

## January 2021

### RTD Alcoholic Beverages: Incl Impact of COVID-19 - US

“RTD alcoholic beverages are a bright spot in the alcohol space, avoiding the flight seen in other alcohol categories and even continuing to recruit new and older users. Seltzers remain the growth driver, getting a further boost from large brands entering the market from both within and outside the alcohol ...

### Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US

“The immune support claim has become of paramount importance to consumers in 2020 due to fears of the virus, and brands, especially beverage brands, are already responding by creating new products featuring vitamins/ingredients including vitamins C and D, and zinc. Consumers want foods and drinks that offer functional benefits ...

## December 2020

### White Spirits: Incl Impact of COVID-19 - US

“Spirit brands are reeling from the loss of on-premise sales, and consumers facing economic hardships prioritize known, familiar brands over experimentation. Opportunities within the market exist despite these challenges. Tequila and gin continue to thrive due to the popularity of premium varieties, and tequila and gin brands are embracing innovation ...

### Food and Drink Shopper: Incl Impact of COVID-19 - US

“While the COVID-19 pandemic has accelerated innovation in food and drink retail and motivated behavior changes among food and drink shoppers, its biggest impact on the industry may have been to amplify the underlying emotional benefits of the task. More than ever, food and drink shopping is a way to ...

### Beer: Incl Impact of COVID-19 - US

“Beer is losing out to other alcohol categories on the measures of health, taste and even value for which it held a historical advantage. While the COVID-19 pandemic will lead to the first dollar declines in the category for some time, it will also allow beer players an opportunity to ...

### Coffee and Tea Tracker - US

Mintel’s Coffee and Tea Tracker allows you to identify the biggest opportunities in coffee and tea, in both foodservice and retail. It provides a quarterly look at coffee and tea consumption behavior at home and away-from-home, by demographic. This tracker also tracks items consumers add to their coffee or tea ...

## November 2020

### Dark Spirits: Incl Impact of COVID-19 - US

“Spirit brands are reeling from the loss of on-premise sales and as consumers facing economic hardships prioritize known, familiar brands over experimentation. Opportunities within the market exist despite these challenges. Successful dark spirit companies are highlighting their heritage while also embracing innovation by experimenting with various casks and launching RTD ...

### Wine: Incl Impact of COVID-19 - US

“The size and breadth of the wine category puts it in a strong position to respond to the impact COVID-19 has played on where, when, and how much consumers drink. In the near term, wine brands will need to define and own drinking occasions in an environment that limits the ...

## Dairy and Non-dairy Milk: Incl Impact of COVID-19 - US

“The milk market is comprised of two distinct groups, dairy and non-dairy, with the former being the behemoth in terms of market share. However, non-dairy stealthily continues to grow its share through innovation and by leveraging eco-friendly and functional health attributes. While there is a degree of cannibalism between the ...

## October 2020

### Foodservice Alcohol Trends: Incl Impact of COVID-19 - US

“Foodservice alcohol sales saw immense losses in 2020 due to the COVID-19 crisis and ensuing recession, just as with foodservice sales overall. Instead of purchasing alcohol from restaurants and bars, consumers stocked up on packaged alcohol from retail channels, which stole enormous market share away from alcoholic beverages sold through ...

### Yogurt and Yogurt Drinks: Incl Impact of COVID-19 - US

“Stay-at-home orders mandated by the pandemic have accelerated yogurt’s return to relevance, as consumers cling to familiar, affordable, health-focused options to meet snack cravings for themselves and their families. The yogurt drinks segment will require some more finessing to find footing, given its strong draw for portability, but has an ...

## September 2020

### Tea and RTD Tea: Incl Impact of COVID-19 - US

“Tea in all its forms has been given a boost by COVID-19 and the changes it has brought to the routines of work and shopping. With natural and inherent properties that convey a plethora of health benefits, like immunity and relaxation, tea’s profile will rise during the pandemic. The category ...

### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

## August 2020

### Natural and Organic Food Shopper: Incl Impact of COVID-19 - US

“The natural and organic food and beverage market is supported to some degree by over half of US adult consumers, and this is likely to remain steady in the years ahead. The health associations of natural and

### Foodservice Coffee and Tea: Incl Impact of COVID-19 - US

“Demand for premium made-to-order coffee was strong at the start of 2020 but the market was completely shaken by pandemic-related disruptions. High unemployment is encouraging consumers to choose affordable retail coffee products while the increase in

organic foods will make them more important than ever during a global health ...

remote working reduces many consumers' need for AFH coffee. Coffeehouse chains will engage in ...

### Coffee and Tea Tracker - US

### Coffee and RTD Coffee: Incl Impact of COVID-19 - US

"The at home coffee market will benefit more than any non-alcoholic beverage category from the short and long term changes brought about by COVID-19 and the recession. The pandemic completely removed retail coffee's foodservice competition and shelter-in-place orders forced many to work from home, reducing their need for away from ...

### Juice and Juice Drinks: Incl Impact of COVID-19 - US

"Juice has been going through an identity crisis of sorts, which has put the category in a tough spot. Products tend to toe the line between healthy and indulgent without committing to either position, leaving consumers confused and disengaged. While it's been relegated to very specific consumption occasions as a ...

## July 2020

### Beverage Packaging Trends: Incl Impact of COVID-19 - US

"The US non-alcoholic beverage market remains crowded, with steady waves of new products vying for consumer attention in all channels. Product packaging plays a leading role in this battle, yet one that most consumers do not recognize as an important part of their choice."

- Eric Wenner, Associate Director

### Dairy Alternatives: Incl Impact of COVID-19 - US

"Once serving only a niche audience comprised of those who avoided dairy due to allergies or a vegan diet, dairy alternatives have seen tremendous growth in recent years, and are now used by adults across the dietary spectrum. Consumers have more choices than ever before, and long-time players are challenged ...

### The Impact of COVID-19 on Food and Drink Retailing - US

"Few industries have been more closely entwined with the COVID-19 pandemic than food and drink retailing. In mid-March as the crisis quickly escalated, consumers flocked to supermarkets to stock up on groceries and other essentials, stressing the supply chain and emptying shelves in many staple categories. Since then grocery retailers ...

## June 2020

### Energy Drinks: Inc Impact of COVID-19 - US

"The energy drink market has enjoyed consistent year-over-year growth even through the previous recession, because the beverages offer a simple, easy-to-understand value proposition: they are a tasty, convenient source of energy. The market is not immune to the impact of COVID-19; shelter-in-place orders are highly detrimental for products like energy ...

### Carbonated Soft Drinks: Inc Impact of COVID-19 - US

"The top-heavy carbonated soft drink category has a unique advantage in this equally unique time: deeply rooted connections with not only their most engaged fans, but also with less frequent users. Decades of legacy brand building centered not only on refreshment and enjoyment, but also community and family, are likely ...

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## May 2020

### Baby Food and Drinks: Incl Impact of COVID-19 - US

"The market for baby/toddler food and drink remains strong, despite the fact that its principal target audience continues to dwindle. However, the COVID-19 pandemic and subsequent recession will push the birthrate down even further resulting in even fiercer competition among brands. Continued growth for the category will demand brands ...

### Grocery Retailing: Incl Impact of COVID-19 - US

"Between 2014 and 2019, multi-outlet sales of groceries continued to rise steadily but slowly. The rapid escalation of the COVID-19 pandemic in March of 2020, however, gave the industry a jolt, boosting sales in the short term but introducing enormous new challenges as well. While the duration and severity of ...

### Functional Drinks: Incl Impact of COVID-19 - US

"The growth of functional drinks is driven by busy consumers seeking shortcuts to enhanced health, primarily by younger adults and parents. While brands should stay on the pulse of the needs of this core audience, opportunities remain to reach older adults with products that support the healthy aging process. The ...

## March 2020

### Convenience Stores - US

### Sports and Performance Drinks - US

"While fuel sales generate as much as two thirds of total convenience stores revenue and remain a core traffic driver, c-store operators are increasingly turning their attention to in-store categories as the most direct path to increased sales and profits. Still, convenience stores face considerable challenges in categories like foodservice ...

"The nearly \$9.5 billion market is expected to grow modestly over the next five years, reaching more than \$11 billion by 2024. Performance-centric claims and informative messaging can help set brands apart. However, competition from other functional food and drink options (eg water, BFY snack bars) will challenge the ...

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## February 2020

### Still and Sparkling Waters - US

"The bottled water market is characterized by the push and pull of two consumer desires; a pull from consumers interested in sustainability and a push from interest in health and wellness. Bottled water brands must make strides toward sustainability or risk being replaced by refillable water bottles and focus marketing ...

### 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 ...

### 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 ...

### 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 ...

### 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**