June 2019

Beverage Packaging Trends - US

"In an increasingly crowded drink market, innovations in packaging form, functionality and materials are important to convey product integrity – freshness, quality and sustainability. Yet, packaging falls very low on the list of importance when choosing food and drinks indicating that consumers don't fully understand the role packaging plays. Furthermore ...

May 2019

Grocery Retailing - US

"While consumers continue to migrate slowly to shopping online for groceries, most grocery shopping still happens in stores, making continued investment in the in-store shopping experience essential. In addition, traditional supermarkets face increasingly intense competition on several fronts, most notably value for the money and convenience."

- John Owen, Associate ...

Energy Drinks - US

"The energy drink market remains an area of growth within the wider beverage industry thanks to large base of high frequency drinkers and increased energy needs among Americans. Sugar-free and fitness-focused energy drinks are thriving as consumers want beverages that provide a big boost without the sugar. Energy drink brands ...

Juice and Juice Drinks - US

"The juice market encountered another year of sales decline in 2018, as it continues to struggle with a sugary reputation that perpetuates a sometimes less than healthy reputation and stiff competition from other beverages. However, younger adults, parents, and Hispanics still show high engagement as well as strong interest in ...

April 2019

Carbonated Soft Drinks - US

"Despite growing consumer aversion to sugar, the CSD (carbonated soft drink) market remains one of the largest non-alcoholic beverage markets and one characterized by general stagnation rather than steep decline. 2018 was a strong year for CSD brands with sales growth occurring among most full-calorie CSDs and a revitalization of ...

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