

December 2017

RTD Alcoholic Beverages - US

"45% of US adults drink RTD (ready-to-drink) alcoholic beverages. While 26% of category participants report drinking more RTDs in the past year, adoption by new consumers has stalled. The category trails behind other alcohol types in both consumption and sales, and is relegated to "also drink" status (only 11% of ...

White Spirits - US

"Distilled spirits (white and dark) are expected to flourish, growing 11% through 2022 with white spirits making up majority of volume sold. Sales of white spirits will maintain forward momentum as interest in craft, premium spirits, and cocktails grows. While vodka's versatile flavor profile has kept it as the leading ...

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 ...

Dark Spirits - US

"The distilled spirits category in its entirety continues to see strong sales growth. Dark spirits drive a large portion of that growth as whiskies and brandies saw booms in popularity due to interest in premium and craft spirit offerings. Strong seasonality favoring fall and winter months combined with limited consumption among women ...

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 ...

October 2017

Beer and Craft Beer - US

"Beer has avoided dollar declines, despite volume decreases, due to the buffer of pricier craft, imported, and premium offerings. Category shifts may be stunting prices. Import activity favors affordable Mexican beer, and craft acquisitions by larger companies, with production/distribution efficiencies, may lower costs. While beer remains the most popular ...

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 ...

Dairy Milk - US

"Sales in the dairy milk category have declined since 2012 and are expected to continue this trend, as non-



Drink - USA

dairy milk gains momentum and consumers are faced with a myriad of nutritious, functional beverages to choose from. A bright spot in the category has been flavored and whole milks, especially among ...