

June 2016

Food Packaging Trends - US

"An increasing percentage of product launches are based primarily on new packing as packaging continues to become more important in the food marketing mix. Food packaging can do more than just help the product convey benefits and product information."

Nuts, Seeds and Trail Mix - US

"The nuts, seeds, and trail mix category continues its steady growth trajectory as Americans adopt frequent snacking occasions, and seek convenient foods they can feel good about eating. Looking ahead, the category is expected to grow, despite facing competition from other snacking categories, including other salty snacks, and BFY (better-for-you ...

May 2016

Snack, Nutrition and Performance Bars - US

"Dollar sales of snack, nutrition, and performance bars grew in 2015, continuing the steady, though lackluster, pace seen over the past few years. Products in the category hit the mark in appealing to both the health and snack interests of consumers – viewed as a convenient contribution to healthy lifestyles ...

Vegetables - US

"The vegetables category continued its steady year-over-year growth fueled mostly by sales of fresh produce, including fresh-cut salad. Consumers are eating and buying more vegetables, at home and away, and are looking for freshness, convenience, and nutrition. Despite category interest, consumers still want more information about product nutrition, preparation, and ...

April 2016

Grains and Rice - US

"The \$2.5-billion rice and grains category is experiencing modest growth thanks in part to a

Soup - US

"While the soup category is facing challenges due to the decline of RTS (ready to serve) wet and condensed soup, areas of opportunity exist. Sales of broth are up due to a cooking culture, and refrigerated soups are performing well in the market due to positive consumer sentiment surrounding the ...

Prepared Meals - US

"Sales of prepared meals turned slightly positive in 2015 after three consecutive years of declines, but remain below their 2010 level, weak results in line with a broader move away from more processed foods in favor of fresher and healthier alternatives. Still, the category's defining convenience benefit remains compelling, and ...

Prepared Cakes and Pies - US

"The market for prepared cakes and pies should continue growing for the foreseeable future. Consumer concerns relating to health and obesity, while certainly significant across the food and drink industry, appear somewhat less of a factor to this more indulgent category. However, consumer interest in options with reduced calories, fat ...

Salty Snacks - US

"The salty snacks market continues to perform well, especially as the popularity of snacking continues. The

generally healthy image and consumer interest in exploring an increasingly wide range of cuisines incorporating rice or grain."

meat snacks and popcorn segments continue to drive much of this growth, fueled by strong product innovation, and positive health perceptions. Health and indulgence remain a key theme as product flavor is a key ...

Frozen Snacks - US

"After a slight decline in 2014, sales of frozen snacks rebounded in 2015 and are forecast to continue that growth through 2020. Emerging restaurant brands, as well as brands from other snack categories and, indeed, fresher foods, begin to leverage their attributes in frozen cases. At the same time, consumers ...