

October 2014

Coffee - US

“Coffee manufacturers face increased competition both from within their own category and from other beverages. Consumers are embracing the choice and variety of coffee options and from other beverages, but with a slowly improving economy, manufacturers will be challenged to maintain consumer interest in in-home coffee consumption.”

– Elizabeth ...

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 ...

Energy Drinks - US

“While the energy drink and shot category is still young and growing, many consumers are still not consuming them. New launches and marketing is increasing awareness, but the food and beverage industry is overflowing with offerings that provide similar energy functions without the safety and health stigma that plagues energy ...

July 2014

Tea and RTD Tea - US

“The healthfulness of tea has been heavily pushed through media and marketing. However, consumers’ focus may be switching away from health, which they have most likely come to expect from the category, and are now looking for flavor and product innovation to keep them interested.”