December 2013

Beer - US

"Undoubtedly, the biggest competitive threat to beer brands is the likelihood that drinkers will opt for wine or spirits instead of beer. This presents beer brands with a challenge to attract drinkers who may otherwise select a different type of alcohol. Doing so will, in part, entail taking a few ...

Private Label Beverages - US

"Stiff competition from global beverage companies means retailers have to work very hard to compete in the private label beverage category. Addressing the needs of key demographic groups, offering products that meet consumer needs for value, quality, and more, as well as playing on the inherent advantages of being a ...

November 2013

White Spirits - US

"Vodka easily dominates the surveyed white spirit and RTD segments, both in volume sales and reported consumption. However, consumers are no longer loyal to one alcoholic beverage or another. Emphasis on craftsmanship, quality, and almost limitless flavor innovation should be leveraged by rum, tequila, gin, and RTD segments to bring ...

Juice and Juice Drinks - US

"While the category benefits from a health halo, the perception of high calories and sugar has stunted recent growth. More and more, health professionals are pointing to the dangers of juice consumption and encouraging moderation (or elimination), especially among children."

October 2013

Wine - US

"Young category participants are more likely than average to turn to recommendations from friends, store employees, and advertisements in their wine purchase decision. This group also turns to indicators such as label design at a higher-than-average rate and latches onto familiar characteristics such as an interest in natural products."

Dark Spirits - US

"Despite its recent success, the dark spirits category still faces obstacles to becoming more commonplace in consumers' alcohol routines. Flavor innovation and new products have piqued the interest of some adults of legal drinking age, but ongoing sales are dependent on consumer loyalty, not just product trial. Manufacturers must emphasize ...

September 2013

Coffee - US

"Variety has fueled growth and led to a boost in sales for coffee manufacturers. However, Mintel research finds that many new products have yet to interrupt consumers' everyday coffee rituals, namely, a cup of roasted ground coffee prepared in a standard drip coffee maker. Manufacturers must find ways to introduce ...

August 2013

Yogurt and Yogurt Drinks - US

Energy Drinks - US

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"Price and health are two areas providing major opportunities for marketers. The rise of Greek yogurt has defined the industry during the past several years. Consumers have been more than willing to pay a premium for Greek yogurt, although there are early signs that they are beginning to seek more ...

"Current energy drink, shot, and mix users have been affected by the scrutiny regarding the safety and health effects of the category. Educational outreach is necessary to help current users feel confident that their choice of energy drink, shot, or mix has no adverse effects. Informative marketing also could broaden ...

July 2013

Tea and RTD Teas - US

"The rise in tea's popularity in the U.S. has opened the market for manufacturers to emphasize the natural taste of tea, range of tea types, and various preparation options. Through education, manufacturers have the potential to elevate tea to the level of other premium beverages, such as coffee, that ...

June 2013

Carbonated Soft Drinks - US

"Carbonated soft drink manufacturers are faced with a challenging marketplace in which they are battling not only to retain current users who are being encouraged to make healthy choices, but also to regain consumers who have already sought out alternatives. Companies are hedging bets on multiple packaging sizes, flavor innovations ...

May 2013

The NASFT State of the Industry Report – The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have collaborated to produce the tenth annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is simply to show changes in the industry as a whole ...

Alcohol Consumption at Home - US

"Alcohol consumption at home or someone else's home has become more commonplace in the wake of the recession. However, the slow economic recovery has

Baby Food and Drink - US

"U.S. Census Bureau data show a 2.7% decline in population of children younger than five from 2008-13, signaling a shrinking market for baby food and drink. Innovative packaging and new formats that can make baby food and drink products appealing to babies longer will help counter losses in ...

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seen some consumers return to on-premise alcohol consumption, which is slated to continually lessen the sales lead maintained by off-premise channels. Thus, more should be done ...

April 2013

Dairy and Non-Dairy Milk - US

“Milk is most associated with at-home breakfast or as an additive to cereal or coffee, but the growing variety of milk products invites expansion beyond these traditional usage occasions. Milk producers should embrace their product’s versatility by encouraging consumers to use milk in recipes, as a snack, or as a ...

March 2013

Bottled Water - US

“Bottled water has been able to rebound from declines showcased during the worst of the economic downturn, but it still faces challenges, such as consumers being more likely to drink tap water than bottled water. However, bottled waters have been able to appeal based on taste, convenience, and value-added products ...

February 2013

On-premise Alcohol Consumption Trends - US

“When it comes to on-premise alcohol trends, the recessionary spending habits of consumers are continuing. These consumers are being deterred from purchase due to price, health, and fear of public intoxication. To draw out these consumers, operators must create the right balance of offerings that meet the specific needs of ...

Beverage Packaging Trends - US

“Despite beverage companies’ dedication to innovative and intriguing packaging designs, consumers continue to prioritize price and familiar brands when beverage shopping. As the U.S. rebounds from the economic recession, limited-edition designs have an opportunity to seize newly regained disposable income, especially among Millennials. Interactivity also presents an opportunity, in ...

January 2013

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

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.

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appealing to the same consumer preferences that snack bars do."

Manufacturers need to address these concerns by focusing communication on the formulation, scientific tests, and other ...

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