

### January 2017

#### Condiments - US

"The large and mature condiments and dressing categories have generated little growth overall over the past five years, a trend that is not expected to change in the next five. Still, these diverse categories hold ample opportunity for brands and retailers that can activate consumer interest in exploring new tastes ...

#### Sugar and Sweeteners - US

Dollar sales of sugar and sweeteners fell from 2011-16. Three category segments (sugar, sugar substitutes, and syrup) experienced overall declines, due to the stigmatization of sugar, and concerns about artificial sweeteners. Improving the perception of the category is in order. The honey segment has flourished during the period, garnering the ...

### December 2016

#### Dollar Stores - US

"Dollar stores are sitting fairly pretty at the moment. They are housed within a broader subcategory of "other general merchandise" stores (according to the US Census Bureau's Annual Retail Trade Survey NAICS classification) which is the fastest growing sector within the total general merchandise category inclusive of discount department stores ...

### November 2016

#### Poultry - US

"Despite being a staple product for many consumers, the total sales of poultry are down due to decreases in both poultry prices and total volume sold due to the rapidly falling price of beef. Poultry manufacturers need to focus on the many benefits poultry has over other proteins and develop ...

#### Grocery Retailing - US

"The grocery industry is arguably the most dynamic and fragmented retail sector there is. Groceries are deemed necessities so this industry remains somewhat protected from outside influencers that could cause steep sales variances, but the largest factor right now impacting the category is declining foods costs. This benefits the shopper ...

#### Fish and Shellfish - US

"Driven by the perception of fish and shellfish as healthy alternatives to red meat and poultry, sales of fish and shellfish should grow slowly between 2016-21 to reach \$18.3 billion. Millennials, Hispanics, and households with children are most likely to buy, especially fresh. Wild-caught traits appear to be of ...

#### The Food and Drink Shopper: Spotlight on Technology - US

"The competition for share of food/drink sales rages on. Consumer interest in low prices, convenience, and fresh options is fueling a shift in how they shop for food and drink, including a move away from traditional grocery retailers. Non-store retailers, including online merchants and subscription services, are expanding retailing ...

#### Cooking Enthusiasts - US

"In 2016, 45% of Americans aged 18+ are considered Cooking Enthusiasts – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they want to rather than because they have to. Due to factors such as the lower ...

### October 2016

#### Cheese - US

"Despite a slight downtick in dollar sales in 2016, the cheese category has performed well in recent years, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. Natural cheese continues to set the pace for the ...

#### Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

### September 2016

#### Better-for-you Eating Trends: Spotlight on Real - US

"When seeking better-for-you foods, consumers avoid certain elements in their diets, chiefly artificial ingredients of all forms, and express a general distrust of genetically modified ingredients. At the same time, many consumers are seeking foods with added health attributes, namely protein, fiber, and whole grains. Brands have focused product innovation ...

#### Diet Trends - US

"The market for diet products has faced slight declines since 2011. As what consumers consider "healthy" continues to evolve, diet products have struggled to keep up with changing preferences. Packaged and processed foods continue to fall out of favor, shrinking the

#### Bacon and Lunch Meat - US

"Over the past five years, bacon and lunch meat managed growth, and it should match that performance through 2021. However, when accounting for inflation, sales are largely stagnant, as health concerns appear to be prompting consumers to avoid much of the category. An influx of lower-sodium and more-flavorful options across ...

#### Gluten-free Foods - US

"Consumption and sales of gluten-free foods continues to increase, but growth in sales has slowed considerably in recent years. Sales do continue to grow, just at a slower pace. The propagation of lower-priced gluten-free foods, including store-brands, as well as other more competitively priced options are likely responsible for the ...

#### Pizza - US

While annual growth in the pizza category has fluctuated over the last several years, the pace picked up modestly in 2015 and 2016, buoyed by growing interest in more premium pizzas. Pizza marketers and retailers have an opportunity to accelerate growth further by continuing to introduce creative new flavors and ...

#### Better for You Snacks - US

"Strong growth in BFY snacks comes from an increase in availability of products in this relatively young space, at a time when consumer habits favor snacking and eating on-the-go, and a dual interest in healthy living and the

opportunity for diet foods but opening up new possibilities ...

pursuit of flavor. While the products covered in the scope of this ...

### August 2016

#### Pet Food - US

"The pet food market has performed well in recent years reflecting the increasingly cherished place pets hold in many households and a desire among pet owners to feed their pets the best food they can. Pet owners increasingly look for food that aligns with their own personal dietary preferences and ...

#### Yogurt and Yogurt Drinks - US

"As the boom times ushered in by the novelty of Greek offerings fade, category players are stepping up flavor and format innovation, which will be necessary to preserve engagement. The small yogurt drinks segment is an area of opportunity, boosting the category's play for convenient health. Doubling down on breakfast ...

#### Frozen Breakfast Foods - US

"While brands are capitalizing on healthier attributes, chiefly protein and fiber content, the entire category faces significant competition from alternative breakfast options regarded as healthier and more portable. Continued focus on nutrition and on-the-go features could propel the category to future growth, but brands may well consider promoting frozen breakfast ...

### July 2016

#### Packaged Bread - US

"While packaged bread remains a huge category with virtually universal penetration, dollar sales have increased only minimally in recent years, and actual consumption has declined due to concern over calories and carbohydrates. Still, opportunities exist to improve bread's health profile, to expand its use across more occasions, and to highlight ...

#### What's for Breakfast - US

"Consumers are eating a variety of breakfast foods, at home and away, with their preference for healthy or indulgent foods differing by the day of the week. One constant however, is their need for quick, portable, and healthy breakfast foods that keep them full and energized. Consumers are open to ...

#### Fruit - US

"Fruit sales in the US have surpassed the \$48 billion mark, growing consistently for the past decade, aside from a slight slowdown in 2014-15 due to an increase in fresh fruit prices. Fruit's overall healthy reputation and the consumer desire for fresher foods should propel fruit sales even higher through ...

#### Ice Cream and Frozen Novelties - US

"As volume sales in the saturated category decline, dollar gains have cooled. While health leads reasons for cutting back, sales of traditionally health-focused products (including low-fat/calories) struggle, and indulgence appears as a strong purchase driver. Category players can aim at health through cues such as natural, premium, and ...

### June 2016

### Food Packaging Trends - US

"An increasing percentage of product launches are based primarily on new packing as packaging continues to become more important in the food marketing mix. Food packaging can do more than just help the product convey benefits and product information."

### Nuts, Seeds and Trail Mix - US

"The nuts, seeds, and trail mix category continues its steady growth trajectory as Americans adopt frequent snacking occasions, and seek convenient foods they can feel good about eating. Looking ahead, the category is expected to grow, despite facing competition from other snacking categories, including other salty snacks, and BFY (better-for-you ...

## May 2016

### Snack, Nutrition and Performance Bars - US

"Dollar sales of snack, nutrition, and performance bars grew in 2015, continuing the steady, though lackluster, pace seen over the past few years. Products in the category hit the mark in appealing to both the health and snack interests of consumers – viewed as a convenient contribution to healthy lifestyles ...

### Vegetables - US

"The vegetables category continued its steady year-over-year growth fueled mostly by sales of fresh produce, including fresh-cut salad. Consumers are eating and buying more vegetables, at home and away, and are looking for freshness, convenience, and nutrition. Despite category interest, consumers still want more information about product nutrition, preparation, and ...

## April 2016

### Grains and Rice - US

"The \$2.5-billion rice and grains category is experiencing modest growth thanks in part to a generally healthy image and consumer interest in exploring an increasingly wide range of cuisines incorporating rice or grain."

### Soup - US

"While the soup category is facing challenges due to the decline of RTS (ready to serve) wet and condensed soup, areas of opportunity exist. Sales of broth are up due to a cooking culture, and refrigerated soups are performing well in the market due to positive consumer sentiment surrounding the ...

### Prepared Meals - US

"Sales of prepared meals turned slightly positive in 2015 after three consecutive years of declines, but remain below their 2010 level, weak results in line with a broader move away from more processed foods in favor of fresher and healthier alternatives. Still, the category's defining convenience benefit remains compelling, and ...

### Prepared Cakes and Pies - US

"The market for prepared cakes and pies should continue growing for the foreseeable future. Consumer concerns relating to health and obesity, while certainly significant across the food and drink industry, appear somewhat less of a factor to this more indulgent category. However, consumer interest in options with reduced calories, fat ...

### Salty Snacks - US

"The salty snacks market continues to perform well, especially as the popularity of snacking continues. The meat snacks and popcorn segments continue to drive much of this growth, fueled by strong product innovation, and positive health perceptions. Health and

indulgence remain a key theme as product flavor is a key ...

### Frozen Snacks - US

"After a slight decline in 2014, sales of frozen snacks rebounded in 2015 and are forecast to continue that growth through 2020. Emerging restaurant brands, as well as brands from other snack categories and, indeed, fresher foods, begin to leverage their attributes in frozen cases. At the same time, consumers ...

### International Food Trends - US

"Sales of international foods in the US are projected to grow moderately between 2015 and 2020, from \$12.2 billion to \$13.9 billion. Immigration and the increasingly multicultural nature of American society are factors that are influencing growth."

## March 2016

### Chocolate Confectionery - US

"Dollar sales of chocolate confectionery continued to grow in 2015, albeit at a tempered pace compared to previous years. The indulgence category has avoided steep losses, even as consumers place an increased importance on health."

### Packaged Red Meat - US

"Consumers are increasingly turning to non-traditional venues for their red meats, with parents notably likely to purchase red meat online, and Hispanic consumers turning to mass merchandisers for red meat."

### Crackers - US

The crackers category reached \$7.7 billion in 2015, representing growth of 17% from 2010-15. Consumer interest in snacking, and perceptions of crackers as a healthier snack than other salty snacks helps boost category sales. However, in recent years sales have slowed, reflective of strong competition from other food categories ...

### Convenience Stores - US

"Convenience stores are a steady presence in most US consumers' lives and a significant \$450 billion business. With 82% of survey respondents stating that they have gone to a convenience store within the last three months, this channel is clearly an important platform for connecting with shoppers and making sales."

## February 2016

### Private Label Food Trends - US

"Store brand food and beverages represent an opportunity for retailers to distinguish themselves from competitors, yet sales have grown slowly since 2010 and are forecast to continue at this pace."

**-Mimi Bonnett, Category Manager - Food and Drink, Foodservice**

### Feeding Babies and Toddlers - US

Following five years of 2.4% annual sales growth, the market for baby/toddler foods has reached \$6.9 billion, and with the increase in the birthrate, the market for baby/toddler food and drinks will grow.

### Chips and Dips - US

"Both the chips and dips categories continue to perform well, boosted by consumer interest in snacking, and a variety of innovative flavors and formats. Both



## Food - USA

categories are driven by taste, rather than health, as consumers allow themselves to indulge. The chips and dips markets are expected to maintain stable growth ...

### January 2016

#### Baking Mixes - US

"Total US sales of baking mixes declined in 2015 by 3.4% to \$4.1 billion and are forecast to continue declining at this pace into 2020. Consumers are migrating away from packaged foods that contain artificial ingredients and preservatives and toward fresh alternatives found at in-store bakeries and specialty ...

#### Center of the Store - US

Mintel has defined the center of the store in terms of two segments – shelf-stable grocery and frozen foods. Sales in the category as a whole have managed fairly strong growth – 10% since 2010, largely the result of the shelf-stable grocery segment, where introductions have succeeded by catering to ...