

### December 2017

#### RTD Alcoholic Beverages - US

"45% of US adults drink RTD (ready-to-drink) alcoholic beverages. While 26% of category participants report drinking more RTDs in the past year, adoption by new consumers has stalled. The category trails behind other alcohol types in both consumption and sales, and is relegated to "also drink" status (only 11% of ...

#### White Spirits - US

"Distilled spirits (white and dark) are expected to flourish, growing 11% through 2022 with white spirits making up majority of volume sold. Sales of white spirits will maintain forward momentum as interest in craft, premium spirits, and cocktails grows. While vodka's versatile flavor profile has kept it as the leading ...

### November 2017

#### Food and Drink Shopper - US

"While food/drink shopping habits exhibit some traditionalism, shifts are clear, largely driven by a quest for lower prices. Many shoppers report shopping at value-oriented stores for groceries more in the past year, suggesting the potential for these channels to grow sales share in the coming years. Adoption of shopping ...

#### Dark Spirits - US

"The distilled spirits category in its entirety continues to see strong sales growth. Dark spirits drive a large portion of that growth as whiskies and brandies saw booms in popularity due to interest in premium and craft spirit offerings. Strong seasonality favoring fall and winter months combined with limited consumption among women ...

#### Grocery Retailing - US

"Given the essential nature of groceries, the industry remains somewhat protected from outside influencers that can cause wide variances in sales. However, food deflation has put a damper on sales and squeezed profits the past two years, causing some price wars. Channel switching is frequent in the industry, as consumers ...

### October 2017

#### Beer and Craft Beer - US

"Beer has avoided dollar declines, despite volume decreases, due to the buffer of pricier craft, imported, and premium offerings. Category shifts may be stunting prices. Import activity favors affordable Mexican beer, and craft acquisitions by larger companies, with production/distribution efficiencies, may lower costs. While beer remains the most popular ...

#### Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

#### Dairy Milk - US

"Sales in the dairy milk category have declined since 2012 and are expected to continue this trend, as non-

dairy milk gains momentum and consumers are faced with a myriad of nutritious, functional beverages to choose from. A bright spot in the category has been flavored and whole milks, especially among ...

## September 2017

### Alcoholic Beverage Mixers - US

"Dollar sales of alcoholic beverage mixers have seen steady growth in recent years, growing 15% from 2012-17 (7% when adjusted for inflation). Volume sales of cordials, liqueurs, vermouth, and aperitifs increased by 16% over the same period. Continued interest in cocktail culture, especially on premise, is helping here, as is ...

### On-premise Alcohol Trends - US

"On-premise alcohol sales continue to grow despite falling volume consumption indicating that consumers are ordering fewer but more expensive drinks when they go out. Drinking away from home tends to revolve around occasions with consumers ordering drinks that correspond to the current occasion. By understanding what drink goes with what ...

## August 2017

### Tea and RTD Tea - US

"Dollar sales of tea are projected to reach \$8 billion in 2017. The market has continued steady dollar sales growth, increasing 24% from 2012-17. 79% of US adults drink tea, 60% drink RTD options, and 49% drink bagged/loose-leaf varieties. Good news comes from the fact that a higher percentage ...

## July 2017

### Coffee - US

"After experiencing strong gains from 2012-15, the coffee market slowed from 2016-17 (est) as market penetration of single-cup coffee makers is saturated and fewer new owners has resulted in slower single-cup coffee gains. Still, cold brew sales are thriving and new cold brew innovations such as nitro cold brew and ...

### Non-dairy Milk - US

"Non-dairy milk has seen growth in 2017 and is expected to continue this trend through 2022. Largely influenced by almond milk, innovative plant bases are adding variety in flavor and nutritional value to the category, both drivers of non-dairy milk. The majority of non-dairy milk consumers indicate increased purchase compared ...

### Yogurt and Yogurt Drinks - US

The yogurt and yogurt drink category is expected to decrease 2.5% in 2017 to become an estimated \$8.5 billion category. Spoonable yogurt is expected to see the biggest sales decline of just over 4%, while yogurt drinks continue their growth boom with another year of double digit growth ...

### Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that

significantly. Parents overall are somewhat more optimistic about the financial future ...

### June 2017

#### Energy Drinks - US

"The energy drink category has shown strong growth from 2011-16, with sales forecast to increase through 2021. The segment has benefited from offering functional benefits with strong appeal to Millennials, parents, Hispanics, and men 18-34. Competition is growing however from sports drinks, BFY (better-for-you) beverages, RTD (ready-to-drink) coffees, and new ...

### May 2017

#### Juice and Juice Drinks - US

"Total sales of juice have stalled as the category faces the continued decline of 100% juice and stagnant sales of juice drinks. Consumers are increasingly choosing competing beverages over juice due to concerns surrounding the sugar content of juices and because of the innovation occurring in other beverage categories. Juices ...

### April 2017

#### Carbonated Soft Drinks - US

"The CSD (carbonated soft drink) market continued to struggle from 2015-16, with sales falling and effective stagnation forecast through 2021. While the vast majority of consumers use CSDs, the mature market is struggling to grow as users seeking more-healthy options cut back and turn instead to BFY (better for you) ...

#### Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

#### Nutrition and Performance Drinks - US

"Mintel forecasts the nutritional and performance drink category to continue modest growth into 2021. While the category benefits from consumers' focus on a healthy lifestyle, a wide array of food and drink categories are

stepping up the pressure by adding similar functional and health elements. The category may benefit by ...

### March 2017

#### Baby Food & Drink/Feeding Babies & Toddlers - US

"The market for baby and toddler food largely stagnated in 2016, and while the future of the category may not hold significant potential for growth, there is notable opportunity in products that can leverage healthier attributes that appeal to parental expectations. While the nation's birthrate may be in slight ...

#### Private Label Food and Drink Trends - US

"Private label food and drinks category sales declined by -2.2% from 2015-16 and are forecasted to continue to decline into 2021. Increased confidence in the economy may lead many consumers to opt for name brands over store brands, especially for products located in the brand-centric center store area. Opportunities ...

### February 2017

#### Beverage Blurring - US

"Two thirds of US adults have consumed any of the hybrid drinks measured in this Report. Bottled water with added health benefits (eg protein, vitamins) leads consumption, followed by carbonated juice, and bottled water with added functional benefit. The strongest limitation to adoption is perceived high price but they encourage ...

#### Bottled Water - US

"The bottled water market saw sales increase from 2015-16. Healthy living trends, consumer interest in hydration, as well as the development of new flavored, sparkling, and enhanced bottled water variations have been key drivers. Future growth will hinge on capitalizing on consumer interest in added benefits to bottled water, addressing ...

### January 2017

#### Beverage Packaging Trends: Spotlight on Alcoholic Beverage Packaging - US

61% of US adults aged 22+ purchase alcohol for off-premise consumption. While dollar sales in most alcohol segments are on the rise, securing appeal in a competitive marketplace requires aligning with consumer preferences. Two thirds of alcohol buyers indicate paying attention to package format, and 64% pay attention to label ...