

## **MSU Product Center**

*For Agriculture and Natural Resources*

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

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### **Bagged Dry Beans - Overview**

#### **Products included in the product line**

- Bagged dry beans are those that are sold in bags at the retail level.

#### **General market trends and information**

- Consumption of dry beans varies from variety to variety. There has been a decline in the consumption of cranberry beans and navy beans. The consumption of small red and dark red kidney beans has increased.
- Dry beans are used in a number of products. They are sold in bags, cans, salsas, soups, refried beans food items. Most trends work against the bagged dry bean market.
- In the eyes of many consumers, bagged dry beans are a commodity. This means that price is the overriding concern when making purchasing decisions.

#### **New product trends**

- There have been extremely few new product introductions in the bagged dry bean category. A search of the *Global New Products Database* shows only one product introduction in the U.S. since June of 2003.
- There may be some potential for products that appeal to the demand driver of wellness. Dry beans are a very healthy food, and increased consumer understanding of these benefits could increase the demand for bagged dry beans.

#### **Manufacturing and distribution issues**

- The bagged dry bean industry is a mature industry with a well established supply chain. There has been little innovation.
- Bagged dry beans are not an impulse purchase. The vast majority of dry beans are sold via supermarkets.

#### **Overall assessment of opportunities**

- In conclusion, the greatest potential for product development in bagged dry beans is by developing products and markets that appeal to wellness. There are few opportunities to develop new products or markets that appeal to the other demand drivers.

#### **Sources**

USDA. Vegetables and Melons: Situation and Outlook Yearbook.

Mintel. Global New Products Database.