

## March 2015

### **Snack, Nutrition and Protein Bars - US**

“Consumers want healthy options. When asked to create their ideal bar, 65% of respondents built a bar they categorized as healthy (compared to 28% who built an indulgent bar).”

– **Beth Bloom, Food and Drink Analyst**

### **Nut-based Spreads and Sweet Spreads - US**

“Product innovation by way of added nutrition, natural ingredients, and new flavors, combined with a focus on key demographics, may help boost category sales, especially within the sweet spreads segment.”

– **Amanda Topper, Food Analyst**

### **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 ...**

## February 2015

### **Chocolate Confectionery - US**

“Chocolate confectionery is a treat. Nearly three quarters of consumers turn to these products as a treat, meaning the category will need to promise and meet this most basic expectation.”

– **Beth Bloom, Food and Drink Analyst**

### **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 ...

### **Packaged Red Meat - US**

“The red meat category features lamb and other red meats that are not regularly eaten by mainstream meat consumers. There is an opportunity to educate consumers about the lower saturated fat levels in these other meats, and provide them instruction about how they can be used in some of their ...

## January 2015

### **The Protein Report: Meat Alternatives - US**

### **Chips, Salsa and Dips - US**

## Food - USA

“Protein alternatives fall in two camps: eggs and everything else. Eggs are widely, almost universally, consumed and have the advantage of a host of health benefits to appeal to consumers; however, their cholesterol levels impact those health-based purchase occasions. Meat alternatives, on the other hand, remain a niche market at ...

“While consumers report buying chips/dips mostly to satisfy a flavor craving or facilitate snacking, health claims have the greatest potential to give another reason to buy. As many consumers are migrating away from processed foods toward fresher options, they may be less concerned about fat, salt, or calorie counts ...

### Salty Snacks - US

“As consumers continue to snack more frequently on salty snacks and other options, manufacturers will be tasked with meeting their varying need states. While some consumers look for BFY snacks, the top reasons for buying salty snacks are as a treat or to satisfy a craving, indicating there is room ...

### Food Storage and Trash Bags - US

“Food storage and trash bag sales are expected to grow steadily in the next few years. Market players could generate more incremental sales by developing and launching innovative new food storage and trash bag products, putting a stronger emphasis on consumers’ use of food storage products away from the home ...