

April 2020

Online Grocery Retailing - UK

"In 2019 growth slowed for the fourth consecutive year in the online grocery market, as the sector continues to struggle to reach new customers with much of the growth in the market coming from existing users. The start to 2020 has seen growth rapidly accelerate due to the COVID-19 outbreak ...

March 2020

Convenience Stores - US

"While fuel sales generate as much as two thirds of total convenience stores revenue and remain a core traffic driver, c-store operators are increasingly turning their attention to in-store categories as the most direct path to increased sales and profits. Still, convenience stores face considerable challenges in categories like foodservice ...

Baby Food and Drink - UK

"That parents would like to see more chilled and frozen varieties poses an opportunity for further expansion in these areas, these being largely untapped in baby/toddler food. While moving into the chilled or frozen aisles comes with hurdles in terms of costs, price points, shelf-life and visibility, the strong ...

Sports and Performance Drinks - US

"The nearly \$9.5 billion market is expected to grow modestly over the next five years, reaching more than \$11 billion by 2024. Performance-centric claims and informative messaging can help set brands apart. However, competition from other functional food and drink options (eg water, BFY snack bars) will challenge the ...

Potato and Tortilla Chips - US

"The chip category is in the midst of a decade of steadily growing sales, which should near \$17 billion by 2024. Nevertheless, the category faces challenges: increased snacking among consumers has boosted the category,

Health Food Retailing - UK

The market for health foods continues to grow on the back of the rising trend for health and wellbeing but consumers remain sceptical of the potential benefits of the products. While there are opportunities for specialist retailers to remain relevant, online retailers and especially supermarkets have been working hard to ...

Sugar and Gum Confectionery - UK

"With myriad products competing to give consumers a mood-boosting sugar fix during times of uncertainty, compelling NPD will remain vital for players in the sweets market. Lower-sugar sweets, vegan sweets and premium sweets continue to offer a lot of potential. Focusing on UK provenance and more environmentally friendly packaging would ...

Sweet Biscuits and Snack Bars - UK

"The permissibility of eating small amounts of sweet biscuits each day is continuing to support sweet biscuit sales. Portion-size packs, healthier biscuits, seasonal lines and a quality over quantity approach all offer opportunities for brands in biscuits, but familiar favourites offering crunchy biscuits and chocolate coatings will remain most popular ...

Dips and Savory Spreads - US

"Increased snacking and innovation in the refrigerated segment have served the dips and spreads category, pushing expected sales to reach \$4.9 billion in 2020, a 3.4% increase from 2019. There is a momentum of

certainly, but it has also led to a rise in competitors, particularly options which promise a ...

innovation in the category, both benefiting and challenging category players, who will need to ...

February 2020

Attitudes towards Healthy Eating - UK

"People's openness to reformulation is good news for the industry, faced with government targets to make their products healthier, but also adds to the pressure to do so. That many would even welcome punitive measures such as taxing unhealthy foods provides food for thought for the government, but also to ...

Food Ethics - US

"Food shoppers, especially those aged 18-34, feel increasingly strongly about holding the brands they purchase to high ethical standards, making it imperative for food marketers and retailers to consider ethics in every aspect of their business practices. Still, food shoppers also take a range of other factors into account. In ...

Crisps, Savoury Snacks and Nuts - UK

"The wealth of better-for-you NPD has contributed to ongoing growth for this mature market. Consumers' ongoing appetite for more choice in healthier options, both for adults and specifically for children, signals that this area continues to offer opportunities and warrant attention. With taste remaining the top priority within this category ...

Nutrition Drinks - US

"Just under half of consumers live in households where nutrition, meal replacement or weight loss drinks are consumed, and sales are projected to steadily increase in years ahead. While products positioned as weight loss drinks garner the lowest sales and usage in the category, adults are turning to drinks across ...

Weight Management Trends - US

Cider - UK

"Promoting craft-style cues such as authenticity, heritage and high juice content may help cider to retain interest among drinkers looking for quality over quantity. Meanwhile, lower- and non-alcoholic variants have made strong inroads in the beer market and may provide more opportunities for cider brands in the coming years, particularly ...

Still and Sparkling Waters - US

"The bottled water market is characterized by the push and pull of two consumer desires; a pull from consumers interested in sustainability and a push from interest in health and wellness. Bottled water brands must make strides toward sustainability or risk being replaced by refillable water bottles and focus marketing ...

Snack, Nutrition and Performance Bars - US

"The popularity of snacking helps and challenges snack, nutrition, and performance bars. The bars category has experienced steady growth as consumers look for healthy and convenient ways to satisfy hunger (and cravings), resulting in dollar sales gains of 17% from 2014-19. However, the pace of growth has slowed as snack ...

Full Service Restaurants - US

"The FSR (full service restaurant) sector continues to be outpaced by more affordable and innovative limited service concepts, especially fast casuals. The casual dining segment remains stagnant, although some operators are showing signs of success by curating fun and engaging on-premise experiences, and investing in quality food as well as ...

Free-from Foods - UK

Food and Drink - International

"Obesity rates continue to rise in the US, impacting the health and wellness of Americans. The majority of adults are currently managing their weight, with most relying on self-guided methods over branded nutrition programs. Brands addressing weight management must adopt a personalized, lifestyle-centric approach to garner consideration and use from ...

"With the free-from trend now a firmly established phenomenon, growth is expected to slow. The spotlight on sustainability should, however, support the demand for dairy alternatives. Products catering for special occasions and those for children hold potential for growing sales among established users."

In-store Bakeries - US

"Sales at in-store bakeries have increased steadily each year for the past half-decade, growing 15% since 2014 to reach \$13.5 billion, and the category still seems to have a significant amount of potential. Younger consumers have yet to significantly engage in the category but should do so as they ...

Crackers - US

"The crackers category continues to grow, topping \$8 billion in 2019, a modest 3.4% gain since 2014. The consistent, albeit minimal, growth of the "other" crackers segment was not enough to offset the struggles among other segments. Crackers remain a household staple with 87% penetration but stronger levels of ...

January 2020

Health Management Trends - US

"The start of a New Year and new decade has people inspired and setting numerous goals to improve their health and wellbeing. While setting goals is the first step, it's also the easiest. It's keeping the motivation throughout the entire year, and even decade, that most people need help with ...

Consumer Approach to Nutrition - US

Consumers' views on nutrition and diet are varied, but, regardless of preferences, taste reigns supreme. Despite the media attention dedicated to specialized and trending diets, the vast majority of consumers prefer a simpler approach to eating, and desire flexibility in their meal choices. In fact, more consumers do not define ...

Challenger Brands - US

"Across many major food and drink categories, smaller competitors are gaining market share at the expense of the big national brands that have long held dominant positions. The success of challenger brands is being driven by a new generation of shoppers, more open to new ideas in general and far ...

Fruit Juice, Juice Drinks and Smoothies - UK

"The spotlight on sugar has put pressure on the category for several years now, but emerging health trends offer opportunities for these products to promote their health credentials. Growing focus on the importance of fibre points to NPD potential in fruit juices and smoothies, while the trend for reducing alcohol ...

Private Label Food and Drink Trends - US

"Private label sales continue to grow, even in the wake of a largely positive economy that sees consumer confidence remaining high. Where value used to be the primary driver of private label food and drink choice, consumers are sticking with those brands and have even expanded their private label purchase ...

White Spirits and RTDs - UK

"Fuelled by exponential growth in the popularity of gin, the white spirits category has elevated innovation in recent years to explore new flavours, colours and ingredients. However, brands will need to aim for uniqueness, sustainable credentials and provenance going forward to create premium, standout products that can weather increasing competition ...