

Food Storage - US - January 2013

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"The market for food storage products is in large part dependent on consumer participation in home meal preparation. At the same time, enthusiasm for home meal preparation is dependent at least in part on food storage products that make the process easier at every step."

– John Owen, Senior Household Analyst

In this report we answer the key questions:

- How is the state of Americans' cooking skills impacting the food storage market?
- What role could sustainability play in food storage purchase decisions?
- What functional product attributes are most important to food storage shoppers and offer opportunities for continued product improvements?

Sales for the food storage category as a whole have advanced little since 2007, rising just 2% to about \$4.5 billion in 2012 as many consumers have continued to take a budget-conscious approach to shopping for household staples. Bright spots, however, exist within the category, such as the growing popularity of oven-safe glass food storage containers and the increased usage of parchment paper, which has helped make the small wax paper segment easily the category's best performer. Looking ahead, the category's prospects may be most closely tied to consumer interest and engagement in home meal preparation, cooking, and baking. Food storage products can also play a key role in helping consumers eat more healthfully, economically, and sustainably. By facilitating these activities, in partnership with food retailers and suppliers, food storage brands can create their own opportunities for growth.

This report builds on the analysis presented in Mintel's *Food Storage—U.S., April 2011* and the April 2010 report of the same title.

This report covers the following types of food storage products:

- Plastic food bags
- Aluminum foil
- Plastic wrap
- Wax paper
- Food storage containers*

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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What functional product attributes are most important to food storage shoppers and offer opportunities for continued product improvements?

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