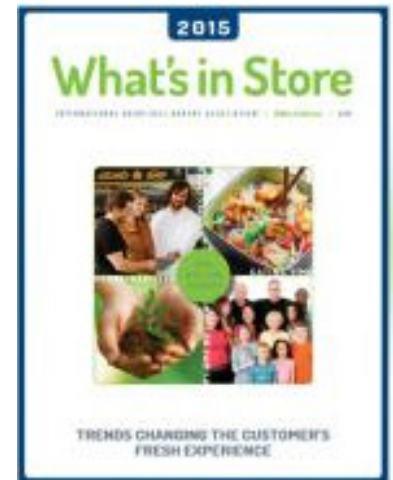


## IDDBA What's In Store 2015: 10 Insights To Watch

Madison, WI — Traditional grocery is projected to lose market share to alternative channels, snacking now accounts for one-half of all eating occasions, and bakery shoppers are as worried about high-fructose corn syrup as they are about trans fats, according to findings in What's in Store 2015, the 29th edition of the annual trends publication of the International Dairy-Deli-Bakery Association™ (IDDBA).

Ten insights for food industry retailers and manufacturers to watch are:

1. Dairy, deli, and bakery sales for the top 75 supermarket chains. (Chain Store Guide)
2. Projected loss of over 2.5% of the market share for traditional retail, as wholesale clubs, supercenters, and dollar stores continue to grab a share of sales. (Willard Bishop)
3. Being an “enjoyable place to shop” is one of the key ways to make a store a destination—more important than helping shoppers get the most for their money. (IDDBA Engaging the Evolving Shopper: Serving the New American Appetite)
4. Fifty percent of the US population will be over 50 by 2019, leaving the retail landscape with two distinct types of shoppers: Boomers and Millennials. (PwC and Kantar Retail)
5. Snacks account for half of all eating occasions. That's one-third of adult calories and more than two snacks per person per day. (The Hartman Group)
6. Freshness is a key reason to shop the perimeter of the supermarket, but only 36% of bakery shoppers say their preferred store does an excellent job of providing fresh bakery items. (IDDBA Engaging the Evolving Shopper: Serving the New American Appetite)
7. Consumers who shop in-store bakeries are as worried about high-fructose corn syrup as they are about trans fats. (Packaged Facts)
8. Although per capita yogurt consumption has quadrupled since 1988, it's just one-fourth of France's per capita consumption. (Unites States Department of Agriculture, Euromonitor, Nielsen, and Dannon)
9. Deli-prepared-food shoppers value foods that are “100% natural” or have “no artificial ingredients.”
10. Millennials focus on eating when the urge strikes, instead of defining eating experiences as meals or snacks. While 85% of Millennials say they seek healthy eating options, 88% say they have purchased a snack at a fast-food restaurant in the last month. (Culinary Visions Panel and Deli Business)



“Evolving tastes, customer demographics, and shopping patterns continue to impact the retail food industry,” said Alan Hiebert, senior education coordinator, IDDBA. “Keeping abreast of these changes can help food retailers and manufacturers deliver the products consumers want and continue to grow their business efficiently and successfully.”

What's in Store 2015, our 29th edition, is a 224-page trends report that details consumer and industry trends affecting the in-store dairy case, cheese case, bakery, deli, and foodservice departments. Its 200+ tables, developed in cooperation with leading industry firms and associations, include department sales, per capita consumption, consumer preferences, system 2, UPC, and private label sales data.