Shopper Intelligence

Category Trend Analyzer – Update Report

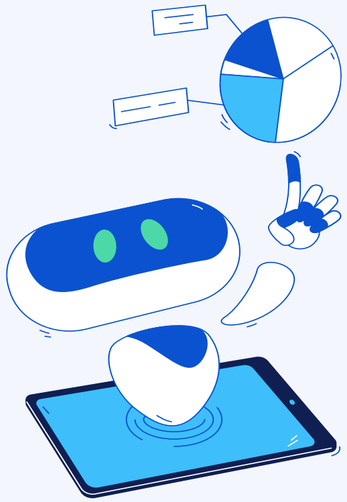
by Shopper Intelligence

The Big Topics in USA CPG in 2024

LATEST UPDATE DECEMBER 2024

Powered by Rubiklab

OVERVIEW – A new, objective source of Industry ‘trends’



Category Trend Analyzer

A free and innovative tool that uses latest tech to analyze social media and publication topics in consumer goods

How it Works:

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

Applications:

- Frame your thinking
- Show how your plans align with market interests
- Put facts into your conversations and pitches
- Win support from other stakeholders

DOMINANT DISCUSSIONS IN THE KEY CATEGORIES IN THE USA

Shopper Intelligence

MOST PREVALENT TOPICS	#1 CATEGORY	#2 CATEGORY	#3 CATEGORY
Sustainability (9.29%)	Household **23.42%**	Dairy **22.66%**	Frozen Food **16.45%**
Craftsmanship (8.83%)	Beer, Wine, and Spirits **38.60%**	Bakery/Bread **13.74%**	Fresh Meat and Fish **12.25%**
Bold Flavors (8.45%)	Soft drinks **33.12%**	Snacking/Impulse **26.88%**	Bakery/Bread **15.72%**
Wellness Tonics (7.12%)	Chilled/Deli **50.82%**	Frozen Food **37.19%**	Petcare **12.75%**
Global Flavors (6.53%)	Dairy **31.09%**	Fresh Meat and Fish **13.37%**	Dry Grocery **12.72%**
Locally Sourced (5.95%)	Produce **40.68%**	Bakery/Bread **28.32%**	Fresh Meat and Fish **3.67%**
Premiumization (5.80%)	Health and Beauty **26.00%**	Beer, Wine, and Spirits **11.48%**	Petcare **10.97%**
Convenience Crossover (5.80%)	Dry Grocery **42.37%**	Fresh Meat and Fish **32.77%**	Petcare **19.59%**
Transparency (5.28%)	Fresh Meat and Fish **17.26%**	Beer, Wine, and Spirits **15.61%**	Dairy **11.77%**
Upgraded Classics (4.51%)	Snacking/Impulse **18.34%**	Beer, Wine, and Spirits **9.49%**	Dairy **0.84%**

%s refer to the share of all 'discussions' each topic represents

Update Full Year 2024

PUBLICATIONS VS. SHOPPERS: DIFFERENCE IN PRIORITIES IN THE USA

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

Trends with Greater Shopper Attention

Bold flavors
Difference: **8.61%**

Upgraded Classics
Difference: **6.55%**

Craftsmanship
Difference: **5.82%**

Availability
Difference: **3.32%**

Transparency
Difference: **2.86%**

Trends with Greater Industry Emphasis

Premiumization
Difference: **5.42%**

Wellness Tonics
Difference: **5.07%**

Locally Sourced
Difference: **4.21%**

Multifunctional
Difference: **3.64%**

Convenience Crossover
Difference: **3.52%**

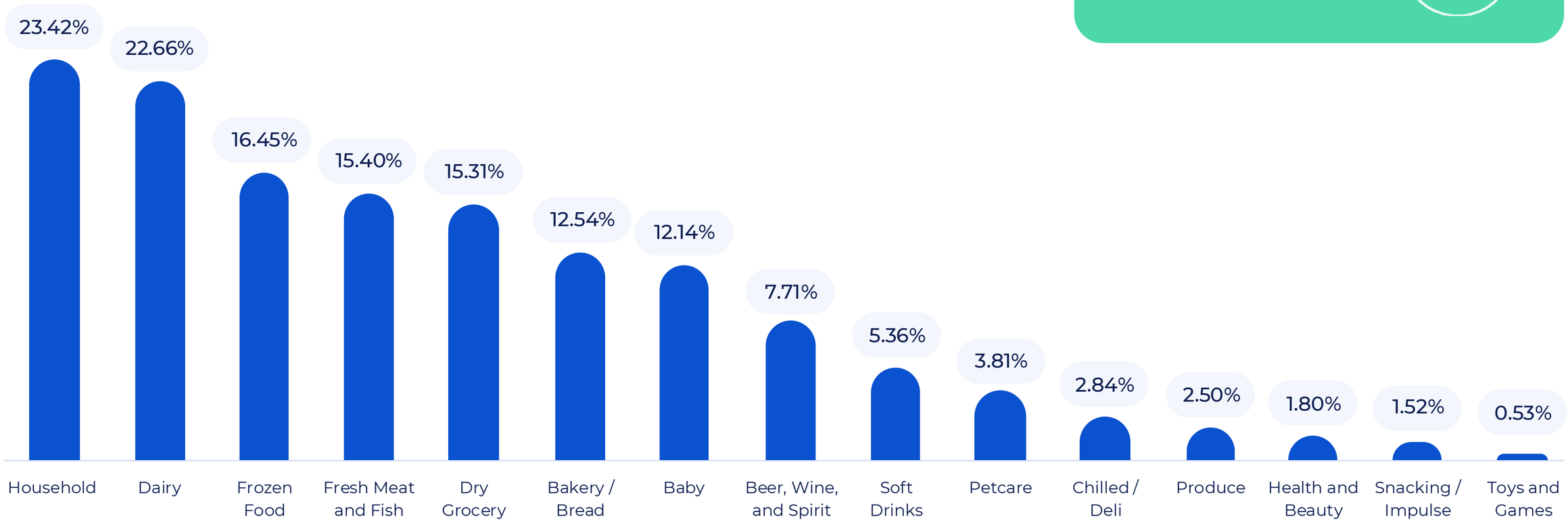
Shoppers Publications

Update Full Year 2024

TRENDS IN THE KEY CATEGORIES IN THE USA

Tropic 1: Sustainability

9.29%
for All Categories

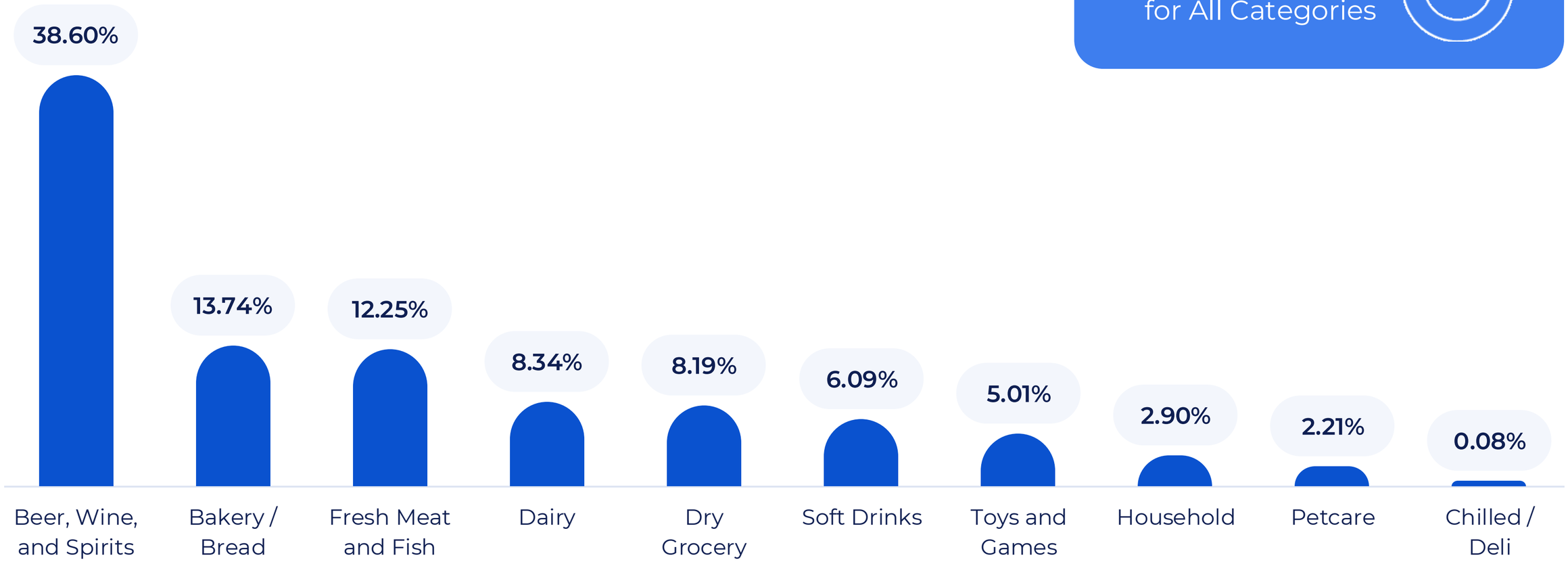


Update Full Year 2024

TRENDS IN KEY CATEGORIES IN THE USA

Topic 2 - Craftsmanship

8.83%
for All Categories

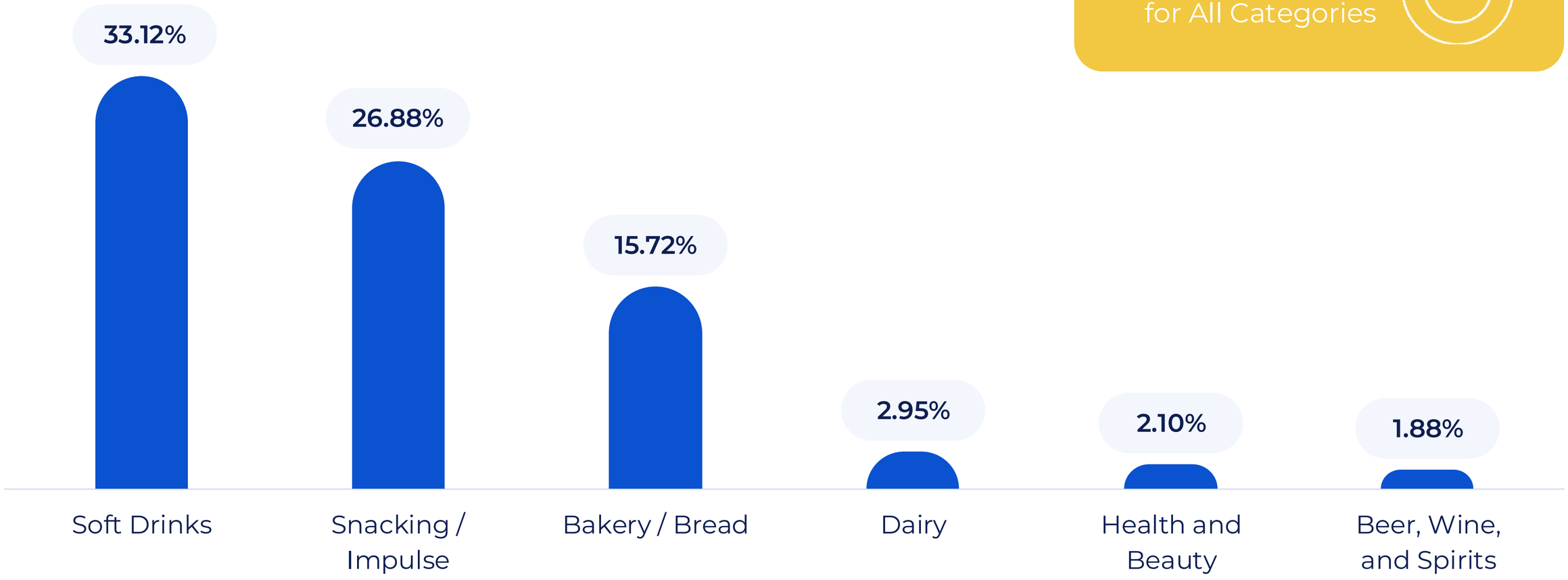


Update April 2024

TRENDS IN KEY CATEGORIES IN THE USA

Topic 3 - Bold Flavors

8.45%
for All Categories

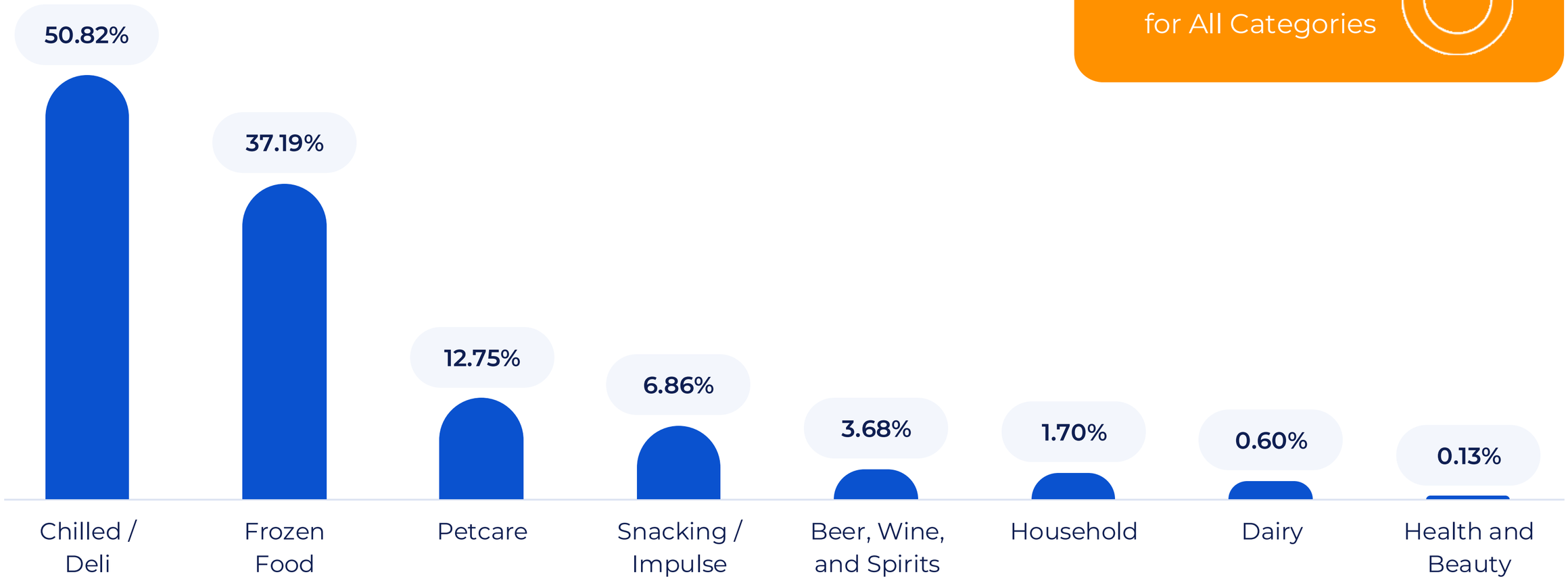


Update April 2024

TRENDS IN KEY CATEGORIES IN THE USA

Topic 4 - Wellness Tonics

7.12%
for All Categories

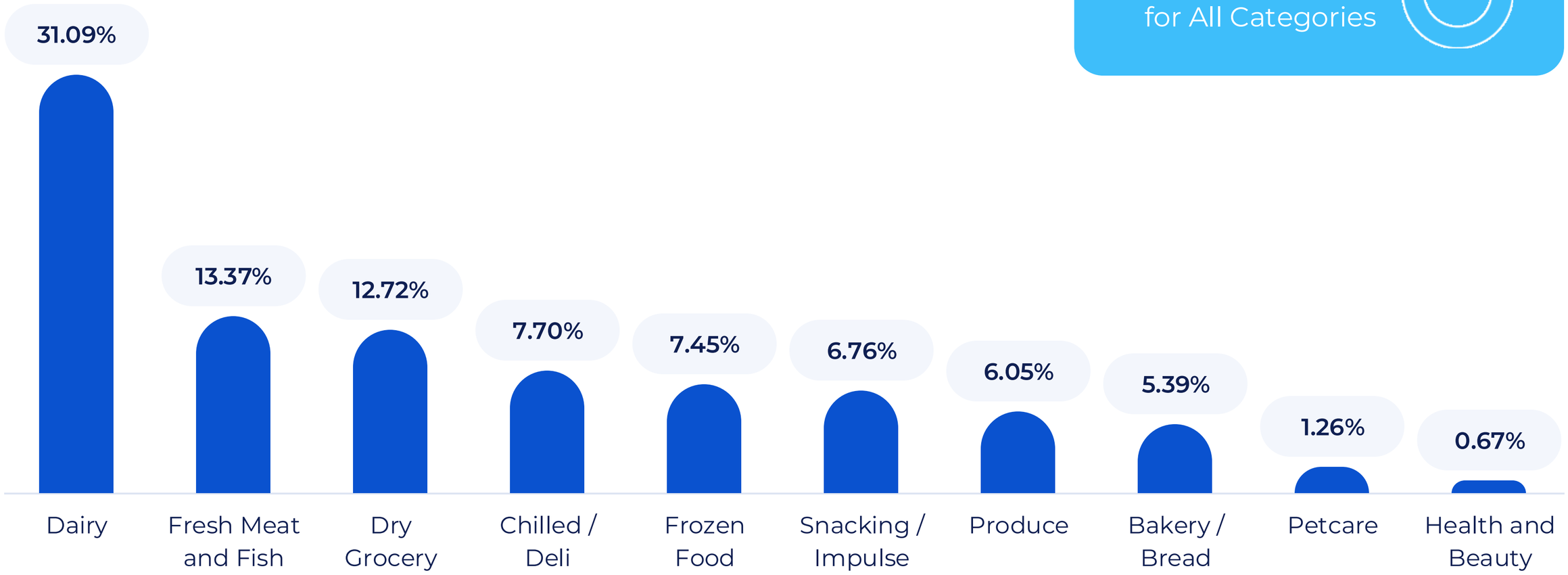


Update April 2024

TRENDS IN KEY CATEGORIES IN THE USA

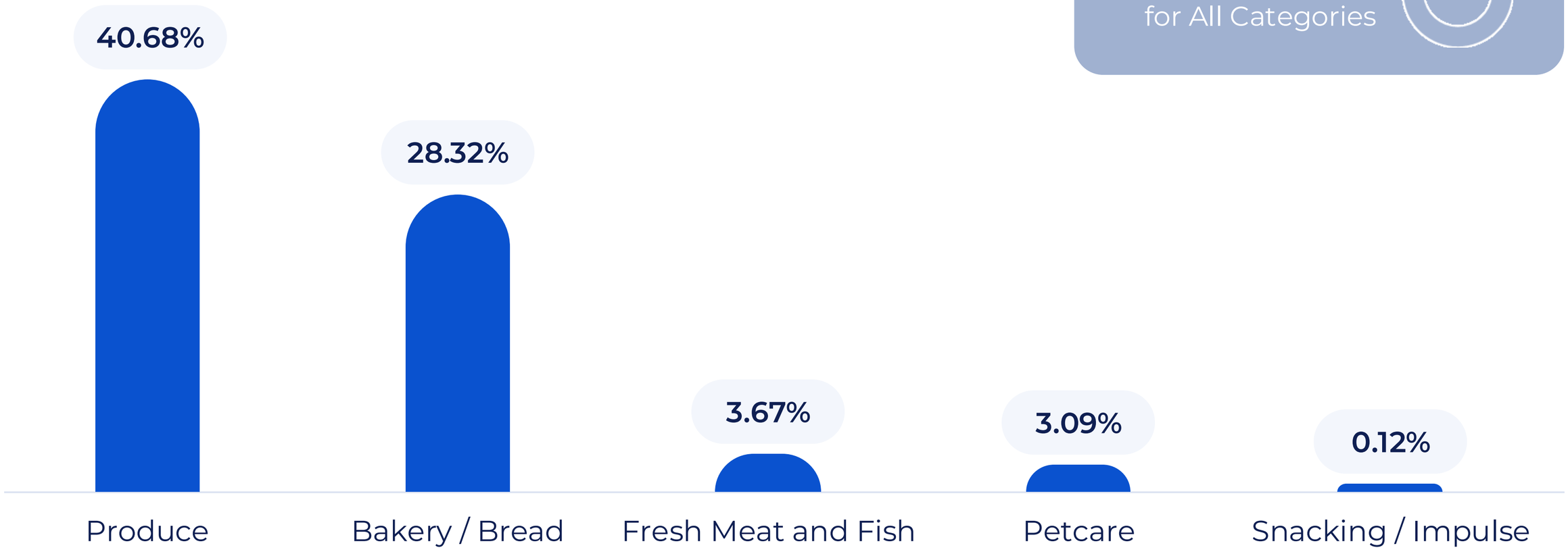
Topic 5 -Global Flavors

6.53%
for All Categories



Update April 2024

TRENDS IN KEY CATEGORIES IN THE USA

Topic 6 - Locally Sourced

5.95%
for All Categories