

June 2015

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."

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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 ...

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 ...

Snacking Motivations and Attitudes - US

"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 ...