

September 2016

Better-for-you Eating Trends: Spotlight on Real - US

"When seeking better-for-you foods, consumers avoid certain elements in their diets, chiefly artificial ingredients of all forms, and express a general distrust of genetically modified ingredients. At the same time, many consumers are seeking foods with added health attributes, namely protein, fiber, and whole grains. Brands have focused product innovation ...

Diet Trends - US

"The market for diet products has faced slight declines since 2011. As what consumers consider "healthy" continues to evolve, diet products have struggled to keep up with changing preferences. Packaged and processed foods continue to fall out of favor, shrinking the opportunity for diet foods but opening up new possibilities ...

August 2016

Pet Food - US

"The pet food market has performed well in recent years reflecting the increasingly cherished place pets hold in many households and a desire among pet owners to feed their pets the best food they can. Pet owners increasingly look for food that aligns with their own personal dietary preferences and ...

Frozen Breakfast Foods - US

"While brands are capitalizing on healthier attributes, chiefly protein and fiber content, the entire category faces significant competition from alternative breakfast options regarded as healthier and more portable. Continued focus on nutrition and on-the-go features could propel the category to future growth, but brands may well consider promoting frozen breakfast ...

July 2016

Packaged Bread - US

Pizza - US

While annual growth in the pizza category has fluctuated over the last several years, the pace picked up modestly in 2015 and 2016, buoyed by growing interest in more premium pizzas. Pizza marketers and retailers have an opportunity to accelerate growth further by continuing to introduce creative new flavors and ...

Better for You Snacks - US

"Strong growth in BFY snacks comes from an increase in availability of products in this relatively young space, at a time when consumer habits favor snacking and eating on-the-go, and a dual interest in healthy living and the pursuit of flavor. While the products covered in the scope of this ...

Yogurt and Yogurt Drinks - US

"As the boom times ushered in by the novelty of Greek offerings fade, category players are stepping up flavor and format innovation, which will be necessary to preserve engagement. The small yogurt drinks segment is an area of opportunity, boosting the category's play for convenient health. Doubling down on breakfast ...

What's for Breakfast - US

Food - USA

"While packaged bread remains a huge category with virtually universal penetration, dollar sales have increased only minimally in recent years, and actual consumption has declined due to concern over calories and carbohydrates. Still, opportunities exist to improve bread's health profile, to expand its use across more occasions, and to highlight ...

Fruit - US

"Fruit sales in the US have surpassed the \$48 billion mark, growing consistently for the past decade, aside from a slight slowdown in 2014-15 due to an increase in fresh fruit prices. Fruit's overall healthy reputation and the consumer desire for fresher foods should propel fruit sales even higher through ...

"Consumers are eating a variety of breakfast foods, at home and away, with their preference for healthy or indulgent foods differing by the day of the week. One constant however, is their need for quick, portable, and healthy breakfast foods that keep them full and energized. Consumers are open to ...

Ice Cream and Frozen Novelties - US

"As volume sales in the saturated category decline, dollar gains have cooled. While health leads reasons for cutting back, sales of traditionally health-focused products (including low- fat/calories) struggle, and indulgence appears as a strong purchase driver. Category players can aim at health through cues such as natural, premium, and ...