

### September 2017

#### Hot and Cold Cereal - US

"As more consumers prioritize quick, healthy, portable breakfast foods that keep them full and energized, the cereal category continues to decline. Still, cereal remains a huge category with near-universal penetration. The key to reinvigorating the cereal category may lie less in trying to fix its inherent shortcomings than leveraging its ...

#### Vitamins, Minerals & Supplements - US

Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should ...

#### Better for You Snacks - US

"The BFY (better for you) snacks category grew slightly from 2016-17, but has grown more in the past two years powered both by consumer interest in snacking and brand development of offerings that find a middle ground between healthy and indulgent. Yet the category is still challenged by the depth ...

#### Better for You Food and Drink Trends - US

"Consumers express an interest in eating healthier foods, with half saying they are eating more such foods than a year ago. Taste and quality remain paramount in their choice of these foods, closely followed by a product's ingredient content and nutrition facts. The true opportunity for BFY (better-for-you) foods going ...

#### Weight Management - US

"The market for weight management products and services has a significant base of consumers. As the notion of what is considered effective in weight management continues to evolve, products that maintain a traditional diet formulation have struggled to keep up. Meanwhile, weight management brands that put nutrition first continue to ...

### August 2017

#### Frozen Breakfast Foods - US

"The market for frozen breakfast foods has entered into a relatively stable period of stagnation, with frozen handheld options managing a degree of growth, as they cater to consumer demand for easy-to-use and portable breakfast foods. Interestingly, a chief competitor to the category, restaurant breakfast menus, may well be encouraging ...

#### Pet Food - US

The pet food market continues to make steady, slow gains, especially the treats market, reflecting the importance pet owners place on pampering and care. Pet owners increasingly look for food that aligns with their own personal dietary preferences and beliefs. In addition, the pet food retail landscape is shifting as ...

#### Yogurt and Yogurt Drinks - US

The yogurt and yogurt drink category is expected to decrease 2.5% in 2017 to become an estimated \$8.5 billion category. Spoonable yogurt is expected to see the biggest sales decline of just over 4%, while yogurt drinks

#### Cookies - US

"As a commonly purchased food, cookies continue to grow, but at a modest pace from 2016-17. Mintel expects continued yet limited growth through 2022 as smaller segments better-for-you and premium cookies grow

continue their growth boom with another year of double digit growth ...

with differentiated positioning and unique flavors and formats. Elements of health may appeal to some consumers, but the ...

### July 2017

#### Perimeter of the Store - US

"US perimeter food categories driven by growing consumer demand for fresh ingredients and freshly prepared foods. Retailers and perimeter marketers can further accelerate growth by creating a more engaging shopping experience that emphasizes, convenience, food exploration, personal choice, and fun."

- John Owen, Sr. Analyst, Food and Drink

#### The Natural/Organic Food Shopper - US

"Certain consumer demographics are embracing the organic claim on foods and beverages, but this is found significantly more in younger consumers and parents. Other consumers appear to lack trust in the organic label, and the lack of a uniform regulatory definition for "natural" in most foods could negatively impact consumer ...

#### The Millennial Impact: Food Shopping Decisions - US

"Millennials represent the largest generation group; they are estimated to make up a quarter of the US population in 2017. They are also the largest share of primary grocery shoppers, meaning their shopping motivations and needs should be used as a guide to secure the greatest reach. Flavor experience and ...

#### Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...