

September 2015

Gum, Mints and Breath Fresheners - US

Sugarless gum and regular gum sales have seen fairly steady declines since 2010, and are expected to continue doing so through 2020, with sugarless gum dropping an estimated 31.7% from 2010-20, and regular gum declining an estimated 20.2% during the same time frame. Factors such as smoking rate ...

The Millennial Impact: Food Shopping Decisions - US

"Compared to older generations, Millennials exhibit a unique set of behaviors regarding their eating and food shopping habits. They prioritize health and freshness, have a foodie mentality at home and away, and shop for food across a variety of retail channels. Additionally, Millennials distrust large food manufacturers, citing a need ...

August 2015

Fruit - US

"The fruit market has experienced fairly steady growth since 2010, and Mintel expects much of the same through 2020. Like the vegetables market, fruit's performance has been bolstered by fresh fruit, and hurt by shelf-stable segments. The frozen fruit segment may be small but it has maintained rapid growth and ...

Hot and Cold Cereal - US

The hot and cold cereals market continues to see sales declines similar to recent years, mostly driven by the cold cereal segment, with many consumers believing offerings are too processed and not convenient enough. The only growth occurring is in hot cereal, albeit from a small base. To grow the ...

Defining Ethnic Food - US

Consumers are embracing a host of ethnic cuisines and, in the process, are expecting those dishes to deliver not

Cookies - US

"Cookie sales are on a general upward slope, with healthier cookies braced to experience the strongest growth through 2020 as the segment leverages its strong appeal among the category's biggest demographic: young families. Standard cookies will remain the largest segment, as consumers embrace them as affordable indulgences for themselves and ...

Vitamins, Minerals and Supplements - US

Traditionally, sales in the vitamins, minerals, and supplements market have been driven by older consumers who are more engaged in the category. Now, brands are attempting to increase use among younger adults by focusing on short-term benefits, such as vitamins that address beauty concerns as well as provide energy or ...

Food Packaging Trends: Spotlight on Food Labeling - US

"While grocery shoppers continue to seek tasty, nutritious food, the impact of food labels appears to be waning. Differentiation exists across generation groups in terms of the type of information sought from labels. Inspiring purchase can come from boosting ingredient transparency, enhancing functional packaging elements that preserve freshness, and engaging ...

Yogurt and Yogurt Drinks - US

" Total retail sales of yogurt and yogurt drinks posted 2.9% gains in estimated 2015. Pace has slowed from strong year-over-year growth in 2011-13 as the novelty of Greek-style products fade. Overall sales are expected to continue upward as consumers remain interested in health, nutrition, and high-protein food and drink ...

only more flavor than mainstream foods but also specific attributes by cuisine. Mexican and Latin American dishes appear to be the domain of spicier flavor profiles, while Mediterranean and Thai offerings ...

July 2015

Fish and Shellfish - US

“Although fish and shellfish consumption per capita lags far behind meat and poultry (see Market Drivers), brands may be able to leverage consumers’ expanding palates by targeting fish eaters with campaigns that encourage them to try different species that offer unique or exotic flavors, as nearly six in 10 buyers ...

Frozen Breakfast Foods - US

"The frozen breakfast foods category reached \$3.2 billion in 2015, although it struggled to grow sales over the last two years. The category continues to face competition from other breakfast foods viewed as healthier or more convenient, as well as foodservice options."

Ice Cream and Frozen Novelties - US

Ice cream and frozen novelties eked out dollar sales growth of 10% from 2010-15 (zero growth when adjusted for inflation). The mature category remains popular with consumers; 90% of respondents to Mintel’s custom consumer survey purchased frozen treats in a store in the past six months. Recent listeria-related product recalls ...