

## January 2017

### RTD Alcoholic Beverages - US

"RTD (ready-to-drink) alcoholic beverages make up a small share of alcohol sales. Fortunately, declines among prepared spirits-based cocktails and wine coolers may be slowing. The category delivers on convenience, with the highest percentage of participants turning to RTDs over other alcohol types because they don't require preparation. Addressing consumption barriers ...

## December 2016

### Wine - US

"Dollar sales of wine are estimated to reach \$61 billion in 2016, an increase of 22% since 2011 (14% inflation-adjusted). Volume sales are growing at a slower rate (7% from 2011-16), pointing to the influence of higher price point products."

## November 2016

### Dark Spirits - US

"Distilled spirits (both white and dark) have enjoyed a significant (23.9%) growth since 2011, due in no small part to the rapid influx of flavors in the white spirit segment and a surge in interest in tequila. Similar flavor innovation is leading to growth in dark spirits, whiskey and ...

### Grocery Retailing - US

"The grocery industry is arguably the most dynamic and fragmented retail sector there is. Groceries are deemed necessities so this industry remains somewhat protected from outside influencers that could cause steep sales variances, but the largest factor right now impacting the category is declining foods costs. This benefits the shopper ...

### The Food and Drink Shopper: Spotlight on Technology - US

"The competition for share of food/drink sales rages on. Consumer interest in low prices, convenience, and fresh options is fueling a shift in how they shop for food and drink, including a move away from traditional grocery retailers. Non-store retailers, including online merchants and subscription services, are expanding retailing ...

### White Spirits - US

"The white spirits category is poised for continued modest growth sustained by vodka and propelled by growing interest in the complexities of tequila. Opportunity to grow the category can be leveraged by cross category consumption."

## October 2016

### Juice and Juice Drinks - US

"Like other non-alcoholic beverage leaders, including CSDs and dairy milk, the category is losing share to other beverage types that offer flavor variety and functional innovation, some with lower sugar/calorie totals. The importance of diversifying consumption occasions can be seen in the growth of snack-friendly smoothies and decline of ...

## September 2016

### Coffee - US

"Future growth is expected to remain healthy, supported by the current popularity of coffee and greater premiumization across segments. High quality ingredients and premiumized production and brewing methods transport the category into the Third Wave of coffee, which elevates the drink to more than just a commodity type beverage. Single-cup's ...

## August 2016

### Yogurt and Yogurt Drinks - US

"As the boom times ushered in by the novelty of Greek offerings fade, category players are stepping up flavor and format innovation, which will be necessary to preserve engagement. The small yogurt drinks segment is an area of opportunity, boosting the category's play for convenient health. Doubling down on breakfast ...

### Tea: Spotlight on Bagged/ Looseleaf Tea - US

"Strong year-over-year growth continues for tea, despite struggles in dollar sales from brewed tea (bagged, loose leaf, and single cup teas) as the segment faces greater innovation within the RTD tea space, longer purchase cycles, and sales loss from leading bagged tea companies. Total category sales are expected to continue ...

## June 2016

### Carbonated Soft Drinks - US

"Total retail sales of CSDs (carbonated soft drinks) remained flat from 2015 to 2016 estimate – the result of a shift in consumer preferences for BFY (better-for-you) beverages; backlash from artificial ingredients and sweeteners, and high sugar content; and increasing competition from other drink innovations entering the market."

- Elizabeth Sisel ...

### Beverage Packaging Trends - US

"The non-alcoholic drink market has grown moderately from 2010-15. As consumers look for healthy and functional beverages that fit their lifestyles, categories with traditionally high market penetration are losing share to smaller, trending beverages that focus on nutritional benefits and added function. Innovation across the board features natural and high-quality ...

## May 2016

### Energy Drinks - US

"Total retail sales of energy drinks and shots posted estimated gains in 2015, thanks to the success seen in the energy drink segment. Total category sales are expected to continue upward as consumers search for functional drinks that meet their energy needs."

- Elizabeth Sisel, Beverage Analyst

### April 2016

#### Nutritional and Performance Drinks - US

"Mintel estimates the nutritional and performance drink category continued its moderate growth, with dollar sales increasing 6% in 2015. The category benefits from growing consumer attention toward healthy living, and provides a convenient and efficient means of helping them meet goals."

### March 2016

#### Dairy Milk - US

"The momentum dairy milk experienced in 2014 failed to continue in estimated 2015 as the category faced challenges from a surplus of milk, declining exports, declining consumer consumption, and strong competition from the non-dairy milk segment. Mintel forecast declines to continue through 2020; however, opportunities to calm future sales declines ...

### February 2016

#### Beverage Blurring - US

"Beverage blurring is the concept of cross-category beverages, also known as hybrid or fusion drinks, and the impact they have on the consumer impression and behavior. Cross-category drinks combine two or more drink categories, blending flavors and functionality to create a new beverage that could fall under multiple categories."

#### Feeding Babies and Toddlers - US

### On-premise Alcohol Trends - US

"Sales of alcohol at bars, restaurants, and other establishments continue to grow as consumers feel relatively positive about the US economy. The alcohol industry is continually adapting to new consumer preferences including the movement toward craft beer, lower alcohol drinks, and cocktails made with the freshest ingredients. Bars/restaurants can ...

### Non-dairy Milk - US

"Total non-dairy milk sales are expected to continue upward as consumers search for better-for-you alternatives to dairy milk, and as plant-based alternatives continue to trend to meet a variety of consumers' dietary needs. Flavor, function, and nutritional innovation will help keep consumers interested and attract new audiences, while the wide ...

### Convenience Stores - US

"Convenience stores are a steady presence in most US consumers' lives and a significant \$450 billion business. With 82% of survey respondents stating that they have gone to a convenience store within the last three months, this channel is clearly an important platform for connecting with shoppers and making sales."

### Private Label Food Trends - US

"Store brand food and beverages represent an opportunity for retailers to distinguish themselves from competitors, yet sales have grown slowly since 2010 and are forecast to continue at this pace."

-Mimi Bonnett, Category Manager - Food and Drink, Foodservice



## Drink - USA

Following five years of 2.4% annual sales growth, the market for baby/toddler foods has reached \$6.9 billion, and with the increase in the birthrate, the market for baby/toddler food and drinks will grow.

### January 2016

#### Beer - US

The US beer category is currently experiencing a major overhaul. While little movement is evident in terms of the overall performance of the category, there are significant shifts happening within. Dollar sales of beer are expected to grow a moderate 4% in 2015, amounting to overall gains of 21% since ...

#### Bottled Water - US

Total retail sales of bottled water posted estimated gains of 6.4% in 2015, reaching more than \$15 billion, with strong year-over-year sales growth since 2011. Total category sales are expected to continue upward as consumers search for BFY (better-for-you) beverage alternatives and bottled water is perceived as a convenient ...