

### March 2019

#### Salty Snacks - US

"The popularity of snacking has benefited all of the salty snacks segments and contributed to sales gains of 4.8% in 2018. While continued growth is projected in this \$18 billion market, a slower growth pace is projected through 2023. The strong demand for snacks has resulted in increased competition ...

#### Gum, Mints and Breath Fresheners - US

"Sales of gums, mints, and breath fresheners have been essentially flat over the past five years and, when adjusted for inflation, are expected to drop 14% off of their 2018 sales by 2023. The consumer base has shown no discernible growth over that time, and brands have largely confined their ...

### February 2019

#### Potato and Tortilla Chips - US

"The potato and tortilla chip market continued to enjoy steady growth even as the market place grows competitive. Consumers exhibit a tendency to stick to familiar brands and tastes and to see chips as an indulgence which may be a challenge to market expansion. Opportunities lie in flavor, functionality, and ...

#### In-Store Bakeries - US

"Sales for in-store bakeries continue to grow steadily, reaching nearly \$13 billion in 2018 and expected to hit \$14.5 billion by 2023. Amid such growth, there is still potential to expand further, as penetration among consumers is somewhat low (just over 50%). Key for the category will be expanding ...

### January 2019

#### International Food Trends - US

#### Packaged Red Meat - US

"Health and environmental impact issues continue to pose challenges to the category, but despite that, red meats remain solidly entrenched in consumer diets. Sales for red meat made modest gains, with beef driven mostly by price increases and declines with pork, triggered by overproduction. Adjusted for inflation, the category is ...

#### Snack, Nutrition and Performance Bars - US

"Consumer interest in convenient food options and an effort to adopt healthier lifestyles have supported category growth. While the likely continuation of these trends is an advantage to bar players, the subsequent growth in other food and drink categories stepping in to meet these needs presents a challenge. Year-over-year gains ...

#### Crackers - US

"Cracker sales have remained relatively flat hovering near \$7.7 billion since 2016. While the category's versatility and consumer interest in snacking have helped maintain nearly universal penetration, intensified snacking competition has stolen some share of occasions from brands in the category, especially with adult consumers. While families and kids ...

#### Snacking Motivations and Attitudes - US

"International food adoption is a fairly slow process in the US, which prizes traditional Mexican, Italian, and Chinese fare above all else. However, factors are positioning international fare for continued future growth, including an increasingly diverse population that favors such cuisines; the need for restaurants and products to differentiate and ...

### **Consumers and the Economic Outlook Q1: Defining Financial Success - US**

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

"95% of US adults snack daily, and 70% do so 2+ times per day, making snacking a huge opportunity for connecting with consumers. The percentage of “super snackers” (those who snack 4+ times per day) is increasing, and the fact that busy lifestyles result in the skipping of meals (or ...

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

"After years of steady growth, sales of private label food and drinks may have reached their peak. Economic indicators suggest consumers are poised to increase their food/drink budgets, which will offer a challenge for value-oriented store brands. A strength for private label is fresh products – like meats, poultry ...