

January 2023

The Future of Foodservice: 2023 - US

“The foodservice industry will continue to evolve and grow with consumers’ heightened interest in away-from-home dining experiences that cannot be replicated at home. While what’s on the menu is core to driving traffic in 2023, how brands deliver on key areas of health and convenience to match consumers’ needs, schedules ...

Supermarkets - UK

“While the grocery sector is to a degree insulated from much of the pain being felt elsewhere in retail as much of its demand is non-discretionary, the shifts in behaviour seen in 2022 and that will continue to be seen in the short term have been no less dramatic. A ...

December 2022

RTD Alcoholic Beverages - US

“Launch activity and popularity of canned cocktails are building upon the success and excitement already present in the RTD alcoholic beverages space. The category continues to deliver on the convenient, flavorful and fun beverages consumers crave. However, fading novelty and inflationary pressures is intensifying competition, calling for brands to build ...

White Spirits - US

“The white spirits market continues to see growth on the back of the fast-paced tequila segment, even in the face of economic uncertainty. Interest in premium offerings and brand loyalty among spirit consumers has created a market in which prioritization of quality and trust outweighs quantity. For seasoned spirit consumers ...

Consumer Approach to Healthy Eating - US

“Diet has become a four-letter word, but that doesn’t mean it’s lost its grip. Consciously rejecting diet culture, while a start, is a slow process that is still susceptible to

Foodservice in Retail - US

“Foodservice is a key strategic focus for retailers as they compete with restaurants and other foodservice operators for consumer food dollars. Expanded menu options, streamlined ordering and easy pairing with fresh foods to be cooked at homes represent ways for retailers to leverage their own strengths and respond to consumer ...

Sweet Biscuits - UK

“The cost of living crisis is already leading people to cut back on sweet biscuits, but given that 75% of people think that sweet biscuits are an affordable treat they are in a better position than many other discretionary items. In-store visibility for sweet biscuits is being hampered by HFSS ...

Cooking Sauces and Pasta Sauces - UK

“More at-home meal occasions brought about by the income squeeze offer opportunities for cooking/pasta sauces, although they will face greater competition from scratch-cooking. Ideas on how to use them with leftovers and suitability for cheaper cooking methods can help these appeal as people look to save money. Meanwhile, guidance ...

Alcohol Alternatives - US

“Sober curiosity is trending as consumers prioritize their health and wellbeing, prompting many to seek premium, unique, healthful and functional alternatives to alcohol. Products ranging from NA beer to mood boosting adaptogen tonics to traditional CSDs can leverage new

Food and Drink - International

the mental health pitfalls of falling off track. Even as inflation threatens preferred product purchase, consumers still want to feel ...

opportunities as consumers strive to reduce their alcohol consumption. And while ...

Frozen Breakfast - US

“Sales of frozen breakfast foods actually outpaced the considerable rates of inflation over the past year and continue to improve upon the sizable increases seen in the pandemic-fueled increase of 2020. However, maintaining that momentum will require the category to look beyond its convenient reputation and focus on improving perceptions ...

Foodservice Alcohol Trends - US

“The experience on-premise drinks provide to consumers will provide a buffer as the foodservice alcohol market battles inflation headwinds and at-home alcohol consumption. As consumers navigate permanently changed yet uncertain schedules, they are looking to restaurants and bars to treat themselves, and operators can provide them with the opportunity to ...

November 2022

Vitamins and Supplements - UK

“While the COVID-19 pandemic propelled rapid growth in the market in 2020, sales have stagnated as concerns about the virus have eased. As more of the nation sees its finances stretched, efforts to prioritise health will ebb, leaving this category vulnerable to cutbacks. Highlighting the role they can play in ...

Pizza - US

“Retail pizza’s well-established reputation as convenient and cost-effective provides a solid base, but the category’s most leverageable asset may be its versatility. There’s room to enhance retail pizza’s image both as an indulgent treat and as a healthy meal option. Innovation in both these directions will help the category attract ...

Beer - US

“The affordability, versatility and social nature of beer is driving another strong year of category growth, though intensifying competition among brands. Near-term success is dependent on brands’ ability to align with the new era of drinking occasions, meet increasing flavor expectations and prove value through both cost savings and experience ...

Functional Drinks - US

“From simply quenching thirst or providing additional ingredients that meet specific wellness needs (like stress relief), any beverage can be functional. Beverages seeking a truly functional identity will need to find a balance of fun and function, by guiding consumers through the experience, painting a picture of how the benefits ...

Dark Spirits - US

“Consumer demand for premium dark spirits remains strong even as consumers rethink their total alcoholic beverage expenditures under the pressure of economic uncertainty. Increased interest in premium drinking experiences will only benefit the spirits market as more consumers seek to cut back their alcohol consumption but prioritize higher-quality alcoholic drinks ...

Bread - UK

“Value sales growth in bread in 2022 is being driven by high inflation, with volumes hit by reduced frequency of eating bread. Developing more choice of flavours in bread could help flagging volume sales, and while brands will be vulnerable to people switching to own-label to save money during the ...

Food and Drink Nutrition Claims - US

“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers

Coffee - UK

“A reversal in the previously flourishing coffee retail market’s performance in 2022 is underpinned by the end of COVID-19 restrictions and cutbacks amid the cost

Food and Drink - International

truly want: real food that supports their personal health needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

of living crisis. Many consumers' efforts to consume less caffeine also present a challenge. Addressing the various barriers towards decaffeinated coffee is needed to release ...

Restaurant Breakfast and Brunch Trends - US

"In a time when value has heightened importance, the relative affordability of many breakfast and brunch options makes the daypart a solid place to drive traffic. While menu diversity can be a call to action that differentiates between operators, incentives in loyalty programs not only inspire occasions, but also secure ...

Sugars and Alternative Sweeteners - US

"In a market that has faced volatility, consumers are searching for a sense of certainty when choosing sugar and sweetener products that best fit their needs. As consumers continue to navigate messaging surrounding sugar consumption, brands face the challenge of proving the positives. However, there is opportunity to help consumers ...

October 2022

Wine - US

"Following a prolonged period of drinking in, consumers are craving more high-energy and social occasions, and wine may be missing the mark. To be the choice in the next iteration of at-home consumption, wine brands should focus on fun over formality, rewiring wines' associations through new flavors, formats and experiences ...

Approach to Breakfast - US

"Breakfast at home remains the norm for most consumers, even now that the pandemic has lost much of its grip on consumer behavior. Breakfast is also a matter of routine, but one that most consumers enjoy. The biggest opportunities for retailers and marketers may lie in helping consumers modify their ...

Marketing to Moms - US

"Most moms put the needs of others before their own. This presents opportunities for brands to encourage moms to take moments for themselves and practice self-care so they can be at their best for their families. More can be done to encourage dads to take on a greater share of ...

Baby Food and Drink - US

"Despite higher prices and the decade-long slowdown in birthrates, the market for baby/toddler food and drink grew 10.6%, fueled largely by inflation and stockpiling in response to the formula shortage. Going forward, category growth will require continued attention to nutritional and functional demands in cognition, digestion and immunity ...

Pizza Restaurants - US

"Pizza remains top of mind for consumers as a reliable and consistent product that is affordable and customizable. In an uncertain economic climate, however, successfully competing with readily available foodservice options means that pizza operators must reinforce their expertise in delivering on value and convenience and innovate in a way ...

Vitamins, Minerals and Supplements - US

"The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...

Cooking in America - US

“While the number of home cooks is higher than it’s been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings ...

Natural and Organic Food Shopper - US

"Natural and organic brands’ uphill battle in justifying their products’ prices has only gotten steeper as inflation’s record grip heightens sensitivity to sticker shock and scrutiny toward all products’ value. Walking the walk has never been more important for natural and organic brands’ survival; done well, they can position themselves ...

Processed Poultry and Red Meat Main Meal Components - UK

“Although the income squeeze will prompt trading down in the market, against a strong 2021 and given trading down within the market, sales will fall in 2022. Calling out how to use processed meat in place of unprocessed meat cuts will chime. Meat reduction poses a long-term threat, but interest ...