

March 2016

Dairy Milk - US

"The momentum dairy milk experienced in 2014 failed to continue in estimated 2015 as the category faced challenges from a surplus of milk, declining exports, declining consumer consumption, and strong competition from the non-dairy milk segment. Mintel forecast declines to continue through 2020; however, opportunities to calm future sales declines ...

Convenience Stores - US

"Convenience stores are a steady presence in most US consumers' lives and a significant \$450 billion business. With 82% of survey respondents stating that they have gone to a convenience store within the last three months, this channel is clearly an important platform for connecting with shoppers and making sales."

February 2016

Beverage Blurring - US

"Beverage blurring is the concept of cross-category beverages, also known as hybrid or fusion drinks, and the impact they have on the consumer impression and behavior. Cross-category drinks combine two or more drink categories, blending flavors and functionality to create a new beverage that could fall under multiple categories."

Private Label Food Trends - US

"Store brand food and beverages represent an opportunity for retailers to distinguish themselves from competitors, yet sales have grown slowly since 2010 and are forecast to continue at this pace."

-Mimi Bonnett, Category Manager - Food and Drink, Foodservice

Feeding Babies and Toddlers - US

Following five years of 2.4% annual sales growth, the market for baby/toddler foods has reached \$6.9 billion, and with the increase in the birthrate, the market for baby/toddler food and drinks will grow.

January 2016

Beer - US

The US beer category is currently experiencing a major overhaul. While little movement is evident in terms of the overall performance of the category, there are significant shifts happening within. Dollar sales of beer are expected to grow a moderate 4% in 2015, amounting to overall gains of 21% since ...

Bottled Water - US

Total retail sales of bottled water posted estimated gains of 6.4% in 2015, reaching more than \$15 billion, with strong year-over-year sales growth since 2011. Total category sales are expected to continue upward as consumers search for BFY (better-for-you) beverage alternatives and bottled water is perceived as a convenient ...