Millennials continue to ...

"The plant-based proteins market is growing with no signs of slowing. The challenge moving forward will be for brands to find ways to please consumers with vastly different dietary and taste preferences. The majority of consumers report no specific dietary restrictions and are most focused on taste over specific ingredients ...

April 2019

Pasta and Noodles - US

"The pasta category remains sizable, but annual sales has been largely stagnant in recent years and is expected to decline. Concerns about carbs and weight loss appear to be strongly impacting consumer behavior. At the same time, health-oriented advances such as vegetables and protein in pasta could stem some of ...