

### December 2015

#### RTD Alcoholic Beverages - US

"RTD (ready-to-drink) alcoholic beverages are in a time of transition, and, as such, are seeing both ups and downs. FMBs (flavored malt beverages) experienced strong volume sales growth of 57% from 2010-15, due to a Millennial consumer base with a bit of a sweet tooth, as well as to innovation ...

#### Dark Spirits - US

"Growth has been small but consistent year-over-year from 2011 to 2015 (est). Overall sales are expected to continue gradually upward at a similar pace, as dark spirits add some growth through trending consumer interest – particularly the straight and Irish whiskey and brandy segments – while white spirits see small ...

### November 2015

#### Juice, Juice Drinks and Smoothies - US

"Total US retail sales of 100% juice, juice drinks, and smoothies are estimated to grow by less than 1% in 2015, continuing the flatlining seen in recent years. Strong growth in the small, smoothies segment, driven by positive health perception and consumer interest in healthy snacking, has tempered losses seen ...

#### Grocery Retailing - US

"Retailers across channels are battling for a share of wallets and cash registers, creating what might be the most “crowded” segment in retail. Consumers are enjoying these options and fulfilling their grocery shopping needs by bouncing around to multiple stores that most definitely include nonsupermarkets."

### October 2015

#### Craft Beer - US

"As beer sales stagnate, craft is a small bright spot preventing a loss of share to wine and spirits. Mintel estimates craft growth in 2015, and continued growth through 2020, though at a slowing rate."

#### White Spirits - US

"Growth has been small but consistent year-over-year from 2011 to estimated 2015, with low, single-digit growth. Overall sales are expected to continue upward at a similar pace, as dark spirits trend and vodka, the largest spirits segment, continues to post small but positive gains."

### September 2015

#### Coffee - US

Total retail sales of coffee posted 8.7% gains in estimated 2015. The strong year-over-year growth seen through 2012 slowed in 2013 and 2014 as manufacturers and consumers felt coffee's increasing prices.

### August 2015

#### Yogurt and Yogurt Drinks - US

" Total retail sales of yogurt and yogurt drinks posted 2.9% gains in estimated 2015. Pace has slowed from strong year-over-year growth in 2011-13 as the novelty of Greek-style products fade. Overall sales are expected to continue upward as consumers remain interested in health, nutrition, and high-protein food and drink ...

### July 2015

#### Tea & RTD Tea - US

"The tea and RTD (ready-to-drink) tea category has experienced stellar growth in recent years, the result of growing interest in health and wellness and greater availability in both bagged/loose leaf and RTD teas."

### 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.”

### March 2015

#### Bottled Water - US

“Although convenience/PET bottled water accounts for a majority share of bottled water sales, the sparkling water category is growing at a far more rapid pace as consumers look for alternatives to CSDs and other sugary drinks. Convenience/PET brands may need to focus more on enhanced water to significantly ...

#### Organic Food and Beverage Shoppers - US

“Considering the typically higher cost of organic foods and beverages, consumers are increasingly hard pressed to justify the added expense. As such, sales have hit something of a plateau, where they likely will remain until consumers have a clear reason to turn to organics.”

– William Roberts, Jr., Senior ...

#### Non-alcoholic Water Enhancers - US

“An abundance of beverage launches and continued category blurring is creating RTD products that cater to every user need requiring less self-customization. Consumers gravitating toward natural trends further harm the category.”

### February 2015

#### Beverage Packaging Trends: Spotlight on Beverage Labeling - US

“Beverage packaging options have a greater opportunity than ever to establish a rapport with the consumer and find a place as part of their daily lives. QR codes can allow manufacturers to communicate virtually directly to the consumer, a majority of whom want more information about the beverages they are ...

#### Private Label Foods: What's Driving Purchase? - US

“Improvements made to the quality and varieties of store brand foods have not gone unnoticed by consumers. However, there is opportunity to increase category participation among older consumers, and to introduce more premium product lines featuring organic, non-GMO, and/or vegetarian products which consumers feel are lacking in the current ...

### January 2015



## Drink - USA

### Nutritional and Performance Drinks - US

“The category can position its products as relatively affordable tools of support, to help consumers meet their personal health and wellness goals. Promoting products for their proven efficacy in meeting a range of specific consumer needs (eg hydration, weight management, skin health, sustained energy) will be one means of encouraging ...

### Beer - US

“While beer is still a significant part of consumers’ drinking repertoire, Big beer needs to embrace the full food/drink expectations and behaviors of their key Millennial audience as they drive the rest of US consumers toward the same: ingredient scrutiny, quest for food/drink experiences, appreciation of brand and ...