

## January 2021

### Foodservice in Retail: Incl Impact of COVID-19 - US

“While COVID-19 has forced many retailers to scale back high-contact self-serve prepared food offerings, foodservice will emerge from the pandemic more essential than ever to grocery retailers’ long-term growth prospects but will also face even greater competition. Now is the time for retailers to explore expanded menus and ways to ...

### Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US

“The immune support claim has become of paramount importance to consumers in 2020 due to fears of the virus, and brands, especially beverage brands, are already responding by creating new products featuring vitamins/ingredients including vitamins C and D, and zinc. Consumers want foods and drinks that offer functional benefits ...

## December 2020

### Nuts, Seeds and Trail Mix: Incl Impact of COVID-19 - US

“The pandemic has reinforced consumer interest in health and wellbeing, and driven at-home consumption of nuts, seeds and trail mix. Consumers are seeking comfort, pleasure and satisfaction in healthy snacks, supporting category growth. However, economic uncertainty also reinforces consumer interest in value. This has created challenges for major brands in ...

### Cooking in America: Incl Impact of COVID-19 - US

“Increased time at home has resulted in consumers spending more time in their kitchens cooking and baking. While this is great news for cooking and baking brands, they will be challenged as cooking fatigue sets in and consumers report enjoying the cooking process less. It will be important for brands ...

### Better for You Eating Trends: Incl Impact of COVID-19 - US

### Sugars and Alternative Sweeteners: Incl Impact of COVID-19 - US

“Like many food and drink categories, after years of weakening sales, the sugars and alternative sweeteners category was the recipient of a significant tailwind from COVID-19 as a result of the dramatic increase in at-home consumption occasions. Consumers are turning to a diverse array of sweeteners, especially those with a ...

### Super Protein: Incl Impact of COVID-19 - US

“Despite the buzziness of plant-based proteins, consumers are still widely engaged with animal-based proteins. While the majority of consumers have made no changes to their protein consumption patterns, for those that have implemented active change, more consumers are increasing rather than reducing. Health, perhaps ironically, is the catalyst for both ...

### Food and Drink Shopper: Incl Impact of COVID-19 - US

“While the COVID-19 pandemic has accelerated innovation in food and drink retail and motivated behavior changes among food and drink shoppers, its biggest impact on the industry may have been to amplify the underlying emotional benefits of the task. More than ever, food and drink shopping is a way to ...

“Many adults rely on better-for-you food products to some degree in supporting their physical and mental wellbeing. The association of better-for-you foods with immune system health will support the market throughout the pandemic and ongoing recession. BFY brands have opportunities to expand their audience – especially to parents, younger adults ...

## November 2020

### Cheese: Incl Impact of COVID-19 - US

“COVID-19 has provided a tailwind to previously slow growth in the cheese category, resulting in significant sales increases across each segment and for players both big and small. Consumers have used more cheese both at meals and as a snack during the pandemic, pointing to the importance of cheese’s inherent ...

### Meal Kits: Incl Impact of COVID-19 - US

“While meal kits have seen ups and downs since the first services started to appear around 2012, the COVID-19 pandemic has provided the industry with a boost as consumers have focused on home cooking and looked to limit grocery shopping trips. The increase in demand has also at least temporarily ...

### Hot Dogs and Sausages: Incl Impact of COVID-19 - US

“Between the category depth, versatility and cost-effectiveness, hot dogs and sausages were well positioned both during the pandemic and for the economic uncertainties it triggered. The category made significant sales gains, including a considerable turnaround for the hot dog segment after consecutive years of declining sales. Breakfast sausage is also ...

## October 2020

### Pizza: Incl Impact of COVID-19 - US

“COVID-19 brought sudden gains to the modestly growing pizza category in 2020. These gains are likely to have residual staying power over the next year as consumers rely on affordable and convenient meal solutions during a recession. However, these very elements of value that benefit packaged pizza are also strong ...

### Breakfast Foods: Incl Impact of COVID-19 - US

“The pandemic prompted a shift in breakfast, with at-home consumption taking a greater role and options from foodservice operators significantly diminished, as morning commutes were, for much of the country and the year, also reduced. Consumers will crave the experience of foodservice-style breakfast and brunch, suggesting that menu-inspired packaged options ...