

July 2023

Sustainability in Food and Drink - US

“The incidence of sustainability claims on food and drink packaging is on the rise, and consumers say they want to make the best choices for the environment. Still, sustainable brands must also convince shoppers that their products will also meet consumers’ needs on the core factors that have always driven ...

June 2023

Hot and Cold Cereal - US

“Convenience, comfort, and accessibility have helped cereal into bowls in the past year, despite inflations’ strong influence on price. Cereal’s future may look a little different, though, as younger generations show engagement with a wider range of non-traditional cereal occasions and innovative concepts that match them.”

– Kelsey Olsen ...

Produce - US

“Consumers and brands readjusting post-pandemic are now stumbling over inflation, but the impact on produce has been complicated. While a reshuffling of preferred purchase selections is expected, produce also represents an economical alternative to higher-ticket items like meat. Brands have opportunity to put a positive spin on cost savings with ...

Poultry - US

“Poultry dollar sales growth, while highly dependent on inflation also continues to benefit by retaining the reputation as affordable protein. A staple in most households, brands can increase frequency and consumption occasions by offering versatile, convenient and nutritious products that remind consumers of the value of poultry.”

– Sydney ...

May 2023

Soup - US

“Brands must address soup’s paradox, renowned for healing, but not health, to prepare a new generation of soup fans for increased occasions. Affordability and convenience have sustained pandemic growth, but longstanding retention requires exciting flavor innovation and reframed health positioning that allows soup to stand as a functional, nutrient dense ...

Grocery Retailing: In-store and Online - US

“The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

Hot Dogs and Sausages - US

“The influence of accessible pricing and easier prep make the hot dogs and sausages category a good entry point for young adults as they transition into independent meal and snack responsibilities and beyond. Yet brands must reinvigorate notions of applications, occasions and even tastes to stay relevant.”

– Mimi ...

Ice Cream and Frozen Novelties - US

“Frozen treats enjoy a place of importance in the eyes of US consumers. Even amid price hikes and sugar concerns, 94% of shoppers purchase products in the category, speaking to the power of enjoyment. Brands must capitalize on the value of enjoyment but avoid going too far into treat or ...

Packaged Red Meat - US

“While red meat has notoriously struggled with a less-than-healthy perception, despite accolades for protein content, the category has earned somewhat of an indulgent reputation in both a positive and a negative sense. More than seven in 10 category participants agree that quality is worth increased price, yet 4 in ten ...

April 2023

Baking and Mixes - US

“Despite inflation keeping many consumers turning to their own kitchens for meal solutions, the regularity of home baking is on the decline. Tired consumers are seeking convenience options, including the use of mixes and prepared offerings. Value messaging will continue to resonate but must stretch beyond low price to include ...

Private Label Food and Drink - US

“Inflation has given private label food and drink a big short-term boost as shoppers have looked for ways to stretch their grocery budgets. To maintain growth in the long run, however, retailers will need to continue evolving store brands beyond savings alone. Private label offers a unique opportunity for retailers ...