

December 2013

Gum, Mints and Breath Fresheners - US

“The vast majority of category participants turn to its offerings for breath freshening, and half of users do so to get a bad taste out of their mouth. This is a strong indication that product marketing would do well to promote the ability of products to meet these primary needs ...

Vitamins, Minerals and Supplements - US

“While vitamin sales are robust, there are a few factors that could contribute to a decline in the category. As consumers continue to eat a healthier diet, the need for a separate supplement could be eliminated. Additionally, negative press about the quality and necessity of vitamins could erode usage and ...

Cooking Sauces, Marinades and Dressings - US

“While significant percentages of respondents report that healthful product claims can persuade them to choose one brand of cooking sauce, marinade, dry seasoning mix, or dressing over another, they may not always sacrifice flavor for healthfulness, suggesting that BFY brands should emphasize taste over health claims when marketing.”

Condiments - US

“Competition from away-from-home dining, coupled with consumer health concerns, can potentially hinder future condiment category growth. However, the increasingly blurred lines between condiments, cooking sauces, and dressings present an opportunity for product development, flavor innovation, and the marketing of expanded usage occasions.”

November 2013

The Private Label Food Consumer - US

“A slowly recovering economy and lingering perceptions of inferior quality are inhibiting sales growth. Retailers will need to address these issues and others through innovation in products and positioning.”

Poultry - US

“Fears related to the safety of poultry, due in part to recent foodborne illnesses, have consumers on high alert. Additionally, health concerns related to high cholesterol and fat intake from consuming meat has Americans seeking alternate protein options. To calm these fears, manufacturers must focus on implementing transparent manufacturing and ...

October 2013

Fruit and Vegetables - US

“Increasing consumer interest in healthy and natural foods should help drive fruit and vegetable sales but a growing local foods movement and the existence of a variety of tastier healthy alternatives present challenges for the stagnant market.”

Cooking Enthusiasts - US

“While many Americans cook at home, they come to the table with different skill sets and motivations for doing so. Marketers should acknowledge that each Cooking Enthusiast has her own approach to meal preparation and give her opportunities to customize recipes and use resources that make cooking the easiest and ...

Cheese - US

Fish and Seafood - US

“Growing concerns about the poor nutritional profile of processed cheese can be neutralized by emphasizing the positive benefits of cheese consumption. There is an opportunity for manufacturers to market the high-protein content of a variety of cheeses, as well as their versatile flavors, origins, and greater retail availability.”

September 2013

Red Meat - US

“The red meat category is facing decreased interest from consumers in light of growing concerns over health and price. Yet the market still has opportunities to infuse some excitement into the category with premium positioning, new cuts of meat, value-added products, and new packaging.”

Bread - US

“Some 81% of bread users utilize products in the category as part of a sandwich or wrap, this is more than double that of any other use. The industry should play to its strengths, expanding offerings that allow for sandwich experimentation. At the same time, introducing new formats and flavors ...

August 2013

Baking and Dessert Mixes - US

“The message of time savings should be prioritized in product promotion. Some 48% of category participants say they use baking and dessert mixes in order to save time. In addition to comparing these mixes to products baked from scratch, highlighting the convenience of having products on-hand for preparation that requires ...

Dollar and Discount Store Retailing - US

“While dollar and discount stores benefited from increased consumer traffic and a new shopper base as a result of the recession, these channels will have to work hard to retain these shoppers as the economy improves. Everyday essentials are key to dollar stores’ strength, while affordable fashion will help discount ...

“Perhaps the biggest threat to retail sales of fish and seafood comes from restaurants that serve these items, suggesting that brands and retailers must do more to approximate the recipes and dishes restaurants serve to best challenge competition from restaurants.”

Sugar and Sweeteners - US

“Fears about the safety of some sweeteners continue to plague the sugar substitute segment, suggesting that synthetic sweetener brands still have more to do to settle concerns about potential negative side effects. Ads that transparently chronicle the origins of these products, their ingredients, and how they are produced may help ...

Gluten-free Foods - US

“The gluten-free food category will continue to grow as an increasing number of manufacturers develop better-tasting and more nutritious gluten-free foods. Category appeal beyond those with celiac disease, coupled with a new FDA ruling for gluten-free product labeling, suggests the category will grow out of its marker as just another ...

Breakfast Cereals - US

“Manufacturers should continue to develop products that meet consumer demand for wholesome and portable offerings in an effort to revitalize stagnant cereal sales. A new focus on adults, following decades of appealing to younger consumers, is now needed to revitalize the category.”

Yogurt and Yogurt Drinks - US

“Price and health are two areas providing major opportunities for marketers. The rise of Greek yogurt has defined the industry during the past several years. Consumers have been more than willing to pay a premium for Greek yogurt, although there are early signs that they are beginning to seek more ...

Butter, Margarine and Oils - US

“Health and wellness trends and recent price increases have presented the category with challenges that will need to be addressed with innovative new products and marketing if the brands hope to grow.”

July 2013

Ice Cream and Frozen Novelties - US

“Personal use of ice cream and frozen novelties is highest among respondents over the age of 65 and among respondents aged 18-24. This is a strength of the category, given that these population groups are some of the fastest growing. However, the range of users necessitates targeted marketing efforts that ...

Pizza at Retail - US

“The biggest competition for frozen pizza brands is consumers’ return to restaurant pizza as spending power revives alongside the recovering economy. Frozen brands must work harder to improve the quality of their products so that they can better compete with restaurant pizza. Doing so will require improving recipes, variety, and ...

Food Packaging Trends - US

“Consumers are looking to get more and more out of their food packaging. Food companies will need to find innovative ways to cater to demand for convenient, transparent and environmentally responsible packaging while providing consumers with the utmost value.”

June 2013

Lunch Meat - US

“The lunch meat category enjoys high household penetration rates but is now grappling with the challenge of decreasing personal usage due to consumer price and health concerns.”

Grocery Pricing and Promotion - US

“Digital promotions represent the future of most industries, including the grocery retail trade. Effective digital promotions do much more than simply re-create the traditional coupon experience on a new platform. Marketers are finding ways to digitally bring value to customers in extraordinary new ways. Adapting current technology can help grocers ...

Meat Alternatives - US

“Health perception plays a large role in use of meat alternatives. One third of consumers indicate using products in the category because they are healthy, higher than any other reason measured in the report (including the reduction of meat consumption).”

May 2013

Frozen Snacks - US

“The category finds favor through offerings that appear as fun food geared toward a younger audience, with pizza bites, spicy poppers, and bar food favorites rising to the top of brand offerings. The expansion of product lines beyond these ‘extreme’ items into more sophisticated, quality snacks with a higher health ...

Baby Food and Drink - US

“U.S. Census Bureau data show a 2.7% decline in population of children younger than five from 2008-13, signaling a shrinking market for baby food and drink. Innovative packaging and new formats that can make baby food and drink products appealing to babies longer will help counter losses in ...

April 2013

Soup - US

“Soup finds its largest draw among consumers aged 45+. This is a strength of the category, given the hefty purchasing power of Baby Boomers who make up a large percentage of this group. However, growing consumption among young consumers will be important in maximizing sales and nurturing a loyal user ...

Hot Dogs and Sausages - US

“A third of respondents to Mintel’s survey say they would eat more hot dogs and sausages if they were more nutritious. This presents brands with an opportunity to add value to their products by incorporating nutritious elements such as vitamins, minerals, fiber, or some other type of nutritious ingredient.”

March 2013

Cookies and Cookie Bars - US

“Consumers are paying more attention to their health due to a rising level of awareness regarding the poor nutritional state of our nation, most specifically among children. As consumers more actively engage with their need to eat healthy, the cookie market finds itself in a risky position; cookies, even so-called ...

The NASFT State of the Industry Report – The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have collaborated to produce the tenth annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is simply to show changes in the industry as a whole ...

Frozen Meals - US

“One way to help increase usage of frozen meals is to better position them as convenient and affordable ways to try new types of cuisines. Only 21% of respondents say frozen meals are a good way to try new cuisine types, Mintel’s survey finds, suggesting untapped potential for introducing consumers ...

Chocolate Confectionery - US

“Increased concerns over obesity and related diseases as well as product price increases have caused some consumers to become weary of purchasing chocolate. The chocolate industry must address these challenges with products, packaging and marketing that addresses consumer concerns and invigorates consumer interest in the category.”

Nut-based Spreads and Sweet Spreads - US

“Four in 10 respondents to Mintel’s survey say they would be interested in gourmet nut and fruit spreads, but most gourmet producers are small brands with little to no advertising clout. Leading brands should spend

more time and effort in the category, backed by established processing plants and bigger ad ...

Cereal Bars and Snack Bars - US

“Lackluster product innovation and expanding bar options from competing categories have challenged cereal/snack bar sales. Attracting the attention of consumers away from competing offerings will require the cereal/snack bar category to both emphasize its inherent strengths and enhance nutritional/performance positioning.”

In-store Bakeries - US

“A growing movement that calls for consumers to limit their intake of a number of key food ingredients, such as fat, sugar, sodium, and carbohydrates, thought to be harmful to one’s health, threatens in-store bakery sales as consumers feel pressure to cut back on indulgence. However, in-store bakeries have the ...

Pet Food - US

“According to the American Veterinary Medical Association (AVMA), pet ownership is on the decline since 2006. Due to a waning number of end users, marketers must consider ways to encourage pet food buyers to feed their pets a variety of new food/treats, tap into the underdeveloped elderly pet owner ...

February 2013

The Food and Drink Shopping Experience - US

“Securing longstanding patronage will come from creating a sense of investment in the food and drink retailer brand. This can come from developing a two-way relationship with consumers, allowing shoppers to feel as if stores are catering to their specific shopping lists and providing affordable products that meet their individual ...

Grocery Retailing - US

“The composition of primary grocery shoppers is skewed toward Baby Boomers and Gen Xers. Only half of Millennials take sole responsibility in grocery shopping, and this cohort is likely to look for an efficient shopping experience and instant gratification, more so than their older generational counterparts due to their high ...

Dry Pasta, Rice, Noodles and Ancient Grains - US

“Manufacturers and retailers alike need to have a clear grasp on positioning, and a clear understanding of their consumers. Price still remains a smart strategy to take in this category, but consumers’ value proposition goes beyond price, involving quality, indulgence, and health as well.”

Attitudes Toward Sodium - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market low/no/reduced sodium items.”

Parents’ Attitudes Toward Kids’ and Teens’ Snacking - US

“Consumers have a love-hate relationship with snacking. Snack foods provide convenient fuel for an increasingly busy populous and also may provide welcomed indulgence. But with so much media attention on the obesity epidemic, today’s consumer may feel more pressure to reduce snacking and eat more healthy snacks.”

January 2013

Salty Snacks - US

“The importance of product price among salty snacks consumers is a reason for the success of store brands in the category. Some 86% of salty snacks consumers say price is an important factor in their purchase decisions, and 36% of consumers who indicate purchasing less salty snacks in the past ...

Nutritional Food and Drink - US

“The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do.”

Ethnic Foods - US

“When it comes to ethnic food eaten and prepared at home, restaurants continue to pose a threat because of constant innovation that attracts consumers. In order to remain competitive, companies need to focus on product development that blends authenticity with familiarity, while offering unique flavor combinations. Additionally, providing consumers with ...

Performance Food and Drink - US

“Although a portion of active consumers are users of performance food and drink, a segment of exercisers abstain from the category for lack of need, preference for other foods, and concerns about product cost. Manufacturers need to address these concerns by focusing communication on the formulation, scientific tests, and other ...