

## June 2022

### Pasta and Noodles - US

"While the last two plus years have provided a windfall for the category, there is still work for brands to do. The issues that once stifled growth persist. Still, consumers are well engaged drawn undoubtedly for the versatility, convenience and affordability of most products. To sustain some of the momentum ...

### Chocolate Confectionery - US

"Chocolate confectionery's best assets have shone in recent years, further solidifying an already strong role as a versatile, indulgent, satisfying and convenient treat and snack. Yet a new generation of consumers with contemporary ideas about indulgence, snacking and wellbeing will challenge brands to meet new needs, tastes and occasions to ...

### Convenience Stores - US

"Convenience stores are an essential part of many consumers' shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

### The Protein Report: Meat and Meat Alternatives - US

"Protein is the focal point of consumers' plates as well as discussions of health, sustainability and ethics. As consumers continue to lean on home cooking during inflation's prolonged grip on wallets, they must decide how their definitions of value translate into their protein purchasing priorities. Balancing mealtime satisfaction with affordability ...

### Yogurt and Yogurt Drinks - US

"2022 is expected to mark the strongest growth of the yogurt category's three-year pandemic upswing. The health and convenience of yogurt align with consumers' new-normal lifestyles and priorities, and perceived affordability gives the category an edge against rising grocery prices. As inflation stabilizes, brands will be challenged to avoid falling ...

### Plant-based Proteins - US

"PBMA sales are slowing following the market's pandemic-driven growth in 2020, as initial trial of PBMA products has not translated to sustained category engagement. The PBMA market faces a positive long-term outlook; the development of better tasting, less-expensive products along with increased interest in climate-friendly diets will propel future sales ...

### Food Packaging Trends - US

"Shoppers may not always give packaging top-of-mind attention, but they acknowledge the important role packaging plays in sustainability and hold food and drink manufacturers responsible for making environmentally responsible decisions. Packaging can also contribute to preventing food waste, a priority for both retailers and shoppers with economic and environmental implications ...

### Condiments - US

"Consumers are at a crossroads: grappling to balance new routines, with rising prices and eagerness to simply explore and indulge a little. 2022 is a good time for condiment brands to lay the foundation to further extend their pandemic gains while addressing challenges to the future market. Younger adults, under ...

## May 2022

### Hot and Cold Cereal - US

"2022 growth of the hot and cold cereal category will be predominately driven by higher price points, though

### Nut-based Spreads and Sweet Spreads - US

## Food - USA

performance will be supported by category perceptions of value, convenience and health. Once inflation is rectified, challenges related to progression away from home and foodservice recovery will resume. 2022 presents opportunity for ...

“While tradition runs strong in the nut-based and sweet spreads market, there is opportunity for growth through expanded uses and occasions past the breakfast occasion and bread application. Leverage the neutral attitudes consumers have towards nut-based and sweet spreads health associations to inspire versatile occasions and applications that will increase ...

### What/How America Eats - US

“Two plus years into pandemic disruption, consumers are looking to reclaim pleasure and enjoyment. Food is a natural go-to for this, especially as price hikes temper spend in other categories. While 2022 is shaping up to be a year of some dietary indulgence, consumers continue to count healthy eating as ...

### Private Label Food and Drink - US

“While private label food and drink lost market share in 2020 and 2021 amid the disruption of the pandemic, it is likely to regain momentum in 2022 as spiking inflation makes the savings of store brands more compelling. The full potential of private label, however, revolves around more than just ...

## April 2022

### Produce - US

“The produce market is riding the lockdown-induced boost it experienced due to increased consumer cooking at home, a trend that will extend through 2022 as consumers grapple with the aftershocks of pandemic-related inflation – now compounded by the crisis in Ukraine. As consumers look for ways to feed their families ...

### Ice Cream and Frozen Novelties - US

“Sales of ice cream and frozen novelties remain elevated far beyond the pre-pandemic baseline, though have entered a period of stabilization as consumers eagerly return to out-of-home experiences and manage soaring grocery spend. Exciting flavor profiles, snackable formats, premium concepts and experiential tactics can keep consumers engaged, justify higher prices ...