

## Side Dishes - US - June 2003 (\$2995.00)

This report provides a thorough analysis of the side dish market in the U.S. The shelf stable side dishes market is valued at almost \$2.3 billion in 2003, relatively stable from 2002 sales in current dollars. The many segments comprising this market performed differently, however, with some such as baked beans and potato products making significant increases, and others such as plain rice and rice mixes declining or remaining stable.

While most of the items in this category are considered easy to make, they also tend to be old. This has led to loss of interest by both consumers and even at times the companies producing them. With more attention and new products aimed at current demographics, tastes and food preparation styles, there is a good chance the category could be revitalized.

Among the key issues covered in this report are the shrinking household, the composition of the market, supermarket sales, advertising and the possibility of increased activity in the market. Original consumer research examines attitudes and behavior by age, gender, ethnicity and economic group. Particular attention is paid to the major players in the market, and a six-year trend analysis predicts future growth.

Research data and analysis answer questions such as:

- Which companies have seen the most growth in side dish sales?
- How have changing demographics created gaps in the market?
- What are America's most-popular side dishes?
- What is the primary factor in food selection?

This report examines shelf stable side dishes such as rice, potatoes, pasta, noodles and baked bean products intended to be used alongside an entrée or meal center. Segments include:

- Plain rice
- Rice mixes
- Baked beans/pork & beans
- Pasta or noodles & sauce mixes
- Packaged potato products
- Prepared canned salads

This report contains US IRI InfoScan data.

A number of U.S. consumer intelligence reports covering other related sectors have been published or are in preparation, including:

- Hispanic Food and Drink, consumer intelligence-U.S. Report, August 2003
- Hispanic Demographics, consumer intelligence-U.S. Report, May 2003
- Meat Snacks, consumer intelligence-U.S. Report, May 2003
- Shelf Stable Meals, consumer intelligence-U.S. Report, December 2002
- Red Meat, consumer intelligence-U.S. Report, September 2002
- Fish & Seafood, consumer intelligence-U.S. Report, July 2002
- Poultry, consumer intelligence-U.S. Report, July 2002
- Emerging Ethnic Foods V1, consumer intelligence-U.S. Report, May 2002
- Pasta and Pasta Based Meals, consumer intelligence-U.S. Report, May 2002
- Dining Out Review Pt 2 - Family/Casual, consumer intelligence-U.S. Report, May 2002