

### July 2023

#### Sustainability in Food and Drink - US

“The incidence of sustainability claims on food and drink packaging is on the rise, and consumers say they want to make the best choices for the environment. Still, sustainable brands must also convince shoppers that their products will also meet consumers’ needs on the core factors that have always driven ...

### June 2023

#### Beverage Packaging Trends - US

“Economic uncertainty is a prime time for packaging to shine. Beverage packaging provides a platform for brands to communicate product benefits and introduce enticing excitement to the shopping experience. As consumers balance their desires for fiscal and environmental sustainability, they’ll look for brands to assure them they’re making smart choices ...

#### Hot and Cold Cereal - US

“Convenience, comfort, and accessibility have helped cereal into bowls in the past year, despite inflations’ strong influence on price. Cereal’s future may look a little different, though, as younger generations show engagement with a wider range of non-traditional cereal occasions and innovative concepts that match them.”

– Kelsey Olsen ...

#### Produce - US

“Consumers and brands readjusting post-pandemic are now stumbling over inflation, but the impact on produce has been complicated. While a reshuffling of preferred purchase selections is expected, produce also represents an economical alternative to higher-ticket items like meat. Brands have opportunity to put a positive spin on cost savings with ...

#### Sandwiches and Burgers - US

“Sandwiches and burgers have long provided versatile options on menus, offering customization and elevated

#### Soup - US

“Brands must address soup’s paradox, renowned for healing, but not health, to prepare a new generation of soup fans for increased occasions. Affordability and convenience have sustained pandemic growth, but longstanding retention requires exciting flavor innovation and reframed health positioning that allows soup to stand as a functional, nutrient dense ...

#### Fast Casual Restaurants - US

“Fast casual restaurant menus offer relatively healthy and customizable options at a value comparable to fast food restaurants, yet these attributes aren’t always recognized by diners. The segment is winning on convenience and value; but as discretionary spending tightens, fast casual operators are tasked with demonstrating the versatility of their ...

#### Grocery Retailing: In-store and Online - US

“The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

#### Hot Dogs and Sausages - US

“The influence of accessible pricing and easier prep make the hot dogs and sausages category a good entry point for young adults as they transition into independent meal and snack responsibilities and beyond. Yet brands must reinvigorate notions of applications, occasions and even tastes to stay relevant.”

– Mimi ...

#### Marketing to Gen Z - US

“Gen Zs continue to age into greater responsibility and spending power. Brands can help this group ease their

## Food and Drink - International

ingredients to keep consumers engaged. Operators must hone in on the attributes these mainstay menu items offer, especially those surrounding quality, freshness, affordability, and convenience. Further engaging with consumers through loyalty rewards and promotional activity will ...

### Poultry - US

“Poultry dollar sales growth, while highly dependent on inflation also continues to benefit by retaining the reputation as affordable protein. A staple in most households, brands can increase frequency and consumption occasions by offering versatile, convenient and nutritious products that remind consumers of the value of poultry.”

– Sydney ...

## May 2023

### Cider - UK

“The cider category faces the challenge in the immediate term from the income squeeze, and in the longer term from the ageing population. Meal pairing suggestions and raising awareness of cider’s suitability for cocktails should help brands to capitalise on people spending more time at home for financial reasons. Meanwhile ...

### Foodservice Loyalty - US

"Amidst the noise of a multitude of loyalty and subscription programs in the foodservice market, one obvious concept bears repeating – foodservice loyalty cannot exist without providing high-quality food/ beverages and service, and it will not sustain without meaningfully engaging loyal consumers. While operators have many successful examples of loyalty ...

### Packaged Red Meat - US

“While red meat has notoriously struggled with a less-than-healthy perception, despite accolades for protein content, the category has earned somewhat of an indulgent reputation in both a positive and a negative sense. More than seven in 10 category participants agree that quality is worth increased price, yet 4 in ten ...

discontent and sense of not being as far along as they should be in life. While the pandemic and economic uncertainty have been obstacles to Gen Z progress, they haven’t stifled optimism ...

### Ice Cream and Frozen Novelties - US

“Frozen treats enjoy a place of importance in the eyes of US consumers. Even amid price hikes and sugar concerns, 94% of shoppers purchase products in the category, speaking to the power of enjoyment. Brands must capitalize on the value of enjoyment but avoid going too far into treat or ...

### Private Label Food and Drink - US

“Inflation has given private label food and drink a big short-term boost as shoppers have looked for ways to stretch their grocery budgets. To maintain growth in the long run, however, retailers will need to continue evolving store brands beyond savings alone. Private label offers a unique opportunity for retailers ...

### Restaurant Marketing Strategies - US

"Word-of-mouth recommendations from family and friends remain the most prevalent restaurant discovery source, followed in importance by reviews on social platforms that speak to taste, visual appeal, and service. The foodservice industry remains competitive, especially as consumers become more digitally connected,

heightening the need to stand out through communications that ...

**April 2023**

### Functional Drinks - US

“Functional drinks are a rapidly evolving space, challenging brands to keep pace with emerging trends without losing sight of the basics. In any case, flavor serves as an introduction; working backwards to connect related ingredients to micronutrients and their broader functions can satisfy thirst, with science-backed wellness to justify whim ...

### Quick Service Restaurants - US

“Fast food restaurants’ competitive edge, value, is at risk amidst economic uncertainty and tightened consumer budgets. QSR operators will need to work harder for consumers’ dining dollars, justifying the increase in menu prices by improving menu offerings, sustaining tech investments and delivering a highly personalized dining experience that builds long-term ...

### Baking and Mixes - US

“Despite inflation keeping many consumers turning to their own kitchens for meal solutions, the regularity of home baking is on the decline. Tired consumers are seeking convenience options, including the use of mixes and prepared offerings. Value messaging will continue to resonate but must stretch beyond low price to include ...