

## August 2023

### 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.”

### 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 ...

## July 2023

### 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 ...

### Consumers and the Economic Outlook - US

“The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

### 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 Packaging Trends - US

“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.”

– ...

## Upcoming Reports

**Bacon and Lunchmeat - US - 2023**

**Dairy Alternatives - US - 2023**

**Grains and Rice - US - 2023**

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

**Cheese - US - 2023**

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

**Pet Food - US - 2023**