

What's in Store

Data Including Monthly Updates

<https://www.iddba.org/trendscenter/trends-research/whats-in-store>



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What's in Store

What's in Store is completely digital. Engage with trends and data like you never have before, now with online accessibility. Exclusive point-of-sale data powered in partnership with [Integrated Fresh](#).

Gain access to *What's in Store 2024* today!

- Member Price: \$199
- Non-Member Price: \$799

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What's in Store 2024

is now available for purchase.



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- If you are the IDDBA Member Contact* you have been granted complimentary access.
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- This will jump you to the Yudu platform where you will use your member portal login credentials to access.
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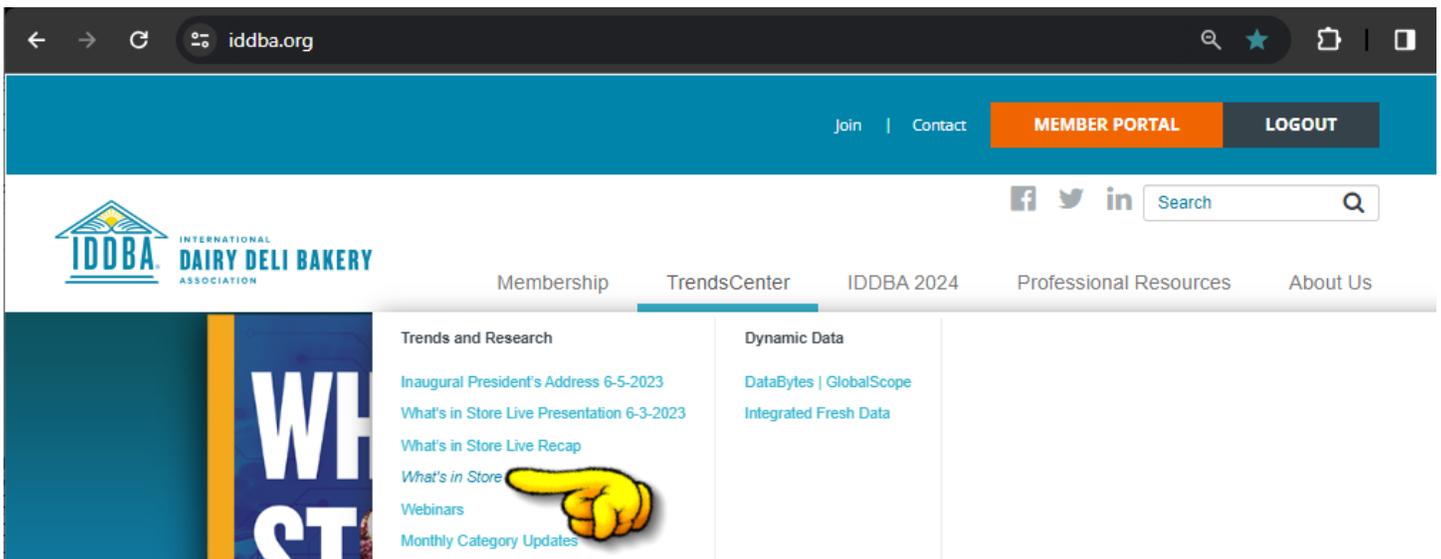
What's in Store is a digital resource providing access to exclusive point-of-sale data in partnership with Integrated Fresh. It is available for purchase at \$199 for members and \$799 for non-members. The resource is designed to provide reliable and up-to-date information, reflecting changing data trends, and offering an essential tool for industry professionals. This resource offers an interactive user experience, increased accessibility, and advanced features like bookmarking, highlighting, and note-taking. IDDBA members who are the designated contacts receive complimentary access. Others can purchase the current year's subscription for these exclusive data and insights.

Contents

Gaining Access to <i>What's in Store</i>	2
Member Contact Access.....	2
Purchaser Access.....	3
Reading <i>What's in Store</i>	5

Gaining Access to *What's in Store*

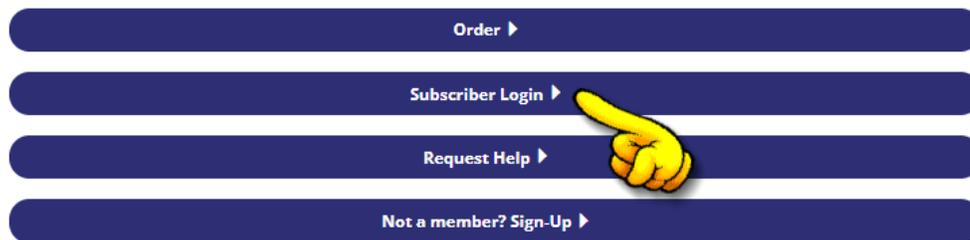
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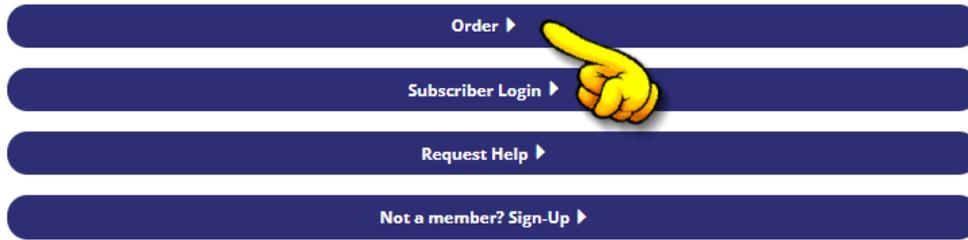
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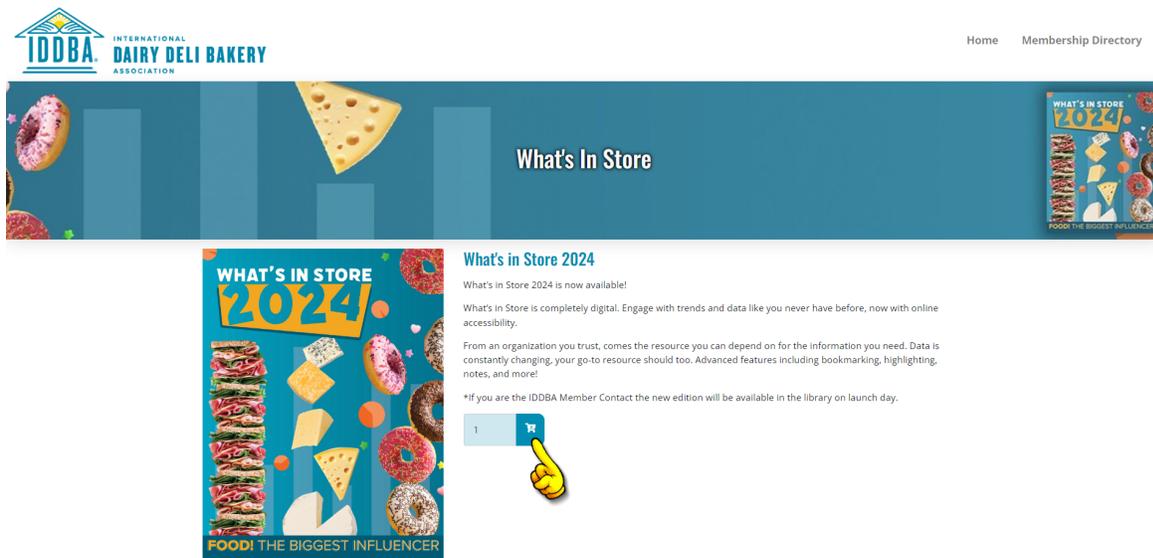
[\[Jump to Reading *What's in Store*\]](#)

Purchaser Access

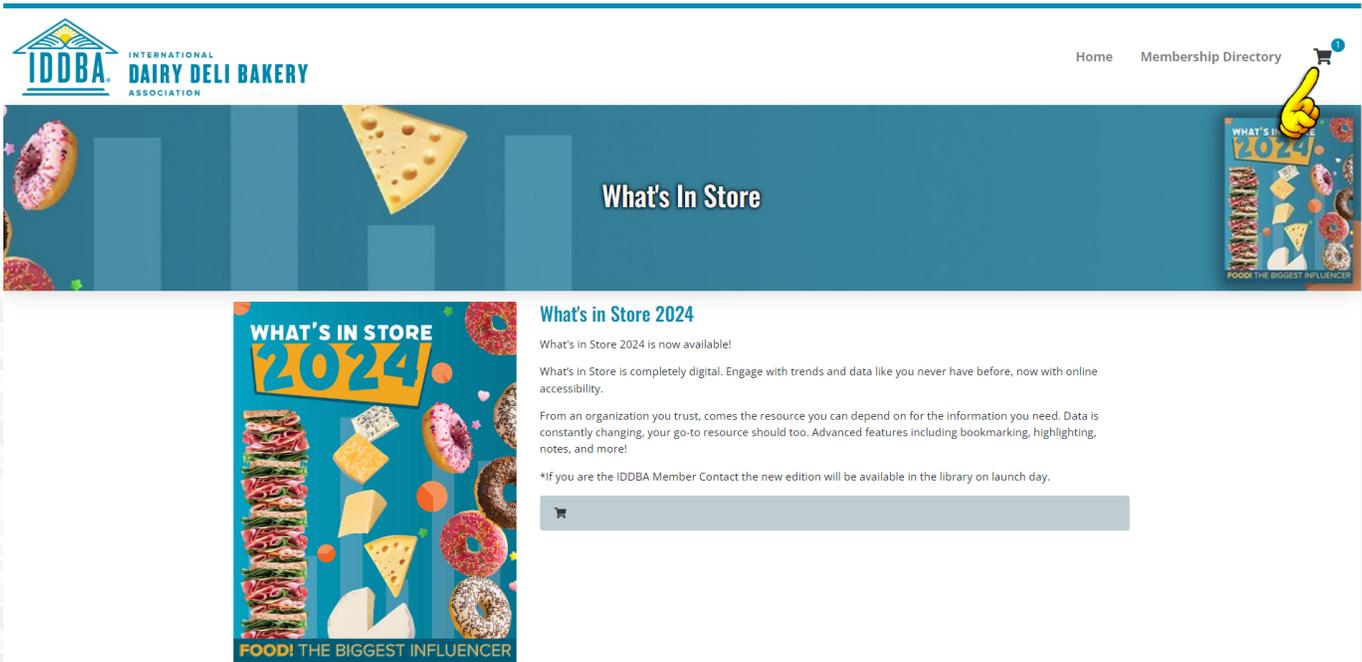
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Verify that the quantity is correct and click on the shopping cart icon.



Click on the shopping cart icon at the top right of the screen.



If you are a member and need to log in, click "Next". If you are not already logged in to IDDBA.org, non-member pricing will be shown by default. You can log in on the next screen and the pricing will be adjusted to the member rate. (If you are not a member, you can click on "Express Checkout" to go directly to the payment screen.



Please scroll down to the "Next" button to proceed with the checkout process.
 If you do not need to select a billing address, shipping address or shipping method, you can click "Express Checkout" below to go directly to the payment form.

Navigation: SHOPPING CART | IDENTIFICATION | ADDRESS | DELIVERY | PAYMENT | CONFIRMATION

You currently have 1 items in your cart. [Clear Cart](#)

Product	Unit Price	Quantity	Subtotal
What's in Store 2024	\$799.00	1	\$799.00
Total			\$799.00

Order Summary

1 Item selected

Purchase Subtotal \$799.00

Sales Tax \$0.00

Order Total \$799.00

[Express Checkout](#)

Enter your promotion code and/or gift card and click the "gift" icon to the right of your entry. If valid, the discount for a promo code will be calculated for each cart item where it is applicable. A Gift Card is applied to the order total, as a form of payment. You can enter multiple promo codes/gift cards, but only one promo code can be applied to a particular purchase.

Enter Promo Code:

Enter Gift Card:

[Home](#) [Next >](#)

Here, you can sign in if you are an IDDBA member, or you can continue as a guest. Complete your purchase on the next page.



Please scroll down to the "Next" button to proceed with the checkout process.
 If you do not need to select a billing address, shipping address or shipping method, you can click "Express Checkout" below to go directly to the payment form.

Navigation: SHOPPING CART | IDENTIFICATION | ADDRESS | DELIVERY | PAYMENT | CONFIRMATION

Check out with your ID

Username / E-mail

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[Sign in](#)

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[Register for this site as a new user](#)

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Guest checkout

In order to continue please choose one of the following options.

- Sign in with Existing Credentials.
- Create a new user account.
- Continue as Guest.

If you continue as guest we will need to get a minimal amount of information from you in order to process the cart, but you will **not be prompted to create any credentials with our site.**

[Continue as a guest](#)

Order Summary

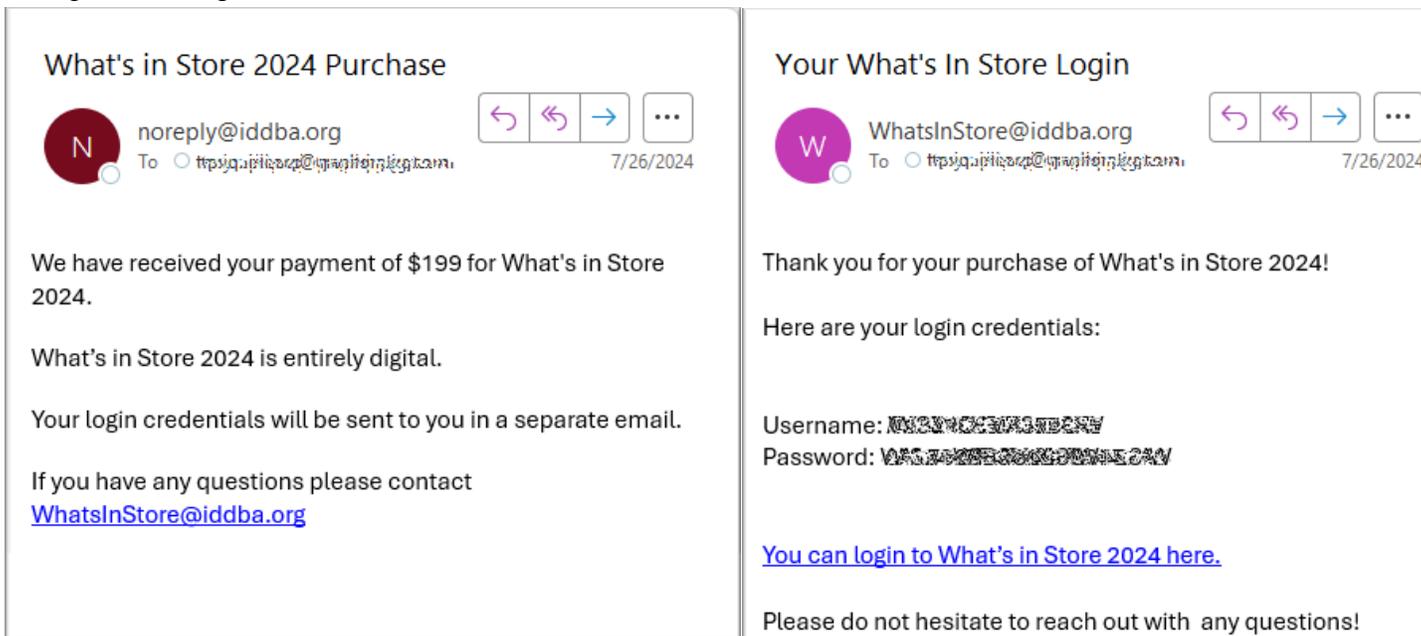
1 Item selected [Change >](#)

Purchase Subtotal \$799.00

Sales Tax \$0.00

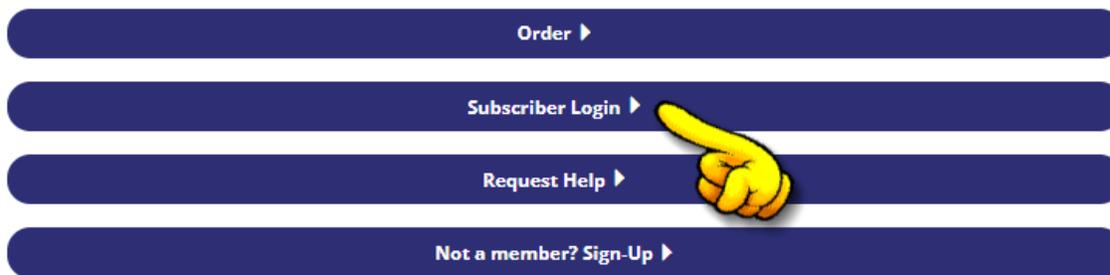
Order Total \$799.00

Once your purchase is complete, you will receive a confirmation of purchase email and a separate message with your WIS login credentials.



Return to <https://www.iddba.org/trendscenter/trends-research/whats-in-store>.

Click “Subscriber Login”.



This will jump you to the Yudu platform where you will use your emailed login credentials.

Reading *What's in Store*

When you click the “Subscriber Login” button at <https://www.iddba.org/trendscenter/trends-research/whats-in-store>, you are taken to the *What's in Store* publication on the Yudu platform where you will log in with your credentials as described above.



On the first page of the book, you will see an explanation of the toolbar features for navigation.



-  Clicking on this icon will take you to a menu of editions currently available to you.
-  Use this icon to zoom in.
-  Use this icon to zoom out.
-  Return to the previous page.
-  Advance to the next page.
-  Toggle back and forth between single or double page view.
-  Toggle between page width view and full page view.
-  Browse through page thumbnails.
-  View a dropdown of the contents menu.
-  Share a link to a page. (Recipient will still have to log in.)
-  Bookmark a page.
-  Add a note to a page.
-  Highlight on the page
-  Click here for keyboard navigation.
-  Search for keywords in the text.

In the table of contents, you can find links to each of the articles and data sets.



INTRODUCTION	
I	Prelude to What's In Store
II	Meet The Education Team
III	Our Mission
V-VI	IDDBA History
INDUSTRY LANDSCAPE	
1-6	IDDBA Guiding Trends
4-14	Consumer Expenditures
15-16	Inflation and CPI
17-21	The Employment Situation
22-26	Employment in Supermarkets, Dairy, and Bakery
27-29	Affordability, value, and the cost-of-living crisis: where do opportunities lie?
30-31	Seasonal Shifts – Holiday Grocery Trends
32-33	Generational Food Trends
34-35	Innovative Insights: Foodservice Trends for 2024
36-37	Riding the Waves of Uncertainty
38-43	Dairy Forecast
44-46	Hispanic Cheese
47-48	Small Meat Processors Navigate the Ups and Downs of the Industry
49-50	Preparing for the Future: Alternative Proteins Headed for the Instore Deli
51-55	Dairy Outlook
56-79	Deli Outlook
80-93	Bakery Outlook
IDDBA REPORTS	
94	Circana Holiday Season Reports
95	Deli Lunchmeat, Processed Lunchmeat, Convenient Meals & Foods, Baked Goods, Deli Cheese, and Dairy Circana Reports
HOLIDAY RECAP	
96-97	Top Trending Flavors
98-129	November Market Report
130-131	Brick Meets Click
132-133	December Top Trending Flavors
134-145	The December Marketplace: Dairy, Deli, Bakery
146	The December Marketplace: Latest Shopper and Performance and Food & Bev Shopping Behavior
147	NIQ: Navigating the Future of Wellness
148-149	Brick Meets Click - December Update
JANUARY UPDATES	
150-151	Top Trending Flavors
152-163	January Marketplace: Dairy, Deli Bakery
164	The January Marketplace: Latest Shopper and Performance and Food & Bev Shopping Behavior
165	OMNI: The Day Of The Brand Advocate Is Here
166-167	Brick Meets Click - January Update
FEBRUARY UPDATES	
168-169	Top Trending Flavors
170-183	February Marketplace: Dairy, Deli Bakery
184	The February Marketplace: Latest Shopper and Performance and Food & Bev Shopping Behavior
185-186	NIQ: Crafting Effective Pricing and Promotion Strategies
187-188	Brick Meets Click - February Update
MARCH UPDATES	
189-190	Top Trending Flavors
191-204	March Marketplace: Dairy, Deli Bakery
205	Circana's Spring Sprint
206	The March Marketplace: Latest Shopper and Performance and Food & Bev Shopping Behavior
207-208	Achieve FSMA 204 Compliance with Confidence
209-210	Leveraging E-commerce for Share of Stomach
211-212	Maximizing Industry Potential Through Advanced Technology
213-214	Brick Meets Click - March Update
APRIL UPDATES	
215-216	Top Trending Flavors
217-229	April Marketplace: Dairy, Deli Bakery
230	The April Marketplace: Latest Shopper and Performance and Food & Bev Shopping Behavior
231-232	Brick Meets Click - April Update
MAY UPDATES	
233-234	Top Trending Flavors
235-247	April Marketplace: Dairy, Deli Bakery
248	The April Marketplace: Latest Shopper and Performance and Food & Bev Shopping Behavior
249-252	NIQ - Achieving Innovation Vitality
253-254	Brick Meets Click - May Update
JUNE UPDATES	
255-256	Top Trending Flavors
257	Social Snapshot
258-270	June Marketplace: Dairy, Deli Bakery
271	The June Marketplace: Latest Shopper and Performance and Food & Bev Shopping Behavior
272-273	NIQ - Shaping brand perception: Key Strategies for Success
274-278	Category Partners - Deli Meats Introspective
279-280	Brick Meets Click - June Update
JULY UPDATES	
281-282	Top Trending Flavors
283	Social Snapshot
284-296	July Marketplace: Dairy, Deli Bakery
297	The July Marketplace: Latest Shopper and Performance and Food & Bev Shopping Behavior
298-299	Brick Meets Click - July Update

WHAT'S IN STORE | 2024

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Table of Contents

CONSUMER EXPENDITURES

Consumer Expenditures - 2021

Average annual expenditures for all consumer units from 2020 to 2021 were \$64,528, a 9.3% increase reported during the same period. The Consumer Price Index increased 4.7%, and average income before taxes increased 1.7%.

The average annual expenditures for 2021 were broken down into 16 major components, followed by 100 sub-components. The largest components were housing (16.4%), food (12.8%), and personal insurance and services (12.8%).

Selected Spending Changes, 2021

The onset of the COVID-19 pandemic in 2020 led to major changes in the consumer economy. For example, many states mandated the closure of

Average income and expenditures of all consumer units, 2019-2021

Item	2019	2020	2021
Number of consumer units (000s)	132,212	132,174	132,174
Average income before taxes (000s)	\$64,528	\$64,528	\$64,528
Average annual expenditures (000s)	\$64,528	\$64,528	\$64,528
Food	8,300	8,300	8,300
Food away from home	4,462	4,462	4,462
Alcohol	1,536	1,536	1,536
Non-alcoholic beverages	2,059	2,059	2,059
Medical	4,797	4,797	4,797
Child day care	4,432	4,432	4,432
Transportation	801	801	801
Personal care products and services	1,572	1,572	1,572
Public and other transportation	4,394	4,394	4,394
Healthcare	2,700	2,700	2,700
Education	1,869	1,869	1,869
Personal care products and services	2,700	2,700	2,700
Insurance	1,572	1,572	1,572
Other	1,869	1,869	1,869

CONSUMER EXPENDITURES (CONT.)

Alcoholic beverage expenditures were up 15.9% in 2021 after a 17.4% decrease in 2020. Expenditures for tobacco were down 10.2% in 2021 after a 17.4% decrease in 2020. Expenditures for recreation were up 10.2% in 2021 after a 17.4% decrease in 2020. Expenditures for education were up 10.2% in 2021 after a 17.4% decrease in 2020. Expenditures for health care were up 10.2% in 2021 after a 17.4% decrease in 2020. Expenditures for transportation were up 10.2% in 2021 after a 17.4% decrease in 2020. Expenditures for other goods and services were up 10.2% in 2021 after a 17.4% decrease in 2020.

THE EMPLOYMENT SITUATION (CONT.)

Employment status of the civilian population by race, sex, and age (civilian noninstitutional population, numbers in thousands)

Employment status, race, sex, and age	Not Seasonally Adjusted				Seasonally Adjusted			
	Dec. 2021	Nov. 2021	Dec. 2020	Nov. 2020	Dec. 2021	Nov. 2021	Dec. 2020	Nov. 2020
Total	159,176	159,176	159,176	159,176	159,176	159,176	159,176	159,176
Employed	138,146	138,146	138,146	138,146	138,146	138,146	138,146	138,146
Unemployed	21,030	21,030	21,030	21,030	21,030	21,030	21,030	21,030
Men, 20 years and over	87,478	87,478	87,478	87,478	87,478	87,478	87,478	87,478
Women, 20 years and over	50,668	50,668	50,668	50,668	50,668	50,668	50,668	50,668

THE EMPLOYMENT SITUATION

The Employment Situation

The employment situation report for December 2021 shows that the economy is recovering from the impact of the COVID-19 pandemic. The unemployment rate is down to 13.2% from 14.7% in November 2021. The labor force is up to 160.8 million from 160.2 million in November 2021. The number of jobs is up to 139.6 million from 139.0 million in November 2021. The number of unemployed persons is down to 21.2 million from 21.2 million in November 2021. The number of unemployed persons is down to 21.2 million from 21.2 million in November 2021. The number of unemployed persons is down to 21.2 million from 21.2 million in November 2021.

Household Survey Data

The U.S. Bureau of Labor Statistics conducts a monthly household survey to measure unemployment by household characteristics. The seasonally adjusted unemployment rate remained at a historic high of 13.2% in December 2021. The long-term unemployment rate remained at a historic high of 10.5% in December 2021. The long-term unemployment rate remained at a historic high of 10.5% in December 2021. The long-term unemployment rate remained at a historic high of 10.5% in December 2021.

INTERNATIONAL TRENDS (CONT.)

Crisis has Global Repercussions

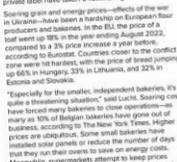
Throughout the globe, unrest has been felt by an "avalanche of crises," said David Luck, Director of European market research for ResearchGate. Inflation is market research group that cutting back on grocery spending was a priority in 1985 in West Germany, according to October 2021 figures from Trading Economics. Even in China, where inflation was just 2%, grocery shoppers said they were cutting back on their restaurant spending.

This is as true in Europe as anywhere else, with inflation in the European Union and 18% in the United States, according to Trading Economics. Comparing that to Canada at 6.9%, the United States at 7.7%, and Mexico at 8.4%.

Because of the high rate of inflation, Luck said, Europe has "seen a massive rise in private label, and also supported the performance of discounters like Aldi and Lidl."

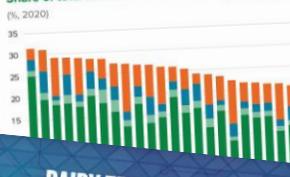
Brands have been unshaken by consumers' tightening budgets, he said. Big-name brands have had more success pushing some price increases

Share of total household consumption expenditure (% 2020)



INTERNATIONAL TRENDS (CONT.)

Share of total household consumption expenditure (% 2020)



DAIRY TRENDS (CONT.)

Private Label

Inflation is affecting consumer behavior across the dairy department, with private label line making the most significant gains. This is due to the fact that private label is the most price sensitive, but for years it has been the most resilient. Private label share is up to 21% from 19% in 2020. Private label share is up to 21% from 19% in 2020. Private label share is up to 21% from 19% in 2020. Private label share is up to 21% from 19% in 2020.

PL Outpacing Brands in Inflation

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DAIRY BRANDS BY CATEGORY

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DAIRY TRENDS (CONT.)

Immune Defense and Probiotic are Growing Quickly. No Trans Fat and Sweetener Free

Enter the Top 10 Claims. Animal, Low Sugar and Lactose Free Claims Continue to Grow.

Most leading claims include No Dairy 2.6%, Antibiotic 2.6%, No Lactose 4.2% and High-Protein 3.6%.

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BRICK MEETS CLICK - JULY UPDATE

Join U.S. Grocery Sales Up 1.2% versus Year Ago to \$71 Billion

Online sales continue to grow, but in-store sales are also strong. Total U.S. grocery sales were up 1.2% versus year ago to \$71 billion in July 2023. Online sales were up 10.1% versus year ago to \$17.1 billion. In-store sales were up 0.1% versus year ago to \$53.9 billion.

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