

FOOD STORAGE AND TRASH BAGS – US – 2023

The market is feeling the impact of inflation and economic uncertainty, but its essential and functional nature keeps it afloat.



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Food Storage And Trash Bags - US - 2023

This report looks at the following areas:

- Market factors impacting the food storage and trash bag market
- Household usage of food storage products and trash bags
- Attitudes and behaviors toward shopping the category
- Attitudes toward trash bag products
- Purchase factors impacting trash bag purchases
- Attitudes and behaviors toward food storage and organization



The market is feeling the impact of inflation and economic uncertainty, but its essential and functional nature keeps it afloat.

Overview

The historically resilient and stable food storage and trash bag market has experienced sharp fluctuation in recent years. While the pandemic bolstered demand for these products, two years of surging prices and a backdrop of economic uncertainty has taken a toll on the market, compelling some consumers to shift to more budget-friendly brands.

Though function and practicality remain at the core of the category, there are pockets of opportunity to encourage consumers to upgrade and expand assortments. Value adds like convenience and sustainability are important, but these attributes also need to be presented through the lens of quality so that it can directly contribute to the perception of value. This can be achieved by demonstrating how these attributes make a product functionally better, and even emotional cues can have functional importance for consumers, suggesting a strong opening for food storage to strengthen its reflection of personal style and interests.

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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market Predictions
- Opportunities

CONSUMER INSIGHTS

Consumer fast facts

Food storage and trash bag usage

- Consistency reflects household staple status
 - Graph 1: usage of food storage and trash bag products, trended, 2019-23
- Address the barriers of sustainable alternatives
 - Graph 2: usage of any reusable products (net), by age and income, 2023

Attitudes toward shopping for food storage & trash bag products

- Familiarity and routine influence purchases, open the door for expansion
 - Graph 3: attitudes toward shopping for food storage and trash bag products, 2023
- Brand loyalty is a luxury that comes with age
 - Graph 4: brand loyalty toward food storage and trash bag products, by age, 2023
- Glad goes 'extra' in social media campaign to reach younger audience
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 - Graph 5: select attitudes toward shopping for food storage and trash bag products, by parental status, 2023

Trash bag product attitudes and behaviors

- Focus on improving performance and odor control
 - Graph 6: trash bag product usage behaviors and attitudes toward performance, 2023
- Heavy brand switching challenges legacy players
 - Graph 7: attitudes toward trash bag brands, 2023
- Eco-concerns are present, but few are willing to change their ways
 - Graph 8: attitudes toward eco-friendly trash bags, 2023
- Younger, higher earners are prime target for eco-focused trash brands
- Eco-concerns are present, but few are willing to change their ways
- Incremental sustainability looks different by age, but eco-trash bags can cast a wide net

Trash bag product attributes

- Product function of utmost importance to trash bag users
 - Graph 9: trash bag product attributes, 2023
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Food storage product attitudes & behaviors

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 - Graph 10: select food storage product attitudes and behaviors, 2023
- Reduce food waste, but make it chic
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 - Graph 12: select food storage product attitudes and behaviors, 2023
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- Chemical concerns persist, creating shift in market
 - Graph 14: attitudes toward food storage and organization, 2023
- Purported health risks associated with plastic echoed in women's concern
 - Graph 15: concern about chemicals in food storage products, by gender and age, 2023

COMPETITIVE STRATEGIES

Launch activity and innovation

- Stasher expands into beauty to entice new usage occasions
- Ziploc expands with convenience, at-home cooks in mind

Marketing and Advertising

- Glad's pop-culture moment

Opportunities

- Cost of living crisis gives retailers an opening to make stronger gains with private label
 - Graph 16: MULO food storage and trash bags private label market share, by segment, 2022 and 2023
- Focus on impact through waste reduction efforts
- Food storage can become an extension of self-expression
- Food storage can evolve into a status symbol

THE MARKET

Market Context

- Market context

Market Drivers

- Tapering back spending on dining out remains the top ways consumers plan on stretching their dollars further
- Volume sales point to slowing growth; a need to meet demand for value
 - Graph 17: growth of multi-outlet dollar sales and volume sales of food storage and trash bags, 2021-23

Market size and forecast

- Market stabilizes with inflation propping up sales
- Retail sales and forecast of food storage and trash bags
- Total US retail sales and forecast of food storage and trash bags, at inflation-adjusted prices, 2018-28

Market Segmentation

- Trash bags account for most of category
 - Graph 18: total retail sales of food storage and trash bags, by segment, at current prices, % of total, 2023
- Retail sales of food storage and trash bags, by segment
 - Graph 19: total retail sales of food storage and trash bags, by segment, at current prices, 2023
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Market Share/Brand Share

- Sales of food storage and trash bags, by company
- Sales of plastic food bags, by company
- Sales of aluminum foil, by company
- Sales of plastic wrap, by company
- Sales of waxed paper, by company
- Sales of trash bags, by company
- Sales of food storage containers, by company

APPENDIX

- Market Definition
- Consumer Research Methodology
- Generations
- Abbreviations and terms
- Forecast
- Forecast fan chart

Food Storage and Trash Bags – US – 2023

- Total retail sales of food storage and trash bags, by segment
- Cost-of-living crisis puts pressure on category spend
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- Retail sales and forecast of plastic food bags, adjusted for inflation
- Retail sales and forecast of aluminum foil
- Retail sales and forecast of aluminum foil, adjusted for inflation
- Retail sales and forecast of plastic wrap
- Retail sales and forecast of plastic wrap, adjusted for inflation
- Retail sales and forecast of waxed paper
- Retail sales and forecast of waxed paper, adjusted for inflation
- Retail sales and forecast of trash bags
- Retail sales and forecast of trash bags, adjusted for inflation
- Retail sales and forecast of food storage containers
- Retail sales and forecast of food storage containers, adjusted for inflation
- Retail sales of food storage and trash bags, by channel
- Retail sales of food storage and trash bags, by supermarket
- Retail sales of food storage and trash bags, through other channels

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