

## January 2022

### Consumer Approach to Nutrition - US

“Consumers approach nutrition with the best of intentions towards being healthier and feeling better. But external factors like household income complicate their ability to prioritize nutrition and even the ability to put mental effort into looking at labels or counting calories. Clearly labelling products as low sugar, high protein or ...

### Perimeter of the Store - US

“Fresh food departments in the perimeter that offer ingredients for home meal prep have seen a substantial boost in the pandemic as consumers have spent more time in the kitchen. To keep sales elevated in the long run, retailers should look to create a more engaging perimeter shopping experience revolving ...

## December 2021

### Cooking Sauces, Pasta Sauces and Marinades - US

“After a 2020 with unprecedented growth of 23%, sales of sauces and marinades essentially stagnated in 2021, though still 20+% ahead of their 2019 levels. Sales will correct in 2022, as consumers more fully return to dining out and pandemic restrictions abate. Category brands have work to do to engage ...

### Frozen Breakfast - US

"Frozen breakfast players have many paths moving forward: leaning into occasional indulgence will bring satisfying variety to at-home routines; a play for portability can lessen the blow of the return to on-the-go occasions that might otherwise be lost to foodservice; improving natural positioning and nutritional value can strengthen health cred ...

### Better for You Eating Trends - US

“The better-for-you foods market has grown steadily in recent years, with the vast majority of adults making healthy food choices at least some of the time. The ongoing nature of COVID-19 has amplified this trend. Some 49% of consumers are choosing BFY products more often than a year ago, and ...

### Cheese - US

“Following 2020’s accelerated category growth brought on by pandemic circumstances, 2021 category sales were tempered yet still positive, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines, including increased out-of-home activities. Yet, segment performance is disproportionate, with the natural and ...

### Center of Store - US

“The shelf-stable and frozen food categories of the center store, long overshadowed by fresh perimeter departments, gained importance and attention in the COVID-19 pandemic as home-bound consumers looked to stock their pantries and freezers. While center store sales overall will inevitably revert to their slow-growth pre-pandemic pattern, retailers and marketers ...

## November 2021

### Cooking in America - US

### The Vitamins, Minerals and Supplements Shopper - US

“Brands in the at-home food space are well positioned as the conditions surrounding the pandemic have led to an increased reliance on meals made at home. Currently, safety concerns around eating out combined with rising inflation are keeping consumers in their own kitchens. Fortunately for brands, this time spent cooking ...

“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic. In 2021 the number of adults who shopped for vitamins, minerals or supplement exclusively in-store decreased, while online shopping for these products increased – and many consumers ...

### Bacon and Lunchmeat - US

“In the pandemic’s first year, with a significant number of consumers and school-aged children at home with few away-from-home food options, bacon and lunch meat saw dramatic increases in sales: 21% in 2020 and another 6% in 2021. Yet, this growth also reflects the strongly established usage patterns of the ...

## October 2021

### Pizza - US

“The \$8.1 billion pizza market is expected to grow an additional 1.9% in dollar sales in 2021 as consumers continue to work remotely, navigate economic uncertainty and face cooking fatigue, continuing reliance on convenient and affordable meal solutions. Still, future growth is somewhat stifled as consumers renew their ...

### Poultry - US

“The retail poultry market received a substantial boost during the pandemic as consumers turned to home meal prep, but in the long run sales are likely to return to their historic slow-growth pattern. Poultry is a familiar staple in most households, and a key to accelerating growth may lie in ...

## September 2021

### Trends in Vitamins, Minerals and Supplements - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during COVID-19, as consumers stocked up on products to support their overall health and immune systems. Despite a general desire to gain necessary nutrients from food and drink, the vast majority of adults ...

### Hot and Cold Cereal - US

“The \$11.1 billion hot and cold cereal market is expected to face a 3.8% dollar sales decline in 2021 as consumers shift their breakfast routines outside the home. Still, prolonged remote working will enable cereal brands to position themselves as an easy, at-home breakfast during the workweek. Long-term ...

### Frozen Snacks - US

“Convenience is at the core of frozen snacks occasions and choice, which has served the category yet suggests that these steadfast ties may also limit consumer perceptions under normal circumstances. In the pandemic, with its restrictions and stresses, consumers turned to frozen snacks at an accelerated pace to fill seemingly ...

## August 2021

### Yogurt and Yogurt Drinks - US

“While 2020 marked a budding return to relevance of the spoonable yogurt and yogurt drinks market, driven by the influx of pandemic-necessitated time spent and meals and snacks eaten at home, continued projected growth in 2021 is a testament to the category’s more longstanding potential. The near-term years will be ...

### Prepared Cakes, Pies and Pastries - US

“The \$11.3 billion prepared cakes, pies and pastries category is expected to continue growing in dollar sales in 2021 as many of the realities of 2020 persist – namely prolonged remote working and continued home-based social gatherings. The refrigerated and frozen segments of the category are expected to experience ...

### COVID-19 Impact on Food and Drink: One Year Later - US

“The COVID-19 pandemic afforded food and drink brands across the board an unparalleled opportunity to prove their worth. While the strong dollar gains will be short-lived, the relevance can resonate. 2021 will be marked with continued uncertainty for consumers eager to reclaim power as they navigate the opportunities and limitations ...

## July 2021

### Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

### Prepared Meals - US

“While the prepared meals category got a substantial temporary sales boost during the pandemic as

### Pet Food - US

“After receiving a short-term boost from stock-up buying and a spike in pet acquisition motivated by the pandemic, the pet food market is settling back into a pattern of modest but steady growth. While premiumization and momentum in treats and toppers continue to move the category forward, pet owners continue ...

### Fruit - US

“The fruit category is poised to maintain much of the sales momentum it gained over the course of the pandemic, particularly the fresh segment. Fresh fruit is unique in that it is perceived as inherently healthy and is the original in grab-and-go convenience, and it dominates category sales, controlling 90 ...

### Soup - US

“The \$8.7 billion soup market is expected to decline modestly in 2021 as consumers increasingly adopt pre-pandemic routines, reducing the demand for shelf stable foods such as canned soup. But some areas of the category continue to thrive due to their role in scratch cooking or their connections to ...

### Vegetables - US

“The dramatic increase in at-home cooking, coupled with a greater general interest in wellness, prompted

consumers cut back on foodservice spending, it had been generating modest growth before, driven by improvements in product quality, healthfulness and cuisine variety. Continued improvement in these areas will be necessary to keep the category ...

considerable growth for the vegetable category in 2020. A slow return to certain pre-pandemic behaviors will lead to a slight sales correction, but the need for more-convenient yet still healthy foods will see consumers turn ...

## June 2021

### Food Packaging Trends - US

“Food packaging has been front of mind during the COVID-19 pandemic as a vital tool for keeping food safe and stocking up in the pandemic as well as supporting consumers making more at-home meals and snacks. Food has been a great source of pleasure in the pandemic, and packaging has ...

### Cookies - US

“The cookie category found significant growth in 2020 due to increased at-home snacking and comfort eating during the COVID-19 pandemic. The category will find continued, although much reduced, growth in 2021, even as consumers slowly return to pre-pandemic routines. Amid the growth, consumers increasingly sought out home-baked options and online ...

### Packaged Red Meat - US

“Like most retail food and drink categories, red meat got a big boost in sales during the pandemic as consumers cut back on restaurant dining and did more home cooking. Maintaining that momentum in the years to come, however, will be a challenge for the red meat industry as older ...

### Plant-based Proteins - US

“The plant-based proteins market continued to gain momentum in recent years, fueled by a number of factors from concern for personal health to the environment. The growing availability of convincingly meat-like meat alternatives has accelerated the widespread consumption of these products among consumers who continue to eat animal-based foods as ...

## May 2021

### Grains and Rice - US

“Purchase of rice and grains is nearly universal, and its best assets, versatility and value came in especially handy in 2020. While grains and rice may be saddled with a less-than-exciting reputation, they proved to be both a pantry staple and fundamental part of meal time. Going forward, brands will ...

### Salty Snacks - US

“Salty snacks enjoy near universal penetration, with almost all consumers enjoying at least some snacks in this diverse category. While this provides a strong foundation, concerns about sodium, calories, carbs and artificial ingredients can undercut usage and drive some to the growing array of snack competitors. Category players will need ...

## April 2021

### Grocery Retailing - US

“The COVID-19 pandemic has had significant and widespread impact on the grocery sector; accelerating ecommerce growth by years and causing people to change their grocery shopping routines in a more

### Ice Cream and Frozen Novelties - US

“An increase in eating and treating at home boosted the ice cream and frozen novelty market in 2020, bringing in a 16.3%-dollar sales increase over 2019 totals. The category is expected to hold onto a large share of

mindful way as they look to be efficient with their time spent in stores and frugal with their grocery budgets ...

growth, due to ample innovation from category players, but brands ...

### Private Label Food and Drink - US

"Private label food and drink products were making slow but steady gains before the pandemic and have the potential to do so long after. Grocery retailers continue to invest in their product portfolios and see them not just as a way to cater to price-conscious shoppers but also as an ...

### Snack, Nutrition and Performance Bars - US

"The COVID-19 pandemic has driven consumers to increase at-home cooking and snacking. While this has benefited most snack categories, it undercut those options oriented towards meal replacement and eating on the go. With re-emergence underway, bars are well positioned for a quick recovery and sustained five-year growth. In particular, bars ...

## March 2021

### Packaged Bread - US

"After nearly a half-decade of little growth, COVID-19 rejuvenated the bread category across segments. Strong ties to comfort, versatility, affordability and convenience are at the core of growth in 2020, as consumers worked and learned from home and were forced to shift a large portion of food dollar spend to ...

### Baking and Mixes - US

"After four years of little to no growth, the baking mixes and ingredients category experienced an unprecedented 24.7% dollar sales increase in 2020, as a result of consumers' swift adoption and interest in at-home baking during the pandemic. Close to a third of US adults are baking more often ...

### How America Eats - US

"The pandemic has not only boosted retail grocery sales, it has also at least temporarily changed the way Americans shop for and prepare food and how and when they eat. Snacking is growing more prevalent throughout the day and is also fulfilling a wider variety of needs, creating opportunities for ...

### Consumers and the Economic Outlook - US

"Despite COVID-19 putting a dent in consumers' finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

## February 2021

### Fish and Shellfish - US

"At-home consumption of fish and shellfish spiked in 2020, as pandemic-era restrictions on dining out pushed much seafood consumption into the home. As restaurants reopen and consumers return to dining out, at-home options will see sales return to their pre-COVID levels. The category's generally healthy reputation, particularly among fish, should ...

### What America Eats - US

"COVID-19 brightened the spotlight on food's role in consumers' lives. 67% of US adults put a lot of thought into what they eat, and 26% have turned to food and drink for comfort more often due to the pandemic. It also disrupted habits and behaviors in a way that leaves ...

### In-store Bakery - US

### Crackers - US

“In-store bakery sales declined for the first time in more than a decade in 2020, as some retailers shut down bakeries during the initial phase of pandemic response and consumers turned to affordable aisle offerings and online shopping channels during a time of uncertainty and disruption. But the dip doesn't ...

“After nearly a half decade of no significant gains, cracker sales saw meaningful growth of 7% in 2020. The category saw a dramatic increase in sales during the early days of consumer stockpiling that have held largely steady from their year-ago performance, suggesting that consumers didn't just stock up, they ...

### January 2021

#### Potato and Tortilla Chips - US

“Increased meals and snacking taking place at home not only gave rise to an already flourishing chips category, 2020 reinforced some of the category's fundamental strengths. Chips are an anchor of the increasingly competitive snack market, not only a dominating sales force, but also delivering on the primary need state ...