

March 2013

Cookies and Cookie Bars - US

"Consumers are paying more attention to their health due to a rising level of awareness regarding the poor nutritional state of our nation, most specifically among children. As consumers more actively engage with their need to eat healthy, the cookie market finds itself in a risky position; cookies, even so-called ...

Cereal Bars and Snack Bars - US

"Lackluster product innovation and expanding bar options from competing categories have challenged cereal/snack bar sales. Attracting the attention of consumers away from competing offerings will require the cereal/snack bar category to both emphasize its inherent strengths and enhance nutritional/performance positioning."

Pet Food - US

"According to the American Veterinary Medical Association (AVMA), pet ownership is on the decline since 2006. Due to a waning number of end users, marketers must consider ways to encourage pet food buyers to feed their pets a variety of new food/treats, tap into the underdeveloped elderly pet owner ...

Nut-based Spreads and Sweet Spreads - US

"Four in 10 respondents to Mintel's survey say they would be interested in gourmet nut and fruit spreads, but most gourmet producers are small brands with little to no advertising clout. Leading brands should spend more time and effort in the category, backed by established processing plants and bigger ad ...

In-store Bakeries - US

"A growing movement that calls for consumers to limit their intake of a number of key food ingredients, such as fat, sugar, sodium, and carbohydrates, thought to be harmful to one's health, threatens in-store bakery sales as consumers feel pressure to cut back on indulgence. However, in-store bakeries have the ...

February 2013

The Food and Drink Shopping Experience - US

"Securing longstanding patronage will come from creating a sense of investment in the food and drink retailer brand. This can come from developing a two-way relationship with consumers, allowing shoppers to feel as if stores are catering to their specific shopping lists and providing affordable products that meet their individual ...

Dry Pasta, Rice, Noodles and Ancient Grains - US

"Manufacturers and retailers alike need to have a clear grasp on positioning, and a clear understanding of their

Grocery Retailing - US

"The composition of primary grocery shoppers is skewed toward Baby Boomers and Gen Xers. Only half of Millennials take sole responsibility in grocery shopping, and this cohort is likely to look for an efficient shopping experience and instant gratification, more so than their older generational counterparts due to their high ...

Attitudes Toward Sodium - US

"Despite consumers' interest in eating healthier, they also want food that tastes good. While government, food manufacturers and restaurants try to provide healthier options to Americans, these organizations are up against

consumers. Price still remains a smart strategy to take in this category, but consumers' value proposition goes beyond price, involving quality, indulgence, and health as well."

Parents' Attitudes Toward Kids' and Teens' Snacking - US

"Consumers have a love-hate relationship with snacking. Snack foods provide convenient fuel for an increasingly busy populous and also may provide welcomed indulgence. But with so much media attention on the obesity epidemic, today's consumer may feel more pressure to reduce snacking and eat more healthy snacks."

January 2013

Salty Snacks - US

"The importance of product price among salty snacks consumers is a reason for the success of store brands in the category. Some 86% of salty snacks consumers say price is an important factor in their purchase decisions, and 36% of consumers who indicate purchasing less salty snacks in the past ...

Nutritional Food and Drink - US

"The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do."

several challenges, especially regarding how to market low/no/reduced sodium items."

Ethnic Foods - US

"When it comes to ethnic food eaten and prepared at home, restaurants continue to pose a threat because of constant innovation that attracts consumers. In order to remain competitive, companies need to focus on product development that blends authenticity with familiarity, while offering unique flavor combinations. Additionally, providing consumers with ...

Performance Food and Drink - US

"Although a portion of active consumers are users of performance food and drink, a segment of exercisers abstain from the category for lack of need, preference for other foods, and concerns about product cost. Manufacturers need to address these concerns by focusing communication on the formulation, scientific tests, and other ...