

MSU Product Center

For Agriculture and Natural Resources

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

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Canned dry beans – Few opportunities

Market drivers that provide many opportunities

- There are **few** opportunities for canned dry beans that appeal to the demand drivers of **convenience**, **ethnicity**, **indulgence** and **value**.

Specific opportunities

- Canned dry beans are somewhat more convenient than bagged dry beans but are still generally not considered a convenient food product. Also, they are generally considered a commodity by consumers. This limits the ability to develop new products and markets. However, there is some interest in precooked, heat and serve packaging. These products are commonly part of a combination of other proteins such as meat, and offer convenience, wellness and depending on the recipe, ethnic attributes.
- The fact that canned beans are generally considered a commodity also limits the ability to develop new products that appeal to ethnicity. Bi-lingual labeling may provide some opportunity, as well as selling products to ethnic stores.
- Products sold in cans are generally not considered indulgence products but rather basic staples. This limits the opportunity to develop products that appeal to the demand driver of indulgence.
- In order to appeal to the demand driver of value it is important to be the low cost producer, this is difficult given the maturity of the industry.

New product examples

- There have not been a lot of new product introductions in the canned dry bean industry. Many introductions have focused on Mexican products in which dry beans are only one of several ingredients.
- American Natural & Specialty Brands, Zapata, refried black beans.
- B&G Foods, Joan of Arc Dark Red Kidney Beans.
- General Mills, Old El Paso, traditional Refried Beans.

Special issues

- The canned dry bean market is mature and the supply chain is well established. Barriers to entry are likely to be high.
- There may be potential to sell the product in ethnic markets.
- Canned dry beans are a commodity in the eyes of most consumers. Price is very important.

Key to success

- Produce at a low cost, especially if interested in competing on the basis of value. Consider alternative marketing channels such as ethnic markets. Try to create products and markets that appeal to more than one demand driver, especially try to link product attributes to wellness, and ethnicity.

Sources

Mintel. The Mexican Food Market.

_____. Side Dishes.

_____. Global New Products Database.