

December 2019

Dark Spirits - US

"Dark spirits had another year of growth posting strong five-year growth driven by consumer interest in premium drinks, craft offerings and even cocktail culture keeping the category well positioned with its base for the future. Yet, optimal growth will hinge not only on nudging upgrades from dedicated consumers to even ...

White Spirits - US

Spirits continue to enjoy growth in both dollar and volume sales, outperforming beer and wine. Consumer interest in craft production, brand stories and premium drinking experiences has propelled many spirit brands, especially high end and super premium spirits. Though total US alcohol consumption is in decline, high end and super ...

November 2019

Wine - US

"Total US dollar sales of wine topped \$65 billion in 2019. Wine has enjoyed fairly steady yet modest growth, outpacing that of beer but falling short of spirits, thanks to a broad and often steadfast appeal to a wide swath of consumers across generations. Brands have been working to expand ...

Food and Drink Shopper - US

"While food and drink shoppers still view cooking at home from scratch as the standard for health, freshness and taste, they have an ever-widening array of shopping options to choose from for fresh meals. For food and drink retailers, the challenge and opportunity is to make cooking and eating fresh ...

RTD Alcoholic Beverages - US

"At a time when consumers report reducing alcohol consumption, and alcohol sales are leveling off, the historically small ready-to-drink (RTD) alcohol space is thriving. RTDs posted the only gains in alcohol consumption from 2018-19, and volume sales of the two largest segments (flavored malt beverages [FMBs] and prepared spirits-based cocktails ...

Yogurt and Yogurt Drinks - US

"Yogurt sales are beginning to fall as yogurt drinks take share from the spoonable segment and constant innovation in style and flavor leads to increased competition and consumer fatigue. Performance will be dependent on brands' ability to align functional claims and positioning with consumers' rapidly changing definition of "healthy." ...

Beer - US

"Dollar sales of beer, craft beer and cider are estimated to reach \$117 billion in 2019, and are projected to post on-going moderate growth through 2024. Challenges to the market however include shrinking volume sales, as more consumers report reduction of beer consumption rather than an increase. Flavor innovation and ...

On-premise Alcohol Trends - US

"Americans' mindset and attitudes toward drinking have undergone a paradigm shift in recent years. While patrons of all ages are still drinking on-premise, younger generations are putting greater emphasis on their health and wellness, leading to more moderate drinking habits. Bars and restaurants should focus on offering options that fit ...

October 2019

Milk and Non-dairy Milk - US

"Milk sales are composed of two opposing, connected markets: the struggling, but sizable dairy milk market

and the growing non-dairy milk market. While traditional dairy milks are still considered a household staple by most consumers, sales are declining due to rapid innovations in the non-dairy market and low prices that ...

September 2019

Alcoholic Beverage Drinking Occasions - US

"While the majority (85%) of US adults age 22+ drink alcohol, one in five drinkers has reduced their consumption in the past year, continuing a trend in moderation that stunts performance. Dollar sales of alcohol are projected to reach \$250 billion in 2019. While this is an 18% growth from ...

August 2019

Tea and RTD Teas - US

"The \$8.7 billion tea market continues to grow at a slow rate driven by smaller RTD brands and trendy kombucha. Though tea faces stiff competition from other beverages, and RTDs are under scrutiny due to their sugar content, tea is well suited to address the needs of today's consumers ...

July 2019

Coffee and Tea on Premise - US

"Major coffee shop chains and third wave coffee shops have expanded consumer awareness and demand for premium roasts and specialty beverages, which are now especially popular with younger consumers. However, they face stiff competition from fast food restaurants, donut shops, c-stores and other casual restaurants that have expanded their offerings ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental

Coffee - US

"The \$15.1 billion coffee category is projected to grow a respectable 22.7% through 2024 largely thanks to the trendsetting RTD (ready-to-drink) coffee segment, which is on pace to outgrow the long-time coffee leader, roasted coffee, within five years. The market is also driven by the continued modest growth ...

shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

June 2019

Beverage Packaging Trends - US

"In an increasingly crowded drink market, innovations in packaging form, functionality and materials are important to convey product integrity – freshness, quality and sustainability. Yet, packaging falls very low on the list of importance when choosing food and drinks indicating that consumers don't fully understand the role packaging plays. Furthermore ...

May 2019

Grocery Retailing - US

"While consumers continue to migrate slowly to shopping online for groceries, most grocery shopping still happens in stores, making continued investment in the in-store shopping experience essential. In addition, traditional supermarkets face increasingly intense competition on several fronts, most notably value for the money and convenience."

- **John Owen, Associate ...**

Energy Drinks - US

"The energy drink market remains an area of growth within the wider beverage industry thanks to large base of high frequency drinkers and increased energy needs among Americans. Sugar-free and fitness-focused energy drinks are thriving as consumers want beverages that provide a big boost without the sugar. Energy drink brands ...

Juice and Juice Drinks - US

"The juice market encountered another year of sales decline in 2018, as it continues to struggle with a sugary reputation that perpetuates a sometimes less than healthy reputation and stiff competition from other beverages. However, younger adults, parents, and Hispanics still show high engagement as well as strong interest in ...

April 2019

Carbonated Soft Drinks - US

"Despite growing consumer aversion to sugar, the CSD (carbonated soft drink) market remains one of the largest non-alcoholic beverage markets and one characterized by general stagnation rather than steep decline. 2018 was a strong year for CSD brands with

sales growth occurring among most full-calorie CSDs and a revitalization of ...

March 2019

Sports, Nutrition and Performance Drinks - US

MULO sales of sports, nutrition and performance drinks have steadily recovered. However, factors that likely contributed to those losses continue to put pressure on the market. Increased competition from functional beverages in other categories, along with mounting distaste for artificial ingredients, are obstacles to major growth. Cleaner formulations, enhanced functionality ...

February 2019

Still and Sparkling Water - US

"Consumer interest in health and wellness paired with innovation occurring in the water market is pushing sales of packaged water to new highs. Sales of packaged water are projected to reach \$24.4 billion by 2023, driven by increases from all water segments, especially the fast-growing sparkling segment. Consumer interest ...

January 2019

Beverage Blurring - US

"Category-defying hybrid drinks have been at the heart of much growth and innovation in the non-alcoholic beverage market. While just 13% of US adults overall report drinking hybrid beverages, the most engaged consumers – iGens, Millennials, parents, and Hispanics – are often young and influential. Further, these key consumer groups ...

Private Label Food and Drink Trends - US

"After years of steady growth, sales of private label food and drinks may have reached their peak. Economic indicators suggest consumers are poised to increase their food/drink budgets, which will offer a challenge for

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...



Drink - USA

value-oriented store brands. A strength for private label is fresh products – like meats, poultry ...