

# To appeal to consumers, be nimble and quick

Today's shoppers have a long list of 'wants' from the foods they buy, according to a PMMI study. Dairy processors with the right products in the right retail channels should succeed.

## Trends Impacting Food Processors

Consumer demand for **convenient and healthy food options** is top of mind.\*

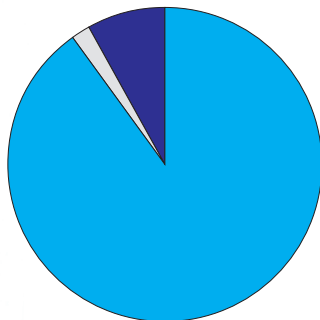
The majority of companies interviewed indicate that **SKUs will continue to increase**, driving the need for faster changeover.



Illustration courtesy of PMMI

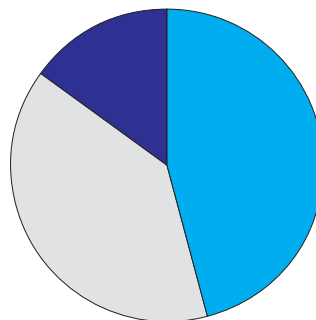
**New products are a blend of various categories. For example, RTD coffees use almond milk; smoothies and dairy drinks use energy-boosting ingredients.**

## Shopping at the supermarket is like so 1988



**1988**

- Traditional grocery stores...90%
- New specialty stores ..... 2%
- Convenience stores ..... 8%



**2014**

- Traditional grocery stores...46%
- New specialty stores ..... 39%
- Convenience stores ..... 15%

Source for all data on this page: "2017 Trends in Food Processing Operations: Market Research Report," PMMI, Reston, Va.

