

## March 2015

### Bottled Water - US

“Although convenience/PET bottled water accounts for a majority share of bottled water sales, the sparkling water category is growing at a far more rapid pace as consumers look for alternatives to CSDs and other sugary drinks. Convenience/PET brands may need to focus more on enhanced water to significantly ...

### Organic Food and Beverage Shoppers - US

“Considering the typically higher cost of organic foods and beverages, consumers are increasingly hard pressed to justify the added expense. As such, sales have hit something of a plateau, where they likely will remain until consumers have a clear reason to turn to organics.”

– William Roberts, Jr., Senior ...

### Non-alcoholic Water Enhancers - US

“An abundance of beverage launches and continued category blurring is creating RTD products that cater to every user need requiring less self-customization. Consumers gravitating toward natural trends further harm the category.”

## February 2015

### Beverage Packaging Trends: Spotlight on Beverage Labeling - US

“Beverage packaging options have a greater opportunity than ever to establish a rapport with the consumer and find a place as part of their daily lives. QR codes can allow manufacturers to communicate virtually directly to the consumer, a majority of whom want more information about the beverages they are ...

### Private Label Foods: What's Driving Purchase? - US

“Improvements made to the quality and varieties of store brand foods have not gone unnoticed by consumers. However, there is opportunity to increase category participation among older consumers, and to introduce more premium product lines featuring organic, non-GMO, and/or vegetarian products which consumers feel are lacking in the current ...

## January 2015

### Nutritional and Performance Drinks - US

“The category can position its products as relatively affordable tools of support, to help consumers meet their personal health and wellness goals. Promoting products for their proven efficacy in meeting a range of specific consumer needs (eg hydration, weight management, skin health, sustained energy) will be one means of encouraging ...

### Beer - US

“While beer is still a significant part of consumers’ drinking repertoire, Big beer needs to embrace the full food/drink expectations and behaviors of their key Millennial audience as they drive the rest of US consumers toward the same: ingredient scrutiny, quest for food/drink experiences, appreciation of brand and ...