

August 2020

Juice and Juice Drinks: Incl Impact of COVID-19 - US

"Juice has been going through an identity crisis of sorts, which has put the category in a tough spot. Products tend to toe the line between healthy and indulgent without committing to either position, leaving consumers confused and disengaged. While it's been relegated to very specific consumption occasions as a ...

July 2020

Beverage Packaging Trends: Incl Impact of COVID-19 - US

"The US non-alcoholic beverage market remains crowded, with steady waves of new products vying for consumer attention in all channels. Product packaging plays a leading role in this battle, yet one that most consumers do not recognize as an important part of their choice."

- Eric Wenner, Associate Director

Dairy Alternatives: Incl Impact of COVID-19 - US

"Once serving only a niche audience comprised of those who avoided dairy due to allergies or a vegan diet, dairy alternatives have seen tremendous growth in recent years, and are now used by adults across the dietary spectrum. Consumers have more choices than ever before, and long-time players are challenged ...

The Impact of COVID-19 on Food and Drink Retailing - US

"Few industries have been more closely entwined with the COVID-19 pandemic than food and drink retailing. In mid-March as the crisis quickly escalated, consumers flocked to supermarkets to stock up on groceries and other essentials, stressing the supply chain and emptying shelves in many staple categories. Since then grocery retailers ...

June 2020

Energy Drinks: Inc Impact of COVID-19 - US

"The energy drink market has enjoyed consistent year-over-year growth even through the previous recession, because the beverages offer a simple, easy-to-understand value proposition: they are a tasty, convenient source of energy. The market is not immune to the impact of COVID-19; shelter-in-place orders are highly detrimental for products like energy ...

Carbonated Soft Drinks: Inc Impact of COVID-19 - US

"The top-heavy carbonated soft drink category has a unique advantage in this equally unique time: deeply rooted connections with not only their most engaged fans, but also with less frequent users. Decades of legacy brand building centered not only on refreshment and enjoyment, but also community and family, are likely ...

Coffee and Tea Tracker - US

Mintel's Coffee and Tea Tracker allows you to identify the biggest opportunities in coffee and tea, in both foodservice and retail. It provides a quarterly look at coffee and tea consumption behavior at home and away-from-home, by demographic. This tracker also tracks items consumers add to their coffee or tea beverages ...

May 2020

Baby Food and Drinks: Incl Impact of COVID-19 - US

"The market for baby/toddler food and drink remains strong, despite the fact that its principal target audience continues to dwindle. However, the COVID-19 pandemic and subsequent recession will push the birthrate down even further resulting in even fiercer competition among brands. Continued growth for the category will demand brands ...

Grocery Retailing: Incl Impact of COVID-19 - US

"Between 2014 and 2019, multi-outlet sales of groceries continued to rise steadily but slowly. The rapid escalation of the COVID-19 pandemic in March of 2020, however, gave the industry a jolt, boosting sales in the short term but introducing enormous new challenges as well. While the duration and severity of ...

Functional Drinks: Incl Impact of COVID-19 - US

"The growth of functional drinks is driven by busy consumers seeking shortcuts to enhanced health, primarily by younger adults and parents. While brands should stay on the pulse of the needs of this core audience, opportunities remain to reach older adults with products that support the healthy aging process. The ...