

December 2018

Poultry - US

"Poultry maintained its position as the most widely consumed animal protein with nearly total household penetration. Category sales topped \$26.2 billion in 2018, a modest 2% gain from 2017. The universal appeal of poultry comes from its healthy reputation, versatility, and affordability. With consumer interest in protein at a ...

The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

Food and Drink Shopper - US

"Big stock-up trips at traditional supermarkets are still happening, but especially among younger food and drink shoppers they're giving way to smaller quick-fill trips across a wider array of retail outlets. This new generation of shoppers is also less likely to make a list and more likely to make purchase ...

Foodservice in Retail - US

"Retailers are building out their prepared food programs to be more sophisticated and take direct aim at restaurants, as well as other retailers. They are differentiating with more on-site restaurants, which can range from a well-known quick-service chain to a fast casual restaurant helmed by a celebrity chef. And while ...

Sugar and Alternative Sweeteners - US

"Sales of sugar and alternative sweeteners continue to fall, as consumers continue to limit their usage and are turning to other, less-sweet options, if not foods/drinks that are sufficiently flavored as-is. Sales in the honey segment are one category bright spot. Honey brands are benefiting as well as leveraging ...

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Weight Management - US

"More than 206 million adults in the US are currently managing their weight. While the audience is sizeable, the challenge for industry players is that the majority are following a self-guided approach to weight management. This could point to why the obesity rates continue to rise. Trends toward body acceptance ...

Fish and Shellfish - US

"The \$18 billion fish and shellfish category enjoys widespread consumer participation but still lags behind other more "every day" proteins. Sales increased 13% in the past five years, driven by growing commodity prices and consumer interest in healthy, high-protein foods. A healthy reputation is one clear advantage that fish and ...

October 2018

Pizza - US

"While sales growth has been minimal for retail pizza, a strong uptick in 2018 provides an indication of the growth potential of the category. Continued

Gluten-free Foods - US

"Despite a decline in the number of gluten-free consumers, there is a generally positive opinion of gluten-free foods. Consumers consider the claim to

improvements in flavor variety, quality, and healthfulness will help marketers and retailers take advantage of frozen and refrigerated pizza's unique combination of convenience and fun ...

Yogurt and Yogurt Drinks - US

"Total sales of yogurt are flat; consumers are trying new yogurt styles and brands but not increasing their total yogurt consumption. While sales of drinkable yogurt are quickly growing they have not offset the decline of spoonable yogurt. Moreover, drinkable yogurts are likely cannibalizing sales of spoonable. High protein/low ...

Hot and Cold Cereal - US

"The \$10.4 billion cereal category continues to be plagued with struggles, largely an impact of falling cold cereal segment sales. Yet, the category still enjoys nearly universal participation, suggesting that any attrition is in consumption frequency or volume, not overall category participation. Frequency can be strengthened though, by accentuating ...

indicate the product is healthy and beneficial to all, not solely those who have celiac disease or a gluten intolerance. The challenge for the category is in ...

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

Cooking Enthusiasts - US

"The share of the population identified as Cooking Enthusiasts has remained stable over the last three years, providing a solid base of consumers who cook at home regularly and enjoy it. However, enthusiasm among other segments is on the decline, as less of the population is defined as Conflicted Cooks ...