

TREND WATCH

DECEMBER 2019

CATEGORY
GROCERY
NORTHEAST

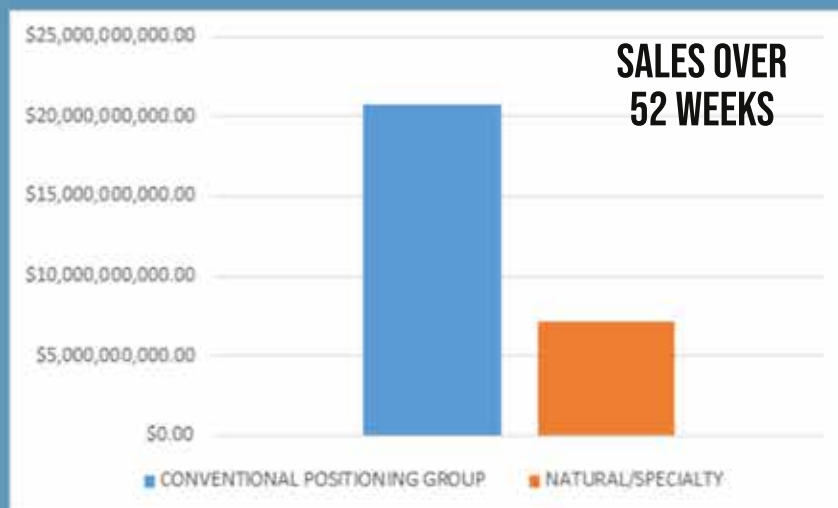
A 52 WEEK LOOK
AT WHAT'S GROWING IN
NATURAL & SPECIALTY

As we say goodbye to 2019, let's look at demand and growth of categories for Natural and Specialty brands in grocery (dry goods) over the past 52 weeks. Overall year over year, including Conventional and Natural/Specialty, grocery is up .5% (\$130M).

All of the growth in the Northeast is from Natural & Specialty with 1.9% (\$133 Million).

Although Conventional brands still lead in demand, it's important that retailers are making adequate space and creating marketing programs around Natural & Specialty.

(See page 2 for top growing categories in Natural & Specialty)



MARKET GROWTH

Conventional

0% | -\$2.9M

Natural & Specialty

+1.9% | \$133M

TOP 10 GROCERY CATEGORIES - Conventional & Natural/Specialty

CATEGORY

SALES - 52 WEEKS

GROWTH % - YOY

BREAD & BAKED GOODS	\$3,768,525,568.31	-0.6%
SHELF STABLE CHIPS & PRETZELS & SNACKS	\$2,174,174,785.27	0.9%
SHELF STABLE WATER	\$1,642,731,969.64	5.3%
SHELF STABLE SODA & CARBONATED BEV	\$1,551,564,295.52	2.2%
SHELF STABLE COOKIES & SNACK BARS	\$1,391,913,663.09	-0.5%
SHELF STABLE CONDIMENTS & DRESSING	\$1,305,667,167.94	-0.1%
SHELF STABLE CANDY	\$1,209,287,335.28	0.1%
SHELF STABLE COFFEE & HOT COCOA	\$1,202,843,127.84	-0.7%
SHELF STABLE COLD CEREALS	\$1,027,764,003.40	-1.4%
SHELF STABLE FRUITS & VEGETABLES	\$1,019,087,264.62	-0.9%





GROCERY

December 2019

GROWTH OF GROCERY CATEGORIES

NATURAL/SPECIALTY BRANDS ONLY

BRANDS	SALES - 52 WEEKS	GROWTH %	GROWTH \$
SS WATER	\$363,999,657.17	7.8%	\$26,186,126.30
SS FRUITS & VEGETABLES	\$254,141,913.52	6.5%	\$15,564,370.39
SS FUNCTIONAL BEVERAGES	\$395,045,368.22	2.9%	\$11,126,681.18
SS BEANS GRAINS & RICE DRY	\$162,995,082.64	6.8%	\$10,384,260.68
SS PASTA & PIZZA SAUCES	\$216,467,741.29	4.7%	\$9,771,532.91
WELLNESS BARS & GELS	\$283,358,710.86	3.2%	\$8,782,296.26
SS CHIPS & PRETZELS & SNACKS	\$653,233,475.35	1.3%	\$8,239,536.02
BREAD & BAKED GOODS	\$511,592,505.36	1.6%	\$8,192,330.04
SS SEASONINGS	\$161,607,774.28	4.8%	\$7,473,121.72
SS BAKING MIX & INGREDIENTS & FLOUR	\$191,931,882.30	3.7%	\$6,784,239.12
SS COFFEE & HOT COCOA	\$502,805,776.67	0.9%	\$4,536,758.48
SS TEA & COFFEE RTD	\$176,687,244.55	2.5%	\$4,250,323.94
SS PICKLES & OLIVES	\$124,354,294.29	3.5%	\$4,193,890.21
SS CONDIMENTS & DRESSING & MARINADE	\$306,403,693.19	1.4%	\$4,193,582.74
SS BABY FOOD	\$72,805,038.45	5.7%	\$3,912,941.28
SS CRACKERS & CRISPBREADS	\$154,221,294.64	2.4%	\$3,573,397.60
SS CREAMS & CREAMERS	\$4,504,177.77	135.4%	\$2,590,927.86
SS CANDY	\$213,552,462.43	1.1%	\$2,289,398.73
SS COOKIES & SNACK BARS	\$314,480,775.65	0.7%	\$2,249,116.33
SS SWEETENERS	\$146,805,904.85	1.6%	\$2,245,599.14
SS MEAT POULTRY & SEAFOOD	\$91,700,756.83	2.3%	\$2,037,293.30
SS HOT CEREALS	\$39,473,776.43	4.9%	\$1,852,484.89
SS ENTREES & MIXES	\$139,281,861.97	1.2%	\$1,615,362.62
SS JERKY & MEAT SNACKS	\$23,238,084.91	6.7%	\$1,461,202.45
SS FRUIT SPREADS & JAMS & JELLIES	\$43,584,244.34	2.8%	\$1,178,768.99
SS SODA & CARBONATED BEVERAGES	\$97,789,565.19	1.1%	\$1,109,327.59
SS TEA	\$143,609,950.80	0.6%	\$919,486.34
SS RICE CAKES	\$13,299,253.72	6.1%	\$763,038.32
SS DRINK MIXES & CONCENTRATES	\$18,520,378.36	4.1%	\$735,628.32
SS SOUP	\$167,792,749.32	0.4%	\$677,354.65
SS DESSERTS & DESSERT TOPPINGS	\$67,736,387.82	1.0%	\$644,905.71
SS PASTA	\$107,451,265.73	0.6%	\$644,078.88
SS SALSAS & DIPS	\$44,887,296.22	0.3%	\$139,492.02
SS JUICES	\$202,402,215.31	0.0%	-\$56,211.36
SS PLANT BASED MILK	\$36,160,038.17	-0.4%	-\$143,785.14
SS NUT & SEED BUTTERS	\$123,053,468.41	-2.5%	-\$3,123,603.16
SS OILS & VINEGARS	\$181,486,484.66	-3.0%	-\$5,525,903.49
SS NUTS & TRAIL MIX & DRIED FRUIT	\$275,609,220.82	-3.0%	-\$8,508,884.82
SS COLD CEREALS	\$146,969,902.90	-6.0%	-\$9,372,100.54