

### March 2014

#### Snack and Nutrition Bars - US

“Even as snack and nutritional bars take on product attributes from each other and attempt to provide a range of attributes within a single product or brand, brands have an opportunity to stand out from their competitors by maintaining focus on a singular use. For example, energy bars can be ...

#### Convenience Stores - US

“Quick stops to pick up a few items or get gasoline are the primary reasons that consumers visit convenience stores. While convenience stores have a reputation for unhealthy food, many are improving their offerings to provide healthier alternatives appealing to shifting consumer tastes, hoping to encourage more visits.”

#### Cookies and Crackers - US

“Less than 10% of cookie and cracker buyers look for gluten-free varieties. While gluten-free developments attract attention due to new product innovation, at this point, this feature does not make or break cookie or cracker purchase.”

#### Nut-based Spreads and Sweet Spreads - US

“Greater competition from other brands both within and outside of the nut-based and sweet spreads market will have an impact on the category. To fight the competition, manufacturers need to promote the versatility of their spreads for use as an ingredient, dip, snack, and beyond to help increase product appeal ...

### February 2014

#### The Locavore: Attitudes toward Locally-sourced Foods - US

“As local claims become more widespread, product marketers will need to develop a means to authenticate provenance. Exploring a system of official certification and communicating a transparent path to market information to interested buyers will be necessary to stand apart from the competition.”

#### Food Storage - US

“The food storage market is expected to grow slowly into 2018. However, the market does face some challenges. Companies and brands will have to continue exploring new innovation opportunities in order to accelerate market growth and stave off competition from private label, as well as better engage the growing Hispanic ...

#### The Snacking Occasion - US

“As consumers continue to adopt a snacking culture, choosing to snack anywhere, anytime, and on practically anything, the format and function of snacks will need to evolve to meet their needs. Snacks with healthy claims and natural ingredients are still important; however, snackers still want to indulge responsibly from time ...

#### Grocery Retailing - US

“When it comes to shopping for groceries, the choices can be overwhelming. While an increasing range of different retailers sell grocery items, their offerings vary. In a crowded marketplace, retailers need to clearly define and communicate how they differ from the competition, stand out by offering customized promotions to retain ...

#### Dry Pasta, Rice and Noodles - US

“While respondents are very likely to say low price is an important factor in their selection of pasta and rice products, brands should do more to show that their products provide value beyond price. They can do this by offering more natural, whole grain, low sodium or some other healthful ...

### January 2014

#### Ethnic Foods - US

“Authenticity appears as more of a value-add than a requirement for purchase of products used in home ethnic food preparation. While nearly half (47%) of ethnic food consumers say they are willing to spend more on authentic ethnic/international food, only one quarter say authenticity claims are a leading factor ...

#### Chips, Popcorn, Nuts, and Dips - US

“The salty snacks category will continue to benefit from the anytime, anywhere snacking mentality. Changing product preferences, combined with shifting US demographics, will be top of mind for manufacturers. However, the real challenge will be addressing concerns about the nutritional content of snacks, while still allowing consumers the chance to ...