

## March 2019

### Sports, Nutrition and Performance Drinks - US

MULO sales of sports, nutrition and performance drinks have steadily recovered. However, factors that likely contributed to those losses continue to put pressure on the market. Increased competition from functional beverages in other categories, along with mounting distaste for artificial ingredients, are obstacles to major growth. Cleaner formulations, enhanced functionality ...

## February 2019

### Still and Sparkling Water - US

"Consumer interest in health and wellness paired with innovation occurring in the water market is pushing sales of packaged water to new highs. Sales of packaged water are projected to reach \$24.4 billion by 2023, driven by increases from all water segments, especially the fast-growing sparkling segment. Consumer interest ...

## January 2019

### Beverage Blurring - US

"Category-defying hybrid drinks have been at the heart of much growth and innovation in the non-alcoholic beverage market. While just 13% of US adults overall report drinking hybrid beverages, the most engaged consumers – iGens, Millennials, parents, and Hispanics – are often young and influential. Further, these key consumer groups ...

### Private Label Food and Drink Trends - US

"After years of steady growth, sales of private label food and drinks may have reached their peak. Economic indicators suggest consumers are poised to increase their food/drink budgets, which will offer a challenge for value-oriented store brands. A strength for private label is fresh products – like meats, poultry ...

### Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...