

December 2018

Poultry - US

"Poultry maintained its position as the most widely consumed animal protein with nearly total household penetration. Category sales topped \$26.2 billion in 2018, a modest 2% gain from 2017. The universal appeal of poultry comes from its healthy reputation, versatility, and affordability. With consumer interest in protein at a ...

The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

Food and Drink Shopper - US

"Big stock-up trips at traditional supermarkets are still happening, but especially among younger food and drink shoppers they're giving way to smaller quick-fill trips across a wider array of retail outlets. This new generation of shoppers is also less likely to make a list and more likely to make purchase ...

Foodservice in Retail - US

"Retailers are building out their prepared food programs to be more sophisticated and take direct aim at restaurants, as well as other retailers. They are differentiating with more on-site restaurants, which can range from a well-known quick-service chain to a fast casual restaurant helmed by a celebrity chef. And while ...

Sugar and Alternative Sweeteners - US

"Sales of sugar and alternative sweeteners continue to fall, as consumers continue to limit their usage and are turning to other, less-sweet options, if not foods/drinks that are sufficiently flavored as-is. Sales in the honey segment are one category bright spot. Honey brands are benefiting as well as leveraging ...

November 2018

Weight Management - US

"More than 206 million adults in the US are currently managing their weight. While the audience is sizeable, the challenge for industry players is that the majority are following a self-guided approach to weight management. This could point to why the obesity rates continue to rise. Trends toward body acceptance ...

Fish and Shellfish - US

"The \$18 billion fish and shellfish category enjoys widespread consumer participation but still lags behind other more "every day" proteins. Sales increased 13% in the past five years, driven by growing commodity prices and consumer interest in healthy, high-protein foods. A healthy reputation is one clear advantage that fish and ...

October 2018

Pizza - US

"While sales growth has been minimal for retail pizza, a strong uptick in 2018 provides an indication of the growth potential of the category. Continued

Gluten-free Foods - US

"Despite a decline in the number of gluten-free consumers, there is a generally positive opinion of gluten-free foods. Consumers consider the claim to

improvements in flavor variety, quality, and healthfulness will help marketers and retailers take advantage of frozen and refrigerated pizza's unique combination of convenience and fun ...

Yogurt and Yogurt Drinks - US

"Total sales of yogurt are flat; consumers are trying new yogurt styles and brands but not increasing their total yogurt consumption. While sales of drinkable yogurt are quickly growing they have not offset the decline of spoonable yogurt. Moreover, drinkable yogurts are likely cannibalizing sales of spoonable. High protein/low ...

Hot and Cold Cereal - US

"The \$10.4 billion cereal category continues to be plagued with struggles, largely an impact of falling cold cereal segment sales. Yet, the category still enjoys nearly universal participation, suggesting that any attrition is in consumption frequency or volume, not overall category participation. Frequency can be strengthened though, by accentuating ...

indicate the product is healthy and beneficial to all, not solely those who have celiac disease or a gluten intolerance. The challenge for the category is in ...

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

Cooking Enthusiasts - US

"The share of the population identified as Cooking Enthusiasts has remained stable over the last three years, providing a solid base of consumers who cook at home regularly and enjoy it. However, enthusiasm among other segments is on the decline, as less of the population is defined as Conflicted Cooks ...

September 2018

Better For You Snacking - US

"The increasing prevalence of snacking creates an opportunity for healthier, more nutritious snacks. And with relatively low usage incidence of many newer types of better-for-you snacks, there's plenty of room for further growth. For better-for-you snack makers, new use occasions and pairings and exciting new flavors represent paths to increased ...

Cheese - US

"With sales of \$23.6 billion, the cheese category's true challenge is in growing off of such a considerable sales base, since consumers already widely turn to cheese either as a snack or a recipe component. Recent years of dollar sales stagnation have been largely the result of commodity ...

Vitamins, Minerals and Supplements - US

"The pace of growth for the VMS (vitamins, minerals, and supplements) market remains steady, as sales are estimated to increase by 5.1% in 2018, reaching \$24.5 billion. Yet consumer emphasis on value and lack of product understanding are a challenge to the category. To best position themselves, category ...

Nut-based Spreads and Sweet Spreads - US

"Products in the \$3.9 billion nut-based and sweet spreads category enjoy nearly universal penetration as well as solid consumption frequency, in large part due to the popularity and dominance of peanut butter. Yet sales growth has been modest in the past five years for both segments, likely an implication ...

August 2018

Better for You Eating Trends - US

"Most consumers report that they try to maintain a healthy diet at least some of the time, making better-for-you food and beverage claims potentially motivating to a wide audience. Still, while what's healthy or better-for-you can mean different things to different consumers, there are overarching opportunities to highlight freshness, simplicity ...

Online Grocery Shopping - US

"Despite doubling from 2013-18, online grocery sales in the US remain a small proportion of total grocery sales and an even smaller proportion of total eCommerce. Unlike other major product categories, adoption of online shopping in this sector has been slow, namely due to consumers' strong preference to shop in-store ...

July 2018

Pet Food - US

"The pet food market continues to grow at a slow, steady pace, driven by premiumization and treating as pet owners look to give their pets, viewed as cherished members of the family, the best. Increasingly, pet owners are looking for pet food and treats that measure up to their own ...

Grocery Retailing - US

"The grocery industry will become \$700+ billion strong within the next five years. During this time, it's likely that additional mergers and acquisitions will occur as competition inside and outside the industry (eg from restaurants) intensifies. While consumers' grocery shopping behaviors may be rather status quo for now, this will ...

Packaged Bread - US

"Participation is rather steadfast which is proving to be a help and a hindrance to performance in the \$21 billion packaged bread category. Sales have remained modestly positive despite the lingering popularity of low carb diets, yet the bulk of consumers are stuck in a holding pattern – neither increasing ...

Nuts, Seeds and Trail Mix - US

"Nuts, seeds, and trail mix benefit from a relatively healthy, not to mention natural, reputation. Brands leveraging such a reputation should be well-positioned to capitalize on increasing consumer interest in snacking and on healthier snack options, in particular. The challenge for the category will be in offering options that not ...

Breakfast Foods - US

"Boosting the importance of breakfast is in order. Only about half of US adults think breakfast is more important than lunch or dinner, down from 2014, and less than half say it sets the tone for their day. Nevertheless, consumption is high. Opportunity for portable options is strong, with few ...

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

June 2018

Prepared Meals - Frozen and Refrigerated - US

"The prepared meals category has returned to growth as category competitors have responded to consumer interest in less-processed offerings and greater cuisine variety. Brands and retailers can help maintain the momentum by catering to the diverse needs of a new generation of users with products that offer greater flexibility, new ...

Fruit - US

"With current sales of just over \$50 billion, fruit is a widely popular and growing category, even if that growth is a relatively slow 2-3% annually. Within the category's largest segment – fresh – there is a relative lack of brand power, as private label options dominate in terms of ...

Food Packaging Trends - US

32% of food launches tracked by Mintel GNPD (Global New Products Database) from May 2018-April 2018 featured new packaging, and new packaging experienced the highest gain among launch types from 2013-18. 62% of shoppers claim on-pack information is important to food choice, suggesting that consumers are reading labels. 58% of ...

Soup - US

"The soup category struggled to increase sales significantly. There were some bright spots. Growing segments – including refrigerated fresh soup/frozen soup, wet broth/stock, and dry soup – made up some ground. But these gains weren't enough to compensate for stagnant RTS (ready-to-serve) wet soup sales and declines in ...

May 2018

Vegetables - US

"The vegetable category remains sizable, though sales are largely driven by consumer interest in lower prices and fresher options. While consumers indicate they would like more vegetables in their diet, data shows they continue to fall short of recommendations, suggesting brands may well have to incorporate novel approaches to garner ...

Dips and Savory Spreads - US

"The diverse \$4.6 billion dips and savory spreads category enjoys solid consumer participation, likely due in part to the increasing popularity of snacking and brand loyalty. All three segments of the category managed growth from 2016-2017, but refrigerated options have been especially successful as consumers seek out fresh foods ...

Non-chocolate Confectionery - US

"Dollar sales of non-chocolate confectionery have increased although year-over-year growth has been slow, as the category struggles with consumer concerns over health. However, the importance of indulgence has prevented decline overall. Growth, albeit slow, is forecast through 2022, with the slowdown due to reduced category participation."

-Beth Bloom, Associate Director ...

Frozen Snacks - US

Frozen snacks have bounced back from an unstable past few years and steady, but minimal, growth is predicted looking ahead to 2022. Private label brands are performing strongly and legacy frozen snack brands remain stable, especially among parents with 85% acknowledging their kids eat frozen snacks. Despite the stability, increased ...

April 2018

Consumers and the Economic Outlook - US

Chocolate Confectionery - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

Snack, Nutrition and Performance Bars - US

Dollar sales of snack, nutrition, and performance bars saw steady year-over-year growth from 2012-17 (+20% overall). 2017 represents a slight slowdown, with an estimated 2.6% increase over 2016 (0.1% when adjusted for inflation). While consumer interest in snacking, protein, and functional foods positively impacts the category, a growing ...

Ice Cream and Frozen Novelties - US

"While consumers strive to live healthier lifestyles, strong engagement in the category suggests that there is still room for indulgence. Yet, the ice cream and frozen novelties category attained modest dollar sales growth from 2016-17 while unit volume slowed, indicating that increased consumption frequency is critical to growing the category ...

March 2018

Convenience Stores - US

"Faced with declines in motor fuel rates, cigarette smokers, and carbonated soda drinkers in recent years, the convenience store (c-store) industry is in a state of change as it looks toward other product areas and innovations to drive sales. Leading retailers in the industry are focused first and foremost on ...

Baby Food and Drink - US

"After two years of stagnating sales, the \$6.8 billion market for baby/toddler food and drink shows indications of growth ahead. Largely stemming from formula sales, the category is expected to leverage a number of healthy attributes and claims in premium-positioned products. Parents are seeking healthy attributes above all ...

Dollar sales of chocolate confectionery continue to grow at a modest pace, driven by the nearly universal penetration and the belief that chocolate is a permissible indulgence. While purchasers are creatures of habit when choosing chocolate, they are also open to new flavors and varieties and willing to pay more ...

Grains and Rice - US

"The market for rice is considerable, standing at \$2.5 billion, but has stagnated in recent years. Consumer interest in a wide range of cuisines featuring rice as a component should lead to growth in coming years, but the category may also benefit from leveraging healthier attributes, potentially from rice ...

Salty Snacks - US

The nearly \$12 billion salty snacks market continues turn in a strong performance driven by the increasing prevalence of snacking. Meat snacks, popcorn, and cheese snacks are the category's three largest segments and are responsible for much of the growth. New flavors and varieties are key to continued growth, as ...

Butter, Margarine and Oils - US

An ingredient or flavor booster in a wide variety of recipes and dishes, butter, margarine, and oils are used by nearly all consumers. While widespread penetration does challenge substantial growth, the overall category did manage a small gain, 1% from 2016-17, stemming from the gains of butter while margarine struggles ...

February 2018

Potato and Tortilla Chips - US

Potato and tortilla chips have generated solid growth in recent years, driven by the increasing prevalence of snacking, a steady stream of new flavors, and the category's status as a permissible indulgence. Bold and creative new flavors and forms will continue to drive sales in coming years, along with a ...

Crackers - US

"After a four year period of modest growth, sales of crackers fell slightly from 2016-17, thanks in part to intensified snacking competition. Benefitting from consumer interest in snacking and a reputation for being versatile, the crackers category enjoys nearly universal penetration, making growth difficult to come by. As a category ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

Plant-based Proteins - US

"Consumers are open to plant-based alternative proteins, and while they recognize health concerns as a distinct selling point for these, they will not waver when it comes to taste. There may well be significant opportunity to leverage the flavors of Hispanic cuisines, as there is a strong degree of interest ...

Baking and Dessert Mixes - US

The market for baking and dessert mixes is a large one, valued at nearly \$4 billion. However, it continues to shrink, following a pattern that has endured for much of the past decade. That lack of growth is not necessarily the result of consumer dissatisfaction, but it is resulting more ...

Private Label Food and Drink Trends - US

"Sales of private label food and beverages have risen only modestly in recent years, roughly keeping pace with sales of food and beverages overall. The pace of growth, however, could pick up in coming years as retailers look to their store brands to strengthen their value propositions amid intensifying competition ...

International Food Trends - US

"International cuisines, flavors, and ingredients continue to be an area of opportunity in both foodservice and retail. Young consumers in particular represent a key opportunity as they show high interest in international foods but lack the skills required to actually cook international cuisine at home. While many consumers still prefer ...