

March 2020

Convenience Stores - US

"While fuel sales generate as much as two thirds of total convenience stores revenue and remain a core traffic driver, c-store operators are increasingly turning their attention to in-store categories as the most direct path to increased sales and profits. Still, convenience stores face considerable challenges in categories like foodservice ...

Dips and Savory Spreads - US

"Increased snacking and innovation in the refrigerated segment have served the dips and spreads category, pushing expected sales to reach \$4.9 billion in 2020, a 3.4% increase from 2019. There is a momentum of innovation in the category, both benefiting and challenging category players, who will need to ...

February 2020

Food Ethics - US

"Food shoppers, especially those aged 18-34, feel increasingly strongly about holding the brands they purchase to high ethical standards, making it imperative for food marketers and retailers to consider ethics in every aspect of their business practices. Still, food shoppers also take a range of other factors into account. In ...

Weight Management Trends - US

"Obesity rates continue to rise in the US, impacting the health and wellness of Americans. The majority of adults are currently managing their weight, with most relying on self-guided methods over branded nutrition programs. Brands addressing weight management must adopt a personalized, lifestyle-centric approach to garner consideration and use from ...

Crackers - US

"The crackers category continues to grow, topping \$8 billion in 2019, a modest 3.4% gain since 2014. The consistent, albeit minimal, growth of the "other" crackers segment was not enough to offset the struggles

Potato and Tortilla Chips - US

"The chip category is in the midst of a decade of steadily growing sales, which should near \$17 billion by 2024. Nevertheless, the category faces challenges: increased snacking among consumers has boosted the category, certainly, but it has also led to a rise in competitors, particularly options which promise a ...

Snack, Nutrition and Performance Bars - US

"The popularity of snacking helps and challenges snack, nutrition, and performance bars. The bars category has experienced steady growth as consumers look for healthy and convenient ways to satisfy hunger (and cravings), resulting in dollar sales gains of 17% from 2014-19. However, the pace of growth has slowed as snack ...

In-store Bakeries - US

"Sales at in-store bakeries have increased steadily each year for the past half-decade, growing 15% since 2014 to reach \$13.5 billion, and the category still seems to have a significant amount of potential. Younger consumers have yet to significantly engage in the category but should do so as they ...

among other segments. Crackers remain a household staple with 87% penetration but stronger levels of ...

January 2020

Consumer Approach to Nutrition - US

Consumers' views on nutrition and diet are varied, but, regardless of preferences, taste reigns supreme. Despite the media attention dedicated to specialized and trending diets, the vast majority of consumers prefer a simpler approach to eating, and desire flexibility in their meal choices. In fact, more consumers do not define ...

Private Label Food and Drink Trends - US

"Private label sales continue to grow, even in the wake of a largely positive economy that sees consumer confidence remaining high. Where value used to be the primary driver of private label food and drink choice, consumers are sticking with those brands and have even expanded their private label purchase ...

Challenger Brands - US

"Across many major food and drink categories, smaller competitors are gaining market share at the expense of the big national brands that have long held dominant positions. The success of challenger brands is being driven by a new generation of shoppers, more open to new ideas in general and far ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto