

July 2021

Juice and Juice Drinks - US

"Over the last decade, the juice/juice drink category has suffered from an ongoing identity crisis of sorts, as factors like sugar and artificial ingredient content came to overshadow the nutritional value of these products. COVID-19 and subsequent lockdowns and limitations altered routines and led to a reprieve from steadily ...

June 2021

Beverage Packaging Trends - US

"Packaging can play an integral role in addressing consumers' beverage needs in a post-pandemic America. The rise of remote work coupled with a recovering economy suggests growing consumer interest in large pack sizes, while brands must also promote small pack sizes to financially stressed consumers and consumers within smaller HHs ...

May 2021

Energy Drinks - US

"The energy drink market thrived in 2020 despite the drop in c-store traffic, as consumers relied on energy drinks to help them overcome challenges brought on by the pandemic. Consumers' energy needs will remain elevated even as the pandemic fades, as many consumers continue to face increased workloads, more consumers ...

Coffee and Tea Tracker - US

"Operators and brands should prep for consumers to look for experiential coffee and tea drinks that are appropriate on premise and on-the-go. As restaurants open up and consumers venture out of the home, they will be expecting a wide variety of options and unique indulgent drinks."

- Emma Allmann, Junior Analyst

April 2021

Carbonated Soft Drinks - US

"The CSD market found strong growth during the pandemic, as changed consumer routines shifted the majority of meal and drink occasions to the home and consumers sought comfort and familiarity. Successful innovation in flavors, formats and formulations – especially in the diet segment – paired with sophisticated distribution networks buoyed ...

Grocery Retailing - US

"The COVID-19 pandemic has had significant and widespread impact on the grocery sector; accelerating ecommerce growth by years and causing people to change their grocery shopping routines in a more mindful way as they look to be efficient with their time spent in stores and frugal with their grocery budgets ...