

Food Storage and Trash Bags - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Food storage and trash bag usage has near total household penetration, reflecting the functional nature of the category. While a strong, steady consumer base provides a solid foundation, significant growth remains elusive as users exhibit cost-conscious shopping behavior."
- Rebecca Cullen, Household Care Analyst

This report looks at the following areas:

- Trash bags have some performance problems
- Price-driven shopping
- Eco-unfriendly recognized as a problem

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The market

Market remains stable

Figure 1: Total US sales and fan chart forecast of food storage and trash bags, at current prices, 2013-23

The issues

Trash bags have some performance problems

Figure 2: Trash bag frustrations, January 2019

Price-driven shopping

Figure 3: Select attitudes toward shopping for food storage and trash bags, January 2019

Eco-unfriendly recognized as a problem

Figure 4: Attitudes toward eco-friendly food storage and trash bags, by select attitudes toward eco-friendly and sustainable food storage and trash bags, January 2019

The opportunities

Reaching the premium consumer

Figure 5: Attitudes toward shopping for premium food storage and trash bags, by age, parental status, January 2019

Uses beyond the kitchen to add value

Figure 6: Attitudes toward food storage organization and functionality, January 2019

Sustainability claims could cultivate loyalty

Figure 7: Usage of plastic and reusable food storage bags, January 2019

What it means

The Market – What You Need to Know

Stable sales for a functional category

Trash bag sales dominate market

Other retailers account for two thirds of market

Food storage products offer solutions for decluttering and organization

Market influenced by demographic cohorts

Cost consciousness stifles premium spending despite strong economy

Market Size and Forecast

Functional category fights to realize meaningful growth

Figure 8: Total US sales and fan chart forecast of food storage and trash bags, at current prices, 2013-23

Figure 9: Total US retail sales and forecast of food storage and trash bags, at current prices, 2013-23

Market Breakdown

Trash bag sales dominate, smaller segments drive growth

Figure 10: Share of US retail sales of food storage and trash bags, by segment, 2018

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Figure 11: Total US retail sales of food storage and trash bags, by segment, at current prices, 2016 and 2018

Other retailers account for two thirds of market

Figure 12: Total US retail sales of food storage and trash bags, by channel, at current prices, 2016 and 2018

Market Perspective

An organized home supports health, lifestyle trends

Market Factors

Population growth favorable for market; age impacts how users shop

Figure 13: Population aged 18 or older, by age, 2013-23

Family households important to market

Figure 14: Family and non-family households, 2013-18

Cost-conscious mentality challenges premium spending

Figure 15: Consumer Sentiment Index, January 2007-January 2019

Key Players – What You Need to Know

Rank Group, The Clorox Company, private label lead market

Private label sales grow

Plastic food bag sales stagnant

Aesthetics, function and tech can elevate food storage product usage

Manufacturer Sales of Food Storage and Trash Bags

Rank Group and private label fuel market growth

Sales of food storage and trash bags by company

Figure 16: Multi-outlet sales of food storage and trash bags, by leading companies, rolling 52 weeks 2017 and 2018

What's Working?

Private label sees growth in all segments

Figure 17: Private label multi-outlet sales of food storage and trash bags, rolling 52 weeks 2017 and 2018

Alignment as ethically responsible favors private label brands

Reynolds innovation focuses on value-added convenience

Figure 18: Reynolds Kitchens multi-outlet sales of select food storage and trash bags, rolling 52 weeks 2017 and 2018

What's Struggling?

Sizeable plastic food bag segment is flat

Figure 19: Multi-outlet sales of plastic food bags, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 20: Food storage bags usage, January 2019

What's Next?

Elevating form, function and sustainability

Brands get sassy

Figure 21: Pyrex "Eat Your Words" line Instagram post, August 2018

Meal prep trend

Organization trend

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Smart storage

The Consumer – What You Need to Know

- Unscented trash bags have strongest acceptance
- Trash bags picked up during household shopping trips
- Usage of food storage products driven by price and function
- Mass, grocery stores most shopped for food storage
- Private label entices price-driven consumers
- Rips and odor frustrate trash bag users
- Organization trends could elevate food storage products

Trash Bag Usage

Scent sensitivity impacts trash bag usage

Figure 22: Trash bag usage, January 2019

Younger women skew heavier in use of scented trash bags

Figure 23: Trash bag usage, by gender and age, January 2019

Scented bags help combat odors for families and large households

Figure 24: Trash bag usage, by parental status, household size, January 2019

Retailers Shopped for Trash Bags

Trash bags picked up during household shopping trips

Figure 25: Retailers shopped for trash bags, January 2019

Lower income households attracted to dollar stores

Figure 26: Retailers shopped for trash bags – dollar store, by household income, January 2019

Suburbanites prefer club stores; other areas use dollar stores

Figure 27: Select retailers shopped for trash bags, by living location, January 2019

Attitudes toward Trash Bag Scents

Fresh scents strike alignment for being pleasant and effective

Figure 28: Scent attributes for trash bags, January 2019

Food Storage Product Usage

Usage remains consistent in food storage products

Figure 29: Food storage product usage, December 2016 and January 2019

Younger consumers jump on the mason jar bandwagon

Figure 30: Select food storage product usage, by age, January 2019

Moms show strong support of reusable plastic food storage

Figure 31: Food storage product usage, by parental status and gender, January 2019

Retailers Shopped for Food Storage Products

Mass, grocery stores most shopped for food storage

Figure 32: Retailers shopped for food storage products, January 2019

Age and parent status influence retailers shopped

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Figure 33: Select retailers shopped for food storage products, by age, parental status, January 2019

Attitudes toward Shopping

Price-driven consumers challenge the category

Figure 34: Attitudes toward shopping for food storage and trash bags, January 2019

Young and less affluent shop based on price

Figure 35: Attitudes toward shopping for food storage and trash bags, by age, household income, January 2019

Dads demand premium products

Figure 36: Attitudes toward shopping for food storage and trash bags – premium options are worth the extra cost, by parental status and gender, January 2019

Category Frustrations

Eco-friendly options have room to improve

Scented options struggle

Figure 37: Category frustrations, January 2019

Young adults frustrated by trash bags that rip easily

Figure 38: Performance frustrations – trash bags rip too easily, by age, January 2019

Attitudes toward Food Storage and Organization

Organization trends could elevate food storage products

Head room for eco-friendly options

Figure 39: Attitudes toward food storage and organization, January 2019

Bacteria and proper disposal of plastic concern eco-friendly seekers

Figure 40: Attitudes toward eco-friendly food storage and trash bags, by select attitudes toward eco-friendly and sustainable food storage and trash bags, January 2019

18-34s want multifunctional products but don't think about non-food use

Figure 41: Select attitudes toward food storage and organization, by age, January 2019

Parents seek organization and function

Figure 42: Attitudes toward food storage and organization, by parental status, January 2019

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 43: Total US retail sales and forecast of food storage and trash bags, at inflation-adjusted prices, 2013-23

Figure 44: Total US retail sales of food storage and trash bags, by channel, at current prices, 2013-18

Appendix – Key Players

Figure 45: Multi-outlet sales of trash bags, by leading companies and brands, rolling 52 weeks 2017 and 2018

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Figure 46: Multi-outlet sales of plastic food bags, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 47: Multi-outlet sales of aluminum foil, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 48: Multi-outlet sales of plastic wrap, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 49: Multi-outlet sales of waxed paper, by leading companies and brands, rolling 52 weeks 2017 and 2018

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