

March 2018

Alcoholic Beverage Drinking Occasions - US

"Dollar sales of alcohol (on- and off-premise) reached \$234 billion in 2017, a 3.5% gain over 2016. Overall sales increased by 20% from 2012-17 due to a supportive economic climate, product innovation – including flavor and format advancements – and a focus on premiumization, all which have encouraged trial ...

Nutrition and Performance Drinks - US

"Sales of nutrition and performance drinks held steady in 2017. Consumer interest in health and in products that provide functional benefits spelled gains in recent years. A relatively positive economic climate has allowed consumers to spend more on drinks that promise added value. A slowdown is seen in 2017 due ...

Convenience Stores - US

"Faced with declines in motor fuel rates, cigarette smokers, and carbonated soda drinkers in recent years, the convenience store (c-store) industry is in a state of change as it looks toward other product areas and innovations to drive sales. Leading retailers in the industry are focused first and foremost on ...

Baby Food and Drink - US

"After two years of stagnating sales, the \$6.8 billion market for baby/toddler food and drink shows indications of growth ahead. Largely stemming from formula sales, the category is expected to leverage a number of healthy attributes and claims in premium-positioned products. Parents are seeking healthy attributes above all ...

February 2018

Bottled Water - US

The bottled water category continues steady growth contributed by all segments. As consumer concern over sugar and hydration grows, still and sparkling waters alike reap the benefits. Brands at both ends of the price spectrum are finding success: private label often winning via price, and premium bottled water appealing via ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

Beverage Blurring - US

Private Label Food and Drink Trends - US

"Sales of private label food and beverages have risen only modestly in recent years, roughly keeping pace with sales of food and beverages overall. The pace of growth, however, could pick up in coming years as retailers look to their store brands to strengthen their value propositions amid intensifying competition ...



Drink - USA

10% of US adults drink hybrid/fusion drinks in a typical day. While this is dwarfed by more commonly consumed drinks, such as water (81%), carbonated soft drinks (44%), and juice (43%), it's not a bad showing. Good taste drives consumers' beverage choices. And while hybrid drinks can capture attention ...