

### September 2023

#### Tea and RTD Tea - US

"Tea is naturally among the "original" functional drinks, yet flies a bit under the radar in the broader beverage landscape that is teeming with functional offerings. Yet, younger adults seek many fundamental tea features: flavor variety, BFY benefits and versatility calling for brands to go on the offensive targeting energy ...

#### Marketing to Gen X - US

"Marketing to Gen X requires adeptly navigating a budget-conscious consumer that values quality. Gen X likes nice things, but they want to feel responsible about spending on them. They are a generation that gravitates toward following the rules. Brands can celebrate this investment in responsibility and help Gen X push ...

### August 2023

#### Pet Food - UK

"The cat/dog food market has seen volumes fall in 2022 and into 2023 as pet ownership has fallen and owners have looked to economise on their pet food spend. Many owners see their recent changes as permanent, dialling up the need for engaging NPD for operators to regain interest ...

#### Foodservice Coffee and Tea - US

"Elevated foodservice coffee and tea drinks that are not easily replicated at home and that deliver on quality and affordability will encourage patrons to justify AFH experiences as they remain challenged to limit discretionary spending due to inflation. Coffee and tea operators must nail down the basics to continue to ...

#### Frozen Snacks - US

"Frozen snacks are evolving quickly into a mealtime solution as snacks and meals blur, with strong consumer interest underwriting this new direction. Versatility is quickly becoming as integral to the category as convenience and ease, which remain foundational."

#### Carbonated Soft Drinks - US

"Enjoying CSDs isn't antithetical to consumers' wellness aspirations, and while they want to see functional benefits and low calorie products, they don't expect reformulations to be overtly healthy. Rather, brands can help consumers make CSDs an essential part of their desired lifestyles, acting as a reliable source of enjoyment and ...

#### Coffee and RTD Coffee - US

"Economic uncertainty currently impacting the coffee category is expected to be short-lived, yet to remain relevant brands will need to keep up with evolving tastes, occasions and needs, especially of young coffee lovers."

– **Caleb Bryant, Associate Director of Food and Drink Reports**

#### Breakfast Cereals - UK

"Rising prices and squeezed incomes have taken their toll on the breakfast cereals category, with volume sales returning to their pre-pandemic downward trajectory and little to suggest this category could escape further volume sales declines in the coming years. Responding to consumer demand for convenience and permissible indulgence, as well ...

#### Attitudes towards Low- and No-Alcohol Drinks - UK

"The recent hike in alcohol duties is likely add to the alcohol moderation trend already strengthened by the cost-of-living crisis. This offers opportunities for low-

## Food and Drink - International

/no-alcohol variants, but these are hindered by an image as over-priced. Smaller formats, including RTD versions, should help to bolster low/no-alcohol drinks' affordability. As ...

### Prepared Meals - US

“Convenience is a category-defining benefit for prepared meals, but the biggest opportunities for growth may come for products that slow things down, just a little bit. Alternative prep methods that bypass the microwave, new cuisines to explore and ideas for customizing and mixing and matching meals and sides have the ...

### Restaurant Takeout and Delivery - US

“Consumers are opting to explore restaurant takeout and delivery methods that limit the added fees and higher prices associated with third-party delivery. Interest in direct ordering for takeout and delivery is quickly growing as consumers seek special offers and discounts through loyalty programs. Operators that provide off-premise experiences that are ...

### Juice and Juice Drinks - US

“Even as flavor and nutrition innovations elevate the familiar and reshape aisles, it is simplicity – juice’s longstanding draw – that remains an undercurrent of juice purchase. However, simple formulations don’t have to be limiting; juice’s fluid nature poises it to shift from wellness to enjoyment and between occasions with ...

## July 2023

### Marketing to Millennials - US

“Millennials are in a state of flux and uncertainty as they enter new life stages and contend with financial uncertainty following high inflation. Brands must tailor their marketing messages to reflect Millennials’ current challenges and future aspirations for stability and financial independence. While Millennials are highly focused on value, their ...

### Plant-based Proteins - US

“PBMA sales have slid from their peak in 2020 as consumers abandon the category in favor of less expensive protein options. The category continues to struggle with negative perceptions even among those who follow a reduced meat diet. Yet silver linings still exist, the frozen PBMA category remains relatively resilient ...

### Food Packaging Trends - US

### Plant-based Proteins on the Menu - US

“For diners, plant-based proteins aren’t winning against meat on core factors that define a great meal. Operators need to aim beyond the goal of simply achieving taste and texture parity with meat, and offer diners something worth coming back for – a novel dining experience that feels premium and features ...

### Cookies - US

“In the greater sweets space, cookies benefit from the category’s blurred lines as both a dessert and a snack, opening up further opportunity to expand occasions. As routines shift further from the at-home baking craze, now is the time to build upon the convenience and ease of packaged cookies with ...



## Food and Drink - International

“Consumers are mostly in sync with each other when it comes to packaging perceptions and priorities. Most don’t want to compromise on the effectiveness of packaging, or pay more for “better” options. Sustainability becomes negotiable, and a useful tool in product differentiation, especially if costs are kept down.”

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### Upcoming Reports

**Bacon and Lunchmeat - US - 2023**

**Dairy Alternatives - US - 2023**

**Grains and Rice - US - 2023**

**Pet Food - US - 2023**

**Yogurt and Yogurt Drinks - UK -  
2023**

**Cheese - US - 2023**

**Vitamins, Minerals, and  
Supplements - US - 2023**

**Milk and Non-dairy Milk - US -  
2023**

**Ready Meals and Ready-to-Cook  
Foods - UK - 2023**

**Yogurt and Yogurt Drinks - US -  
2023**