

## October 2022

### Pet Food - US

“Inflation is driving sharp increases in pet food dollar sales but isn’t weakening pet owners’ resolve to feed their pets the best. Quality, health and palatability are as important as ever. In addition, a new generation of sustainability-minded owners will demand options that are easier on the planet but still ...

## September 2022

### Cheese - US

“The cheese category has grown 19% since 2017, owing in no small part to significant gains made during the course of the pandemic. More importantly, the category has yet to relinquish much of those gains as consumers continue to embrace the category and its versatile, flavorful range of offerings. With ...

### Gum, Mints and Breath Fresheners - US

“The gum, mints and breath fresheners market needs a dose of refreshment itself, including stronger brand identity, innovation and the introduction of new occasions for use. Proving relevancy in routines will help a market that was stagnant pre-pandemic and continues to struggle.”

### The Gen Z Food Consumer - US

“Gen Zs were forced to come of age in uncertain times, facing pandemic-related disruptions during the final stages of childhood and the first of adulthood, followed by record inflation. Already vulnerable to new financial pressures, Gen Z will remain focused on value. Brands can ease the transition, providing guidance, rewards ...

## August 2022

### Frozen Snacks - US

“The frozen snacks category has grown 52% since 2017, boosted by demand for cost-effective, filling snacks and small meals that are easy to make. Nevertheless, the category does face a lack of identity, as consumers recognize frozen snacks as convenient and flavorful but don’t appear to regard them as ...

### Weight Management Trends - US

“The movement towards holistic health and self-care – fuelled in part by the pandemic – has become part of the conversation surrounding weight management strategies. It’s now imperative that industry players utilize a lifestyle approach for the greatest efficacy and sustainability. While emotional ‘feel good’ factors are important, weight managers ...

### Prepared Meals - US

“Convenience is a defining benefit of the prepared meals category, but in an increasingly competitive marketplace, convenience alone isn’t enough to drive

### Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak,

sustained growth. Prepared meals makers must work to meet ever-rising consumer expectations for product quality, health, and taste.”

with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

## July 2022

### Nuts, Seeds and Trail Mix - US

“The nuts, seeds and trail mix category is ready for a reset. Despite strong connections to snacking, plant-based proteins and a generally healthy reputation, the category was one of the few largely unaffected by the pandemic: finding neither gains nor losses during its heights and now seeing a slight slowdown ...

### Non-chocolate Confectionery - US

“The biggest strengths of non-chocolate confectionery are in its variety of taste, texture and overall experience while also meeting the need for personal treating and snacking. The foundation for the market is strong, but split, as consumers are not necessarily loyal to brand or even product attributes. Brands will benefit ...