

# Food Indies: Analysis of Booming Independent Food and Beverage Companies

**Base Year: 2019**

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**1<sup>st</sup> edition**

Food indies are the brands most sought after by food and beverage marketers and retailers. Recording high double-digit to triple-digit growth for the past several years, these privately owned gems outpace total market growth by offering unique product and ingredient stories, combined with compelling digital marketing. Our report will identify these disruptors and assess the factors that make them resonate with consumers.

**Regional Coverage:** • Europe • United States

## SCOPE

### › Key categories covered:

#### › Food

- › Snacks and bars
- › Cereals
- › RTD food/beverage
- › Packaged foods
- › Meat, poultry, and seafood
- › Meat alternative products
- › Dairy products
- › Bakery products
- › Ice-cream products
- › Sauces
- › Pasta
- › Soups
- › Rice products

#### › Beverages

- › Coffee and tea
- › Functional, alcoholic, and energy drinks
- › Carbonated drinks
- › Smoothies
- › Water and soda

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## Introduction

### Overview

An overview of the report findings, including:

- Key takeaways
- Fastest-growing indies
- Assessment

### Company Profiles (see Table 1)

United States: 25 companies

Europe: 25 companies

- Key facts and figures
- Company overview
- Key growth factors
- Product portfolio
- Marketing
- Distribution
- Outlook and assessment

**Table 1. LIST OF INDIE COMPANIES TO BE PROFILED**

EUROPE	U.S.
Alver	Boba Guys
Buah	Brazi Bites
Feed	Chef's Cut
Handy Food Innovation	Impossible Foods
Heaven Labs	Koia
HelloFresh	Lantana
Huel	LifeAid
Moving Mountains	Nature's Bakery
Piccolo	Nekter Juice Bar
Pivovar Matuška	Nut Pods
Simple Feast	Ripple
Veganz Group	Soylent
Veggie Meat	Spindrift
Vitaline	Sweetgreen
YFoodLabs	The GFB



## REPORT BENEFITS

This report will provide pertinent information on the most compelling indie brands that are helping to shape today's food and beverage industry in the United States and Europe. While these brands may be small in terms of sales value today, they have the potential to become tomorrow's billion dollar buy-outs. The report will also offer answers to these questions:

Which products and concepts resonate with today's consumers?

What marketing strategies do the indies use to differentiate themselves?

Which product categories are the indies dominant in, and where do the opportunities lie?

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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