

December 2012

Non-chocolate Confectionery - US

“The non-chocolate confectionery category is in a position to drive perceptions of the healthfulness of product offerings, and to suggest responsible category participation, rather than suffering from consumer flight due to health concerns.”

RTD Smoothies - US

“The RTD smoothie category is characterized by low market penetration, especially in comparison to that of made-to-order smoothies. The good news for RTD smoothie makers is that they can use the heightened consumer exposure to smoothie brought about by the popularity of fast-food smoothies to increase consumer awareness of RTD ...

Gum, Mints and Breath Fresheners - US

“When it comes to gum, mints and breath fresheners, flavor remains the most important attribute consumers are seeking. However, an increased consumer desire for getting a benefit from everything they ingest has raised a demand for functional benefits. Therefore, while some strides have been made in this area, manufacturers need ...

November 2012

Attitudes Toward Kids' and Teens' Snacking - US

“While kids still favor indulgent snacks and many buy their own, increasing efforts by all levels of government to encourage more healthful eating habits, coupled with parents' desires to feed their children healthier foods, are continuing to put pressure on manufacturers. Therefore, by proactively developing new products with healthier nutritional ...

Poultry - US

“Nearly half of respondents say they would like to see more recipes on poultry packaging, but such interests might be better served if healthy recipes were offered at point of sale. This entails brands cooperating with retailers.”

October 2012

Fish and Seafood - US

“In order to increase the frequency of consumption of fish at home, manufacturers and retailers do have an opportunity to better compete with restaurants by introducing more premium offerings and emphasizing quality. At the same time, highlighting specific nutritional attributes that would benefit adults and children alike could be another ...

Cooking Enthusiasts - US

“Cooking at home is an activity that many Americans have accepted as a part of their weekly routines. However, despite being interested in taking an experimental approach to cooking, most are likely to stick to what they know. The key to increasing overall enthusiasm for cooking is likely to lie ...

Red Meat - US

“While demand for beef is slowly waning, producers may be able to drive sales by making greater efforts to show how lean beef and pork can be paired with vegetables, high-fiber grains, and other nutrient-rich foods to create healthy and well-balanced meals. Some also can work to frame beef as ...