

September 2013

Red Meat - US

“The red meat category is facing decreased interest from consumers in light of growing concerns over health and price. Yet the market still has opportunities to infuse some excitement into the category with premium positioning, new cuts of meat, value-added products, and new packaging.”

Bread - US

“Some 81% of bread users utilize products in the category as part of a sandwich or wrap, this is more than double that of any other use. The industry should play to its strengths, expanding offerings that allow for sandwich experimentation. At the same time, introducing new formats and flavors ...

Sugar and Sweeteners - US

“Fears about the safety of some sweeteners continue to plague the sugar substitute segment, suggesting that synthetic sweetener brands still have more to do to settle concerns about potential negative side effects. Ads that transparently chronicle the origins of these products, their ingredients, and how they are produced may help ...

Gluten-free Foods - US

“The gluten-free food category will continue to grow as an increasing number of manufacturers develop better-tasting and more nutritious gluten-free foods. Category appeal beyond those with celiac disease, coupled with a new FDA ruling for gluten-free product labeling, suggests the category will grow out of its marker as just another ...

August 2013

Baking and Dessert Mixes - US

“The message of time savings should be prioritized in product promotion. Some 48% of category participants say they use baking and dessert mixes in order to save time. In addition to comparing these mixes to products baked from scratch, highlighting the convenience of having products on-hand for preparation that requires ...

Breakfast Cereals - US

“Manufacturers should continue to develop products that meet consumer demand for wholesome and portable offerings in an effort to revitalize stagnant cereal sales. A new focus on adults, following decades of appealing to younger consumers, is now needed to revitalize the category.”

Dollar and Discount Store Retailing - US

“While dollar and discount stores benefited from increased consumer traffic and a new shopper base as a result of the recession, these channels will have to work hard to retain these shoppers as the economy improves. Everyday essentials are key to dollar stores’ strength, while affordable fashion will help discount ...

Yogurt and Yogurt Drinks - US

“Price and health are two areas providing major opportunities for marketers. The rise of Greek yogurt has defined the industry during the past several years. Consumers have been more than willing to pay a premium for Greek yogurt, although there are early signs that they are beginning to seek more ...

Butter, Margarine and Oils - US

“Health and wellness trends and recent price increases have presented the category with challenges that will need to be addressed with innovative new products and marketing if the brands hope to grow.”

July 2013**Ice Cream and Frozen Novelties - US**

“Personal use of ice cream and frozen novelties is highest among respondents over the age of 65 and among respondents aged 18-24. This is a strength of the category, given that these population groups are some of the fastest growing. However, the range of users necessitates targeted marketing efforts that ...

Food Packaging Trends - US

“Consumers are looking to get more and more out of their food packaging. Food companies will need to find innovative ways to cater to demand for convenient, transparent and environmentally responsible packaging while providing consumers with the utmost value.”

Pizza at Retail - US

“The biggest competition for frozen pizza brands is consumers’ return to restaurant pizza as spending power revives alongside the recovering economy. Frozen brands must work harder to improve the quality of their products so that they can better compete with restaurant pizza. Doing so will require improving recipes, variety, and ...