

Food & Beverage Niches GROW

While still only a small part of the overall snack food market, online sales, as well as organics and diet/low-calorie products, showed year-over-year increases, according to the 2017 TABS Analytics Food & Beverage Consumables Study.



Online on the Rise

Regular purchases of consumables from online outlets continued to gain momentum for the second straight year, growing to 13 percent in 2017 from 12 percent the previous year. There was a decided jump in the preference for "click and pick up," which more than doubled year-over-year.

Big 3 e-Retailers Rule

Amazon, Walmart and Target all posted gains in online food and beverage sales. There was a significant decline in penetration for online sales from traditional grocery stores.

Sales Up Across the Board

All categories of food and beverage examined in the TABS survey grew, reversing declines during the past few years.

Organics Demographics

14 percent of respondents said they try to buy organic drinks and snacks, up from 11 percent in 2016. At 19 percent each, households with kids and consumers ages 18-34 are the largest groups of organic purchasers. The age 45-54 category saw a large year-over-year jump, nearly doubling to 14 percent.

Diet Products Skew Young

25 percent of consumers say they try to buy diet and low-cal products. Usually the realm of older consumers, in 2017 the most growth in purchases of these products was by those aged 35-54.

TABS Analytics

For more information or custom studies, please contact us at:
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Source: TABS Group 2017 Food and Beverages Consumables Study. Survey of 1,000 individuals age 18 or older in the U.S. and 1,268 respondents age 16 and older in the U.K. Food and beverage categories include candy, carbonated beverages, cereal, cookies, crackers, frozen pizza, ice cream, juice (refrigerated), juice (shelf), frozen novelties, popcorn, salty snacks, sports drinks, water and yogurt.