

December 2015

Cooking and Pasta Sauces, Marinades - US

"Sales in the total cooking sauces, pasta sauces, and marinades category have been growing and are expected to continue growing. Marinades, the smallest segment, had the strongest gains and drove category growth, likely due to new launches of convenient, versatile products, as well as increasing interest in cooking at home."

Condiments and Dressings - US

"Both the condiments and dressings categories have struggled to grow sales in recent years, impacted by competition from other categories including dips and sauces, and minimal innovation overall."

November 2015

Cooking Enthusiasts - US

"Although the share of Cooking Enthusiasts is stable in 2015 versus 2014, the drop from 2013 indicates a longer-term trend which is also reflected in slight declines in the proportion of people who say they cook three or more times per week."

Prepared Meals and Sides - US

Frozen and refrigerated meals and side dishes are convenient, easy, and diverse, all attributes long popular among consumers.

Cheese: Spotlight on Natural - US

The \$23.2 billion cheese category continues to perform well, boosted by consumer preferences for natural foods and increased snacking occasions. The strong natural cheese segment remains key for overall growth, especially as processed cheese sales and consumption remain rather stagnant.

The Budget Shopper - US

"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers' expectations for fair prices have not waned."

Grocery Retailing - US

"Retailers across channels are battling for a share of wallets and cash registers, creating what might be the most "crowded" segment in retail. Consumers are enjoying these options and fulfilling their grocery shopping needs by bouncing around to multiple stores that most definitely include nonsupermarkets."

Soup - US

Sales in the total soup category have been flat and are expected to remain flat through 2020. Sales of refrigerated and frozen soups, as well as broths and stocks, are anticipated to grow on account of their less-processed nature and consumers' interest in cooking. Canned and dry soup brands, which ...

October 2015**Poultry - US**

"Poultry has enjoyed steady sales increases since 2010 with continued growth through 2020, largely based on consumers' interest in eating better with leaner protein, and due to the increasing cost of beef. Other poultry – including turkey, duck, and other fowl – has had the strongest growth of all poultry ...

Pizza - US

"Retail pizza sales are consistent, if not spectacular, as consumers turn to the options most often out of the need for a convenient, value-conscious option for their families. Brands seeking to lure new or current consumers in the category should bear in mind the notable interest in customizable options and ...

Diet Trends - US

"Consumers are somewhat skeptical about diet products, and instead of purchasing traditional diet-specific products they are turning to a well-balanced diet and products that support it."

Gluten-free Foods - US

"While some consumers view the gluten-free diet as a fad, gluten-free food consumption continues to trend upward, fueled mostly by its general health halo, and also as a treatment for those with celiac disease or gluten sensitivity. Market competition continues to heat up as manufacturers both large and small enter ...