

January 2021

RTD Alcoholic Beverages: Incl Impact of COVID-19 - US

“RTD alcoholic beverages are a bright spot in the alcohol space, avoiding the flight seen in other alcohol categories and even continuing to recruit new and older users. Seltzers remain the growth driver, getting a further boost from large brands entering the market from both within and outside the alcohol ...

Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US

“The immune support claim has become of paramount importance to consumers in 2020 due to fears of the virus, and brands, especially beverage brands, are already responding by creating new products featuring vitamins/ingredients including vitamins C and D, and zinc. Consumers want foods and drinks that offer functional benefits ...

December 2020

White Spirits: Incl Impact of COVID-19 - US

“Spirit brands are reeling from the loss of on-premise sales, and consumers facing economic hardships prioritize known, familiar brands over experimentation. Opportunities within the market exist despite these challenges. Tequila and gin continue to thrive due to the popularity of premium varieties, and tequila and gin brands are embracing innovation ...

Food and Drink Shopper: Incl Impact of COVID-19 - US

“While the COVID-19 pandemic has accelerated innovation in food and drink retail and motivated behavior changes among food and drink shoppers, its biggest impact on the industry may have been to amplify the underlying emotional benefits of the task. More than ever, food and drink shopping is a way to ...

Beer: Incl Impact of COVID-19 - US

“Beer is losing out to other alcohol categories on the measures of health, taste and even value for which it held a historical advantage. While the COVID-19 pandemic will lead to the first dollar declines in the category for some time, it will also allow beer players an opportunity to ...

Coffee and Tea Tracker - US

Mintel's Coffee and Tea Tracker allows you to identify the biggest opportunities in coffee and tea, in both foodservice and retail. It provides a quarterly look at coffee and tea consumption behavior at home and away-from-home, by demographic. This tracker also tracks items consumers add to their coffee or tea ...

November 2020

Dark Spirits: Incl Impact of COVID-19 - US

“Spirit brands are reeling from the loss of on-premise sales and as consumers facing economic hardships prioritize known, familiar brands over experimentation. Opportunities within the market exist despite these challenges. Successful dark spirit companies are highlighting their heritage while also embracing innovation by experimenting with various casks and launching RTD ...

Wine: Incl Impact of COVID-19 - US

“The size and breadth of the wine category puts it in a strong position to respond to the impact COVID-19 has played on where, when, and how much consumers drink. In the near term, wine brands will need to define and own drinking occasions in an environment that limits the ...

Dairy and Non-dairy Milk: Incl Impact of COVID-19 - US

“The milk market is comprised of two distinct groups, dairy and non-dairy, with the former being the behemoth in terms of market share. However, non-dairy stealthily continues to grow its share through innovation and by leveraging eco-friendly and functional health attributes. While there is a degree of cannibalism between the ...

October 2020

Foodservice Alcohol Trends: Incl Impact of COVID-19 - US

“Foodservice alcohol sales saw immense losses in 2020 due to the COVID-19 crisis and ensuing recession, just as with foodservice sales overall. Instead of purchasing alcohol from restaurants and bars, consumers stocked up on packaged alcohol from retail channels, which stole enormous market share away from alcoholic beverages sold through ...