

## Food Storage and Trash Bags - US - January 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Continued growth is expected for the food storage and trash bag market because consumers continue to rely on these essential household staples. Brands can accelerate growth by developing innovative new products with enhanced functional benefits, such as food storage products that monitor food freshness and trash bags with enhanced odor control."—

Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- How can brands grow sales in a competitive market?
- How can food storage brands increase consumers' use of food storage products?
- What can brands do to address consumers' plastic safety concerns?

Total US sales of food storage and trash bag products in 2014 are \$8 billion, an 8% sales increase from sales observed in 2009. Category growth in the coming years will be driven by consumers' continued reliance on food storage products for storing food/ingredients and meal preparation tasks and on trash bags for home trash management and disposal.

New product innovations could boost category sales and help brands better compete against private label. The strongest opportunity for food storage brands is to develop food storage containers and bags that help consumers to better monitor how fresh their food is. For trash bags, product innovation should be focused on delivering enhanced odor control benefits, such as trash bags designed to contain and eliminate specific types of unpleasant odors.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Food Storage and Trash Bags - US - January 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

### Executive Summary

#### The market

Figure 1: Total US retail sales and fan chart forecast of food storage and trash bag products, at current prices, 2009-19

#### Market factors

Consumers still want to save money on functional household products

New research on BPA-free plastic products could impact food storage brands

#### Segment performance

Figure 2: Total US retail sales and forecast of food storage and trash bag products, by segment, at current prices, 2011-16

#### Market players

Figure 3: Share of MULO sales of food storage and trash bag products, by leading companies, 2014

#### The consumer

Food storage products and trash bags enjoy a high incidence of household use

Figure 4: Product usage, October 2014

Brands should focus on expanding food storage product usage occasions

Figure 5: Reasons for using food storage products, October 2014

Consumers value functional attributes when selecting both food storage and trash bag products

Consumers willing to pay more for food storage and trash bag products with added functional benefits

Figure 6: Interest in new products, October 2014

#### What we think

### Issues and Insights

How can brands grow sales in a competitive market?

The issues

The implications

How can food storage brands increase consumers' use of food storage products?

The issues

The implications

What can brands do to address consumers' plastic safety concerns?

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Food Storage and Trash Bags - US - January 2015

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The issues

The implications

## Trend Application

Trend: Help Me Help Myself

Trend: Life Hacking

Trend: Factory Fear

## Market Size and Forecast

Key points

Sales and forecast of food storage and trash bag products

Figure 7: Total US retail sales and forecast of food storage and trash bag products, at current prices, 2009-19

Figure 8: Total US retail sales and forecast of food storage and trash bag products, at inflation-adjusted prices, 2009-19

Steady growth expected for food storage and trash bag market

Figure 9: Total US retail sales and fan chart forecast of food storage and trash bag products, at current prices, 2009-19

Forecast methodology

## Market Drivers

Key points

Consumer confidence has improved but consumers still want to save

Figure 10: University of Michigan's index of consumer sentiment (ICS), 2007-14

Total population growth will continue to help the market

Figure 11: Population, by age, 2009-19

New research on BPA-free plastic products could impact market

## Competitive Context

Reusable food covers continue to act as source of competition

Reusable plastic bags compete with smaller trash bags

## Segment Performance

Key points

Food storage and trash bag sales by segment

Figure 12: Segment share of total US retail sales of food storage and trash bag products, 2014

Trash bags make up top segment in the category

Figure 13: Total US retail sales and forecast of trash bags, at current prices, 2009-19

Food storage container sales expected to grow in the coming years

Figure 14: Total US retail sales and forecast of food storage containers, at current prices, 2009-19

Plastic food bags segment posts solid sales gains but brands struggling

Figure 15: Total US retail sales and forecast of plastic food bags, at current prices, 2009-19

Aluminum foil sales are flat

Figure 16: Total US retail sales and forecast of aluminum foil, at current prices, 2009-19

Plastic wrap showing signs of struggle

Figure 17: Total US retail sales and forecast of plastic wrap, at current prices, 2009-19

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Food Storage and Trash Bags - US - January 2015

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Wax paper small but growing segment

Figure 18: Total US retail sales and forecast of waxed paper, at current prices, 2009-19

## Retail Channels

Key points

"Other MULO channels" account for majority of food storage and trash bag sales

Sales of food storage and trash bag products, by channel

Figure 19: Total US retail sales of food storage and trash bag products, by channel, at current prices, 2009-14

## Leading Companies

Key points

Retailers account for largest share of MULO category sales

MULO manufacturer sales of food storage and trash bag products

Figure 20: MULO sales of food storage and trash bags, by leading companies, 2013 and 2014

## Brand Share – Trash Bags

Key points

Retailers combined lead the MULO trash bag segment

MULO sales of trash bags

Figure 21: MULO sales of trash bags, by leading companies, 2013 and 2014

## Brand Share – Food Storage Containers

Key points

Sterilite and Newell Rubbermaid top players

SC Johnson and Clorox struggle while the Rank Group posts solid gains

MULO sales of food storage containers

Figure 22: MULO sales of food storage containers, by leading companies, 2013 and 2014

## Brand Share – Plastic Food Bags

Key points

Retailers very strong in MULO plastic food storage bags segment

MULO sales of plastic food bags

Figure 23: MULO sales of plastic food bags, by leading companies, 2013 and 2014

## Brand Share – Aluminum Foil

Key points

Reynolds Wrap and private label continue to drive sales of aluminum foil

MULO sales of aluminum foil

Figure 24: MULO sales of aluminum foil, by leading companies, 2013 and 2014

## Brand Share – Plastic Wrap

Key points

Clorox and retailers lead MULO plastic wrap segment

MULO sales of plastic wrap

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Food Storage and Trash Bags - US - January 2015

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 25: MULO sales of plastic wrap, by leading companies, 2013 and 2014

## Brand Share – Wax Paper

### Key points

Reynolds top brand in MULO wax paper segment

MULO sales of wax paper

Figure 26: MULO sales of wax paper, by leading companies, 2013 and 2014

## Innovations and Innovators

Retailers continue to be aggressive with private label product launches

Figure 27: Share of branded and private label food storage and trash bag launches, 2009-14

Odor control top trend in trash bags

## Marketing Strategies

### Overview

### Food storage

Ziploc “Little Beasts” Campaign

Figure 28: Ziploc Little Beasts Series: Late for School

Glad “Reasons to Believe in Magic (Wrap)” Campaign

Figure 29: Glad Press’n Seal Reasons to Believe in Magic Wrap Tip #33

### Trash bags:

Glad Black Bag TrashCrashers

Figure 30: Glad Black Bag TrashCrashers: Fashion Forward

Hefty “The Ultimate Garbage Men” Campaign

Figure 31: The Ultimate Garbage Men: Hefty Ultimate Ad

## Product Usage

### Key points

Food storage and trash bag products used in most households

Figure 32: Product usage, October 2014

Brands could work to increase younger consumers’ use of certain products

Figure 33: Product usage, by age, October 2014

## Reasons for Using Food Storage Products

### Key points

Brands should highlight other uses for food storage products

Figure 34: Reasons for using food storage products, October 2014

Older consumers not as likely to be using products to take food on-the-go

Figure 35: Reasons for using food storage products, by gender and age, October 2014

## Top Food Storage Product Attributes

### Key points

Tight seal, effectiveness of keeping food fresh, and durability top attributes

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Food Storage and Trash Bags - US - January 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 36: Most important attributes when selecting food storage products – very important, October 2014

Glass containers can deliver on several attributes younger women value

Figure 37: Most important attributes when selecting food storage products – Very important, by gender and age, October 2014

Larger households place more importance on “convenience” attributes

Figure 38: Most important attributes when selecting food storage products – Very important, by household size, October 2014

## Attitudes Concerning Food Storage Products

### Key points

Consumers’ attitudes don’t necessarily align with product usage behaviors

Figure 39: Attitudes concerning food storage products, October 2014

Brands could help improve younger consumers’ confidence in the kitchen

Figure 40: Attitudes concerning food storage products, by gender and age, October 2014

Presence of children impacts perceptions of plastic safety

Figure 41: Attitudes concerning food storage products, by presence of children in household, October 2014

## Top Trash Bag Product Attributes

### Key points

Product function of utmost important to trash bag users

Figure 42: Most important attributes when selecting trash bags – very important, October 2014

Younger consumers value trash bags that combat odor

Figure 43: Most important attributes when selecting trash bags – Very important, by gender and age, October 2014

## New Product Opportunities

### Key points

Consumers interested in and willing to pay more for enhanced functional benefits

Figure 44: Insignia After Opening Freshness Timer Intelligent Labels

Figure 45: Interest in new products, October 2014

Younger consumers interested in variety of enhanced functional benefits

Figure 46: Interest in new products – Interested in buying and would be willing to pay more for, by gender and age, October 2014

Larger households more willing to pay for enhanced functional benefits

Figure 47: Interest in new products – Interested in buying and would be willing to pay more for, by household size, October 2014

## Impact of Race and Hispanic Origin

### Key points

Leftovers not as important to Hispanics

Figure 48: Product usage, by race/Hispanic origin, October 2014

Hispanics and Blacks place more important on secondary product attributes

Figure 49: Most important attributes when selecting food storage products – Very important, by race/Hispanic origin, October 2014

Figure 50: Most important attributes when selecting trash bags – Very important, by race/Hispanic origin, October 2014

Hispanics and Blacks willing to pay more for added functional benefits

Figure 51: Interest in new products – Interested in buying and would be willing to pay more for, by race/Hispanic origin, October 2014

## Appendix – Other Market Tables

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Food Storage and Trash Bags - US - January 2015

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Segment performance

Figure 52: Total US retail sales of food storage and trash bag products, by segment, at current prices, 2012-14

## Retail channels

Figure 53: Total US retail sales of food storage and trash bag products, by channel, at current prices, 2012-14

## Appendix – Other Useful Consumer Tables

### Product usage

Figure 54: Product usage, by household income, October 2014

Figure 55: Product usage, by household size, October 2014

### Brand usage

Figure 56: Brands of plastic/paper/parchment kitchen and food wrap used in household, by household income, April 2013-June 2014

Figure 57: Brands of plastic/paper/parchment kitchen and food wrap used in household, by household size, April 2013-June 2014

Figure 58: Brands of aluminum foil used in household, by household income, April 2013-June 2014

Figure 59: Brands of aluminum foil used in household, by household size, April 2013-June 2014

Figure 60: Brands of disposable food storage containers used in household, by household income, April 2013-June 2014

Figure 61: Brands of disposable food storage containers used in household, by household size, April 2013-June 2014

### Reasons for using food storage products

Figure 62: Reasons for using food storage products, by gender and age, October 2014

Figure 63: Reasons for using food storage products, by household income, October 2014

Figure 64: Reasons for using food storage products, by presence of children in household, October 2014

Figure 65: Reasons for using food storage products, by household size, October 2014

### Top food storage product attributes

Figure 66: Most important attributes when selecting food storage products, October 2014

### Attitudes concerning food storage products

Figure 67: Attitudes concerning food storage products, by household size, October 2014

### Top trash bag attributes

Figure 68: Most important attributes when selecting trash bags, October 2014

Figure 69: Most important attributes when selecting trash bags – Very important, by household size, October 2014

### New product opportunities

Figure 70: Interest in new products, October 2014

Figure 71: Interest in new products – Interested in buying and would be willing to pay more for, by presence of children in household, October 2014

### Impact of race and Hispanic origin

Figure 72: Reasons for using food storage products, by race/Hispanic origin, October 2014

Figure 73: Attitudes concerning food storage products, by race/Hispanic origin, October 2014

Figure 74: Brands of plastic/paper/parchment kitchen and food wrap used in household, by race/Hispanic origin, April 2013-June 2014

Figure 75: Brands of aluminum foil used in household, by race/Hispanic origin, April 2013-June 2014

Figure 76: Brands of disposable food storage containers used in household, by race/Hispanic origin, April 2013-June 2014

## Appendix – Trade Associations

Academy of Nutrition and Dietetics

Film and Bag Federation (FBF)

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Food Storage and Trash Bags - US - January 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Food Marketing Institute

Refrigerated Foods Association (RFA)

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)