

August 2023

Frozen Snacks - US

“Frozen snacks are evolving quickly into a mealtime solution as snacks and meals blur, with strong consumer interest underwriting this new direction. Versatility is quickly becoming as integral to the category as convenience and ease, which remain foundational.”

Prepared Meals - US

“Convenience is a category-defining benefit for prepared meals, but the biggest opportunities for growth may come for products that slow things down, just a little bit. Alternative prep methods that bypass the microwave, new cuisines to explore and ideas for customizing and mixing and matching meals and sides have the ...

July 2023

Plant-based Proteins - US

“PBMA sales have slid from their peak in 2020 as consumers abandon the category in favor of less expensive protein options. The category continues to struggle with negative perceptions even among those who follow a reduced meat diet. Yet silver linings still exist, the frozen PBMA category remains relatively resilient ...

Consumers and the Economic Outlook - US

“The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Cookies - US

“In the greater sweets space, cookies benefit from the category’s blurred lines as both a dessert and a snack, opening up further opportunity to expand occasions. As routines shift further from the at-home baking craze, now is the time to build upon the convenience and ease of packaged cookies with ...

Food Packaging Trends - US

“Consumers are mostly in sync with each other when it comes to packaging perceptions and priorities. Most don’t want to compromise on the effectiveness of packaging, or pay more for “better” options. Sustainability becomes negotiable, and a useful tool in product differentiation, especially if costs are kept down.”

– ...

Sustainability in Food and Drink - US

“The incidence of sustainability claims on food and drink packaging is on the rise, and consumers say they want to make the best choices for the environment. Still, sustainable brands must also convince shoppers that their products will also meet consumers’ needs on the core factors that have always driven ...

Soup - US

“Brands must address soup’s paradox, renowned for healing, but not health, to prepare a new generation of soup fans for increased occasions. Affordability and convenience have sustained pandemic growth, but longstanding retention requires exciting flavor innovation and reframed health positioning that allows soup to stand as a functional, nutrient dense ...

June 2023

Hot and Cold Cereal - US

Grocery Retailing: In-store and Online - US

“Convenience, comfort, and accessibility have helped cereal into bowls in the past year, despite inflations’ strong influence on price. Cereal’s future may look a little different, though, as younger generations show engagement with a wider range of non-traditional cereal occasions and innovative concepts that match them.”

– Kelsey Olsen ...

Produce - US

“Consumers and brands readjusting post-pandemic are now stumbling over inflation, but the impact on produce has been complicated. While a reshuffling of preferred purchase selections is expected, produce also represents an economical alternative to higher-ticket items like meat. Brands have opportunity to put a positive spin on cost savings with ...

Poultry - US

“Poultry dollar sales growth, while highly dependent on inflation also continues to benefit by retaining the reputation as affordable protein. A staple in most households, brands can increase frequency and consumption occasions by offering versatile, convenient and nutritious products that remind consumers of the value of poultry.”

– Sydney ...

May 2023

Ice Cream and Frozen Novelties - US

“Frozen treats enjoy a place of importance in the eyes of US consumers. Even amid price hikes and sugar concerns, 94% of shoppers purchase products in the category, speaking to the power of enjoyment. Brands must capitalize on the value of enjoyment but avoid going too far into treat or ...

Packaged Red Meat - US

“While red meat has notoriously struggled with a less-than-healthy perception, despite accolades for protein content, the category has earned somewhat of an indulgent reputation in both a positive and a negative

“The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

Hot Dogs and Sausages - US

“The influence of accessible pricing and easier prep make the hot dogs and sausages category a good entry point for young adults as they transition into independent meal and snack responsibilities and beyond. Yet brands must reinvigorate notions of applications, occasions and even tastes to stay relevant.”

– Mimi ...

Private Label Food and Drink - US

“Inflation has given private label food and drink a big short-term boost as shoppers have looked for ways to stretch their grocery budgets. To maintain growth in the long run, however, retailers will need to continue evolving store brands beyond savings alone. Private label offers a unique opportunity for retailers ...

sense. More than seven in 10 category participants agree that quality is worth increased price, yet 4 in ten ...

April 2023

Baking and Mixes - US

“Despite inflation keeping many consumers turning to their own kitchens for meal solutions, the regularity of home baking is on the decline. Tired consumers are seeking convenience options, including the use of mixes and prepared offerings. Value messaging will continue to resonate but must stretch beyond low price to include ...

Crackers - US

“The continued rise of snacking has ignited focus in some less conventional spaces like meats and cheeses, further intensifying the competitive set for crackers. Cracker brands are challenged to break through the din to increase engagement, especially among young adults. Demonstrating versatility will be the way forward: with recipes, toppings ...

March 2023

In-store Bakery - US

“In-store bakeries currently benefit from financial motivation to eat at home. Successful ISBs will continue their evolution as a destination for everyday pick-me-ups and fresh meal solutions. While competition with center of store is stiff, presenting ISB as an alternative to foodservice highlights value alongside convenience, ease and freshness.” ...

Packaged Bread - US

“Packaged bread is simple and reliable, providing stability during volatile times. As consumers continue to navigate inflation and look for convenient at-home solutions, bread can provide a healthy mix of comfort, familiarity and accessible exploration to meet different consumer needs.”

– Kelsey Olsen, Food and Drink Analyst

Consumer Approach to Lunch - US

“The key to breaking consumers out of their lunch routines revolves around more than just the food. Marketers have an opportunity to tap into the deeper emotions and motivations that drive the meal.”

Fish and Shellfish - US

“Fish and shellfish fans are conflicted: drawn to the health, taste and often premium experience the category represents, yet everyday occasions and frequency are challenged by limited perceptions of ease, versatility and predictably and price. Brands and retailers can help reshape these ideas and break down barriers with simplification, flavorful ...

February 2023

Dips and Savory Spreads - US

“As consumers continue to eat and snack at home, dips and spreads can be there to amplify snacks, meals and appetizers with flavor and texture. Products that can prove their versatility at a variety of occasions will help earn their spot in both routine and special occasions.”

– Kelsey ...

Snack, Nutrition and Performance Bars - US

“75% of current bar buyers anticipate maintaining or increasing their category purchases in 2023, driven by conditions such as inflation, hybrid work schedules and consumers’ general burnout. However, the challenge stems from category crowding that will further intensify

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

competition. Brands that can strike the balance between innovation and familiarity, while ...

Potato and Tortilla Chips - US

"Even accounting for inflation, consumers are turning to chips at home more and more, pushing sales growth even beyond rates seen in 2020. And with chip consumption at a near-universal 95%, the best prospects for significant growth are in extending use and occasions. Snacking clearly drives chip consumers, yet that ...

January 2023

Salty Snacks - US

"Salty snacks are winning in their ability to satisfy cravings and meet emotional needs, expanding their role beyond a quick hunger-satisfying solution. As consumers simultaneously reach for familiar favorites and alternative snacks at an accelerating pace, brands face the challenge of balancing comforting classics and exciting new concepts."

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Upcoming Reports

Cooking Sauces, Pasta Sauces, and Marinades - US - 2023

Meal Planning and Preparation - US - 2023

Butter, Margarine and Oils - US - 2023

Center of the Store - US - 2023

Pizza - US - 2023

Cheese - US - 2023

Vitamins, Minerals, and Supplements - US - 2023

Pet Food - US - 2023

Foodservice in Retail - US - 2023

Better for you Eating Trends - US - 2023

Frozen Breakfast - US - 2023

Perimeter of the Store - US - 2023

Bacon and Lunchmeat - US - 2023

Dairy Alternatives - US - 2023

Grains and Rice - US - 2023

Yogurt and Yogurt Drinks - US - 2023