

December 2014

Cooking Sauces, Marinades and Spices - US

“Consumers – particularly that increasingly important group, Millennials – are more interested in unprocessed foods because they perceive them to be healthier and ‘higher taste’ foods for the unique flavor. Cooking sauces may be able to slow down projected declines, and marinades may be able to increase sales more quickly ...

The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

Condiments and Dressings - US

“Positioning products as a helping hand to assist less skilled home cooks to achieve the end results they desire should find strong appeal among this group. In contrast, developing more complex products that push experienced cooks beyond their edge may appeal to those looking to expand their repertoire in the ...

Sugar Confectionery and Breath Fresheners - US

“While there remain concerns about the nutritional content of sugar confectionery products, ultimately, consumers still want to indulge. The category continues to grow as a result of new product innovation catering to consumption occasions and keeping the category fresh and exciting. In addition to these successes, there is opportunity to ...

November 2014

Attitudes toward Private Label - US

“Despite the substantial advances store brands have made in terms of quality, Mintel’s consumer research reveals that more than four in 10 consumers still perceive store brands to be inferior to national brands. Store brands must do a better job of distinguishing between their value and premium tiers to attract ...

Poultry - US

“Consumers remain concerned about the safety of the poultry they purchase, though it is not impacting category sales. They value knowing where their poultry comes from and how it’s raised, creating opportunities for brands to educate them on their purchase, and eliminate confusion surrounding popular poultry claims.”

– Amanda ...

Diet Trends - US

“Due to rising levels of obesity, the diet market is poised for growth. However, a great deal of skepticism toward products is hindering growth.”

– Emily Krol, Health and Wellness Analyst

October 2014

Fruit and Vegetables - US

Cooking Enthusiasts - US

Food - USA

“Respondents report that only 16% of their daily food intake consists of vegetables and 16% consists of fruit, which is far less than the share of plate for these foods recommended by the USDA’s MyPlate nutritional guide. Brands and grocers have an opportunity to increase the appeal of their fresh ...

Fish and Shellfish - US

“The US fish and shellfish category grew moderately between 2009 and 2014, reaching \$16.7 billion, and is expected to continue growing at this pace into 2019, reaching \$20.1 billion. Sales are largely driven by consumer perceptions that fish and shellfish are healthier than other meats, although consumers surveyed ...

“The recession fueled a surge in cooking at home as a way to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home. Mintel data suggest that though saving money is an important driver for cooking, there ...

Cheese - US

“Cheese remains a popular food for its versatility, nutritional benefits, and variety of flavors and formats. While the general category trend is toward natural cheeses, and consumers still have concerns about the nutritional value of processed cheese, they still are eating it and sales have not suffered terribly.”

– ...

September 2014

Bread and Bread Products - US

“The US bread and bread products market is experiencing slow growth in 2014 and is expected to continue this pattern into 2019. Many consumers perceive bread as too high in carbohydrates and calories. Low-carb, low-calorie, and generally healthier breads (such as high fiber brands) are likely to help sales, as ...

Hot Dogs and Sausages - US

“The hot dog and sausage category is projected to grow, but manufacturers must do more to address issues related to health, product quality, and freshness in order to enjoy more robust category sales. Consumers are also seeking a wider variety of flavors and ethnic offerings.”

– **Julia Gallo-Torres, Senior ...**

Sugar and Sweeteners - US

“The success of the honey segment is likely tied to the high perception of health it holds among US consumers. Some 60% of respondents to Mintel’s custom consumer survey say honey is good for health, compared to 10% who say granulated sugar is good for health.”

– **Beth Bloom, Food ...**

Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for ‘less than perfect’ diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

Gluten-free Foods - US

“Overall, the gluten-free food market continues to thrive off those who must maintain a gluten-free diet for medical reasons, as well as those who perceive gluten-free foods to be healthier or more natural. The category will continue to grow in the near term, especially as FDA regulations make it easier ...

Feeding Your Kids - US

“For parents, feeding their kids is largely driven by generational factors, as well as parenting styles and demographics. There are distinct differences in the attitudes and behaviors of parents based on what groups they belong to and identify with. It’s important for manufacturers and brands to target these subsets specifically ...

August 2014

Yogurt and Yogurt Drinks - US

“The largest percentage of yogurt and yogurt drink users do so for health reasons. Some 44% say they use products in the category because they are healthier than other snack options. Treat positioning is the consumption driver for a smaller 33% of consumers.”

- **Beth Bloom, Food and Drink Analyst ...**

Diabetes - US

“The percentage of Americans who suffer from diabetes (type 1 and type 2) has increased from 5.1% in 1997 to 9.3% in 2013. While this presents a large market of consumers for products and services specifically aimed to treat diabetes, it also indicates a need for education and ...

Baking and Dessert Mixes - US

“The US baking and dessert mixes category experienced flat sales in 2013 and 2014 at \$2.7 billion. Sales are forecast to remain flat in 2015 and decline to \$2.5 billion by 2019. Concerns about the health impact of eating too many baked goods are negatively impacting sales. Additionally ...

Hot and Cold Cereals - US

“Overall, the cereal category faced another years of sales declines mainly as a result of increasing competition from other convenient and nutritious foods. The category’s sweet spot, the hot cereal segment, has increased, albeit minimally, but helps balance the category overall. The question remains, will innovative packaging and marketing, and ...

July 2014

Pet Food - US

“While pet ownership is down, this has not deterred pet owners from continuing to view their pets as family members, and treating them accordingly. The humanization of pets and their dietary needs continues unchecked, as pet food resembles more and more that which one would find on the grocery ...

Ice Cream and Frozen Novelties - US

“While more than half of frozen treat buyers express the importance of product price in their purchase decision, flavor rules. In practice, gelato (with its corresponding higher price point) has driven growth in the category in recent years.”

Butter, Margarines and Oils - US

“As consumers increasingly turn to butter over margarine/spreads for its natural appeal, spread brands are challenged to provide products that more closely align with consumer needs. Spreads that contain only natural ingredients, without artificial preservatives or additives, are likely to hold the most appeal for consumers who dislike the ...

Food Packaging Trends - US

“Shoppers remain concerned about the safety of food packaged in plastic or cans, which creates an opportunity for manufacturers to be proactive about offering information to alleviate these concerns. This may include information about packaging materials, or ingredient sourcing, as well as sustainability initiatives.”

– **Amanda Topper, Food Analyst**

June 2014

Pizza - US

Perimeter of the Store - US

“Frozen pizza brands face growing competition from pizza restaurants, as more consumers are able to spend on restaurant pizza again and a majority of consumers perceive store-bought pizza as inferior. Frozen brands can compete by continuing to focus on convenience, while also pointing to brand quality improvements.”

Prepared Cakes and Pies - US

“Portion-controlled formats, higher-quality ingredients, and new flavors can help consumers indulge in prepared cakes and pies, while maintaining a sense of moderation. Positive perceptions of private label products, which represent the largest share of the market, will increase price competition, but also create opportunities for brand names to differentiate with ...

“As consumers shop the perimeter more, they are expanding their use of various grocery channels. Nontraditional retailers such as mass merchandisers must be sure that the quality of their perimeter products and the services provided at specialty counters are as important as value to successfully compete with traditional supermarkets.” ...

Warehouse Clubs - US

“Warehouse clubs are favored for their competitive prices, bulk items and quality products; however annual membership fees deter some consumers. Warehouse clubs can offer more tiers of membership as well as more trial shopping days to promote the value of shopping at warehouse clubs.”

– Ali Lipson, Senior Retail ...

May 2014

SFA State of the Industry Report - US

Mintel and the Specialty Food Association have collaborated to produce the 11th annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is to show changes in the industry as a whole, and in the specific segments included ...

Baby Food and Drink - US

“More than half of respondents to Mintel’s survey say they give their babies/toddlers aged three and younger adult food. While this is to be expected as babies reach their toddler years, brands can counter the potential for parents to feed their babies adult food by highlighting the specific nutritional ...

Prepared Meals and Side Dishes - US

“Category purchasers value the convenience of prepared meals and side dishes and prefer items with natural ingredients, cleaner product labels, and better-for-you claims. Addressing the specific reasons consumers purchase these items, and promoting their versatility, can benefit the category overall.”

April 2014

Soup - US

“Although more than eight in 10 respondents agree that soup is a healthy meal option, many also agree that prepackaged soup contains too much sodium and too many artificial ingredients and preservatives. Brands should work to equate wholesome ingredients with

Chocolate Confectionery - US

“Less than 10% of chocolate buyers say it’s important for a product they buy to be ethically sourced. While a preference for Fair Trade products appears low, even among those who are familiar with the concept, ethical

nutrition and flavor, and deemphasize low sodium content because it ...

claims will be means of preserving an audience as the attention to company ...

Frozen Snacks - US

“Concerns about the nutritional value of frozen snacks will continue to be top of mind for consumers. Manufacturers will need to reformulate or expand their product offerings, ensuring these items meet consumer preferences for high-quality ingredients and convenient formats. More frequent snacking occasions will also impact product offerings, as well ...

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 ...

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.”

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.”

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.”

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 ...

Food Storage - US

Dry Pasta, Rice and Noodles - 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 ...

“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 ...

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 ...

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 ...