

## November 2021

### Yogurt and Yogurt Drinks - UK

“The image of yogurts and yogurt drinks as both health- and mood-boosting amid the heightened appeal of these benefits arising from the pandemic will support market growth, with scope to dial up these connotations. Meanwhile, exploring large, eco-friendly formats is timely given strong consumer interest and the sharper spotlight on ...

## October 2021

### Poultry - US

“The retail poultry market received a substantial boost during the pandemic as consumers turned to home meal prep, but in the long run sales are likely to return to their historic slow-growth pattern. Poultry is a familiar staple in most households, and a key to accelerating growth may lie in ...

### Vitamins and Supplements - UK

“Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers’ lessening health anxiety. Opportunity for growth lies in brands pushing a ‘prevention rather than cure’ approach in order to drive value sales in the long term. Organic products warrant further exploration, aligning well with consumers’ ...

### The Gen Z Diner - US

“Gen Z is a generation with great influence, both financially and culturally, despite being a smaller group compared to Millennials and Baby Boomers. Teens already have great influence over where they eat with their family and friends, which shows that restaurants need to connect with Gen Z early on. As ...

## September 2021

### Hot and Cold Cereal - US

### Food and Non-food Discounters - UK

“Despite concerns around their lack of ecommerce offering and potentially crowded stores, the discounters saw sales surge in pandemic-struck 2020. Looking ahead, the sector looks set to leave these turbulent 18 months behind with a spring in its step as continuing economic uncertainty makes their value-led proposition tempting for consumers ...

### Marketing to Moms - US

“American moms experienced mixed feelings in the past year as they balanced feelings of thankfulness with others such as exhaustion, being overwhelmed and anxiety, as their workload was aggravated during the pandemic. Despite some uncertainty due to the new COVID-19 variant, moms understand it is time for their children to ...

### Attitudes towards Sports Nutrition - UK

“Consumers focusing more on exercise and eating healthily post-COVID will drive relevance of sports nutrition products among a wider audience, but they face growing competition from high-protein products in mainstream food and drink categories. With an ageing population less intense, lower levels of exercise hold untapped potential, while the ‘positive ...

### Milk and Non-dairy Milk - US

## Food and Drink - International

“The \$11.1 billion hot and cold cereal market is expected to face a 3.8% dollar sales decline in 2021 as consumers shift their breakfast routines outside the home. Still, prolonged remote working will enable cereal brands to position themselves as an easy, at-home breakfast during the workweek. Long-term ...

### Attitudes towards Low- and No-alcohol Drinks - UK

“The low- and no-alcohol drinks market is well-placed to gain users as a result of the COVID-19/coronavirus outbreak, as health takes a more central stage in people’s food and drink considerations. There are many areas for brands to expand into to tempt consumers, whether it’s by offering drinks recipes ...

### Chocolate Confectionery - UK

“The government’s anti-obesity drive and consumers’ heightened health concerns, stoked by the pandemic, put pressure on the chocolate category to cut sugar. However, reformulations run the risk of deterring consumers. Companies therefore need to create products which deliver a significant sugar reduction alongside other appealing attributes. Vegan and vitamin/mineral-fortified ...

## August 2021

### Yogurt and Yogurt Drinks - US

“While 2020 marked a budding return to relevance of the spoonable yogurt and yogurt drinks market, driven by the influx of pandemic-necessitated time spent and meals and snacks eaten at home, continued projected growth in 2021 is a testament to the category’s more longstanding potential. The near-term years will be ...

### Prepared Cakes, Pies and Pastries - US

“The \$11.3 billion prepared cakes, pies and pastries category is expected to continue growing in dollar sales in 2021 as many of the realities of 2020 persist – namely prolonged remote working and continued home-based social gatherings. The refrigerated and frozen segments of the category are expected to experience ...

### Functional Drinks - US

“The dairy and dairy alternative milk market is evolving at a rapid pace, with specialty dairy milks, plant-based offerings and pandemic-driven priorities in health, variety and ethics shaking up the aisle once characterized by generic commodity positioning.”

### Fast Food Restaurants - UK

“The pandemic has changed the way consumers consume fast food. Instead of relying solely on spontaneous visits from consumers seeking a convenient meal solution while they are on the move, fast food operators are now meeting consumer demand for a fast food treat with a sense of occasion.”

### Pet Food - US

“After receiving a short-term boost from stock-up buying and a spike in pet acquisition motivated by the pandemic, the pet food market is settling back into a pattern of modest but steady growth. While premiumization and momentum in treats and toppers continue to move the category forward, pet owners continue ...

### Tea and RTD Tea - US

“As Americans become increasingly engaged with a health and wellness mentality, the market will see greater diversity of users. This will necessitate that tea innovations capture a broader range of health and wellness benefits while placing flavor and refreshment at the forefront of messaging. The opportunity is to deliver added ...

### Coffee and RTD Coffee - US

## Food and Drink - International

“Functionality has been the most important driver to innovation in the non-alcoholic beverages market for the past decade, and consumer demand for drinks with added benefits has only increased during the pandemic. The number of adults consuming drinks with functional claims has risen over a year ago, as has the ...

### Leisure Outlook - UK

“Consumer participation in leisure activities is at the highest level measured since the start of the pandemic, however things are far from back to normal as many people remain hesitant about visiting venues or attending events. Despite this, there is good reason for optimism as consumers who feel ready to ...

### COVID-19 Impact on Food and Drink: One Year Later - US

“The COVID-19 pandemic afforded food and drink brands across the board an unparalleled opportunity to prove their worth. While the strong dollar gains will be short-lived, the relevance can resonate. 2021 will be marked with continued uncertainty for consumers eager to reclaim power as they navigate the opportunities and limitations ...

“The pandemic brought strong growth for the coffee market as consumers tried new coffee products, created their own specialty coffee drinks and upgraded their home coffee bars. This increase in home coffee experimentation and exploration will benefit the coffee and creamer markets for years to come, and the rise of ...

### Fruit - US

“The fruit category is poised to maintain much of the sales momentum it gained over the course of the pandemic, particularly the fresh segment. Fresh fruit is unique in that it is perceived as inherently healthy and is the original in grab-and-go convenience, and it dominates category sales, controlling 90 ...

### Consumer Snacking - UK

“The COVID-19 pandemic has seen an increase in snacking at home, both in the day and in the evening, including more comfort eating. The widely held view that less healthy snacks have a place as part of a balanced diet ensures continued opportunities for indulgent snacks. However, consumers’ heightened focus ...

## July 2021

### Ready Meals and Ready-to-cook Foods - UK

“The market was hit in 2020, but the easing of COVID-19 restrictions in 2021 will see busier lifestyles return, making the convenience of these meal solutions more attractive once again. Consumer interest in freshly-made ready meals, and the view of these foods as combatting food waste, hold potential for the ...

### Soup - US

“The \$8.7 billion soup market is expected to decline modestly in 2021 as consumers increasingly adopt pre-pandemic routines, reducing the demand for shelf stable foods such as canned soup. But some areas of the category continue to thrive due to their role in scratch cooking or their connections to ...

### Foodservice Brand Ethics - US

“Restaurant customers overwhelmingly embrace foodservice brand ethics, desiring to see employee welfare, animal welfare and sustainability improvements at restaurants, and this is especially true for quickly growing demographics such as younger, multicultural consumers. Consumers expect restaurant chains to be able to pay for these improvements themselves, rather than passing on ...

### Foodservice Coffee and Tea - US

“The foodservice coffee and tea market suffered acute losses during the pandemic as morning commute traffic dissipated. While traffic will rebound as the country reopens, the rise of remote work will create new challenges. However, the pandemic accelerated consumers’ shift away from basic coffee/tea beverages toward cold and specialty ...