

January 2023

Foodservice in Retail - US

“Foodservice is a key strategic focus for retailers as they compete with restaurants and other foodservice operators for consumer food dollars. Expanded menu options, streamlined ordering and easy pairing with fresh foods to be cooked at homes represent ways for retailers to leverage their own strengths and respond to consumer ...

December 2022

Consumer Approach to Healthy Eating - US

“Diet has become a four-letter word, but that doesn’t mean it’s lost its grip. Consciously rejecting diet culture, while a start, is a slow process that is still susceptible to the mental health pitfalls of falling off track. Even as inflation threatens preferred product purchase, consumers still want to feel ...

Frozen Breakfast - US

“Sales of frozen breakfast foods actually outpaced the considerable rates of inflation over the past year and continue to improve upon the sizable increases seen in the pandemic-fueled increase of 2020. However, maintaining that momentum will require the category to look beyond its convenient reputation and focus on improving perceptions ...

November 2022

Pizza - US

“Retail pizza’s well-established reputation as convenient and cost-effective provides a solid base, but the category’s most leverageable asset may be its versatility. There’s room to enhance retail pizza’s image both as an indulgent treat and as a healthy meal option. Innovation in both these directions will help the category attract ...

Food and Drink Nutrition Claims - US

“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

Sugars and Alternative Sweeteners - US

“In a market that has faced volatility, consumers are searching for a sense of certainty when choosing sugar and sweetener products that best fit their needs. As consumers continue to navigate messaging surrounding sugar consumption, brands face the challenge of proving the positives. However, there is opportunity to help consumers ...

October 2022

Approach to Breakfast - US

"Breakfast at home remains the norm for most consumers, even now that the pandemic has lost much of its grip on consumer behavior. Breakfast is also a matter of routine, but one that most consumers enjoy. The biggest opportunities for retailers and marketers may lie in helping consumers modify their ...

Vitamins, Minerals and Supplements - US

"The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...

Natural and Organic Food Shopper - US

"Natural and organic brands' uphill battle in justifying their products' prices has only gotten steeper as inflation's record grip heightens sensitivity to sticker shock and scrutiny toward all products' value. Walking the walk has never been more important for natural and organic brands' survival; done well, they can position themselves ...

Baby Food and Drink - US

"Despite higher prices and the decade-long slowdown in birthrates, the market for baby/toddler food and drink grew 10.6%, fueled largely by inflation and stockpiling in response to the formula shortage. Going forward, category growth will require continued attention to nutritional and functional demands in cognition, digestion and immunity ...

Cooking in America - US

"While the number of home cooks is higher than it's been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings ...