

December 2022

RTD Alcoholic Beverages - US

“Launch activity and popularity of canned cocktails are building upon the success and excitement already present in the RTD alcoholic beverages space. The category continues to deliver on the convenient, flavorful and fun beverages consumers crave. However, fading novelty and inflationary pressures is intensifying competition, calling for brands to build ...

Alcohol Alternatives - US

“Sober curiosity is trending as consumers prioritize their health and wellbeing, prompting many to seek premium, unique, healthful and functional alternatives to alcohol. Products ranging from NA beer to mood boosting adaptogen tonics to traditional CSDs can leverage new opportunities as consumers strive to reduce their alcohol consumption. And while ...

Coffee and Tea Tracker - US

"Coffee and tea has seen continued growth, both at and away-from-home. While increased consumer concern with high prices is more likely to affect specialty beverages and additives, the functional benefits of coffee and tea and their inclusion in daily routines ensures category growth. Brands and operators should focus on the ...

November 2022

Beer - US

“The affordability, versatility and social nature of beer is driving another strong year of category growth, though intensifying competition among brands. Near-term success is dependent on brands’ ability to align with the new era of drinking occasions, meet increasing flavor expectations and prove value through both cost savings and experience ...

Dark Spirits - US

“Consumer demand for premium dark spirits remains strong even as consumers rethink their total alcoholic beverage expenditures under the pressure of economic uncertainty. Increased interest in premium drinking experiences will only benefit the spirits market as more

White Spirits - US

“The white spirits market continues to see growth on the back of the fast-paced tequila segment, even in the face of economic uncertainty. Interest in premium offerings and brand loyalty among spirit consumers has created a market in which prioritization of quality and trust outweighs quantity. For seasoned spirit consumers ...

Foodservice Alcohol Trends - US

“The experience on-premise drinks provide to consumers will provide a buffer as the foodservice alcohol market battles inflation headwinds and at-home alcohol consumption. As consumers navigate permanently changed yet uncertain schedules, they are looking to restaurants and bars to treat themselves, and operators can provide them with the opportunity to ...

Functional Drinks - US

"From simply quenching thirst or providing additional ingredients that meet specific wellness needs (like stress relief), any beverage can be functional. Beverages seeking a truly functional identity will need to find a balance of fun and function, by guiding consumers through the experience, painting a picture of how the benefits ...

Food and Drink Nutrition Claims - US

“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health

Drink - USA

consumers seek to cut back their alcohol consumption but prioritize higher-quality alcoholic drinks ...

needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

October 2022

Wine - US

“Following a prolonged period of drinking in, consumers are craving more high-energy and social occasions, and wine may be missing the mark. To be the choice in the next iteration of at-home consumption, wine brands should focus on fun over formality, rewiring wines’ associations through new flavors, formats and experiences ...

Baby Food and Drink - US

“Despite higher prices and the decade-long slowdown in birthrates, the market for baby/toddler food and drink grew 10.6%, fueled largely by inflation and stockpiling in response to the formula shortage. Going forward, category growth will require continued attention to nutritional and functional demands in cognition, digestion and immunity ...