

March 2023

Snack Bars and Breakfast Biscuits - UK

"The cost of living crisis and HFSS restrictions will continue to challenge the snack bars and breakfast biscuits. Cautious spending behaviour exhibited by consumers is putting the category in the line of fire. It is important for brands to demonstrate good value for money and added nutritional benefits while finances ...

Nutrition Drinks - US

"The nutrition drinks market may be fighting outdated 'dieting' perceptions, but its convenient nutrient delivery can be positioned to target a range of health needs – weight management included. Using contemporary definitions of wellness as a catalyst for a function-forward refresh allows brands to accompany consumers on their holistic health ...

In-store Bakery - US

"In-store bakeries currently benefit from financial motivation to eat at home. Successful ISBs will continue their evolution as a destination for everyday pick-me-ups and fresh meal solutions. While competition with center of store is stiff, presenting ISB as an alternative to foodservice highlights value alongside convenience, ease and freshness." ...

Packaged Bread - US

"Packaged bread is simple and reliable, providing stability during volatile times. As consumers continue to navigate inflation and look for convenient at-home solutions, bread can provide a healthy mix of comfort, familiarity and accessible exploration to meet different consumer needs."

– Kelsey Olsen, Food and Drink Analyst

Fish and Shellfish - US

"Fish and shellfish fans are conflicted: drawn to the health, taste and often premium experience the category represents, yet everyday occasions and frequency are challenged by limited perceptions of ease, versatility and predictably and price. Brands and retailers can help

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Attitudes towards Healthy Eating - UK

"With the cost-of-living crisis hampering healthy eating, helping consumers to eat healthily on a budget will resonate widely, with the grocers in a strong position to offer meaningful support here. Strong nutritional credentials can boost foods' good value for money perceptions, especially if linked to long-lasting satiety. Meanwhile, forging links ...

Restaurant Value and Pricing - US

"While many consumers will choose to cut back on their away-from-home dining experiences to save money, operators can maintain visitation by delivering on value through appealing prices, but not at the expense of taste and quality. Finding the right balance between cost savings and promotional deals without compromising the experience ...

Energy Drinks - US

"Energy drinks remain a growing segment of the wider beverage industry, its growth attributed to core category loyalists as well as category newcomers attracted by BFY energy drinks. The energizing beverage landscape is rife with competitors, but energy drink brands can remain relevant by addressing consumers' interest in health while ...

Consumer Approach to Lunch - US

"The key to breaking consumers out of their lunch routines revolves around more than just the food. Marketers have an opportunity to tap into the deeper emotions and motivations that drive the meal."

Fruit Juice, Juice Drinks and Smoothies - UK

"The cost-of-living crisis has taken its toll on the market, making it timely to address concerns over fruit juice/smoothies made from concentrate by demystifying the processes involved and raising awareness of the

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reshape these ideas and break down barriers with simplification, flavorful ...

sustainability benefits. Meanwhile, celebrating native ingredients – and spotlighting the correlation between low food miles and sustainability ...

Sports and Performance Drinks - US

“Sports and performance drink brands may be working to distance their image from exercise, but ultimately still find themselves using fitness identity as a reference point for marketing. Whether appealing to less active consumers through the promise of refreshment or to fitness-oriented consumers looking for an edge, offering layered functionality ...

February 2023

Casual Dining Restaurants - US

“Having consistently delivered on menu variety, quality, and value despite labor and supply challenges, the casual dining segment is primed to leverage consumer loyalty, innovate boldly, and participate in emerging consumer trends, while maintaining its mass appeal as an affordable dining experience that feels reliable and special.”

– Varchasvi ...

Crisps, Savoury Snacks and Nuts - UK

“Despite the cost of living crisis and HFSS restrictions on product location from October, volume sales of crisps, savoury snacks and nuts are still up by 4% compared to pre-COVID. While pressure on incomes continues to create opportunities through evenings in, many consumers are taking steps to economise, putting brands ...

Dips and Savory Spreads - US

“As consumers continue to eat and snack at home, dips and spreads can be there to amplify snacks, meals and appetizers with flavor and texture. Products that can prove their versatility at a variety of occasions will help earn their spot in both routine and special occasions.”

– Kelsey ...

Convenience Store Foodservice - US

“C-store operators have an opportunity to build strong, long-lasting relationships with customers through loyalty memberships that encourage repeat visitation and boost the purchase of in-store food and drink items. Consumers will continue to seek out a wide variety of high-quality menu and packaged food and drink items that can fulfill ...

Still and Sparkling Waters - US

“Rising financial uncertainty has not dampened bottled water demand as bottled water remains a core household necessity among engaged category loyalists. Water’s ultimate health halo, along with increased interest in small personal indulgences, signals new opportunities for premium, functional, sustainable packaged water products that offer consumers a taste of luxury ...

Sustainability in Food - UK

“Sustainable food and drink has not been immune to the wider struggles within the food and drink sector amid tougher financial times. As people are prioritising making their budgets go further, this issue has become less of a focus for many. However, helping consumers to reduce food waste, eco labelling ...

Snack, Nutrition and Performance Bars - US

“75% of current bar buyers anticipate maintaining or increasing their category purchases in 2023, driven by conditions such as inflation, hybrid work schedules and consumers’ general burnout. However, the challenge stems from category crowding that will further intensify competition. Brands that can strike the balance between innovation and familiarity, while ...

Potato and Tortilla Chips - US

“Even accounting for inflation, consumers are turning to chips at home more and more, pushing sales growth even beyond rates seen in 2020. And with chip consumption at a near-universal 95%, the best prospects for significant growth are in extending use and occasions. Snacking clearly drives chip consumers, yet that ...

January 2023

Salty Snacks - US

“Salty snacks are winning in their ability to satisfy cravings and meet emotional needs, expanding their role beyond a quick hunger-satisfying solution. As consumers simultaneously reach for familiar favorites and alternative snacks at an accelerating pace, brands face the challenge of balancing comforting classics and exciting new concepts.”

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January 1970

Savoury Biscuits - UK

“Savoury biscuit brands must ensure they are seen as relevant for eating with cheese, as the top usage occasion for these snacks. However, to maximise growth potential they also need to reduce their reliance on this pairing. Dipping stands out as warranting attention. Savoury biscuits also need more shoppers to ...

Carbonated Soft Drinks - UK

“CSDs have again proved resilient to squeezed incomes, supported by their affordability and roles as mood-boosting treats and alcohol replacements. With associations with littering curbing sales, doing more to tackle this and actively supporting the DRS will reap rewards for brands. Meanwhile, textural innovation could be the next frontier for ...