

January 2017

Condiments - US

"The large and mature condiments and dressing categories have generated little growth overall over the past five years, a trend that is not expected to change in the next five. Still, these diverse categories hold ample opportunity for brands and retailers that can activate consumer interest in exploring new tastes ...

Sugar and Sweeteners - US

Dollar sales of sugar and sweeteners fell from 2011-16. Three category segments (sugar, sugar substitutes, and syrup) experienced overall declines, due to the stigmatization of sugar, and concerns about artificial sweeteners. Improving the perception of the category is in order. The honey segment has flourished during the period, garnering the ...

December 2016

Dollar Stores - US

"Dollar stores are sitting fairly pretty at the moment. They are housed within a broader subcategory of "other general merchandise" stores (according to the US Census Bureau's Annual Retail Trade Survey NAICS classification) which is the fastest growing sector within the total general merchandise category inclusive of discount department stores ...

November 2016

Poultry - US

"Despite being a staple product for many consumers, the total sales of poultry are down due to decreases in both poultry prices and total volume sold due to the rapidly falling price of beef. Poultry manufacturers need to focus on the many benefits poultry has over other proteins and develop ...

Grocery Retailing - US

"The grocery industry is arguably the most dynamic and fragmented retail sector there is. Groceries are deemed necessities so this industry remains somewhat protected from outside influencers that could cause steep sales variances, but the largest factor right now impacting the category is declining foods costs. This benefits the shopper ...

Fish and Shellfish - US

"Driven by the perception of fish and shellfish as healthy alternatives to red meat and poultry, sales of fish and shellfish should grow slowly between 2016-21 to reach \$18.3 billion. Millennials, Hispanics, and households with children are most likely to buy, especially fresh. Wild-caught traits appear to be of ...

The Food and Drink Shopper: Spotlight on Technology - US

"The competition for share of food/drink sales rages on. Consumer interest in low prices, convenience, and fresh options is fueling a shift in how they shop for food and drink, including a move away from traditional grocery retailers. Non-store retailers, including online merchants and subscription services, are expanding retailing ...

Cooking Enthusiasts - US

"In 2016, 45% of Americans aged 18+ are considered Cooking Enthusiasts – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they want to rather than because they have to. Due to factors such as the lower ...

October 2016

Cheese - US

"Despite a slight downtick in dollar sales in 2016, the cheese category has performed well in recent years, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. Natural cheese continues to set the pace for the ...

Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

Bacon and Lunch Meat - US

"Over the past five years, bacon and lunch meat managed growth, and it should match that performance through 2021. However, when accounting for inflation, sales are largely stagnant, as health concerns appear to be prompting consumers to avoid much of the category. An influx of lower-sodium and more-flavorful options across ...

Gluten-free Foods - US

"Consumption and sales of gluten-free foods continues to increase, but growth in sales has slowed considerably in recent years. Sales do continue to grow, just at a slower pace. The propagation of lower-priced gluten-free foods, including store-brands, as well as other more competitively priced options are likely responsible for the ...