

### July 2021

#### Prepared Meals - US

“While the prepared meals category got a substantial temporary sales boost during the pandemic as consumers cut back on foodservice spending, it had been generating modest growth before, driven by improvements in product quality, healthfulness and cuisine variety. Continued improvement in these areas will be necessary to keep the category ...

#### Vegetables - US

“The dramatic increase in at-home cooking, coupled with a greater general interest in wellness, prompted considerable growth for the vegetable category in 2020. A slow return to certain pre-pandemic behaviors will lead to a slight sales correction, but the need for more-convenient yet still healthy foods will see consumers turn ...

### June 2021

#### Food Packaging Trends - US

“Food packaging has been front of mind during the COVID-19 pandemic as a vital tool for keeping food safe and stocking up in the pandemic as well as supporting consumers making more at-home meals and snacks. Food has been a great source of pleasure in the pandemic, and packaging has ...

#### Cookies - US

“The cookie category found significant growth in 2020 due to increased at-home snacking and comfort eating during the COVID-19 pandemic. The category will find continued, although much reduced, growth in 2021, even as consumers slowly return to pre-pandemic routines. Amid the growth, consumers increasingly sought out home-baked options and online ...

#### Packaged Red Meat - US

“Like most retail food and drink categories, red meat got a big boost in sales during the pandemic as consumers cut back on restaurant dining and did more home cooking. Maintaining that momentum in the years to come, however, will be a challenge for the red meat industry as older ...

#### Plant-based Proteins - US

“The plant-based proteins market continued to gain momentum in recent years, fueled by a number of factors from concern for personal health to the environment. The growing availability of convincingly meat-like meat alternatives has accelerated the widespread consumption of these products among consumers who continue to eat animal-based foods as ...

### May 2021

#### Grains and Rice - US

“Purchase of rice and grains is nearly universal, and its best assets, versatility and value came in especially handy in 2020. While grains and rice may be saddled with a less-than-exciting reputation, they proved to be both a pantry staple and fundamental part of meal time. Going forward, brands will ...

#### Salty Snacks - US

“Salty snacks enjoy near universal penetration, with almost all consumers enjoying at least some snacks in this diverse category. While this provides a strong foundation, concerns about sodium, calories, carbs and artificial ingredients can undercut usage and drive some to the growing array of snack competitors. Category players will need ...

### April 2021

#### Grocery Retailing - US

#### Ice Cream and Frozen Novelties - US



## Food - USA

“The COVID-19 pandemic has had significant and widespread impact on the grocery sector; accelerating ecommerce growth by years and causing people to change their grocery shopping routines in a more mindful way as they look to be efficient with their time spent in stores and frugal with their grocery budgets ...

“An increase in eating and treating at home boosted the ice cream and frozen novelty market in 2020, bringing in a 16.3%-dollar sales increase over 2019 totals. The category is expected to hold onto a large share of growth, due to ample innovation from category players, but brands ...