

March 2013

Bottled Water - US

“Bottled water has been able to rebound from declines showcased during the worst of the economic downturn, but it still faces challenges, such as consumers being more likely to drink tap water than bottled water. However, bottled waters have been able to appeal based on taste, convenience, and value-added products ...

February 2013

On-premise Alcohol Consumption Trends - US

“When it comes to on-premise alcohol trends, the recessionary spending habits of consumers are continuing. These consumers are being deterred from purchase due to price, health, and fear of public intoxication. To draw out these consumers, operators must create the right balance of offerings that meet the specific needs of ...

Beverage Packaging Trends - US

“Despite beverage companies’ dedication to innovative and intriguing packaging designs, consumers continue to prioritize price and familiar brands when beverage shopping. As the U.S. rebounds from the economic recession, limited-edition designs have an opportunity to seize newly regained disposable income, especially among Millennials. Interactivity also presents an opportunity, in ...

January 2013

Nutritional Food and Drink - US

“The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do.”

Performance Food and Drink - US

“Although a portion of active consumers are users of performance food and drink, a segment of exercisers abstain from the category for lack of need, preference for other foods, and concerns about product cost. Manufacturers need to address these concerns by focusing communication on the formulation, scientific tests, and other ...