December 2015

Cooking and Pasta Sauces, Marinades - US

"Sales in the total cooking sauces, pasta sauces, and marinades category have been growing and are expected to continue growing. Marinades, the smallest segment, had the strongest gains and drove category growth, likely due to new launches of convenient, versatile products, as well as increasing interest in cooking at home."

Condiments and Dressings - US

"Both the condiments and dressings categories have struggled to grow sales in recent years, impacted by competition from other categories including dips and sauces, and minimal innovation overall."

The Budget Shopper - US

"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers' expectations for fair prices have not waned."

November 2015

Cooking Enthusiasts - US

"Although the share of Cooking Enthusiasts is stable in 2015 versus 2014, the drop from 2013 indicates a longer-term trend which is also reflected in slight declines in the proportion of people who say they cook three or more times per week."

Prepared Meals and Sides - US

Frozen and refrigerated meals and side dishes are convenient, easy, and diverse, all attributes long popular among consumers.

Cheese: Spotlight on Natural - US

The $23.2 billion cheese category continues to perform well, boosted by consumer preferences for natural foods and increased snacking occasions. The strong natural cheese segment remains key for overall growth, especially as processed cheese sales and consumption remain rather stagnant.

Grocery Retailing - US

"Retailers across channels are battling for a share of wallets and cash registers, creating what might be the most "crowded" segment in retail. Consumers are enjoying these options and fulfilling their grocery shopping needs by bouncing around to multiple stores that most definitely include nonsupermarkets."

Soup - US

Sales in the total soup category have been flat and are expected to remain flat through 2020. Sales of refrigerated and frozen soups, as well as broths and stocks, are anticipated to grow on account of their less-processed nature and consumers' interest in cooking. Canned and dry soup brands, which ...

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October 2015

Poultry - US

"Poultry has enjoyed steady sales increases since 2010 with continued growth through 2020, largely based on consumers' interest in eating better with leaner protein, and due to the increasing cost of beef. Other poultry – including turkey, duck, and other fowl – has had the strongest growth of all poultry ...

Diet Trends - US

"Consumers are somewhat skeptical about diet products, and instead of purchasing traditional diet-specific products they are turning to a well-balanced diet and products that support it."

Pizza - US

"Retail pizza sales are consistent, if not spectacular, as consumers turn to the options most often out of the need for a convenient, value-conscious option for their families. Brands seeking to lure new or current consumers in the category should bear in mind the notable interest in customizable options and ...

Gluten-free Foods - US

"While some consumers view the gluten-free diet as a fad, gluten-free food consumption continues to trend upward, fueled mostly by its general health halo, and also as a treatment for those with celiac disease or gluten sensitivity. Market competition continues to heat up as manufacturers both large and small enter ...

September 2015

Gum, Mints and Breath Fresheners - US

Sugarless gum and regular gum sales have seen fairly steady declines since 2010, and are expected to continue doing so through 2020, with sugarless gum dropping an estimated 31.7% from 2010-20, and regular gum declining an estimated 20.2% during the same time frame. Factors such as smoking rate ...

Cookies - US

"Cookie sales are on a general upward slope, with healthier cookies braced to experience the strongest growth through 2020 as the segment leverages its strong appeal among the category's biggest demographic: young families. Standard cookies will remain the largest segment, as consumers embrace them as affordable indulgences for themselves and ...

The Millennial Impact: Food Shopping Decisions - US

"Compared to older generations, Millennials exhibit a unique set of behaviors regarding their eating and food shopping habits. They prioritize health and freshness, have a foodie mentality at home and away, and shop for food across a variety of retail channels. Additionally, Millennials distrust large food manufacturers, citing a need ...

Vitamins, Minerals and Supplements - US

Traditionally, sales in the vitamins, minerals, and supplements market have been driven by older consumers who are more engaged in the category. Now, brands are attempting to increase use among younger adults by focusing on short-term benefits, such as vitamins that address beauty concerns as well as provide energy or ...

August 2015

Fruit - US

"The fruit market has experienced fairly steady growth since 2010, and Mintel expects much of the same

Food Packaging Trends: Spotlight on Food Labeling - US

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through 2020. Like the vegetables market, fruit's performance has been bolstered by fresh fruit , and hurt by shelf-stable segments. The frozen fruit segment may be small but it has maintained rapid growth and ...

Hot and Cold Cereal - US

The hot and cold cereals market continues to see sales declines similar to recent years, mostly driven by the cold cereal segment, with many consumers believing offerings are too processed and not convenient enough. The only growth occurring is in hot cereal, albeit from a small base. To grow the ...

Defining Ethnic Food - US

Consumers are embracing a host of ethnic cuisines and, in the process, are expecting those dishes to deliver not only more flavor than mainstream foods but also specific attributes by cuisine. Mexican and Latin American dishes appear to be the domain of spicier flavor profiles, while Mediterranean and Thai offerings ...

"While grocery shoppers continue to seek tasty, nutritious food, the impact of food labels appears to be waning. Differentiation exists across generation groups in terms of the type of information sought from labels. Inspiring purchase can come from boosting ingredient transparency, enhancing functional packaging elements that preserve freshness, and engaging ...

Yogurt and Yogurt Drinks - US

" Total retail sales of yogurt and yogurt drinks posted 2.9% gains in estimated 2015. Pace has slowed from strong year-over-year growth in 2011-13 as the novelty of Greek-style products fade. Overall sales are expected to continue upward as consumers remain interested in health, nutrition, and high-protein food and drink ...

July 2015

Fish and Shellfish - US

“Although fish and shellfish consumption per capita lags far behind meat and poultry (see Market Drivers), brands may be able to leverage consumers' expanding palates by targeting fish eaters with campaigns that encourage them to try different species that offer unique or exotic flavors, as nearly six in 10 buyers ...

Frozen Breakfast Foods - US

"The frozen breakfast foods category reached $3.2 billion in 2015, although it struggled to grow sales over the last two years. The category continues to face competition from other breakfast foods viewed as healthier or more convenient, as well as foodservice options."

Ice Cream and Frozen Novelties - US

Ice cream and frozen novelties eked out dollar sales growth of 10% from 2010-15 (zero growth when adjusted for inflation). The mature category remains popular with consumers; 90% of respondents to Mintel's custom consumer survey purchased frozen treats in a store in the past six months. Recent listeria-related product recalls ...

June 2015

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Vegetables - US

The roughly $50 billion vegetable market has grown 2-5% annually since 2010. The market has been bolstered by fresh segments (fresh-cut salad and fresh vegetables), and hampered by the smaller frozen and shelf-stable vegetables segments. Mintel expects much of the same through 2020 as consumers further latch on to the ...

The Food/Drink Shopper: Beyond the Grocery Store - US

"While supermarkets continue to dominate retail sales of food and drink, a slight loss of share can be seen from 2005-15. Supermarkets aren't going the way of dinosaurs; however consumer interest in low price, convenience, and fresh offerings, as well as changing eating habits, drive movement to a wider range ...

In-store Bakeries - US

"In-store bakeries will continue their recent pattern of sustained, if not spectacular, sales growth, particularly as innovation in baked items deliver healthier indulgences and more convenient breakfast baked goods. With a fairly sizable portion of consumers not even thinking of their in-store bakery as an option for breads and other ...

Pet Food - US

"Although pet owners' interest in premium pet food will contribute to some sales growth in 2015, the humanization trend is evolving beyond flavors to ensuring nutritional benefits, ingredient quality and manufacturing standards are as high as human food rather than transposing human food trends wholesale into pet food."

– ...

May 2015

Free-from Food Trends - US

"Foods bearing a free-from claim appear increasingly relevant to consumers, even as those claims begin to cite relatively obscure ingredients. These foods, in consumers' eyes, are closely tied to health – whether their own, their family's, or the planet's."

Sugar and Alternative Sweeteners - US

The sugar and alternative sweeteners category reached almost $5 billion in 2014, representing growth of only 3% from 2009-14. Sugar's negative impact on health has impaired growth; however, honey represents the category sweet spot and is indicative of the future natural direction of the market. At the same time consumers ...

April 2015

Frozen Snacks - US

"The frozen snacks market continues its relatively flat performance of recent years, as consumers find other snacking options increasingly palatable in terms of convenience, flavor, and nutrition, leaving frozen snacks relatively few new consumer bases to mine. Households with children remain the $4.5 billion category's key audience, but growing ...

Snacking Motivations and Attitudes - US

Pasta, Rice and Grains - US

"The pasta, rice, and grains categories face stagnant sales due to perceptions that, in general, they are high in gluten and carbohydrates and the mixes may be too processed. Brands must provide more healthful options to spur sales. Emerging grains can help breathe new life into this category, with additional ...

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"Nearly all Americans snack, especially younger adult consumers who also are more likely to have increased their snacking frequency over the last year. Snacking may also be replacing standard daily meals, and this behavior is likely to continue. Americans claim a preference toward healthier snacks, specifically those with simple ingredients ...

March 2015

Snack, Nutrition and Protein Bars - US

"Consumers want healthy options. When asked to create their ideal bar, 65% of respondents built a bar they categorized as healthy (compared to 28% who built an indulgent bar)."

– Beth Bloom, Food and Drink Analyst

Organic Food and Beverage Shoppers - US

"Considering the typically higher cost of organic foods and beverages, consumers are increasingly hard pressed to justify the added expense. As such, sales have hit something of a plateau, where they likely will remain until consumers have a clear reason to turn to organics."

– William Roberts, Jr., Senior ...

Nut-based Spreads and Sweet Spreads - US

"Product innovation by way of added nutrition, natural ingredients, and new flavors, combined with a focus on key demographics, may help boost category sales, especially within the sweet spreads segment."

– Amanda Topper, Food Analyst

February 2015

Chocolate Confectionery - US

"Chocolate confectionery is a treat. Nearly three quarters of consumers turn to these products as a treat, meaning the category will need to promise and meet this most basic expectation."

– Beth Bloom, Food and Drink Analyst

Packaged Red Meat - US

"The red meat category features lamb and other red meats that are not regularly eaten by mainstream meat consumers. There is an opportunity to educate consumers about the lower saturated fat levels in these other meats, and provide them instruction about how they can be used in some of their ...

Private Label Foods: What's Driving Purchase? - US

"Improvements made to the quality and varieties of store brand foods have not gone unnoticed by consumers. However, there is opportunity to increase category participation among older consumers, and to

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introduce more premium product lines featuring organic, non-GMO, and/or vegetarian products which consumers feel are lacking in the current ...

January 2015

The Protein Report: Meat Alternatives - US

"Protein alternatives fall in two camps: eggs and everything else. Eggs are widely, almost universally, consumed and have the advantage of a host of health benefits to appeal to consumers; however, their cholesterol levels impact those health-based purchase occasions. Meat alternatives, on the other hand, remain a niche market at ...

Chips, Salsa and Dips - US

"While consumers report buying chips/dips mostly to satisfy a flavor craving or facilitate snacking, health claims have the greatest potential to give another reason to buy. As many consumers are migrating away from processed foods toward fresher options, they may be less concerned about fat, salt, or calorie counts ...

Salty Snacks - US

"As consumers continue to snack more frequently on salty snacks and other options, manufacturers will be tasked with meeting their varying need states. While some consumers look for BFY snacks, the top reasons for buying salty snacks are as a treat or to satisfy a craving, indicating there is room ...

Food Storage and Trash Bags - US

"Food storage and trash bag sales are expected to grow steadily in the next few years. Market players could generate more incremental sales by developing and launching innovative new food storage and trash bag products, putting a stronger emphasis on consumers' use of food storage products away from the home ...

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