

September 2023

Tea and RTD Tea - US

"Tea is naturally among the "original" functional drinks, yet flies a bit under the radar in the broader beverage landscape that is teeming with functional offerings. Yet, younger adults seek many fundamental tea features: flavor variety, BFY benefits and versatility calling for brands to go on the offensive targeting energy ...

Carbonated Soft Drinks - US

"Enjoying CSDs isn't antithetical to consumers' wellness aspirations, and while they want to see functional benefits and low calorie products, they don't expect reformulations to be overtly healthy. Rather, brands can help consumers make CSDs an essential part of their desired lifestyles, acting as a reliable source of enjoyment and ...

August 2023

Coffee and RTD Coffee - US

"Economic uncertainty currently impacting the coffee category is expected to be short-lived, yet to remain relevant brands will need to keep up with evolving tastes, occasions and needs, especially of young coffee lovers."

– Caleb Bryant, Associate Director of Food and Drink Reports

Foodservice Coffee and Tea - US

"Elevated foodservice coffee and tea drinks that are not easily replicated at home and that deliver on quality and affordability will encourage patrons to justify AFH experiences as they remain challenged to limit discretionary spending due to inflation. Coffee and tea operators must nail down the basics to continue to ...

Juice and Juice Drinks - US

"Even as flavor and nutrition innovations elevate the familiar and reshape aisles, it is simplicity – juice's longstanding draw – that remains an undercurrent of juice purchase. However, simple formulations don't have to be limiting; juice's fluid nature poises it to shift from wellness to enjoyment and between occasions with ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Sustainability in Food and Drink - US

"The incidence of sustainability claims on food and drink packaging is on the rise, and consumers say they want to make the best choices for the environment. Still, sustainable brands must also convince shoppers that their products will also meet consumers' needs on the core factors that have always driven ...

June 2023

Beverage Packaging Trends - US

“Economic uncertainty is a prime time for packaging to shine. Beverage packaging provides a platform for brands to communicate product benefits and introduce enticing excitement to the shopping experience. As consumers balance their desires for fiscal and environmental sustainability, they’ll look for brands to assure them they’re making smart choices ...

Grocery Retailing: In-store and Online - US

“The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

May 2023

Private Label Food and Drink - US

“Inflation has given private label food and drink a big short-term boost as shoppers have looked for ways to stretch their grocery budgets. To maintain growth in the long run, however, retailers will need to continue evolving store brands beyond savings alone. Private label offers a unique opportunity for retailers ...

April 2023

Functional Drinks - US

“Functional drinks are a rapidly evolving space, challenging brands to keep pace with emerging trends without losing sight of the basics. In any case, flavor serves as an introduction; working backwards to connect related ingredients to micronutrients and their broader functions can satisfy thirst, with science-backed wellness to justify whim ...

March 2023

Nutrition Drinks - US

“The nutrition drinks market may be fighting outdated ‘dieting’ perceptions, but its convenient nutrient delivery can be positioned to target a range of health needs – weight management included. Using contemporary definitions of wellness as a catalyst for a function-forward refresh allows brands to accompany consumers on their holistic health ...

Energy Drinks - US

“Energy drinks remain a growing segment of the wider beverage industry, its growth attributed to core category loyalists as well as category newcomers attracted by BFY energy drinks. The energizing beverage landscape is rife with competitors, but energy drink brands can remain relevant by addressing consumers’ interest in health while ...

Sports and Performance Drinks - US

"Sports and performance drink brands may be working to distance their image from exercise, but ultimately still find themselves using fitness identity as a reference point for marketing. Whether appealing to less active consumers through the promise of refreshment or to fitness-oriented consumers looking for an edge, offering layered functionality ...

February 2023

Still and Sparkling Waters - US

"Rising financial uncertainty has not dampened bottled water demand as bottled water remains a core household necessity among engaged category loyalists. Water's ultimate health halo, along with increased interest in small personal indulgences, signals new opportunities for premium, functional, sustainable packaged water products that offer consumers a taste of luxury ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Upcoming Reports

Alcohol Alternatives - US - 2023

RTD Alcoholic Beverages - US - 2023

White Spirits - US - 2023

Wine - US - 2023

Yogurt and Yogurt Drinks - US - 2023

Foodservice Alcohol Trends - US - 2023

Dark Spirits - US - 2023

Beer - US - 2023

Milk and Non-dairy Milk - US - 2023