

## December 2017

### Cooking and Pasta Sauces and Marinades - US

The diverse cooking sauces and marinades category, which is ideally suited to those consumers interested in food and flavor exploration, has generated stronger growth in recent years than many other center-store packaged food categories. Looking ahead, the category offers opportunities for products that combine the convenience of premade with the ...

### Condiments - US

"Condiments and dressings are substantial and diverse categories with extremely high penetration driven by consumer loyalty to brands and product types, along with healthy reputations for adaptability, affordability, and variety. As these mature categories struggle to grow sales, getting back to growth will take effort from brands to find even ...

## November 2017

### Food and Drink Shopper - US

"While food/drink shopping habits exhibit some traditionalism, shifts are clear, largely driven by a quest for lower prices. Many shoppers report shopping at value-oriented stores for groceries more in the past year, suggesting the potential for these channels to grow sales share in the coming years. Adoption of shopping ...

### Fish and Shellfish - US

"After a year in which sales declined slightly, the market for fish and shellfish should improve – albeit slightly – over the next five years. The category's leading segment (fresh) remains strong and should continue to leverage healthy and natural attributes, while the other two segments (frozen and shelf-stable) will ...

### Grocery Retailing - US

"Given the essential nature of groceries, the industry remains somewhat protected from outside influencers that can cause wide variances in sales. However, food deflation has put a damper on sales and squeezed profits the past two years, causing some price wars. Channel switching is frequent in the industry, as consumers ...

### Cooking Enthusiasts - US

"In 2017, Cooking Enthusiasts account for 46% of adults aged 18+, or about 115 million people. These adults have at least basic cooking skills, like or love cooking, and cook because they want to rather than because they have to. Innovation and competition in grocery retailing, along with low food ...

### Poultry - US

"Poultry is a household staple, offering something to everyone and for every situation. The category's success is driven by the dominance of chicken, the most frequently eaten animal protein and poultry's highest selling segment. The already high penetration coupled with falling prices of poultry and other competitive proteins has made ...

## October 2017

### Cheese - US

"The cheese category is expected to continue on its course of slow, steady growth. Natural cheese continues

### Free-from Food Trends - US

"Consumers are largely embracing free-from claims on foods, but not all claims are perceived or accepted

to set the pace for the category, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. For category competitors ...

### Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

equally or for the same reasons. The broader trend is being guided by those seeking sustained overall wellness rather than addressing an immediate nutritional or dietary need. Allergen-free claims appear to be mostly niche ...

### Hot Dogs and Sausages - US

"Although a commonly purchased food, the hot dogs and sausages category struggled in 2017. Consumers perceive products in the category to be too processed and unhealthy. Brands can try to combat negative health perceptions with product reformulation and free-from claims. However, players in the category may do better to communicate ...