

## December 2022

### RTD Alcoholic Beverages - US

“Launch activity and popularity of canned cocktails are building upon the success and excitement already present in the RTD alcoholic beverages space. The category continues to deliver on the convenient, flavorful and fun beverages consumers crave. However, fading novelty and inflationary pressures is intensifying competition, calling for brands to build ...

### Alcohol Alternatives - US

“Sober curiosity is trending as consumers prioritize their health and wellbeing, prompting many to seek premium, unique, healthful and functional alternatives to alcohol. Products ranging from NA beer to mood boosting adaptogen tonics to traditional CSDs can leverage new opportunities as consumers strive to reduce their alcohol consumption. And while ...

### Coffee and Tea Tracker - US

"Coffee and tea has seen continued growth, both at and away-from-home. While increased consumer concern with high prices is more likely to affect specialty beverages and additives, the functional benefits of coffee and tea and their inclusion in daily routines ensures category growth. Brands and operators should focus on the ...

## November 2022

### Beer - US

“The affordability, versatility and social nature of beer is driving another strong year of category growth, though intensifying competition among brands. Near-term success is dependent on brands’ ability to align with the new era of drinking occasions, meet increasing flavor expectations and prove value through both cost savings and experience ...

### Dark Spirits - US

“Consumer demand for premium dark spirits remains strong even as consumers rethink their total alcoholic beverage expenditures under the pressure of economic uncertainty. Increased interest in premium drinking experiences will only benefit the spirits market as more

### White Spirits - US

“The white spirits market continues to see growth on the back of the fast-paced tequila segment, even in the face of economic uncertainty. Interest in premium offerings and brand loyalty among spirit consumers has created a market in which prioritization of quality and trust outweighs quantity. For seasoned spirit consumers ...

### Foodservice Alcohol Trends - US

“The experience on-premise drinks provide to consumers will provide a buffer as the foodservice alcohol market battles inflation headwinds and at-home alcohol consumption. As consumers navigate permanently changed yet uncertain schedules, they are looking to restaurants and bars to treat themselves, and operators can provide them with the opportunity to ...

### Functional Drinks - US

"From simply quenching thirst or providing additional ingredients that meet specific wellness needs (like stress relief), any beverage can be functional. Beverages seeking a truly functional identity will need to find a balance of fun and function, by guiding consumers through the experience, painting a picture of how the benefits ...

### Food and Drink Nutrition Claims - US

“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health

consumers seek to cut back their alcohol consumption but prioritize higher-quality alcoholic drinks ...

needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

## October 2022

### Wine - US

“Following a prolonged period of drinking in, consumers are craving more high-energy and social occasions, and wine may be missing the mark. To be the choice in the next iteration of at-home consumption, wine brands should focus on fun over formality, rewiring wines’ associations through new flavors, formats and experiences ...

### Baby Food and Drink - US

“Despite higher prices and the decade-long slowdown in birthrates, the market for baby/toddler food and drink grew 10.6%, fueled largely by inflation and stockpiling in response to the formula shortage. Going forward, category growth will require continued attention to nutritional and functional demands in cognition, digestion and immunity ...

### Coffee and Tea Tracker - US

Coffee and tea continue to exhibit strong growth led by away-from-home occasions, as consumers flock to cafes on their commute, to socialize and as a third space. Operators should prioritize unique offerings to compete with at-home occasions. Growth in tea should incentivize brands to market across generations, as consumers seek ...

## August 2022

### Tea and RTD Tea - US

“Tea’s time-honored roles in both the wellness space and many consumer routines secures demand in the face of pricing volatility, though inflation’s blanket presence over grocery purchase decisions may amplify – and redirect – consumers’ value appraisals. A category comfortably basking in its health halo, tea and tea drink brands ...

### Coffee and RTD Coffee - US

“Consumers are looking to cut costs following rising inflation, creating opportunities for coffee brands to capitalize on consumers’ decrease in foodservice expenditures. Consumers’ investments in their home coffee bars made during the pandemic are paying off as consumers increasingly experiment with new coffee drinks within the home, offering growth opportunities ...

### 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, 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

### Milk and Non-dairy Milk - US

"Inflation is putting the holistic value of dairy milk on a pedestal, while calling greater attention to non-dairy's shortcomings in taste, nutrition and versatile usage. As economic conditions improve and discretionary income returns, the playing field will once again level off. Dairy and non-dairy milk brands can play a role ...

### Foodservice Coffee and Tea - US

"The foodservice coffee and tea market overcame COVID-related challenges as consumers resumed their pre-pandemic behaviors and returned to their favorite coffee shops. While the rise of remote work will shift market dynamics, remote workers remain steadfast AFH coffee and tea customers. However, rising inflation will create new challenges for foodservice ...

## June 2022

### Yogurt and Yogurt Drinks - US

"2022 is expected to mark the strongest growth of the yogurt category's three-year pandemic upswing. The health and convenience of yogurt align with consumers' new-normal lifestyles and priorities, and perceived affordability gives the category an edge against rising grocery prices. As inflation stabilizes, brands will be challenged to avoid falling ...

### Juice and Juice Drinks - US

"Shifting consumer motivations for increased juice and juice drink purchase demonstrates the duality of the category as both a health tool, and a guilty pleasure. While consumers aren't trying to deny their sugar problem and see the validity of juice and juice drinks in delivering quality nutrition, they're more interested ...

### Convenience Stores - US

"Convenience stores are an essential part of many consumers' shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

## May 2022

### Beverage Packaging Trends - US

"Economic anxieties have risen following record inflation, increasing consumer demand for packaging sizes that provide the best value. While value is a top-of-mind concern, brands must also respond to consumers' interest in sustainability. On-pack claims and text can educate consumers on sustainability topics and help consumers make informed, environmentally friendly ...

### Coffee and Tea Tracker - US

"Coffee and tea consumption continues to increase year over year, as away-from-home occasions normalize. Commuting consumers will expect convenience and operators need to be ready with mobile ordering capabilities. Convenience will also be key for cold coffee options that are ready to drink at home to provide a quick energy ...

### Private Label Food and Drink - US

"While private label food and drink lost market share in 2020 and 2021 amid the disruption of the pandemic, it is likely to regain momentum in 2022 as spiking

inflation makes the savings of store brands more compelling. The full potential of private label, however, revolves around more than just ...

## April 2022

### Sports and Performance Drinks - US

"While the increased demand for functional nutrition seems as if it would benefit the sports and performance drink category, the growth in functional claims across food and drink categories not only increases competition, it blurs category lines. Brands can respond in two directions: by doubling down on fitness, claiming specific ...

### 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 ...

### Energy Drinks - US

"Energy drink sales soared throughout 2020 and 2021, driven by pandemic-related stressors and increased work and home responsibilities. Sales will remain strong as more consumers continue to purchase energy drinks in multipack formats. Brands face an opportunity to celebrate consumers' return to social activities and increased consumer interest in health ...

### 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 ...