

### March 2017

#### Baby Food & Drink/Feeding Babies & Toddlers - US

"The market for baby and toddler food largely stagnated in 2016, and while the future of the category may not hold significant potential for growth, there is notable opportunity in products that can leverage healthier attributes that appeal to parental expectations. While the nation's birthrate may be in slight ...

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

"Private label food and drinks category sales declined by -2.2% from 2015-16 and are forecasted to continue to decline into 2021. Increased confidence in the economy may lead many consumers to opt for name brands over store brands, especially for products located in the brand-centric center store area. Opportunities ...

### February 2017

#### Beverage Blurring - US

"Two thirds of US adults have consumed any of the hybrid drinks measured in this Report. Bottled water with added health benefits (eg protein, vitamins) leads consumption, followed by carbonated juice, and bottled water with added functional benefit. The strongest limitation to adoption is perceived high price but they encourage ...

#### Bottled Water - US

"The bottled water market saw sales increase from 2015-16. Healthy living trends, consumer interest in hydration, as well as the development of new flavored, sparkling, and enhanced bottled water variations have been key drivers. Future growth will hinge on capitalizing on consumer interest in added benefits to bottled water, addressing ...

### January 2017

#### Beverage Packaging Trends: Spotlight on Alcoholic Beverage Packaging - US

61% of US adults aged 22+ purchase alcohol for off-premise consumption. While dollar sales in most alcohol segments are on the rise, securing appeal in a competitive marketplace requires aligning with consumer preferences. Two thirds of alcohol buyers indicate paying attention to package format, and 64% pay attention to label ...