



Freedonia Focus Reports
US Collection

Food Retail: United States

July 2021



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About This Report

Scope

This report forecasts US food retail sales in nominal US dollars for 2021-2025. Total retail sales are segmented by product in terms of:

- meat and poultry
- salty snacks
- chocolate candy
- natural and specialty cheese
- fresh bread
- ice cream and frozen novelties
- frozen dinners and entrees
- cookies
- cereal
- yogurt
- soup
- fresh packaged salads
- frozen pizza
- meal and snack bars

To illustrate historical trends, total retail sales and the various segments are provided for 2015-2020.

This report focuses on the market for selected packaged food products sold to consumers in the US through retail channels. All retail distribution channels are covered, including supermarkets and grocery stores, mass merchandisers and supercenters, warehouse clubs, specialty food stores, health/natural food stores, convenience stores, drugstores, dollar stores, and direct sales channels such as online and mail order.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the Table of Contents.

Sources

Food Retail: United States (FF10061) is based on *Food Market Outlook 2021: Grocery Shopping, Home Cooking, & Food Preferences in the Waning Pandemic Period*, a comprehensive industry study published by Packaged Facts. The information in that report was obtained from both primary and secondary research. Primary research included consultation with industry sources and visits to retail stores. Secondary research entailed gathering data from relevant trade, business, and government sources, as well as company promotional literature and annual reports. Estimates of market size and company performance were based on various sources, including reported revenues of product manufacturers and retailers, relevant publications, and other market research sources. The analysis in this report also drew, as a background source, on retail sales tracking data as available from IRI and Nielsen (for mass-market channels), and SPINS (for the natural channel).

Consumer analysis largely drew on three primary sources of data:

- Packaged Facts National Online Consumer Surveys include a panel of 2,046 US adults (age 18 and older) that is balanced to the national population on primary demographic measures such as age group, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income.
- The Fall 2020 MRI National Study and other survey years going back to 2010 are booklet-based surveys conducted across tens of thousands of respondents selected by address-based sampling to represent a statistically accurate cross-section of the US adult population (age 18+).
- The International Food Information Council Foundation's 2020 and 2019 Food & Health Surveys provide valuable insight into consumers' perspectives on food purchasing decisions, diet and lifestyle choices, and health benefits of foods, along with insights on other pertinent topics.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 2 | NAICS & SIC Codes Related to Food Retail

NAICS/SCIAN 2017 North American Industry Classification System		SIC Standard Industrial Classification	
311340	Nonchocolate Confectionery Mfg	2013	Sausages and Other Prepared Meat Products
311351	Chocolate and Confectionery Mfg from Cacao Beans	2015	Poultry Slaughtering and Processing
311411	Frozen Fruit, Juice, and Vegetable Mfg	2022	Natural, Processed, and Imitation Cheese
311412	Frozen Specialty Food Mfg	2023	Dry, Condensed, and Evaporated Dairy Products
311423	Dried and Dehydrated Food Mfg	2024	Ice Cream and Frozen Desserts
311513	Cheese Mfg	2034	Dried & Dehydrated Fruits, Vegetables, & Soup Mixes
311514	Dry, Condensed, & Evaporated Dairy Product Mfg	2037	Frozen Fruits, Fruit Juices, and Vegetables
311520	Ice Cream and Frozen Dessert Mfg	2038	Frozen Specialties, NEC
311612	Meat Processed From Carcasses	2045	Prepared Flour Mixes and Doughs
311615	Poultry Processing	2051	Bread and Other Bakery Products, Except Cookies and Crackers
311710	Seafood Product Preparation and Packaging	2052	Cookies and Crackers
311811	Retail Bakeries	2053	Frozen Bakery Products, Except Bread
311812	Commercial Bakeries	2066	Chocolate and Cocoa Products
311813	Frozen Cakes, Pies, and Other Pastries Mfg	2092	Prepared Fresh or Frozen Fish and Seafoods
311824	Dry Pasta, Dough, and Flour Mixes Mfg from Purchased Flour	2099	Food Preparations, NEC
311991	Perishable Prepared Food Mfg	5142	Packaged Frozen Foods
424420	Packaged Frozen Food Merchant Wholesalers	5144	Poultry and Poultry Products
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers	5145	Confectionery
424470	Meat and Meat Product Merchant Wholesalers	5147	Meats and Meat Products
424480	Fresh Fruit and Vegetable Merchant Wholesalers	5148	Fresh Fruits and Vegetables
445110	Supermarkets and Other Grocery (except Convenience) Stores	5411	Grocery Stores
445210	Meat Markets	5441	Candy, Nut, and Confectionery Stores
445292	Confectionery and Nut Stores	5461	Retail Bakeries

Source: US Census Bureau

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Resources

Packaged Facts

Chocolate Candy: U.S. Market Trends and Opportunities
Consumer and Corporate Food Gifting in the U.S.
*Food Market Outlook 2021: Grocery Shopping, Home Cooking, & Food Preferences
in the Waning Pandemic Period*
Home Baking: U.S. Market Trends & Opportunities
Meal Kits: Trends and Opportunities in the U.S.
Online Grocery Shopping in the U.S.
Vegan, Vegetarian, and Flexitarian Consumers

The Freedonia Group

Freedonia Industry Studies

Commercial Refrigeration Equipment
Converted Flexible Packaging
Corrugated & Paperboard Boxes
Food & Beverage Packaging Innovation
Food Safety Products in the US
Fresh Produce Packaging
Frozen Food Packaging
Global Caps & Closures
Global E-Commerce
Global Food Processing Machinery
Global Foodservice
Global Foodservice Single-Use Products
Global Single-Use Plastic Packaging Regulations
Meat, Poultry, & Seafood Packaging
Pouches
Protective Packaging

Freedonia Focus Reports

Cheese: United States
COVID-19 Market Impact Analysis
Dairy & Substitute Products: United States
Demographics: United States
Dough, Dry Pasta, & Tortillas: United States
E-Commerce: United States
Food Processing: United States

Global Food E-Commerce
Grain-Based Foods: United States
Ice Cream & Frozen Desserts: United States
Meat & Poultry Products: United States
Nutritional Bars & Shakes: United States
Restaurants & Foodservice: United States

Freedonia Custom Research

Trade Publications

Convenience Store News
Dairy Reporter
Digital Commerce 360
Ecommerce Magazine
E-Commerce Times
Food Business News
FoodNavigator-USA
Grocery Dive
Prepared Foods
Progressive Grocer
Refrigerated & Frozen Foods
Supermarket News

Agencies & Associations

American Dairy Products Institute
American Frozen Food Institute
Ecommerce Foundation
FMI – The Food Industry Association
National Frozen & Refrigerated Foods Association
North American Meat Institute
Private Label Manufacturers Association
United States Census Bureau
United States Department of Agriculture
United States Food and Drug Administration