

February 2020

Nutrition Drinks - US

"Just under half of consumers live in households where nutrition, meal replacement or weight loss drinks are consumed, and sales are projected to steadily increase in years ahead. While products positioned as weight loss drinks garner the lowest sales and usage in the category, adults are turning to drinks across ...

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

White Spirits - US - December 2020

Dark Spirits - US - November 2020

Dairy and Non-Dairy Milk - US - October 2020

Yogurt and Yogurt Drinks - US - September 2020

RTD Alcoholic Beverages - US - December 2020

Beer - US - November 2020

Food and Drink Shopper - US - November 2020

Wine - US - October 2020

Juice and Juice Drinks - US - August 2020



Drink - USA

Tea and RTD Tea - US - August 2020

Coffee and Tea on Premise - US - July 2020

Beverage Packaging Trends - US - June 2020

Carbonated Soft Drinks - US - May 2020

Baby Food and Drinks - US - April 2020

Grocery Retailing - US - April 2020

Still and Sparkling Waters - US - February 2020

Coffee and RTD Coffee - US - July 2020

Consumers and the Economic Outlook - US - July 2020

Dairy Alternatives - US - June 2020

Energy Drinks - US - May 2020

Functional Drinks - US - April 2020

Sports and Performance Drinks - US - March 2020