

May 2022

Beverage Packaging Trends - US

“Economic anxieties have risen following record inflation, increasing consumer demand for packaging sizes that provide the best value. While value is a top-of-mind concern, brands must also respond to consumers’ interest in sustainability. On-pack claims and text can educate consumers on sustainability topics and help consumers make informed, environmentally friendly ...

Coffee and Tea Tracker - US

“Coffee and tea consumption continues to increase year over year, as away-from-home occasions normalize. Commuting consumers will expect convenience and operators need to be ready with mobile ordering capabilities. Convenience will also be key for cold coffee options that are ready to drink at home to provide a quick energy ...

April 2022

Sports and Performance Drinks - US

“While the increased demand for functional nutrition seems as if it would benefit the sports and performance drink category, the growth in functional claims across food and drink categories not only increases competition, it blurs category lines. Brands can respond in two directions: by doubling down on fitness, claiming specific ...

Energy Drinks - US

“Energy drink sales soared throughout 2020 and 2021, driven by pandemic-related stressors and increased work and home responsibilities. Sales will remain strong as more consumers continue to purchase energy drinks in multipack formats. Brands face an opportunity to celebrate consumers’ return to social activities and increased consumer interest in health ...

Grocery Retailing - US

“After two years, COVID-19 continues to have an impact on the grocery sector. The combined pressures of supply shortages and inflation drive up prices, prompting consumers to prioritize value. Pandemic behaviors give way to new norms, as omnichannel shopping becomes commonplace. Additionally, the strides made in technology enable grocers to ...

Carbonated Soft Drinks - US

“While a less than healthy reputation has yet to dramatically impact participation in the category, the bevy of healthy competitors in the wider non-alcoholic beverage market will always remain a threat to loss of occasions for CSDs. Renewed focus, reformulations and flavor innovation have guided brands through a competitive and ...

March 2022

Nutrition Drinks - US

“The time is ripe for nutrition brands to shine. Two years into a pandemic, consumers are primed for solutions that will set them on the path to health. Leading into the pandemic, general functionality sufficed as a calling card. Moving forward, consumers will be discerning of brands and ingredients, and ...

February 2022

Still and Sparkling Waters - US

Coffee and Tea Tracker - US

“Packaged water is a growing market within the wider beverage industry stemming from a large base of dedicated bottled water users and increased sales of premium, flavorful, and functional waters. Water’s inherent healthfulness makes it an ideal platform for functional innovation; unique functional claims not only allow water brands to ...

“Coffee and tea consumption has increased year over year, driven by away-from-home occasions. As people re-establish work routines, operators must create appealing spaces for commuters returning to the office and remote workers seeking a “third space.” With health still in the forefront of consumers’ minds, tea brands should showcase benefits like ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Upcoming Reports

Alcohol Alternatives - US - 2022

White Spirits - US - 2022

Dark Spirits - US - 2022

Food and Drink Shopper - US - 2022

Functional Drinks - US - 2022

Wine - US - 2022

Tea and RTD Tea - US - 2022

Consumers and the Economic Outlook - US - Summer 2022

Milk and Non-Dairy Milk - US - 2022

Yogurt and Yogurt Drinks - US - 2022

RTD Alcoholic Beverages - US - 2022

Beer - US - 2022

Food and Drink Nutrition Claims - US - 2022

Foodservice Alcohol Trends - US - 2022

Coffee and Tea Tracker - US - Q4 2022

Coffee and RTD Coffee - US - 2022

Coffee and Tea Tracker - US - Q3 2022

Juice and Juice Drinks - US - 2022

Convenience Stores - US - 2022