



Category Trend Analyzer: Update Report

from Shopper Intelligence

CPG Shopper Trends

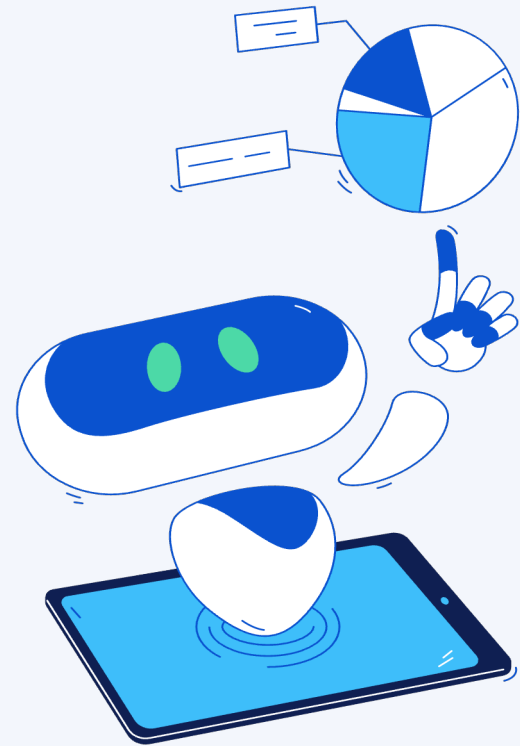


Latest Update April 2024

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OVERVIEW – A new objective source of trends



Category Trend Analyzer

An innovative tool that analyzes social media and publication topics for consumer goods worldwide.

How it Works:

- The CTA measures trends by calculating the percentage of mentions in web based public material
- It visualizes the top 10 trends using real data, bar charts, and AI-assisted explanations



Features:

- ✓ Audience selection
- ✓ Category specification
- ✓ Regional analysis
- ✓ Time period tracking



INTERNATIONAL TREND HIGHLIGHTS REPORT Q1 2024

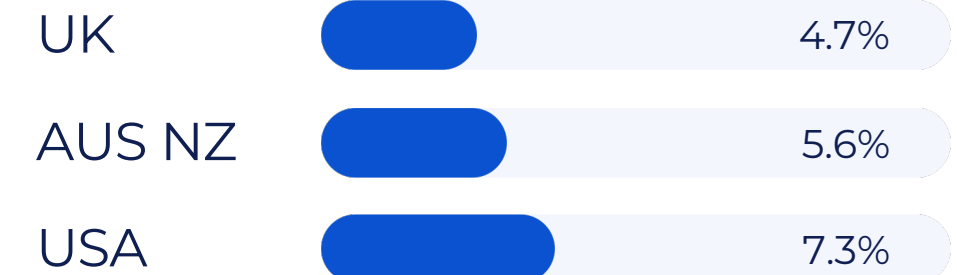


International trends show a big move towards **eco-friendly and quality products.**

Craftsmanship



Wellness Tonics



Sustainability



Transparency



Bold Flavors



INTERNATIONAL TREND HIGHLIGHTS REPORT Q1 2024



Top Global Trends:

- Sustainability (11.9%): Growing demand for eco-friendly products.
- Craftsmanship (9.3%): Increased focus on quality and artisanal products.
- Bold Flavors (8.8%): Rising interest in unique and intense flavors.
- Transparency (6.3%): Consumers want more information about product origins and processes.
- Wellness Tonics (5.9%): Popularity of health-boosting beverages.

Regional Highlights:

- USA: Strong emphasis on bold flavors and sustainability.
- UK: Notable focus on transparency and craftsmanship.
- Australia/New Zealand: Interest in locally-sourced products and global flavors.

Category Trends:

- Household Products (37.36%): Leading in sustainability.
- Bakery/Bread (17.16%): Craftsmanship is a key driver.
- Soft Drinks (31.48%): Dominated by bold flavors
- Chilled/Deli (42.79%): Wellness tonics are highly popular.
- Dairy (26.43%): Consumers favor global flavors.

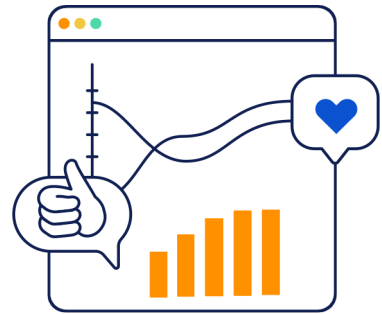
DOMINANT TRENDS IN KEY CATEGORIES



TOP TRENDS	#1 CATEGORY	#2 CATEGORY	#3 CATEGORY
Sustainability (11.9%)	Household 37.36%	Frozen Food 27.32%	Dairy 23.64%
Craftsmanship (9.3%)	Beer wine and spirits 31.23%	Bakery/bread 17.16%	Fresh meat and fish 12.00%
Bold flavors (8.8%)	Soft drinks 31.48%	Snacking/Impulse 26.78%	Bakery/bread 14.94%
Transparency (6.3%)	Fresh meat and fish 23.01%	Produce 19.79%	Beer wine and spirits 17.26%
Wellness tonics (5.9%)	Chilled/Deli 42.79%	Frozen Food 24.80%	Petcare 10.62%
Global flavors (5.5%)	Dairy 26.43%	Dry Grocery 16.18%	Fresh meat and fish 11.22%
Convenience crossover (5.2%)	Dry Grocery 37.27%	Fresh meat and fish 31.75%	Frozen Food 14.44%
Upgraded classics (4.9%)	Beer wine and spirits 15.85%	Snacking/Impulse 13.05%	Health and Beauty 1.03%
Premiumization (4.58%)	Petcare 12.86%	Health and Beauty 12.35%	Chilled/Deli 8.41%
Locally sourced (3.85%)	Produce 35.83%	Bakery/bread 16.25%	Fresh meat and fish 3.91%

These dominant trends show **a rising interest in eco-conscious and diverse products.**

COUNTRY-SPECIFIC TRENDS



Each country has its own prominent trends.

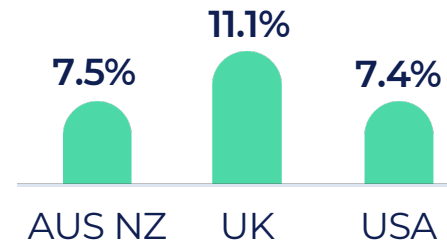
For example, **Australia, New Zealand, and the USA** often show similar results, while UK trends can differ drastically.

Such insights can be useful for **local marketing strategy thinking**.

Top 10 Trends with the Highest Percentage Differences Across Regions

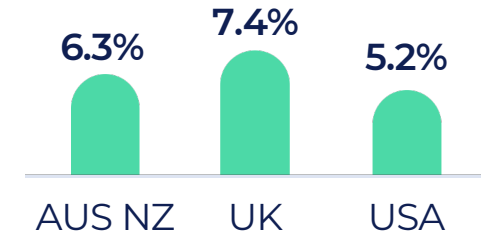
Bold Flavors

Highest Difference
3.9% (UK - USA)



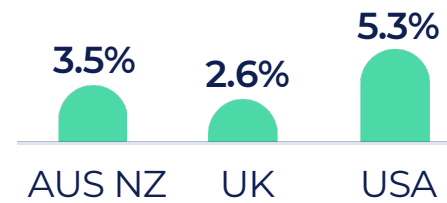
Transparency

Highest Difference
2.3% (UK - USA)



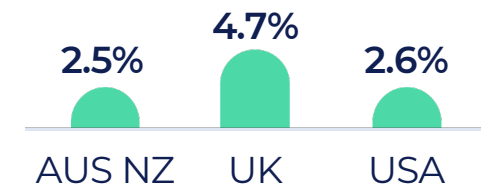
Locally Sourced

Highest Difference
2.7% (USA - UK)



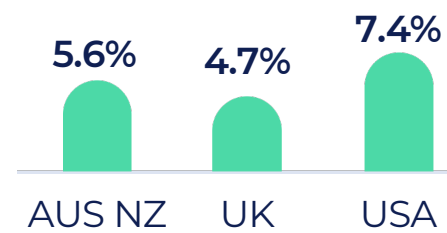
Availability

Highest Difference
2.2% (UK - AUS NZ)



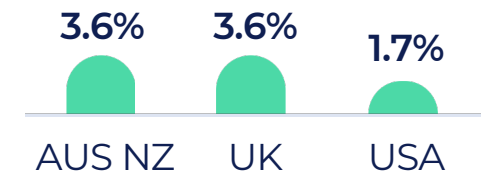
Wellness Tonics

Highest Difference
2.7% (USA - UK)



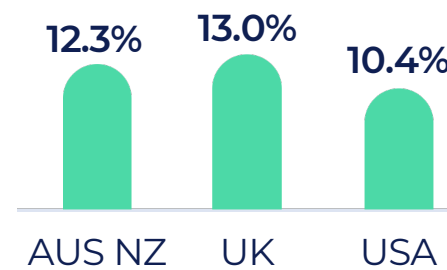
Portability

Highest Difference
2.0% (AUS NZ - USA)



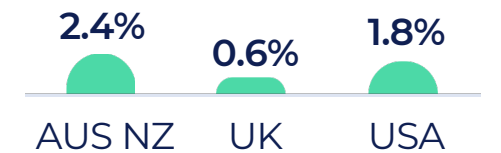
Sustainability

Highest Difference
4.5% (UK - USA)



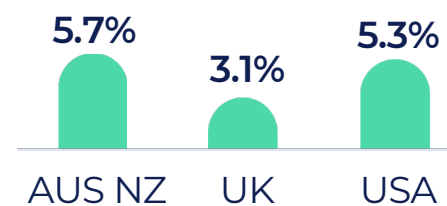
Multifunctional

Highest Difference
1.8% (AUS NZ - UK)



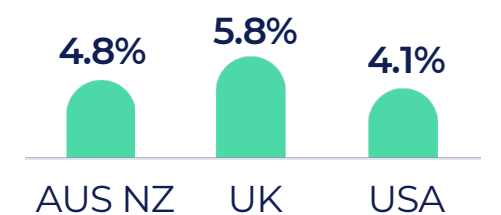
Premiumization

Highest Difference
2.5% (AUS NZ - UK)



Upgraded Classics

Highest Difference
1.7% (UK - USA)



PUBLICATIONS VS. SHOPPERS: DIFFERENCE IN PRIORITIES



Here's how shoppers and the "industry" differ in their attention to retail trends.

Trends with Greater Shopper Attention

Trends with Greater Industry Emphasis

Bold Flavors

Difference: **6.9%**



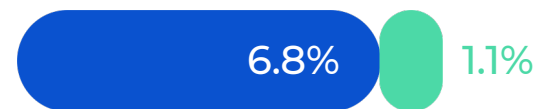
Craftsmanship

Difference: **6.1%**



Upgraded Classics

Difference: **5.7%**



Availability

Difference: **4.7%**



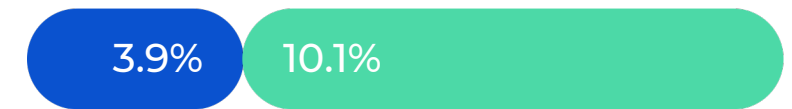
Sustainability

Difference: **3.8%**



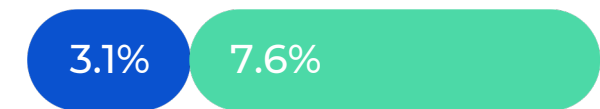
Wellness Tonics

Difference: **6.3%**



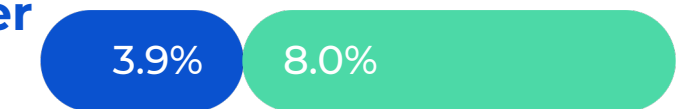
Premiumization

Difference: **4.5%**



Convenience Crossover

Difference: **4.1%**



Multifunctional

Difference: **3.6%**



Personalization

Difference: **3.2%**



Shoppers Publications

OVERALL OUTLOOK



SUSTAINABILITY

is a **universal trend** – especially in categories like Household and Frozen Food.

Additional regional highlights include



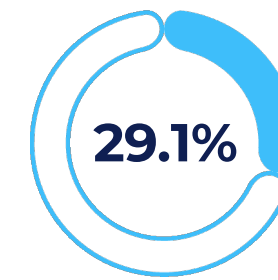
AUS NZ:

Convenience
Crossover in Dry
Grocery



UK:

Bold Flavors in
Soft Drinks



USA:

Immersive
Experiences in
Health & Beauty

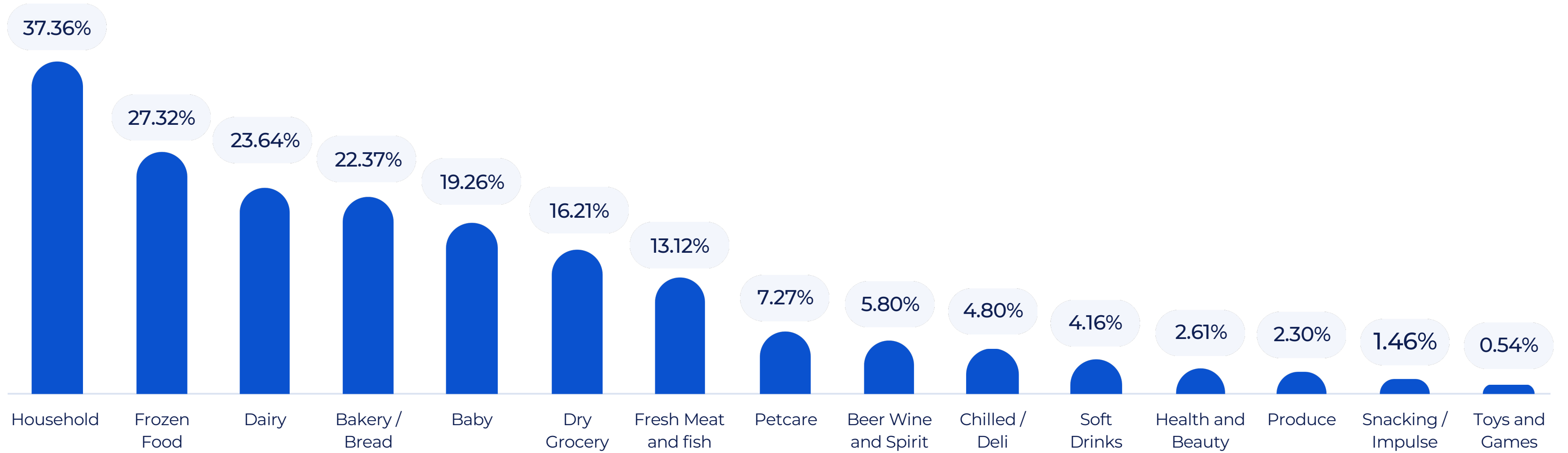


These trends show the need for **adaptable and customer-focused strategies** in the current market.

TRENDS IN KEY CATEGORIES

Sustainability

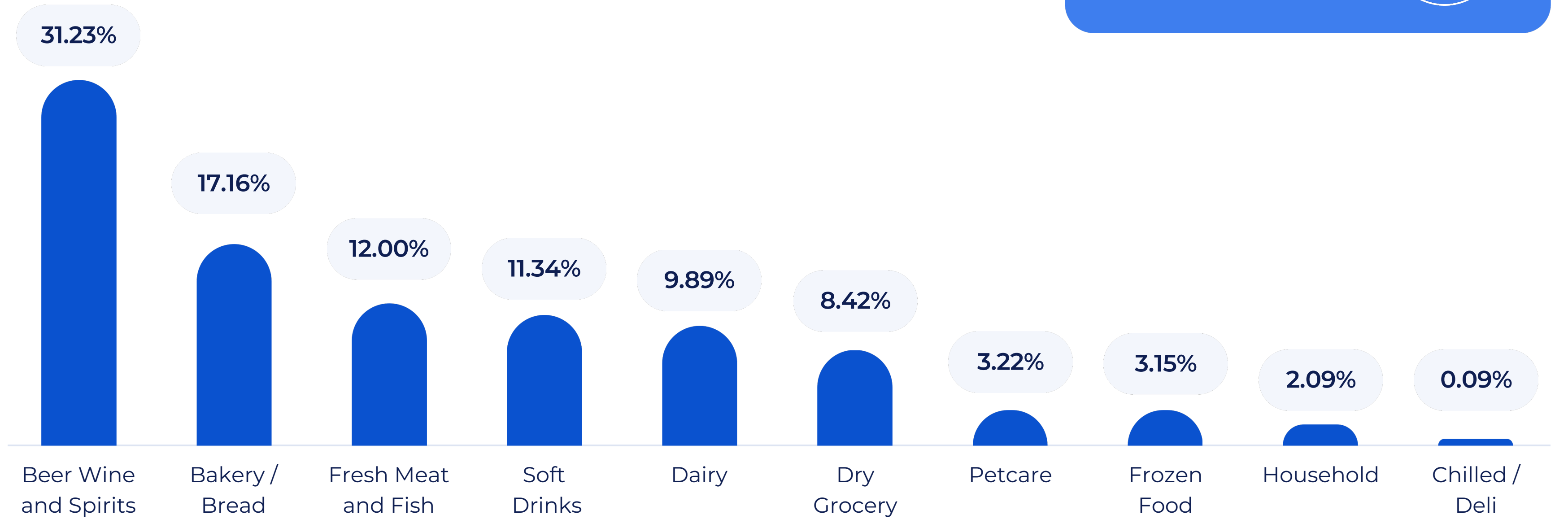
11.86%
for All Categories 



TRENDS IN KEY CATEGORIES

Craftsmanship

9.29%
for All Categories

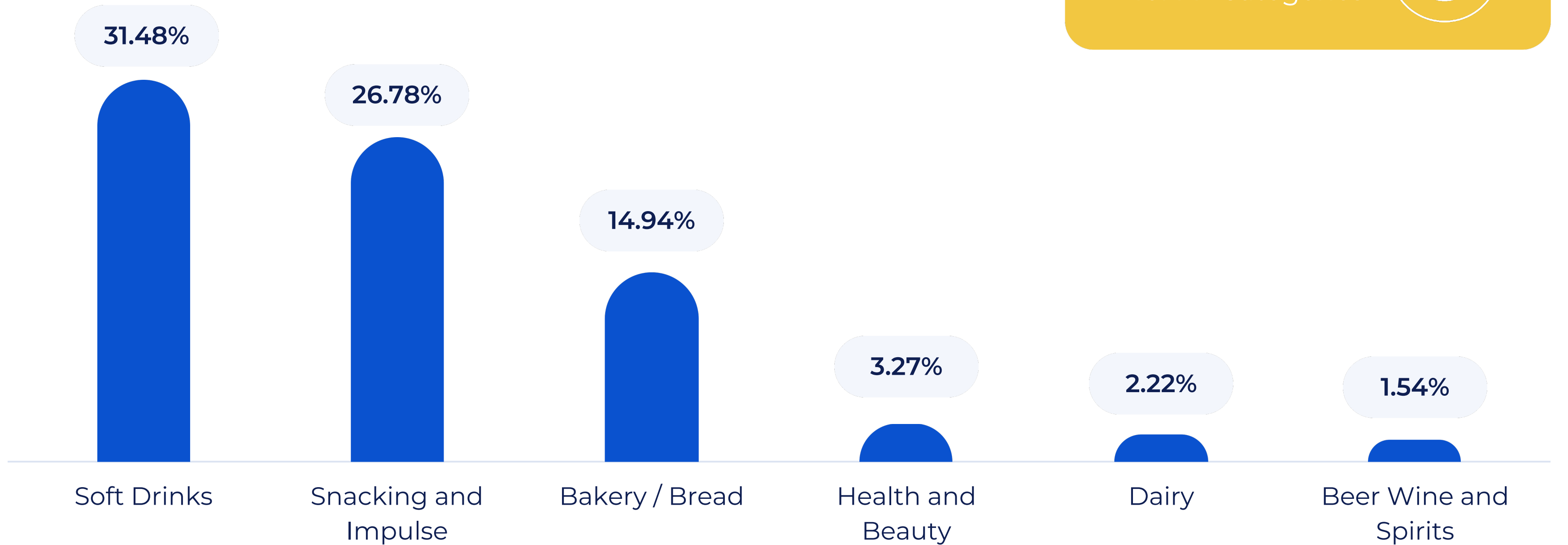


TRENDS IN KEY CATEGORIES

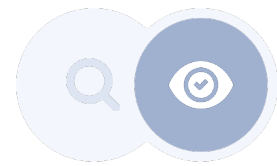


Bold Flavors

8.81%
for All Categories 

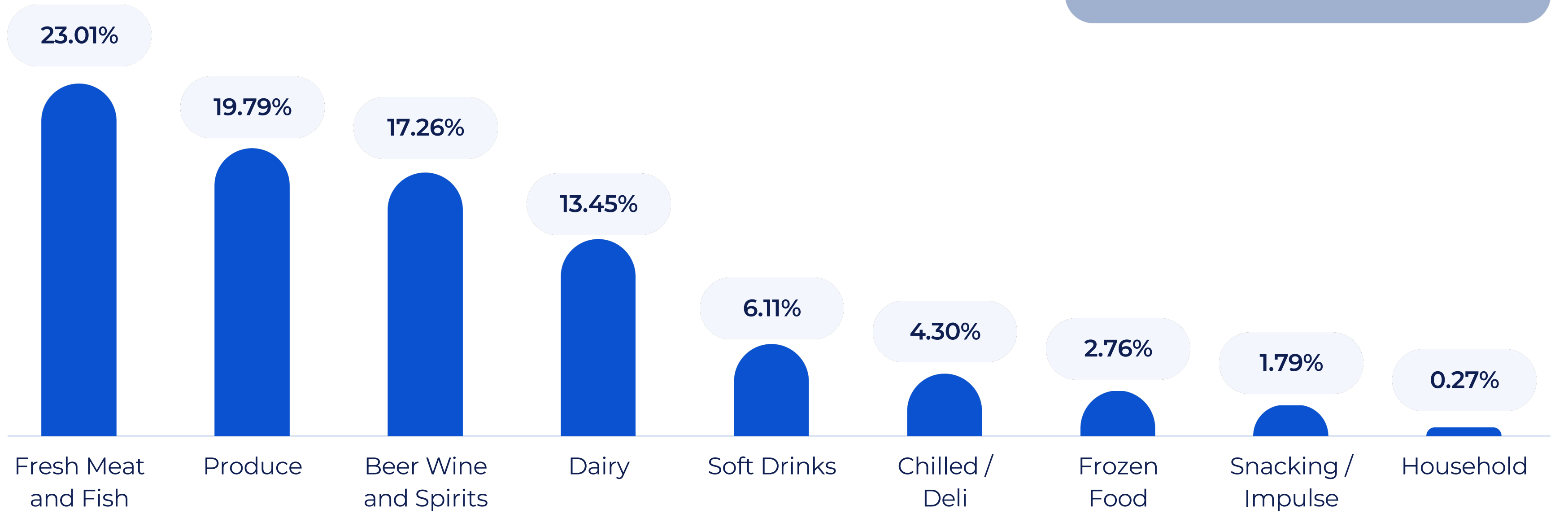


TRENDS IN KEY CATEGORIES



Transparency

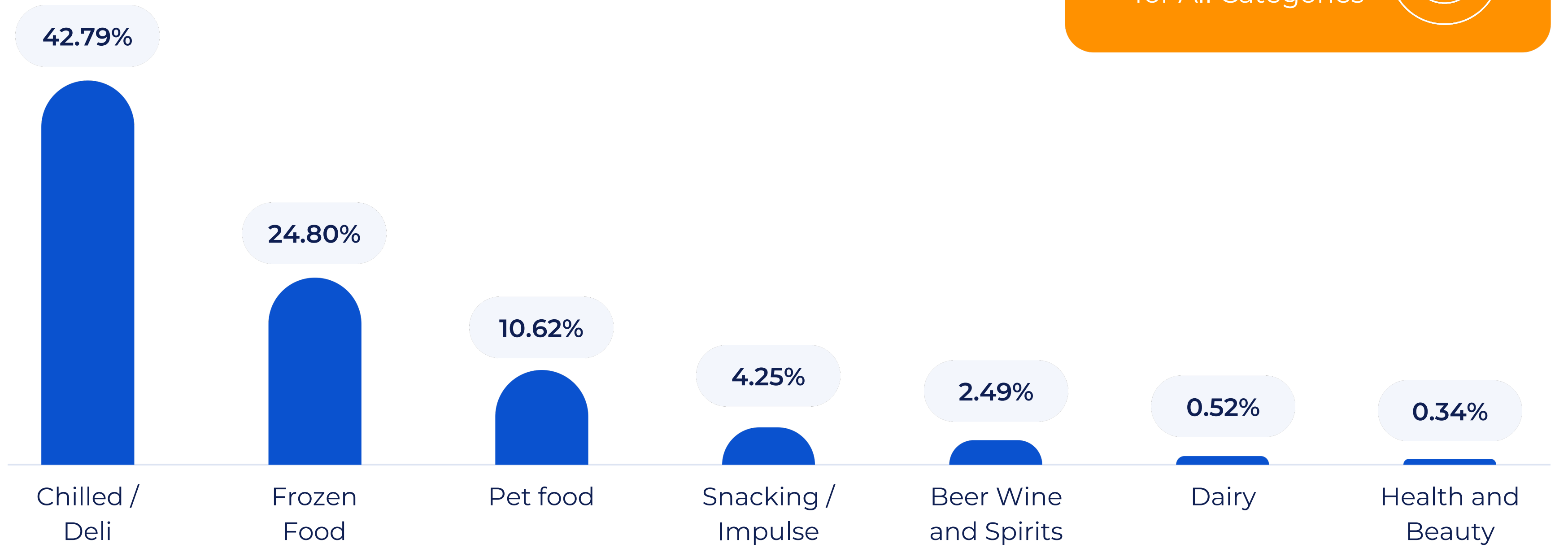
6.30%
for All Categories



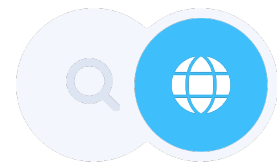
TRENDS IN KEY CATEGORIES

Wellness Tonics

5.93%
for All Categories

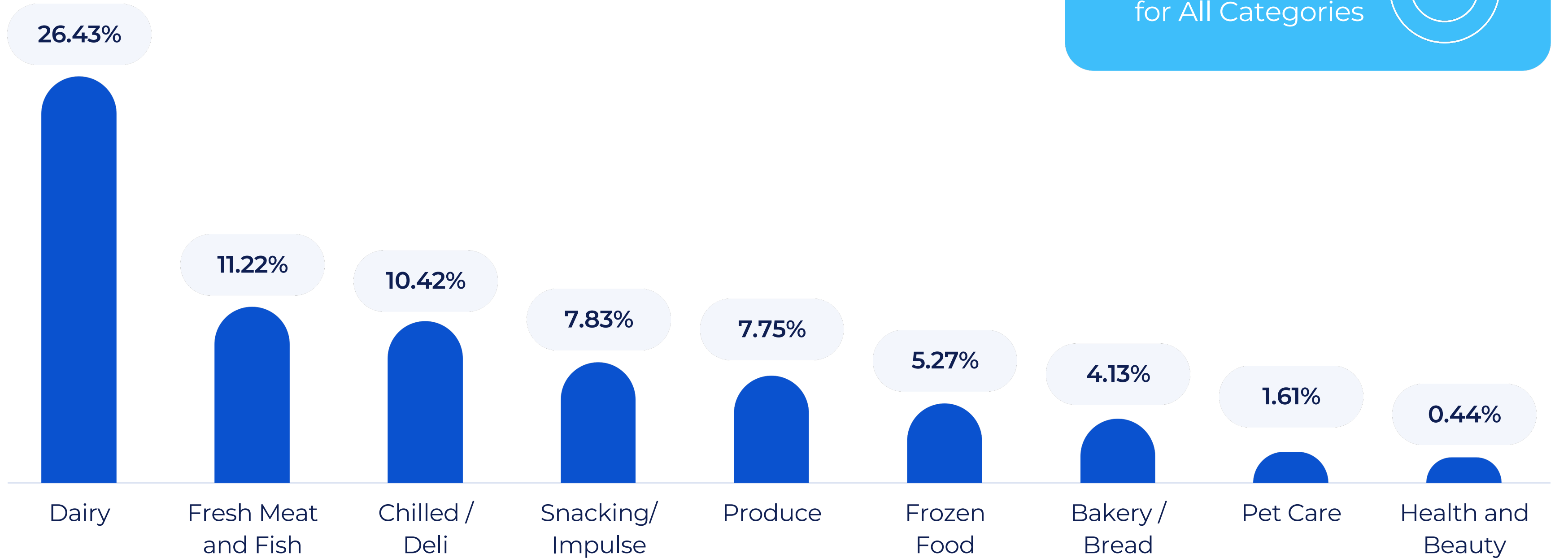


TRENDS IN KEY CATEGORIES



Global Flavors

5.46%
for All Categories













See how the Category Trend Analyzer works at: shopperintelligence.com/category-trend-analyzer

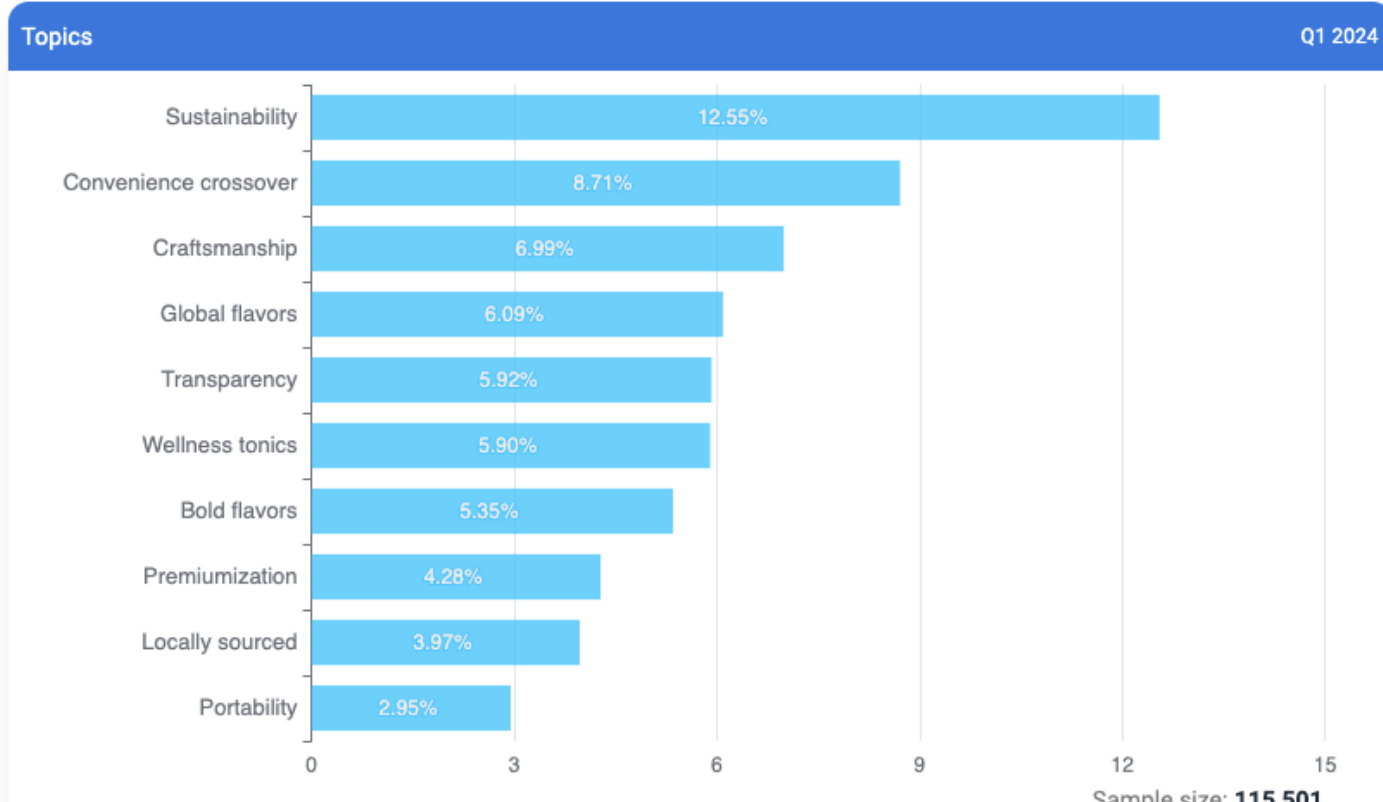
Category Trend Analyzer
About CTA Watch tutorial

Market: All Audience: All Quarter: Q1 2024 Category: All

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Rank	Top 10 topics	Presence	Change (v prior qtr.)
1	Sustainability	 12.5% (n=14494)	No change
2	Convenience crossover	 8.7% (n=10058)	No change
3	Craftsmanship	 7.0% (n=8074)	No change
4	Global flavors	 6.1% (n=7029)	↑ 1
5	Transparency Country comparison	 5.9% (n=6833)	↓ 1
6	Wellness tonics	 5.9% (n=6813)	No change
7	Bold flavors	 5.3% (n=6178)	No change
8	Premiumization	 4.3% (n=4940)	No change
9	Locally sourced	 4.0% (n=4591)	No change
10	Portability	 3.0% (n=3409)	No change

Topics Q1 2024



Topic	Percentage
Sustainability	12.55%
Convenience crossover	8.71%
Craftsmanship	6.99%
Global flavors	6.09%
Transparency	5.92%
Wellness tonics	5.90%
Bold flavors	5.35%
Premiumization	4.28%
Locally sourced	3.97%
Portability	2.95%

Sample size: 115,501



Category Trend Analyzer is delivered by Shopper Intelligence, which provides retailers and suppliers with unique insights to make category decisions and plans that drive sales, loyalty and a competitive edge.

Our platform, powered by the largest global shopper survey, unlocks "the why" behind every purchase; going far behind "the what" of traditional POS, loyalty and scan data sources.

Learn more at shopperintelligence.com

Latest Update April 2024

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Trends

Description

Sustainability	Environmentally responsible manufacturing, sourcing, packaging from farm to shelf.
Global flavours	Ingredients and products influenced by international and ethnic cuisines and exotic spices.
Multifunctional	Efficient products with 2-in-1 or 3-in-1 uses combining multiple functions.
Personalization	Mass customization allowing consumers to customize products to preferences.
Availability	Increased access through methods like compact sizing, vending, delivery.
Craftsmanship	Meticulously handcrafted products using traditional techniques and high-quality ingredients.
Bold Flavors	Inventive blends and unexpected flavors that provide sensory excitement.
Portability	On-the-go sizes and packaging allowing easy transport for active lifestyles.
Wellness tonics	Supplements, nutraceuticals and functional foods that provide health and performance benefits.
Upgraded classics	Familiar favorites reformulated and elevated with premium ingredients and global flavors.
Locally sourced	Local and regional food producers and small businesses providing fresh, authentic items.
Transparency	Clear communication on sources, ingredients, and ethical and sustainable practices.
Convenience crossover	Prepared restaurant foods adapted for easy reheating and eating at home.
Premiumization	Upgraded versions of everyday products using high-quality, coveted ingredients.