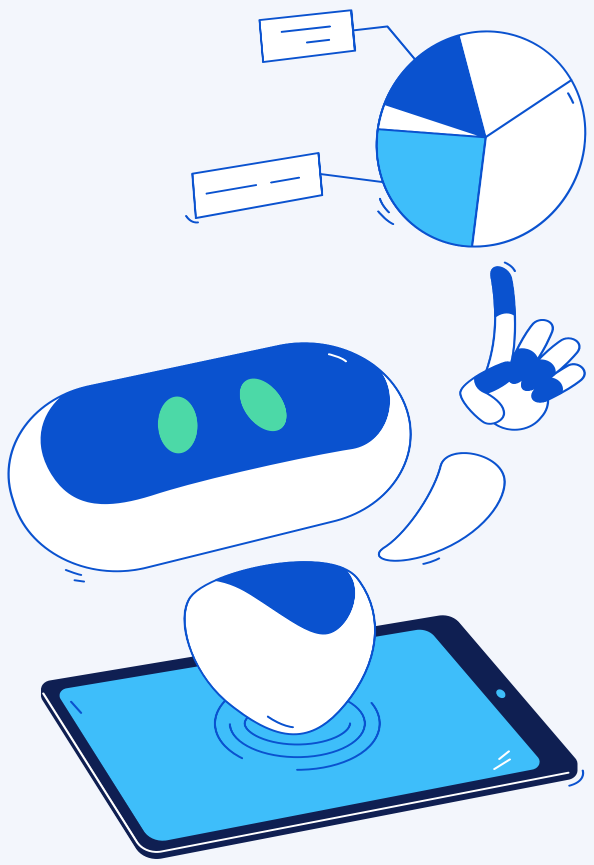
Shopper Intelligence

Category Trend Analyzer Update Report (US)

from Shopper Intelligence

US Shopper CPG Trends

The Category Trend Analyzer: A new source of CPG trends



How it Works:

- The CTA measures trends by calculating the percentage of mentions in social media and online publications
- It visualizes the top trends using data, bar charts and AI-assisted explanations
- Tracks more than 120 categories around the world.

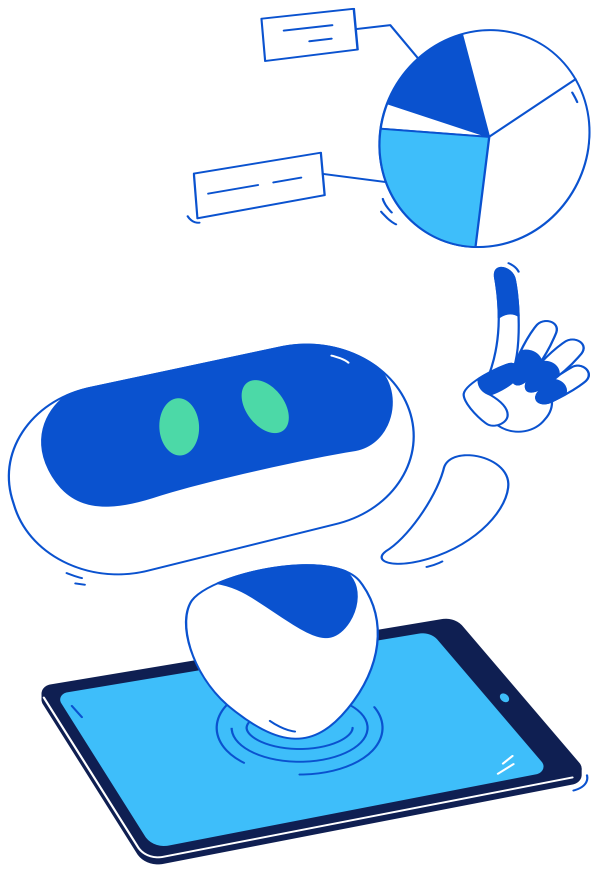
Try the Category Trend Analyzer

shopperintelligence.com/category-trend-analyzer/

Features:

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

SUMMARY



The Q2 report on U.S. shopper trends delivers a fresh look at what's hot in the CPG world.

Sustainability continues to be a dominant trend, especially in household and frozen food categories, but its importance has slightly declined.

Bold Flavors and **Global Flavors** are seeing increased attention, with consumers seeking diverse, bold taste experiences

Personalization is becoming a key focus, reflecting a growing interest in more customized and diverse shopping experiences.

Convenience Crossover and **Craftsmanship** remain important, particularly in categories like dairy, chilled/deli, and beer, wine, and spirits.

DOMINANT TRENDS IN KEY CATEGORIES IN THE USA

Shopper Intelligence

TOP TRENDS	#1 CATEGORY	#2 CATEGORY	#3 CATEGORY
Sustainability (9.45%)	Dairy **22.52%**	Household **22.11%**	Frozen Food **15.61%**
Craftsmanship (8.38%)	Beer, Wine, and Spirits **38.18%**	Bakery/Bread **14.08%**	Fresh Meat and Fish **12.80%**
Bold Flavors (7.84%)	Soft drinks **33.00%**	Snacking/Impulse **26.06%**	Bakery/Bread **15.40%**
Wellness Tonics (7.39%)	Chilled/Deli **49.81%**	Frozen Food **37.48%**	Petcare **10.56%**
Convenience Crossover (6.57%)	Dry Grocery **45.13%**	Fresh Meat and Fish **34.28%**	Petcare **18.11%**
Global Flavors (6.49%)	Dairy **29.50%**	Fresh Meat and Fish **13.23%**	Dry Grocery **13.02%**
Premiumization (5.52%)	Health and Beauty **23.93%**	Beer, Wine, and Spirits **11.38%**	Petcare **11.15%**
Locally Sourced (5.42%)	Produce **38.03%**	Bakery/Bread **27.59%**	Fresh Meat and Fish **4.00%**
Transparency (5.31%)	Fresh Meat and Fish **17.29%**	Beer, Wine, and Spirits **15.46%**	Dairy **11.97%**
Upgraded Classics (4.07%)	Snacking/Impulse **17.79%**	Beer, Wine, and Spirits **9.69%**	Dairy **0.78%**

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

U.S. TRENDS IN Q2 – COMPARED TO Q1

Shopper Intelligence

Biggest Increases in Trends

Rising interest in flavors and personalization reflects a shift toward more diverse and customized experiences.

	Q1	Q2	Change
Bold Flavors	7.41%	7.84%	+0.43% Change
Personalization	1.57%	1.89%	+0.32% Change
Global flavors	6.22%	6.49%	+0.27% Change
Tech Integration	1.87%	2.14%	+0.27% Change
Limiting Waste	1.26%	1.52%	+0.26% Change

Biggest Decreases in Trends

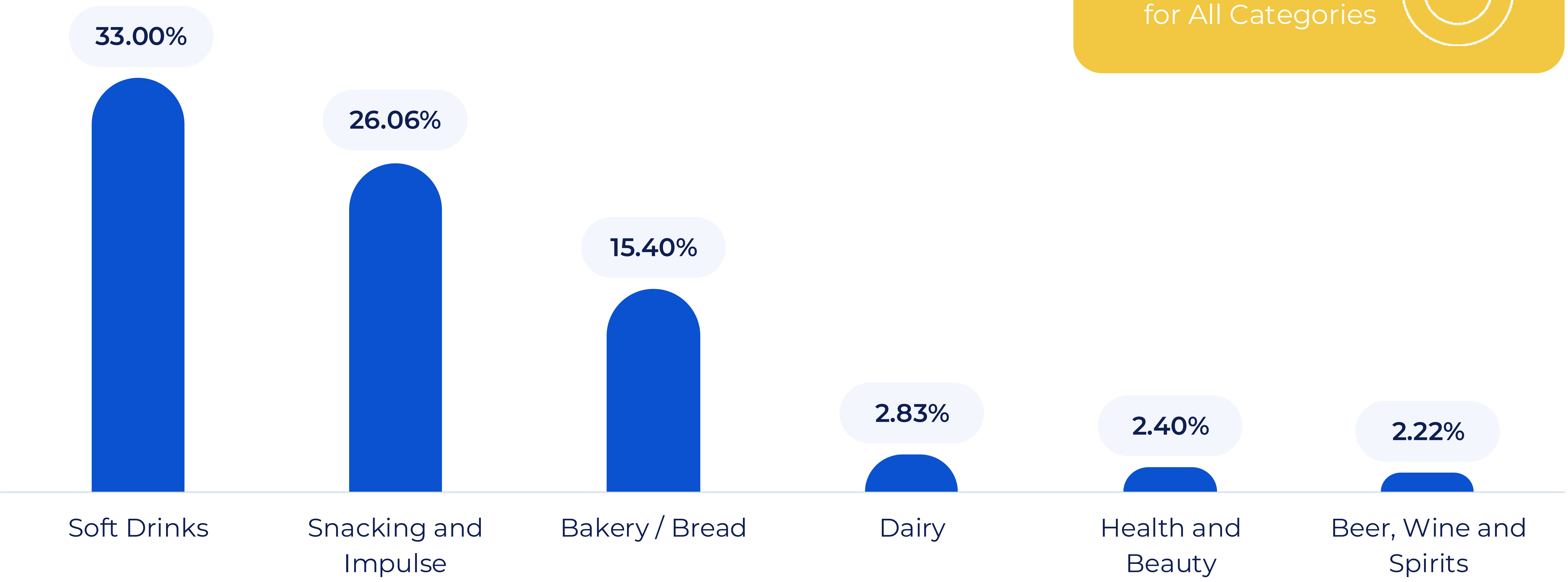
The decline in sustainability and availability suggests a current focus on immediate needs over longer-term concerns.

	Q1	Q2	Change
Sustainability	10.42%	9.45%	-0.97% Change
Availability	2.64%	1.81%	-0.83% Change
Immersive Experiences	2.36%	1.89%	-0.47% Change
Snackification	3.55%	3.17%	-0.38% Change
Superfoods	2.02%	1,65%	-0.37% Change

TRENDS IN KEY CATEGORIES IN THE U.S.

Bold Flavors

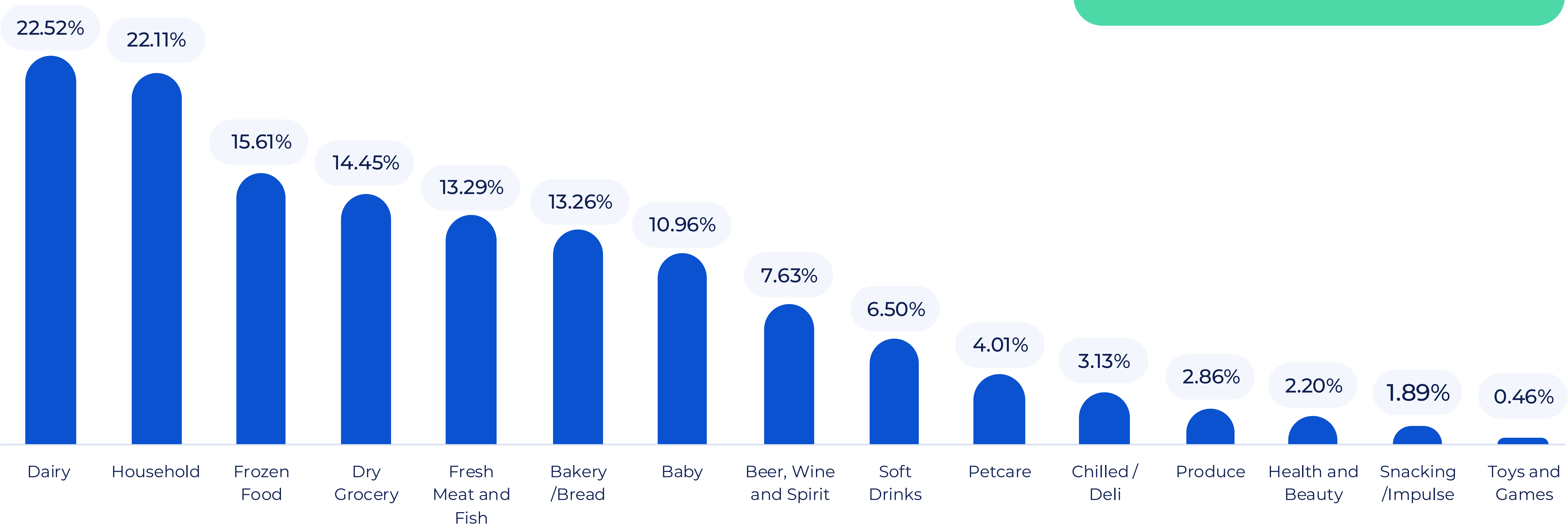
7.84%
for All Categories



TRENDS IN KEY CATEGORIES IN THE U.S.

Sustainability

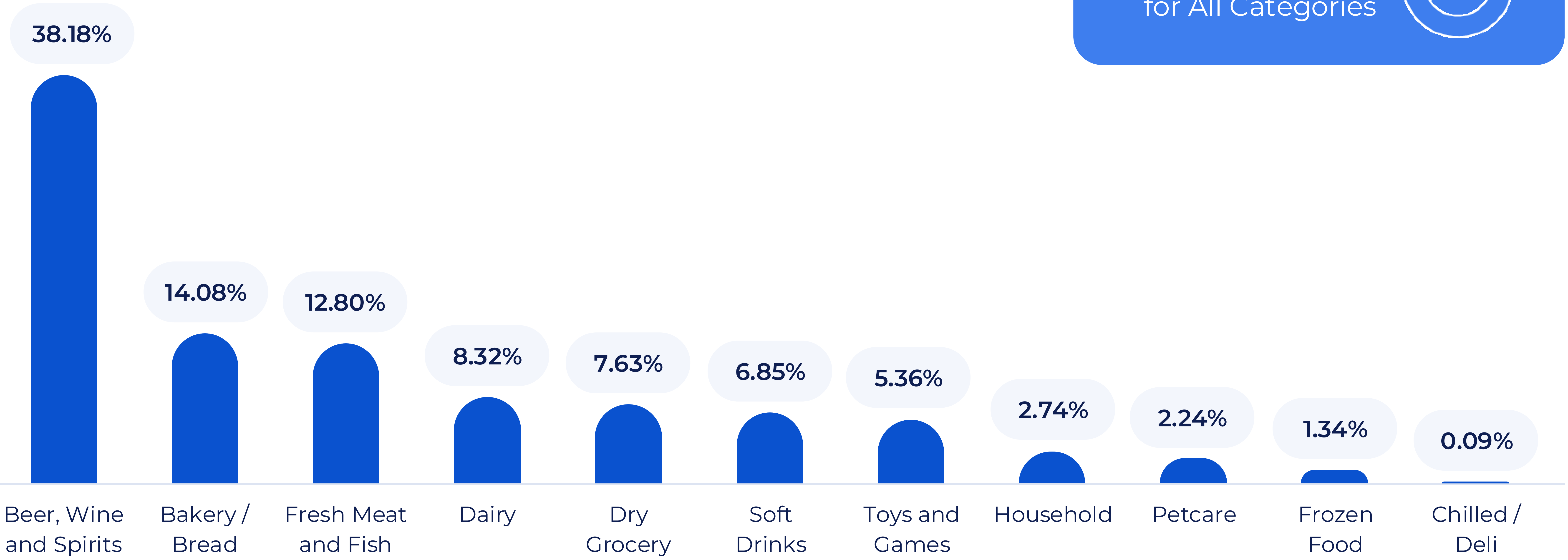
9.45%
for All Categories



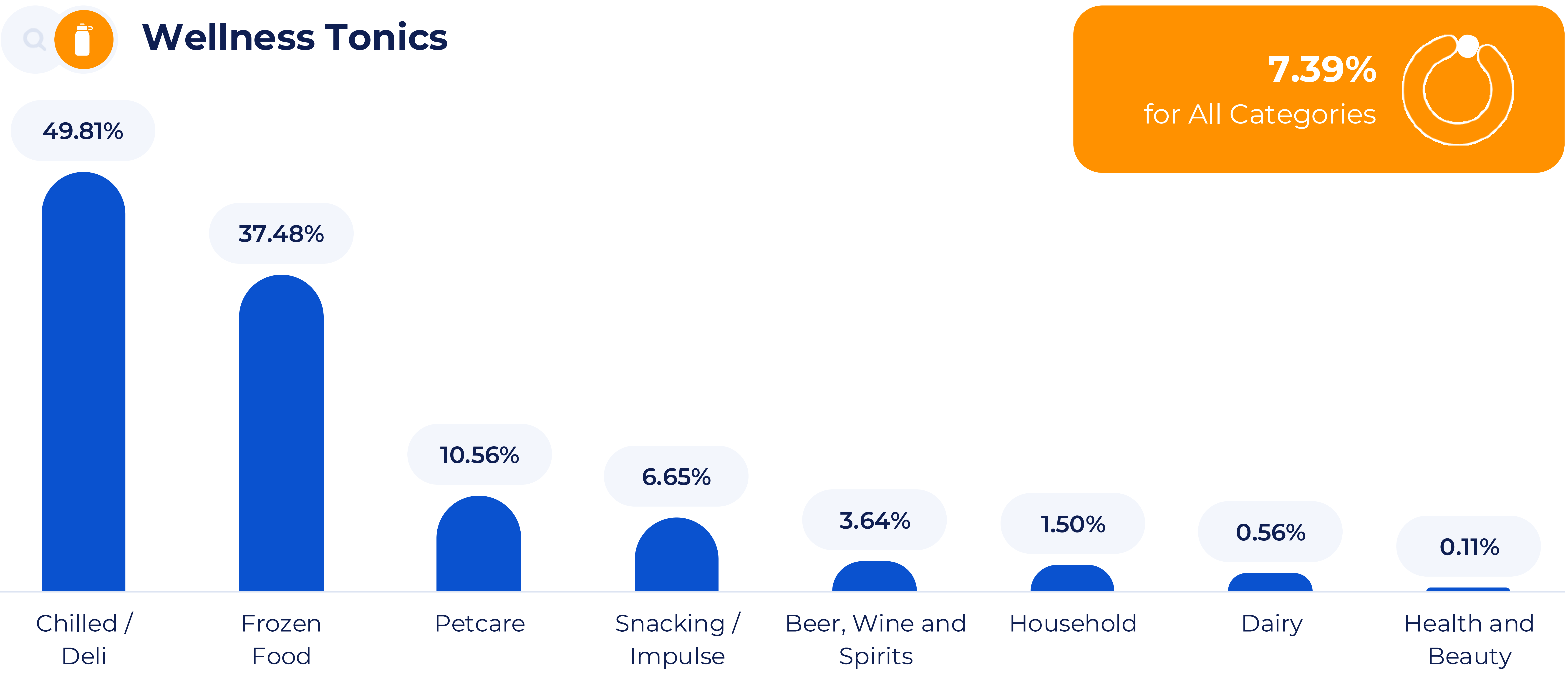
TRENDS IN KEY CATEGORIES IN THE U.S.

Craftsmanship

8.38%
for All Categories



TRENDS IN KEY CATEGORIES IN THE U.S.

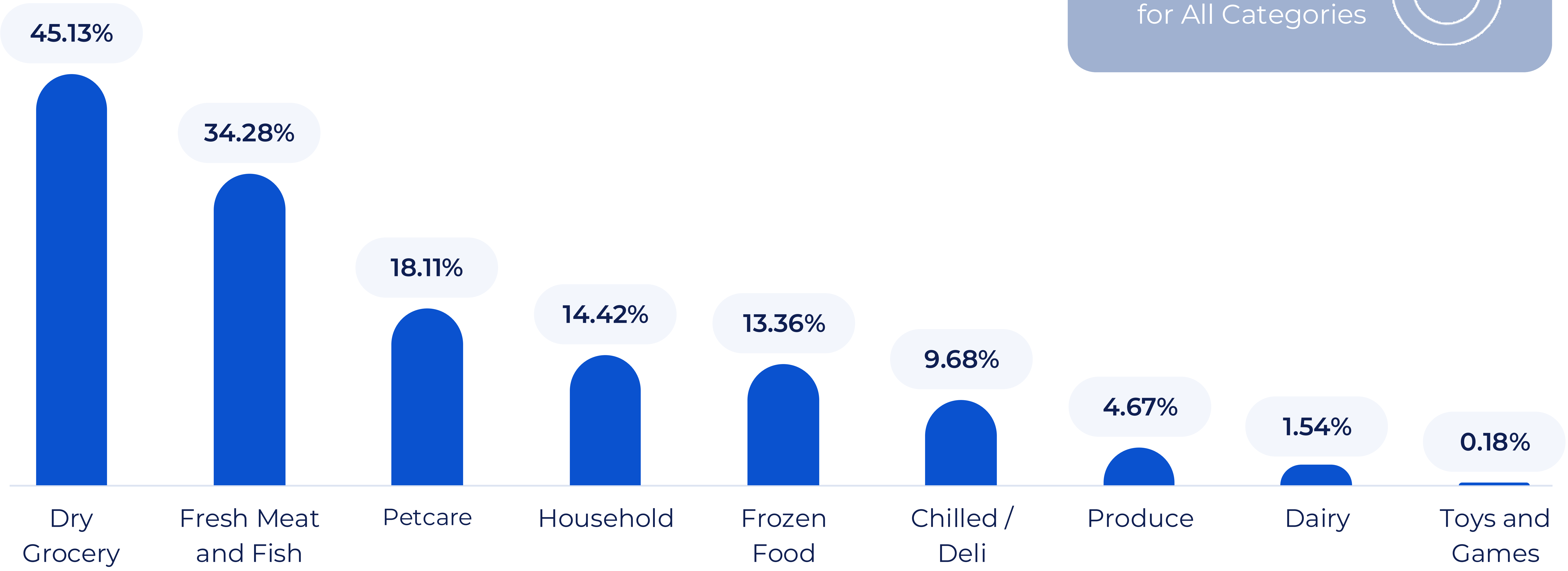


TRENDS IN KEY CATEGORIES IN THE U.S.

Shopper Intelligence

Convenience Crossover

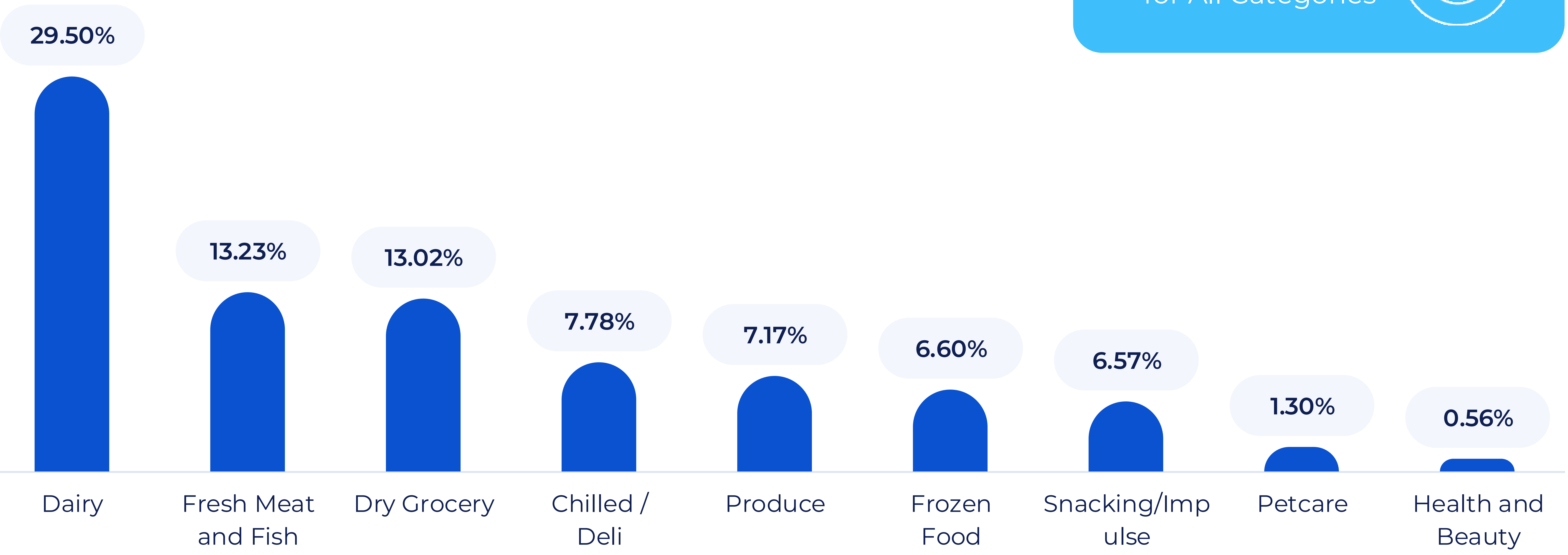
6.57%
for All Categories



TRENDS IN KEY CATEGORIES IN THE U.S.

Global Flavors

6.49%
for All Categories



Want to Learn More?

Jason Smith

Managing Director – USA

916.501.7525

Jason.Smith@shopperintelligence.com

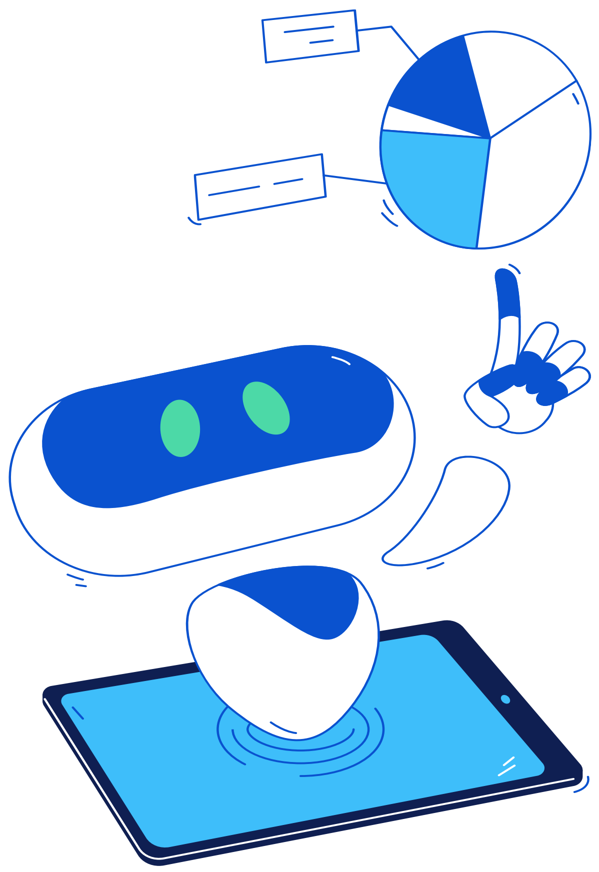
Erika Reid

Category & Insights Director

831.359.8889

Erika.Reid@shopperintelligence.com

Shopper Intelligence



Shopper Intelligence is the only Industry source of ‘shopper point of view’ metrics that help retailers and suppliers make category decisions and plans that drive sales, loyalty and a competitive edge.

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

Want to learn more?

Book a discovery call:
shopperintelligence.com/book-a-demo/