

April 2022

Grocery Retailing - US

“After two years, COVID-19 continues to have an impact on the grocery sector. The combined pressures of supply shortages and inflation drive up prices, prompting consumers to prioritize value. Pandemic behaviors give way to new norms, as omnichannel shopping becomes commonplace. Additionally, the strides made in technology enable grocers to ...

Carbonated Soft Drinks - US

“While a less than healthy reputation has yet to dramatically impact participation in the category, the bevy of healthy competitors in the wider non-alcoholic beverage market will always remain a threat to loss of occasions for CSDs. Renewed focus, reformulations and flavor innovation have guided brands through a competitive and ...

March 2022

Nutrition Drinks - US

“The time is ripe for nutrition brands to shine. Two years into a pandemic, consumers are primed for solutions that will set them on the path to health. Leading into the pandemic, general functionality sufficed as a calling card. Moving forward, consumers will be discerning of brands and ingredients, and ...

February 2022

Still and Sparkling Waters - US

“Packaged water is a growing market within the wider beverage industry stemming from a large base of dedicated bottled water users and increased sales of premium, flavorful, and functional waters. Water’s inherent healthfulness makes it an ideal platform for functional innovation; unique functional claims not only allow water brands to ...

Coffee and Tea Tracker - US

“Coffee and tea consumption has increased year over year, driven by away-from-home occasions. As people re-establish work routines, operators must create appealing spaces for commuters returning to the office and remote workers seeking a “third space.” With health still in the forefront of consumers’ minds, tea brands should showcase benefits like ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...