

## January 2021

### Foodservice in Retail: Incl Impact of COVID-19 - US

“While COVID-19 has forced many retailers to scale back high-contact self-serve prepared food offerings, foodservice will emerge from the pandemic more essential than ever to grocery retailers’ long-term growth prospects but will also face even greater competition. Now is the time for retailers to explore expanded menus and ways to ...

### Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US

“The immune support claim has become of paramount importance to consumers in 2020 due to fears of the virus, and brands, especially beverage brands, are already responding by creating new products featuring vitamins/ingredients including vitamins C and D, and zinc. Consumers want foods and drinks that offer functional benefits ...

### Sugars and Alternative Sweeteners: Incl Impact of COVID-19 - US

“Like many food and drink categories, after years of weakening sales, the sugars and alternative sweeteners category was the recipient of a significant tailwind from COVID-19 as a result of the dramatic increase in at-home consumption occasions. Consumers are turning to a diverse array of sweeteners, especially those with a ...

## December 2020

### Nuts, Seeds and Trail Mix: Incl Impact of COVID-19 - US

“The pandemic has reinforced consumer interest in health and wellbeing, and driven at-home consumption of nuts, seeds and trail mix. Consumers are seeking comfort, pleasure and satisfaction in healthy snacks, supporting category growth. However, economic uncertainty also reinforces consumer interest in value. This has created challenges for major brands in ...

### Cooking in America: Incl Impact of COVID-19 - US

“Increased time at home has resulted in consumers spending more time in their kitchens cooking and baking. While this is great news for cooking and baking brands, they will be challenged as cooking fatigue sets in and consumers report enjoying the cooking process less. It will be important for brands ...

### Better for You Eating Trends: Incl Impact of COVID-19 - US

### Super Protein: Incl Impact of COVID-19 - US

“Despite the buzziness of plant-based proteins, consumers are still widely engaged with animal-based proteins. While the majority of consumers have made no changes to their protein consumption patterns, for those that have implemented active change, more consumers are increasing rather than reducing. Health, perhaps ironically, is the catalyst for both ...

### Food and Drink Shopper: Incl Impact of COVID-19 - US

“While the COVID-19 pandemic has accelerated innovation in food and drink retail and motivated behavior changes among food and drink shoppers, its biggest impact on the industry may have been to amplify the underlying emotional benefits of the task. More than ever, food and drink shopping is a way to ...

“Many adults rely on better-for-you food products to some degree in supporting their physical and mental wellbeing. The association of better-for-you foods with immune system health will support the market throughout the pandemic and ongoing recession. BFY brands have opportunities to expand their audience – especially to parents, younger adults ...

### November 2020

#### **Cheese: Incl Impact of COVID-19 - US**

“COVID-19 has provided a tailwind to previously slow growth in the cheese category, resulting in significant sales increases across each segment and for players both big and small. Consumers have used more cheese both at meals and as a snack during the pandemic, pointing to the importance of cheese’s inherent ...

#### **Meal Kits: Incl Impact of COVID-19 - US**

“While meal kits have seen ups and downs since the first services started to appear around 2012, the COVID-19 pandemic has provided the industry with a boost as consumers have focused on home cooking and looked to limit grocery shopping trips. The increase in demand has also at least temporarily ...

#### **Hot Dogs and Sausages: Incl Impact of COVID-19 - US**

“Between the category depth, versatility and cost-effectiveness, hot dogs and sausages were well positioned both during the pandemic and for the economic uncertainties it triggered. The category made significant sales gains, including a considerable turnaround for the hot dog segment after consecutive years of declining sales. Breakfast sausage is also ...

### October 2020

#### **Pizza: Incl Impact of COVID-19 - US**

“COVID-19 brought sudden gains to the modestly growing pizza category in 2020. These gains are likely to have residual staying power over the next year as consumers rely on affordable and convenient meal solutions during a recession. However, these very elements of value that benefit packaged pizza are also strong ...

#### **Vitamins, Minerals and Supplements Trends: Incl Impact of COVID-19 - US**

#### **Breakfast Foods: Incl Impact of COVID-19 - US**

“The pandemic prompted a shift in breakfast, with at-home consumption taking a greater role and options from foodservice operators significantly diminished, as morning commutes were, for much of the country and the year, also reduced. Consumers will crave the experience of foodservice-style breakfast and brunch, suggesting that menu-inspired packaged options ...

#### **Yogurt and Yogurt Drinks: Incl Impact of COVID-19 - US**

“Stay-at-home orders mandated by the pandemic have accelerated yogurt’s return to relevance, as consumers

“The vitamins, minerals and supplements market will continue to grow despite the economic downturn, due to strong associations in supporting specific areas of wellness, particularly ones trending in the time of COVID-19. While multivitamins continue to show highest usage, consumer demand for more targeted benefits beyond overall wellness continues to ...

### **Pet Food: Inc Impact of COVID-19 - US**

“Pet food sales received a short-term boost in the early weeks of the pandemic as consumers stocked up on household essentials but is otherwise on course for continued slow, steady growth driven by premiumization and increasing numbers of pet-owning households. While the category has proven to be mostly resistant to ...

cling to familiar, affordable, health-focused options to meet snack cravings for themselves and their families. The yogurt drinks segment will require some more finessing to find footing, given its strong draw for portability, but has an ...

## September 2020

### **Hot and Cold Cereal: Incl Impact of COVID-19 - US**

“With wellbeing, value and convenience top-of-mind, cereal brands have more than one path to staying relevant with shoppers. After years of declines and stagnation, the cereal category returned to sales growth in 2020 due to COVID-19. Sudden and enduring shifts in daily, especially morning, routines impacted the cereal category, with ...

### **Fruit: Incl Impact of COVID-19 - US**

“The fruit category comprises two distinct groups, fresh and processed, with the former being the behemoth in terms of market share. Fresh accounts for 90% of fruit sales, leveraging a reputation as relatively healthy and largely convenient. Where fresh fruit falls short in terms of health (principally in sugar content ...

### **Vitamins, Minerals and Supplements Consumer: Incl Impact of COVID-19 - US**

“Vitamins, minerals and supplements comprise a dynamic market that has seen consistent growth for over a decade. Dedicated VMS consumers consider these products to be a staple to their overall wellbeing, and most will budget for them despite economic hardships. Still, products with high-quality ingredients at the lowest price point ...

### **Vegetables: Incl Impact of COVID-19 - US**

“The vegetable category is notoriously dichotomous: while fresh vegetables have a well-enforced healthy reputation, non-fresh segments fall shorter on BFY associations but deliver on convenience and value. COVID-19 triggered increased sales across every vegetable segment, even the beleaguered canned segment, indicating that even when health is an elevated priority ...

### **Consumers and the Economic Outlook: Incl Impact of COVID-19 - US**

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

### August 2020

#### Natural and Organic Food Shopper: Incl Impact of COVID-19 - US

“The natural and organic food and beverage market is supported to some degree by over half of US adult consumers, and this is likely to remain steady in the years ahead. The health associations of natural and organic foods will make them more important than ever during a global health ...

#### Food Packaging Trends: Incl Impact of COVID-19 - US

“Food packaging, the often-underappreciated element of food at retail, has a chance to shine within a marketplace and consumer base impacted by COVID-19, with 74% of consumers saying they prefer to buy products with packaging that will protect the contents from contamination. Accelerated adoption of ecommerce, heightened attention toward health ...

#### Soup: Incl Impact of COVID-19 - US

“After years of little growth, COVID-19 has rejuvenated the soup category across segments. Powerful associations with comfort, affordability and convenience are paying off for brands big and small, which are seeing unprecedented levels of growth as consumers find a sense of security and value in the preparedness of a well-stocked ...

#### Frozen Snacks: Incl Impact of COVID-19 - US

“Before COVID-19, frozen snack sales growth had been banal: steady but slow since 2016. However, at the core of the categories’ offerings are convenient meal and snack solutions, which provided value during sheltering in place, especially for parents and families, already the most engaged participants. 2020 frozen snack sales bounded ...

### July 2020

#### Dairy Alternatives: Incl Impact of COVID-19 - US

“Once serving only a niche audience comprised of those who avoided dairy due to allergies or a vegan diet, dairy alternatives have seen tremendous growth in recent years, and are now used by adults across the dietary spectrum. Consumers have more choices than ever before, and long-time players are challenged ...

#### The Impact of COVID-19 on Food and Drink Retailing - US

#### Non-Chocolate Confectionery: Incl Impact of COVID-19 - US

“Household penetration of non-chocolate confectionery has dipped, with consumers citing a desire for sugar and calorie reduction as leading factors driving reduced consumption. COVID-19 should provide a buffer against sales stagnation, as uncertain times benefit categories that provide familiarity and affordable pleasure. However, a longer view needs to be taken ...

#### Plant-based Proteins: Incl Impact of COVID-19 - US

"Few industries have been more closely entwined with the COVID-19 pandemic than food and drink retailing. In mid-March as the crisis quickly escalated, consumers flocked to supermarkets to stock up on groceries and other essentials, stressing the supply chain and emptying shelves in many staple categories. Since then grocery retailers ...

"Plant-based proteins have seen a rise in popularity despite the fact that most adults continue to eat real meat. Plant-based foods enjoy a health halo, and adults who use plant-based protein sources state they do so to be healthier more than any other reason. But taste and variety are also ...

## June 2020

### Prepared Meals: Incl Impact of COVID-19 - US

"Prepared meals, particularly frozen options, are essential "pantry" items that help consumers feel, well, prepared and even a sense of security, a notion that is even more important during a crisis. And they will play a vital role in the undoubtedly challenging days ahead. Consumers are seeking familiar and comforting ...

### Chocolate Confectionery: Incl Impact of COVID-19 - US

"Chocolate confectionery is a mature category that's seeing some of its strong grip on the hearts of consumers loosen. As other snack categories make a play for indulgence, and offer BFY positioning, consumers are playing the field. While the COVID-19 pandemic will be a good reminder that little hits the ...

## May 2020

### Baby Food and Drinks: Incl Impact of COVID-19 - US

"The market for baby/toddler food and drink remains strong, despite the fact that its principal target audience continues to dwindle. However, the COVID-19 pandemic and subsequent recession will push the birthrate down even further resulting in even fiercer competition among brands. Continued growth for the category will demand brands ...

### Grocery Retailing: Incl Impact of COVID-19 - US

"Between 2014 and 2019, multi-outlet sales of groceries continued to rise steadily but slowly. The rapid escalation of the COVID-19 pandemic in March of 2020, however, gave the industry a jolt, boosting sales in the short term but introducing enormous new challenges as well. While the duration and severity of ...

### Ice Cream and Frozen Novelties: Incl Impact of COVID-19 - US

"Ice cream and frozen novelty brands can be sources of support in both the short term and the undoubtedly challenging days ahead. In the now, consumers are likely to want familiar and comforting foods making this an opportunity for brands to connect. And, using past recessions as a guide to ...

### Salty Snacks: Incl Impact of COVID-19 - US

"Salty snack sales growth outpaced other snack categories and while the category was expected to face a slowdown the COVID-19 pandemic will result in an unforeseen short-term boon for salty snack brands. Consumers are stocking up on shelf stable goods in general and seeking affordable, familiar, comforting foods such as ...

## March 2020

### Convenience Stores - US

### Potato and Tortilla Chips - US

"While fuel sales generate as much as two thirds of total convenience stores revenue and remain a core traffic driver, c-store operators are increasingly turning their attention to in-store categories as the most direct path to increased sales and profits. Still, convenience stores face considerable challenges in categories like foodservice ...

"The chip category is in the midst of a decade of steadily growing sales, which should near \$17 billion by 2024. Nevertheless, the category faces challenges: increased snacking among consumers has boosted the category, certainly, but it has also led to a rise in competitors, particularly options which promise a ...

### Dips and Savory Spreads - US

"Increased snacking and innovation in the refrigerated segment have served the dips and spreads category, pushing expected sales to reach \$4.9 billion in 2020, a 3.4% increase from 2019. There is a momentum of innovation in the category, both benefiting and challenging category players, who will need to ...

## February 2020

### Food Ethics - US

"Food shoppers, especially those aged 18-34, feel increasingly strongly about holding the brands they purchase to high ethical standards, making it imperative for food marketers and retailers to consider ethics in every aspect of their business practices. Still, food shoppers also take a range of other factors into account. In ...

### Snack, Nutrition and Performance Bars - US

"The popularity of snacking helps and challenges snack, nutrition, and performance bars. The bars category has experienced steady growth as consumers look for healthy and convenient ways to satisfy hunger (and cravings), resulting in dollar sales gains of 17% from 2014-19. However, the pace of growth has slowed as snack ...

### Weight Management Trends - US

"Obesity rates continue to rise in the US, impacting the health and wellness of Americans. The majority of adults are currently managing their weight, with most relying on self-guided methods over branded nutrition programs. Brands addressing weight management must adopt a personalized, lifestyle-centric approach to garner consideration and use from ...

### In-store Bakeries - US

"Sales at in-store bakeries have increased steadily each year for the past half-decade, growing 15% since 2014 to reach \$13.5 billion, and the category still seems to have a significant amount of potential. Younger consumers have yet to significantly engage in the category but should do so as they ...

### Crackers - US

"The crackers category continues to grow, topping \$8 billion in 2019, a modest 3.4% gain since 2014. The consistent, albeit minimal, growth of the "other" crackers segment was not enough to offset the struggles among other segments. Crackers remain a household staple with 87% penetration but stronger levels of ...

## January 2020



## Food - USA

### Consumer Approach to Nutrition - US

Consumers' views on nutrition and diet are varied, but, regardless of preferences, taste reigns supreme. Despite the media attention dedicated to specialized and trending diets, the vast majority of consumers prefer a simpler approach to eating, and desire flexibility in their meal choices. In fact, more consumers do not define ...

### Private Label Food and Drink Trends - US

"Private label sales continue to grow, even in the wake of a largely positive economy that sees consumer confidence remaining high. Where value used to be the primary driver of private label food and drink choice, consumers are sticking with those brands and have even expanded their private label purchase ...

### Challenger Brands - US

"Across many major food and drink categories, smaller competitors are gaining market share at the expense of the big national brands that have long held dominant positions. The success of challenger brands is being driven by a new generation of shoppers, more open to new ideas in general and far ...

### Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director - Financial Services & Auto**