

June 2022

Yogurt and Yogurt Drinks - US

"2022 is expected to mark the strongest growth of the yogurt category's three-year pandemic upswing. The health and convenience of yogurt align with consumers' new-normal lifestyles and priorities, and perceived affordability gives the category an edge against rising grocery prices. As inflation stabilizes, brands will be challenged to avoid falling ...

Convenience Stores - US

"Convenience stores are an essential part of many consumers' shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

May 2022

Beverage Packaging Trends - US

"Economic anxieties have risen following record inflation, increasing consumer demand for packaging sizes that provide the best value. While value is a top-of-mind concern, brands must also respond to consumers' interest in sustainability. On-pack claims and text can educate consumers on sustainability topics and help consumers make informed, environmentally friendly ...

Coffee and Tea Tracker - US

"Coffee and tea consumption continues to increase year over year, as away-from-home occasions normalize. Commuting consumers will expect convenience and operators need to be ready with mobile ordering capabilities. Convenience will also be key for cold coffee options that are ready to drink at home to provide a quick energy ...

Private Label Food and Drink - US

"While private label food and drink lost market share in 2020 and 2021 amid the disruption of the pandemic, it is likely to regain momentum in 2022 as spiking inflation makes the savings of store brands more compelling. The full potential of private label, however, revolves around more than just ...

April 2022

Sports and Performance Drinks - US

"While the increased demand for functional nutrition seems as if it would benefit the sports and performance drink category, the growth in functional claims across food and drink categories not only increases competition, it blurs category lines. Brands can respond in two directions: by doubling down on fitness, claiming specific ...

Energy Drinks - US

"Energy drink sales soared throughout 2020 and 2021, driven by pandemic-related stressors and increased work and home responsibilities. Sales will remain strong as more consumers continue to purchase energy drinks in multipack formats. Brands face an opportunity to celebrate consumers' return to social activities and increased consumer interest in health ...