

## June 2018

### Prepared Meals - Frozen and Refrigerated - US

"The prepared meals category has returned to growth as category competitors have responded to consumer interest in less-processed offerings and greater cuisine variety. Brands and retailers can help maintain the momentum by catering to the diverse needs of a new generation of users with products that offer greater flexibility, new ...

### Fruit - US

"With current sales of just over \$50 billion, fruit is a widely popular and growing category, even if that growth is a relatively slow 2-3% annually. Within the category's largest segment – fresh – there is a relative lack of brand power, as private label options dominate in terms of ...

## May 2018

### Vegetables - US

"The vegetable category remains sizable, though sales are largely driven by consumer interest in lower prices and fresher options. While consumers indicate they would like more vegetables in their diet, data shows they continue to fall short of recommendations, suggesting brands may well have to incorporate novel approaches to garner ...

### Non-chocolate Confectionery - US

"Dollar sales of non-chocolate confectionery have increased although year-over-year growth has been slow, as the category struggles with consumer concerns over health. However, the importance of indulgence has prevented decline overall. Growth, albeit slow, is forecast through 2022, with the slowdown due to reduced category participation."

-Beth Bloom, Associate Director ...

## April 2018

### Food Packaging Trends - US

32% of food launches tracked by Mintel GNPD (Global New Products Database) from May 2018-April 2018 featured new packaging, and new packaging experienced the highest gain among launch types from 2013-18. 62% of shoppers claim on-pack information is important to food choice, suggesting that consumers are reading labels. 58% of ...

### Soup - US

"The soup category struggled to increase sales significantly. There were some bright spots. Growing segments – including refrigerated fresh soup/frozen soup, wet broth/stock, and dry soup – made up some ground. But these gains weren't enough to compensate for stagnant RTS (ready-to-serve) wet soup sales and declines in ...

### Dips and Savory Spreads - US

"The diverse \$4.6 billion dips and savory spreads category enjoys solid consumer participation, likely due in part to the increasing popularity of snacking and brand loyalty. All three segments of the category managed growth from 2016-2017, but refrigerated options have been especially successful as consumers seek out fresh foods ...

### Frozen Snacks - US

Frozen snacks have bounced back from an unstable past few years and steady, but minimal, growth is predicted looking ahead to 2022. Private label brands are performing strongly and legacy frozen snack brands remain stable, especially among parents with 85% acknowledging their kids eat frozen snacks. Despite the stability, increased ...

## **Consumers and the Economic Outlook - US**

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

## **Snack, Nutrition and Performance Bars - US**

Dollar sales of snack, nutrition, and performance bars saw steady year-over-year growth from 2012-17 (+20% overall). 2017 represents a slight slowdown, with an estimated 2.6% increase over 2016 (0.1% when adjusted for inflation). While consumer interest in snacking, protein, and functional foods positively impacts the category, a growing ...

## **Ice Cream and Frozen Novelties - US**

"While consumers strive to live healthier lifestyles, strong engagement in the category suggests that there is still room for indulgence. Yet, the ice cream and frozen novelties category attained modest dollar sales growth from 2016-17 while unit volume slowed, indicating that increased consumption frequency is critical to growing the category ...

## **Chocolate Confectionery - US**

Dollar sales of chocolate confectionery continue to grow at a modest pace, driven by the nearly universal penetration and the belief that chocolate is a permissible indulgence. While purchasers are creatures of habit when choosing chocolate, they are also open to new flavors and varieties and willing to pay more ...

## **Grains and Rice - US**

"The market for rice is considerable, standing at \$2.5 billion, but has stagnated in recent years. Consumer interest in a wide range of cuisines featuring rice as a component should lead to growth in coming years, but the category may also benefit from leveraging healthier attributes, potentially from rice ...