

## Food Storage and Trash Bags - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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"Food storage and trash bag products experienced flat sales in 2016, benefiting from consumers' reliance on food storage products and trash bags for household food prep and food disposal needs. However, due to the highly functional nature of the category, brands are challenged with boosting incremental sales."

**- Rebecca Cullen, Home & Personal Care Analyst**

This report looks at the following areas:

- **Widespread usage in a highly functional category challenges growth**
- **Consumers stock up, less brand loyal**

Going forward, promoting additional usage occasions, both within and outside of the home, and focusing on innovations that improve product functionality could generate growth.

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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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Food storage and trash bag usage levels remain steady

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Durability key driver for purchases regardless of segment

Adults use products for on-the-go eating

Category shoppers are cost-driven

Chemical, environmental concerns less relevant for younger adults

Category innovations could boost market

## Food Storage and Trash Bag Usage

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