

## October 2021

### Poultry - US

“The retail poultry market received a substantial boost during the pandemic as consumers turned to home meal prep, but in the long run sales are likely to return to their historic slow-growth pattern. Poultry is a familiar staple in most households, and a key to accelerating growth may lie in ...

## September 2021

### Trends in Vitamins, Minerals and Supplements - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during COVID-19, as consumers stocked up on products to support their overall health and immune systems. Despite a general desire to gain necessary nutrients from food and drink, the vast majority of adults ...

### Hot and Cold Cereal - US

“The \$11.1 billion hot and cold cereal market is expected to face a 3.8% dollar sales decline in 2021 as consumers shift their breakfast routines outside the home. Still, prolonged remote working will enable cereal brands to position themselves as an easy, at-home breakfast during the workweek. Long-term ...

### Frozen Snacks - US

“Convenience is at the core of frozen snacks occasions and choice, which has served the category yet suggests that these steadfast ties may also limit consumer perceptions under normal circumstances. In the pandemic, with its restrictions and stresses, consumers turned to frozen snacks at an accelerated pace to fill seemingly ...

## August 2021

### Yogurt and Yogurt Drinks - US

“While 2020 marked a budding return to relevance of the spoonable yogurt and yogurt drinks market, driven by the influx of pandemic-necessitated time spent and meals and snacks eaten at home, continued projected growth in 2021 is a testament to the category’s more longstanding potential. The near-term years will be ...

### Pet Food - US

“After receiving a short-term boost from stock-up buying and a spike in pet acquisition motivated by the pandemic, the pet food market is settling back into a pattern of modest but steady growth. While premiumization and momentum in treats and toppers continue to move the category forward, pet owners continue ...

### Prepared Cakes, Pies and Pastries - US

### Fruit - US

“The fruit category is poised to maintain much of the sales momentum it gained over the course of the

“The \$11.3 billion prepared cakes, pies and pastries category is expected to continue growing in dollar sales in 2021 as many of the realities of 2020 persist – namely prolonged remote working and continued home-based social gatherings. The refrigerated and frozen segments of the category are expected to experience ...

pandemic, particularly the fresh segment. Fresh fruit is unique in that it is perceived as inherently healthy and is the original in grab-and-go convenience, and it dominates category sales, controlling 90 ...

### COVID-19 Impact on Food and Drink: One Year Later - US

“The COVID-19 pandemic afforded food and drink brands across the board an unparalleled opportunity to prove their worth. While the strong dollar gains will be short-lived, the relevance can resonate. 2021 will be marked with continued uncertainty for consumers eager to reclaim power as they navigate the opportunities and limitations ...

## July 2021

### Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

### Soup - US

“The \$8.7 billion soup market is expected to decline modestly in 2021 as consumers increasingly adopt pre-pandemic routines, reducing the demand for shelf stable foods such as canned soup. But some areas of the category continue to thrive due to their role in scratch cooking or their connections to ...