

### December 2018

#### The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

#### RTD Alcoholic Beverages - US

"RTD (ready-to-drink) alcoholic beverages continue to be an "also drink" alcohol type, trailing behind beer, wine, and spirits in consumption and volume sales. However the category, which includes FMBs (flavored malt beverages), prepared spirits-based cocktails, and wine coolers has seen recent strong innovation, moving it further away from the cloying ...

#### White Spirits - US

"The white spirits market is growing, albeit at a slower rate than dark spirits. Consumer interest in white spirits is growing as evident by the strong growth of tequila and higher-end/super premium gin brands. However, the trendiness of tequila and gin have not yet crossed into mass market appeal ...

#### Food and Drink Shopper - US

"Big stock-up trips at traditional supermarkets are still happening, but especially among younger food and drink shoppers they're giving way to smaller quick-fill trips across a wider array of retail outlets. This new generation of shoppers is also less likely to make a list and more likely to make purchase ...

### November 2018

#### Wine - US

"Total US dollar sales of wine should reach \$62 billion in 2018, for overall growth of 15% since 2013. The growth rate has slowed since a 4.2% bump in 2015, settling to a more moderate 1-2% annual growth projected through 2023. Wine growth has outpaced total alcohol, while wine ...

#### Dark Spirits - US

"The dark spirits market continues to thrive due primarily to the strong growth of American whiskey. Consumer interest in craft products as well as changes in drinking habits and preferences have benefited many dark spirit brands, especially super- premium brands. Dark spirit drinkers tend to be enthusiastic about dark spirits ...

### October 2018

#### Beer and Craft Beer - US

"Dollar sales of beer, craft beer, and cider are estimated to reach \$112 billion in 2018, up 1.1% over 2017 totals. Dollar sales of beer will level, with very small year-over-year gains projected through 2023. Volume sales are declining at a higher rate (with an estimated dip of just ...

#### Yogurt and Yogurt Drinks - US

"Total sales of yogurt are flat; consumers are trying new yogurt styles and brands but not increasing their total yogurt consumption. While sales of drinkable yogurt are quickly growing they have not offset the decline of spoonable yogurt. Moreover, drinkable yogurts are likely cannibalizing sales of spoonable. High protein/low ...

#### Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has

officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

### September 2018

#### Tea and RTD Tea - US

"The vast majority of adults drink tea and many are daily tea drinkers. The complex array of tea formats, varieties, and flavors offers options that appeal to a broad spectrum of consumers. Yet category sales improved only slightly from 2017-18, as sales softened in the leading canned/bottled RTD (ready ...

#### Dairy and Non-Dairy Milk - US

"Milk is characterized by two vastly different markets: the large but declining dairy milk market and the much smaller but fast-growing non-dairy milk market. While dairy milk remains a household staple for most Americans, non-dairy milk is quickly gaining popularity as a more healthful alternative to dairy milk, and innovative ...

### August 2018

#### Online Grocery Shopping - US

"Despite doubling from 2013-18, online grocery sales in the US remain a small proportion of total grocery sales and an even smaller proportion of total eCommerce. Unlike other major product categories, adoption of online shopping in this sector has been slow, namely due to consumers' strong preference to shop in-store ...

### July 2018

#### Coffee - US

"The \$14.4 billion coffee market continues on a positive path in 2018, buoyed by a thriving RTD (ready-to-drink) coffee segment and sustained growth in single-serve formats. Millennials show strong category engagement, consuming a range of coffee products and show strong interest in innovative offerings, including RTD coffees with new ...

#### Grocery Retailing - US

"The grocery industry will become \$700+ billion strong within the next five years. During this time, it's likely that additional mergers and acquisitions will occur as competition inside and outside the industry (eg from restaurants) intensifies. While consumers' grocery shopping behaviors may be rather status quo for now, this will ...

#### Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their

current lifestyle. This Report looks at the role credit score plays ...

### June 2018

#### Beverage Packaging Trends - US

"Innovation in format, functionality, design and customization have made beverage packaging a key feature of new product launches in the category. Packaging innovation can be an especially effective way to engage with key consumers groups such as those aged 18-34 and parents. Challenges lie in creating distinctive packaging in this ...

#### Juice and Juice Drinks - US

"Total sales of juice are in decline due to falling sales of 100% juice and bottled smoothies paired with flat juice drink sales. Changing perceptions around the healthfulness of juice and competition from other drinks is causing consumers to choose other drinks over juice. New juice products that better target ...

### May 2018

#### Energy Drinks - US

Sales grew an estimated 5.6% in 2017, bringing the energy drink/shot market to \$13.4 billion. Positive growth of 4-5% per year is forecast through 2022, when the market is expected to reach about \$16.9 billion. The dominant energy drink segment, with 91% market share, has been ...

### April 2018

#### Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

#### Carbonated Soft Drinks - US

The mature \$36.2 billion CSD (carbonated soft drink) market faces competition from RTD (ready to drink) coffees, energy drinks, sparkling waters, and BFY (better-for-you) options. Growth opportunities lie in targeting the occasions when CSDs offer unique benefits and focusing on functional and aspirational qualities that set these apart from ...

#### On-premise Alcohol Trends - US

Sales of alcohol on-premise are rising year-over-year thanks to consumers' interest in premium alcoholic beverages. While the market is growing, competition among bars/restaurants has never been stronger. Foodservice establishments must contend with consumers' preference for drinking at home and must prepare for the next generation of on-premise consumers. Establishments ...

### March 2018

#### Alcoholic Beverage Drinking Occasions - US

"Dollar sales of alcohol (on- and off-premise) reached \$234 billion in 2017, a 3.5% gain over 2016. Overall sales increased by 20% from 2012-17 due to a supportive economic climate, product innovation – including flavor and format advancements – and a focus on premiumization, all which have encouraged trial ...

#### Nutrition and Performance Drinks - US

"Sales of nutrition and performance drinks held steady in 2017. Consumer interest in health and in products that provide functional benefits spelled gains in recent years. A relatively positive economic climate has allowed consumers to spend more on drinks that promise added value. A slowdown is seen in 2017 due ...

#### Convenience Stores - US

"Faced with declines in motor fuel rates, cigarette smokers, and carbonated soda drinkers in recent years, the convenience store (c-store) industry is in a state of change as it looks toward other product areas and innovations to drive sales. Leading retailers in the industry are focused first and foremost on ...

#### Baby Food and Drink - US

"After two years of stagnating sales, the \$6.8 billion market for baby/toddler food and drink shows indications of growth ahead. Largely stemming from formula sales, the category is expected to leverage a number of healthy attributes and claims in premium-positioned products. Parents are seeking healthy attributes above all ...

### February 2018

#### Bottled Water - US

The bottled water category continues steady growth contributed by all segments. As consumer concern over sugar and hydration grows, still and sparkling waters alike reap the benefits. Brands at both ends of the price spectrum are finding success: private label often winning via price, and premium bottled water appealing via ...

### January 2018

#### Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

#### Beverage Blurring - US

#### Private Label Food and Drink Trends - US

"Sales of private label food and beverages have risen only modestly in recent years, roughly keeping pace with sales of food and beverages overall. The pace of growth, however, could pick up in coming years as retailers look to their store brands to strengthen their value propositions amid intensifying competition ...



## Drink - USA

10% of US adults drink hybrid/fusion drinks in a typical day. While this is dwarfed by more commonly consumed drinks, such as water (81%), carbonated soft drinks (44%), and juice (43%), it's not a bad showing. Good taste drives consumers' beverage choices. And while hybrid drinks can capture attention ...