

January 2022

RTD Alcoholic Beverages - US

“The strong attention placed on the RTD alcoholic beverages category leading into 2020, driven by seltzer excitement and prepared cocktail quality improvements, was further intensified amid the pandemic. Home drinkers looking for convenient variety gave the category a shot and explored within it, moving RTDs from occasional party drinks to ...

White Spirits - US

“Although the pandemic dampened on-premise spirit consumption and the total market in 2020, it accelerated the growth of trends in the spirits market that will ultimately benefit white spirits brands who follow them: a love of premium spirits, creative at-home cocktails and RTD options that casualize and extend white spirits ...

December 2021

Beer - US

“The rebounding on-premise channel and consumers’ eagerness to reconnect with friends and family reconciled 2020 pandemic loss in the beer category. However, the longer-term impact of the pandemic has yet to be felt, and brands must act to address societal shifts in how consumers are spending their time and money ...

Coffee and Tea Tracker - US

“Year over year, coffee and tea consumption has decreased, driven by at-home consumption. With away-from-home consumption showing a slow rebound, opportunity lies in capturing consumers who are re-forming habits. Brands should ensure at-home coffee and tea options feel premium yet convenient, while operators should make sure they have trendy and ...

November 2021

Dark Spirits - US

“The pandemic created short-term issues for the spirits market due to the reduction in on-premise expenditures but also accelerated existing trends that will ultimately benefit the spirits market in the long term. Specifically, the pandemic reinforced consumers’ preferences for higher-end spirits and contributed to increased spirit category engagement as consumers ...

Wine - US

“As a mainstay of consumers’ alcohol repertoires, wine was able to reach those eager to reacclimate to on-premise drinking, as well as those who continued to primarily drink at home in 2021. The wine category has rebounded from 2020 dollar losses, though it did so in the context of overall ...

October 2021

Foodservice Alcohol Trends - US

“The on-premise alcohol market is in a recovery period following the vaccine rollout; yet, the Delta variant’s spread, along with general financial uncertainty, has consumers rethinking their foodservice alcohol expenditures. Moreover, consumers developed new home-based drinking behaviors and routines over the course of the pandemic; these new home drinking behaviors ...

September 2021

Milk and Non-dairy Milk - US

“The dairy and dairy alternative milk market is evolving at a rapid pace, with specialty dairy milks, plant-based offerings and pandemic-driven priorities in health, variety and ethics shaking up the aisle once characterized by generic commodity positioning.”

Coffee and Tea Tracker - US

“Coffee and tea consumption has gone up year over year driven, in particular, by away-from-home specialty coffee and tea drinks as restaurant restrictions were lifted. While the Delta variant may bring more restrictions, operators and brands should offer consumers, especially younger generations, specialty beverages now to inspire consumer loyalty through ...

August 2021

Yogurt and Yogurt Drinks - US

“While 2020 marked a budding return to relevance of the spoonable yogurt and yogurt drinks market, driven by the influx of pandemic-necessitated time spent and meals and snacks eaten at home, continued projected growth in 2021 is a testament to the category’s more longstanding potential. The near-term years will be ...

Tea and RTD Tea - US

“As Americans become increasingly engaged with a health and wellness mentality, the market will see greater diversity of users. This will necessitate that tea innovations capture a broader range of health and wellness benefits while placing flavor and refreshment at the forefront of messaging. The opportunity is to deliver added ...

Functional Drinks - US

“Functionality has been the most important driver to innovation in the non-alcoholic beverages market for the past decade, and consumer demand for drinks with added benefits has only increased during the pandemic. The number of adults consuming drinks with functional claims has risen over a year ago, as has the ...

Coffee and RTD Coffee - US

“The pandemic brought strong growth for the coffee market as consumers tried new coffee products, created their own specialty coffee drinks and upgraded their home coffee bars. This increase in home coffee experimentation and exploration will benefit the coffee and creamer markets for years to come, and the rise of ...

COVID-19 Impact on Food and Drink: One Year Later - US

“The COVID-19 pandemic afforded food and drink brands across the board an unparalleled opportunity to prove their worth. While the strong dollar gains will be short-lived, the relevance can resonate. 2021 will be marked with continued uncertainty for consumers eager to reclaim power as they navigate the opportunities and limitations ...

July 2021

Consumers and the Economic Outlook - US

Foodservice Coffee and Tea - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

“The foodservice coffee and tea market suffered acute losses during the pandemic as morning commute traffic dissipated. While traffic will rebound as the country reopens, the rise of remote work will create new challenges. However, the pandemic accelerated consumers’ shift away from basic coffee/tea beverages toward cold and specialty ...

Juice and Juice Drinks - US

“Over the last decade, the juice/juice drink category has suffered from an ongoing identity crisis of sorts, as factors like sugar and artificial ingredient content came to overshadow the nutritional value of these products. COVID-19 and subsequent lockdowns and limitations altered routines and led to a reprieve from steadily ...

June 2021

Beverage Packaging Trends - US

“Packaging can play an integral role in addressing consumers’ beverage needs in a post-pandemic America. The rise of remote work coupled with a recovering economy suggests growing consumer interest in large pack sizes, while brands must also promote small pack sizes to financially stressed consumers and consumers within smaller HHs ...

May 2021

Energy Drinks - US

“The energy drink market thrived in 2020 despite the drop in c-store traffic, as consumers relied on energy drinks to help them overcome challenges brought on by the pandemic. Consumers’ energy needs will remain elevated even as the pandemic fades, as many consumers continue to face increased workloads, more consumers ...

Coffee and Tea Tracker - US

"Operators and brands should prep for consumers to look for experiential coffee and tea drinks that are appropriate on premise and on-the-go. As restaurants open up and consumers venture out of the home, they will be expecting a wide variety of options and unique indulgent drinks."

- Emma Allmann, Junior Analyst

April 2021

Carbonated Soft Drinks - US

“The CSD market found strong growth during the pandemic, as changed consumer routines shifted the majority of meal and drink occasions to the home and

Grocery Retailing - US

“The COVID-19 pandemic has had significant and widespread impact on the grocery sector; accelerating ecommerce growth by years and causing people to

consumers sought comfort and familiarity. Successful innovation in flavors, formats and formulations – especially in the diet segment – paired with sophisticated distribution networks buoyed ...

change their grocery shopping routines in a more mindful way as they look to be efficient with their time spent in stores and frugal with their grocery budgets ...

Private Label Food and Drink - US

“Private label food and drink products were making slow but steady gains before the pandemic and have the potential to do so long after. Grocery retailers continue to invest in their product portfolios and see them not just as a way to cater to price-conscious shoppers but also as an ...

March 2021

Still and Sparkling Water - US

“The pandemic resulted in relatively strong sales of bottled water and further solidified its status as a necessary staple product in the minds of many core category consumers, a designation that will benefit the category for years to come. However, the loss of key social occasions weighed down the market ...

Sports and Performance Drinks - US

“As Americans become increasingly engaged with a health and fitness mentality, the market will see a corresponding increase in diversity of users – and in turn, usage occasions. This will necessitate that innovations capture a broader range of health and wellness benefits. Functional wellness is quickly becoming the next barometer ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

Coffee and Tea Tracker - US

Mintel’s Coffee and Tea Tracker allows you to identify the biggest opportunities in coffee and tea, in both foodservice and retail. It provides a quarterly look at coffee and tea consumption behavior at home and away-from-home, by demographic. This tracker also tracks items consumers add to their coffee or tea ...

February 2021

Nutrition Drinks - US

“The nutrition drinks market is well situated to weather the current economic storm, thanks to the association of products in this category with general wellness and immune system health during a health-crisis-driven recession. Although the weight loss drinks segment suffered losses thanks to the lockdown, an unexpected uptick in sales ...