

## April 2016

### International Food Trends - US

"Sales of international foods in the US are projected to grow moderately between 2015 and 2020, from \$12.2 billion to \$13.9 billion. Immigration and the increasingly multicultural nature of American society are factors that are influencing growth."

## March 2016

### Chocolate Confectionery - US

"Dollar sales of chocolate confectionery continued to grow in 2015, albeit at a tempered pace compared to previous years. The indulgence category has avoided steep losses, even as consumers place an increased importance on health."

### Crackers - US

The crackers category reached \$7.7 billion in 2015, representing growth of 17% from 2010-15. Consumer interest in snacking, and perceptions of crackers as a healthier snack than other salty snacks helps boost category sales. However, in recent years sales have slowed, reflective of strong competition from other food categories ...

### Packaged Red Meat - US

"Consumers are increasingly turning to non-traditional venues for their red meats, with parents notably likely to purchase red meat online, and Hispanic consumers turning to mass merchandisers for red meat."

### 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

### 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**

### Chips and Dips - US

"Both the chips and dips categories continue to perform well, boosted by consumer interest in snacking, and a variety of innovative flavors and formats. Both categories are driven by taste, rather than health, as

### 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.



## Food - USA

consumers allow themselves to indulge. The chips and dips markets are expected to maintain stable growth ...

### January 2016

#### Baking Mixes - US

"Total US sales of baking mixes declined in 2015 by 3.4% to \$4.1 billion and are forecast to continue declining at this pace into 2020. Consumers are migrating away from packaged foods that contain artificial ingredients and preservatives and toward fresh alternatives found at in-store bakeries and specialty ...

#### Center of the Store - US

Mintel has defined the center of the store in terms of two segments – shelf-stable grocery and frozen foods. Sales in the category as a whole have managed fairly strong growth – 10% since 2010, largely the result of the shelf-stable grocery segment, where introductions have succeeded by catering to ...