

September 2014

Bread and Bread Products - US

“The US bread and bread products market is experiencing slow growth in 2014 and is expected to continue this pattern into 2019. Many consumers perceive bread as too high in carbohydrates and calories. Low-carb, low-calorie, and generally healthier breads (such as high fiber brands) are likely to help sales, as ...

Sugar and Sweeteners - US

“The success of the honey segment is likely tied to the high perception of health it holds among US consumers. Some 60% of respondents to Mintel’s custom consumer survey say honey is good for health, compared to 10% who say granulated sugar is good for health.”

- Beth Bloom, Food ...

Gluten-free Foods - US

“Overall, the gluten-free food market continues to thrive off those who must maintain a gluten-free diet for medical reasons, as well as those who perceive gluten-free foods to be healthier or more natural. The category will continue to grow in the near term, especially as FDA regulations make it easier ...

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Yogurt and Yogurt Drinks - US

“The largest percentage of yogurt and yogurt drink users do so for health reasons. Some 44% say they use products in the category because they are healthier than other snack options. Treat positioning is the consumption driver for a smaller 33% of consumers.”

- Beth Bloom, Food and Drink Analyst ...

Diabetes - US

“The percentage of Americans who suffer from diabetes (type 1 and type 2) has increased from 5.1% in 1997 to 9.3% in 2013. While this presents a large market of

Hot Dogs and Sausages - US

“The hot dog and sausage category is projected to grow, but manufacturers must do more to address issues related to health, product quality, and freshness in order to enjoy more robust category sales. Consumers are also seeking a wider variety of flavors and ethnic offerings.”

– Julia Gallo-Torres, Senior ...

Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for ‘less than perfect’ diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

Feeding Your Kids - US

“For parents, feeding their kids is largely driven by generational factors, as well as parenting styles and demographics. There are distinct differences in the attitudes and behaviors of parents based on what groups they belong to and identify with. It’s important for manufacturers and brands to target these subsets specifically ...

Baking and Dessert Mixes - US

“The US baking and dessert mixes category experienced flat sales in 2013 and 2014 at \$2.7 billion. Sales are forecast to remain flat in 2015 and decline to \$2.5 billion by 2019. Concerns about the health impact of eating too many baked goods are negatively impacting sales. Additionally ...

Hot and Cold Cereals - US

“Overall, the cereal category faced another years of sales declines mainly as a result of increasing competition from other convenient and nutritious foods. The

consumers for products and services specifically aimed to treat diabetes, it also indicates a need for education and ...

category's sweet spot, the hot cereal segment, has increased, albeit minimally, but helps balance the category overall. The question remains, will innovative packaging and marketing, and ...

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Pet Food - US

"While pet ownership is down, this has not deterred pet owners from continuing to view their pets as family members, and treating them accordingly. The humanization of pets and their dietary needs continues unchecked, as pet food resembles more and more that which one would find on the grocery ...

Butter, Margarines and Oils - US

"As consumers increasingly turn to butter over margarine/spreads for its natural appeal, spread brands are challenged to provide products that more closely align with consumer needs. Spreads that contain only natural ingredients, without artificial preservatives or additives, are likely to hold the most appeal for consumers who dislike the ...

Ice Cream and Frozen Novelties - US

"While more than half of frozen treat buyers express the importance of product price in their purchase decision, flavor rules. In practice, gelato (with its corresponding higher price point) has driven growth in the category in recent years."

Food Packaging Trends - US

"Shoppers remain concerned about the safety of food packaged in plastic or cans, which creates an opportunity for manufacturers to be proactive about offering information to alleviate these concerns. This may include information about packaging materials, or ingredient sourcing, as well as sustainability initiatives."

– Amanda Topper, Food Analyst