

July 2017

Food Packaging Trends - US

"An increasing percentage of product launches are based primarily on new packaging as packaging continues to become more important in the food marketing mix. Not only does packaging play a central role in communicating key benefits and features, it can also help to shape a consumer's experience with the product ...

June 2017

Soup - US

"The soup category continues to struggle, driven by sales declines in RTS (ready-to-serve) wet and condensed soup. Despite the maturity of the category there are opportunities for growth. Refrigerated soup may find continued success, as consumers are ditching the center of the store for the perimeter in hopes of finding ...

Fruit - US

"The fruit market continues to experience sustained growth due to its near universal consumption and an increased interest in healthy fresh snacks among consumers. Though the fruit market as a whole is growing, the canned/jarred fruit segment faces year-over-year declines as consumers perceive these products as too processed and ...

May 2017

Prepared Meals - US

"The prepared meals category reversed its downward course in 2015 and 2016 with small increases that nearly wiped out declines in the three previous years. Total sales of \$10.5 billion in 2016 are up about 3% from a low point in 2014 but still below their 2011 level by ...

Vegetables - US

In-store Bakeries - US

"Sales at in-store bakeries continue to rise. Even as consumers indicate they are seeking healthier foods, they are clearly open to the occasional indulgence, and in-store bakeries are poised to capitalize on consumer interest in higher-quality baked goods that the consumers may feel uncomfortable, unwilling, or unskilled enough to make ...

Snacking Motivations and Attitudes - US

"A high percentage of US adults snack daily, making snacking a huge opportunity for engagement. While the incidence of snacking has remained steady in recent years, frequency is on the rise with the growth coming from snackers, who are upping their snack frequency from 1 time per day to 2-3 ...

Snack, Nutrition and Performance Bars - US

"The vegetables category has experienced stable growth, driven primarily by fresh vegetables and fresh-cut salad. Consumers indicate interest in vegetables that are fresh, nutritious, and natural. Interest also exists for convenient packaging and formats that allow consumers to easily consume vegetables as a snack, meal, or in a recipe. Looking ...

"The snack, nutrition and performance bars category has turned in solid performance in recent years as consumers have grown more interested in healthier, more nutrient-dense snack foods. Opportunities exist for brands that explore new flavors and textures and that emphasize natural and unprocessed ingredients."

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Salty Snacks - US

"The salty snacks market continues to grow thanks to the strong performance of meat snacks and popcorn, as well as the continued success of corn snacks and cheese snacks. While salty snacks face competition from a variety of different snacks, innovation propels the salty snack market forward. Brands can build ...

Ice Cream - US

Retail sales of ice cream and frozen novelties reached \$12.8 billion in 2016, reflecting a 3.6% year-over-year increase. Market growth has been driven by positive sales performance in the two largest segments: ice cream/frozen dessert and frozen novelties. These segments are seen as offering rich, indulgent treats ...

Frozen Snacks - US

"Frozen snacks' market size has remained remarkably consistent at just under the \$5 billion mark for several years and is forecast to maintain that level for the foreseeable future. Whether that is stability or stagnation, the category continues to resonate with young consumers and families, but these consumers may well ...