

June 2013

Lunch Meat - US

“The lunch meat category enjoys high household penetration rates but is now grappling with the challenge of decreasing personal usage due to consumer price and health concerns.”

Meat Alternatives - US

“Health perception plays a large role in use of meat alternatives. One third of consumers indicate using products in the category because they are healthy, higher than any other reason measured in the report (including the reduction of meat consumption).”

Grocery Pricing and Promotion - US

“Digital promotions represent the future of most industries, including the grocery retail trade. Effective digital promotions do much more than simply re-create the traditional coupon experience on a new platform. Marketers are finding ways to digitally bring value to customers in extraordinary new ways. Adapting current technology can help grocers ...

May 2013

Frozen Snacks - US

“The category finds favor through offerings that appear as fun food geared toward a younger audience, with pizza bites, spicy poppers, and bar food favorites rising to the top of brand offerings. The expansion of product lines beyond these ‘extreme’ items into more sophisticated, quality snacks with a higher health ...

The NASFT State of the Industry Report – The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have collaborated to produce the tenth annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is simply to show changes in the industry as a whole ...

Baby Food and Drink - US

“U.S. Census Bureau data show a 2.7% decline in population of children younger than five from 2008-13, signaling a shrinking market for baby food and drink. Innovative packaging and new formats that can make baby food and drink products appealing to babies longer will help counter losses in ...

Frozen Meals - US

“One way to help increase usage of frozen meals is to better position them as convenient and affordable ways to try new types of cuisines. Only 21% of respondents say frozen meals are a good way to try new cuisine types, Mintel’s survey finds, suggesting untapped potential for introducing consumers ...

April 2013

Soup - US

“Soup finds its largest draw among consumers aged 45+. This is a strength of the category, given the hefty purchasing power of Baby Boomers who make up a large

Chocolate Confectionery - US

“Increased concerns over obesity and related diseases as well as product price increases have caused some consumers to become weary of purchasing chocolate.

percentage of this group. However, growing consumption among young consumers will be important in maximizing sales and nurturing a loyal user ...

The chocolate industry must address these challenges with products, packaging and marketing that addresses consumer concerns and invigorates consumer interest in the category.”

Hot Dogs and Sausages - US

“A third of respondents to Mintel’s survey say they would eat more hot dogs and sausages if they were more nutritious. This presents brands with an opportunity to add value to their products by incorporating nutritious elements such as vitamins, minerals, fiber, or some other type of nutritious ingredient.”