

June 2014

Craft Beer - US

“The leading purchase driver among craft beer drinkers is style, pointing to a more discerning consumer base. This focus on style and flavor is a major element that differentiates a craft beer drinker from the rest, and points to the future of beer in the US. Whereas consumers used to ...

Carbonated Soft Drinks - US

“The carbonated soft drink market is continuing to decline as consumers are driven away by artificial sweeteners, high sugar content, and other ingredient concerns. The CSD category is an easy target as other beverages innovate and entice consumers away from sodas.”

May 2014

SFA State of the Industry Report - US

Mintel and the Specialty Food Association have collaborated to produce the 11th annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is to show changes in the industry as a whole, and in the specific segments included ...

On-premise Alcohol Consumption Trends - US

“On-premise operators include restaurants, bars, and other venues, and they are all competing for consumer dollars. Operators must set themselves apart by creating a unique dining experience to drive traffic. This incorporates menu offerings as well as overcoming a lack of food or drink options. A strong push toward ...

Baby Food and Drink - US

“More than half of respondents to Mintel’s survey say they give their babies/toddlers aged three and younger adult food. While this is to be expected as babies reach their toddler years, brands can counter the potential for parents to feed their babies adult food by highlighting the specific nutritional ...

Alcoholic Beverage Drinking Occasions - US

“Alcoholic beverage consumers, particularly Millennials, are constantly looking for innovative offerings to improve on their drinking occasion experiences. However, consumers’ diverse drinking preferences are challenging brands to keep their consumers coming back. Category crossover innovation and at-home beverage recreation can help integrate brands in multiple locations and new occasions.” ...

April 2014

Milk, Creamers and Non-Dairy Milk - US

“Consumers are searching for innovative products, new flavors, and convenient packaging to fulfill their desire for healthier, on-the-go lifestyles. Opportunities for growth are present for the milk category to adapt to consumers’ nutritional demand by diversifying flavor profiles and occasion usage. However, the industry faces obstacles in its efforts to ...