

### February 2020

#### Weight Management Trends - US

"Obesity rates continue to rise in the US, impacting the health and wellness of Americans. The majority of adults are currently managing their weight, with most relying on self-guided methods over branded nutrition programs. Brands addressing weight management must adopt a personalized, lifestyle-centric approach to garner consideration and use from ...

#### Crackers - US

"The crackers category continues to find significant growth, topping \$8 billion in 2019, a modest 3.4% gain since 2014. The consistent, albeit minimal, growth of the "other" crackers segment was not enough to offset the struggles among other segments. Crackers remain a household staple with 87% penetration but stronger ...

#### In-Store Bakeries - US

"Sales at in-store bakeries have increased steadily each year for the past half-decade, growing 15% since 2014 to reach \$13.5 billion, and the category still seems to have a significant amount of potential. Younger consumers have yet to significantly engage in the category but should do so as they ...

### January 2020

#### Consumer Approach to Nutrition - US

Consumers' views on nutrition and diet are varied, but, regardless of preferences, taste reigns supreme. Despite the media attention dedicated to specialized and trending diets, the vast majority of consumers prefer a simpler approach to eating, and desire flexibility in their meal choices. In fact, more consumers do not define ...

#### Private Label Food and Drink Trends - US

"Private label sales continue to grow, even in the wake of a largely positive economy that sees consumer confidence remaining high. Where value used to be the primary driver of private label food and drink choice, consumers are sticking with those brands and have even expanded their private label purchase ...

#### Challenger Brands - US

"Across many major food and drink categories, smaller competitors are gaining market share at the expense of the big national brands that have long held dominant positions. The success of challenger brands is being driven by a new generation of shoppers, more open to new ideas in general and far ...

#### Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto

### Upcoming Reports

#### Food and Drink Nutrition Claims - US - December 2020

#### Nuts, Seeds and Trail Mix - US - December 2020

**Sugars and Alternative  
Sweeteners - US - December 2020**

**Better for You Eating Trends - US  
- November 2020**

**Food and Drink Shopper - US -  
November 2020**

**Hot Dogs and Sausages - US -  
October 2020**

**Breakfast Foods - US - September  
2020**

**Meal Kits - US - September 2020**

**Yogurt and Yogurt Drinks - US -  
September 2020**

**Vegetables - US - August 2020**

**Food Packaging Trends - US - July  
2020**

**Natural and Organic Food  
Shopper - US - July 2020**

**Pet Food - US - July 2020**

**Non-Chocolate Confectionery - US  
- June 2020**

**Fast Casual Restaurants - US -  
May 2020**

**Prepared Meals - US - May 2020**

**Grocery Retailing - US - April  
2020**

**Salty Snacks - US - April 2020**

**Potato and Tortilla Chips - US -  
March 2020**

**Super Protein - US - December  
2020**

**Cheese - US - November 2020**

**Foodservice in Retail - US -  
November 2020**

**Pizza - US - October 2020**

**Hot and Cold Cereal - US -  
September 2020**

**Supplements - US - September  
2020**

**Fruit - US - August 2020**

**Consumers and the Economic  
Outlook - US - July 2020**

**Frozen Snacks - US - July 2020**

**Soup - US - July 2020**

**Dairy Alternatives - US - June  
2020**

**Chocolate Confectionery - US -  
May 2020**

**Plant-based Proteins - US - May  
2020**

**Baby Food and Drinks - US - April  
2020**

**Ice Cream and Frozen Novelties -  
US - April 2020**

**Dips and Savory Spreads - US -  
March 2020**

**Food Ethics - US - February 2020**



Food - USA

**Snack, Nutrition and  
Performance Bars - US - February  
2020**