

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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Market overview

Market experiences slow, but stable growth

Figure 1: Total US sales and fan chart forecast of food storage and trash bags, at current prices, 2011-21

The issues

Widespread usage in a highly functional category challenges growth

Figure 2: Food storage and trash bag usage, December 2016

Consumers stock up, less brand loyal

Figure 3: Purchase behaviors, December 2016

The opportunities

Expand food storage usage

Figure 4: Interest in snack sized containers and select food storage behaviors, December 2016

Promoting enhanced functionality to attract key groups

Figure 5: Interest in zip-n-steam and marinade bags and trash bags with aromatherapy scents, by age, parental status, and Hispanic origin, December 2016

Extending food, produce life could add value

Figure 6: Important food storage attributes and interest in features related to food freshness, December 2016

What it means

The Market – What You Need to Know

Food storage and trash bags maintain stable growth

Trash bags account for majority of sales

Declining household size could impact market

Market Size and Forecast

Food storage and trash bags maintain growth in functional category

Figure 7: Total US sales and fan chart forecast of food storage and trash bags, at current prices, 2011-21

Figure 8: Total US retail sales and forecast of food storage and trash bags, at current prices, 2011-21

Market Breakdown

Trash bag segment represents nearly half of category sales

Figure 9: Share of total US Sales of food storage and trash bags, by segment, 2016

Figure 10: Total US retail sales and forecast of food storage and trash bags, by segment, at current prices, 2011-21

Other retail channels dominate, drug stores suffer

Figure 11: Total US retail sales of food storage and trash bags, by channel, at current prices, 2014 and 2016

Market Perspective

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Food storage and trash bag usage levels remain steady

Figure 12: Food storage and trash bag usage, July 2010- August 2016

Concerns about food waste, reusing food packaging

Reused plastic bags, food containers compete with category products

Market Factors

Shrinking household size could impact market

Figure 13: Average number of children per household (including households with no children), 2005-15

Key Players – What You Need to Know

Rank Group continues to lead market, private label sales slip

Hefty leads segment with catchy campaign, value-driven approach

Floral, sweet scents don't align with strength, odor control

Value-added food storage features could boost market

Manufacturer Sales of Food Storage and Trash Bags

Leading brands maintain share, private label sales slide

Manufacturer sales of food storage and trash bags

Figure 14: MULO sales of food storage and trash bags, by leading companies, rolling 52 weeks 2015 and 2016

What's Working?

Portability and portions

Secure seals offer reassurance for food storage users

Figure 15: MULO sales of plastic food bags, by leading companies and brands, rolling 52 weeks 2015 and 2016

Hefty adds humor to a less-than-glamorous category

Figure 16: Hefty ultra strong ad

What's Struggling?

Select scents unsavory for trash bag shoppers

Private label struggles to compete with branded options

Figure 17: MULO sales of private label, by segment, rolling 52 weeks 2015-16

What's Next?

Prolonging food life, reducing waste could fetch premium

Food storage products make cooking, meal prep easier

The Consumer – What You Need to Know

Household staples experience high market penetration

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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Food storage and trash bag market benefits from staple status

Food storage product usage

Trash bag usage

Figure 18: Food storage and trash bag usage, December 2016

Age, race, income impacts product usage

Figure 19: Select food storage and trash bag usage, by age, race, and Hispanic origin, and household income, December 2016

Wider usage of products among parents, larger households

Figure 20: Select food storage and trash bag usage, by parental status and household size, December 2016

Important Food Storage and Trash Bag Attributes

Durability is cost of entry into category

Figure 21: Important attributes for foil/ food wrap, trash bags, and food storage, December 2016

Consumers motivated by functional attributes for foil/food wrap

Figure 22: TURF analysis –Foil/food wrap, December 2016

TURF methodology

Quantity, traps odors are significant for trash bags

Figure 23: TURF analysis –Trash bags, December 2016

TURF methodology

Durability, keeping food fresh, and size variety can reach a majority

Figure 24: TURF analysis – Food storage, December 2016

TURF methodology

Wide range of purchase motivators for young adults

Figure 25: Select important attributes for trash bags, by age, December 2016

Figure 26: Select important attributes for food storage, by age, December 2016

Food Storage Behaviors

Consumers use a range of sizes for variety of uses

Take it to-go

Figure 27: Rubbermaid Brilliance ad, December 2016

Cleaning creates challenges for food storage products

Figure 28: Food storage usage behaviors, December 2016

Busy parents, young adults use products to simplify life

Figure 29: Select food storage usage behaviors, by age and parental status, December 2016

Black adults use products to assist with healthy eating

Figure 30: Select food storage behaviors, by race and Hispanic origin, December 2016

Long purchase cycles impact reusable food storage containers

Figure 31: Reusable food storage usage behaviors, by age, household income, December 2016

Shopping Behavior

Consumers are cost conscious, willing to switch brands

Consumers shop on auto-pilot

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Figure 32: Shopping behavior, December 2016

Men are more brand loyal, women look for the best deal

Figure 33: Shopping behavior, by gender, December 2016

Young adults, Hispanics consider wider range of retailers

Figure 34: Select shopping behavior, by age, race, and Hispanic origin, December 2016

Attitudes toward Eco-Friendly Products

Chemical and environmental concerns low for consumers

Figure 35: Attitudes toward eco-friendly products, December 2016

Nearly half of adults reuse food storage products

Figure 36: Attitudes toward recycling and reusing food storage products, December 2016

Young adults find fewer benefits to glass containers

Figure 37: Attitudes toward glass and eco-friendly products, by age, December 2016

Interest in Innovations

Food storage innovations could boost flat market sales

Prolonging produce life adds value

Simplify cooking and clean-up

Plastic-free, reusable options

Figure 38: Interest in food storage innovations, December 2016

Opportunity for trash bags with scents, eco-friendly benefits

Figure 39: Interest in trash bag innovations, December 2016

Parents, young adults most open to new innovations

Figure 40: Interest in select innovations – Yes responses, by age, parental status, December 2016

Product innovations may help reach multicultural consumers

Figure 41: Interest in select innovations – Yes responses, by race and Hispanic origin, December 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 42: Total US sales and forecast of food storage and trash bags, at inflation-adjusted prices, 2011-21

Figure 43: Total US retail sales and forecast of food storage and trash bags, by segment, at current prices, 2011-21

Figure 44: Total US retail sales of food storage and trash bags, by segment, at current prices, 2014 and 2016

Figure 45: Total US retail sales and forecast of plastic food bags and food storage containers, at current prices, 2011-21

Figure 46: Total US retail sales and forecast of aluminum foil, at current prices, 2011-21

Figure 47: Total US retail sales and forecast of plastic wrap, at current prices, 2011-21

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

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Figure 48: Total US retail sales and forecast of waxed paper, at current prices, 2011-21

Figure 49: Total US retail sales and forecast of trash bags, at current prices, 2011-21

Figure 50: Total US retail sales of food storage and trash bags, by channel, at current prices, 2011-16

Appendix – Key Players

Figure 51: MULO sales of aluminum foil, by leading companies and brands, rolling 52 weeks 2015 and 2016

Figure 52: MULO sales of plastic wrap, by leading companies and brands, rolling 52 weeks 2015 and 2016

Figure 53: MULO sales of waxed paper, by leading companies and brands, rolling 52 weeks 2015 and 2016

Figure 54: MULO sales of waxed paper, by leading companies and brands, rolling 52 weeks 2015 and 2016

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