

MSU Product Center

For Agriculture and Natural Resources

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Canned dry beans – Overview

Products included in the product line

- Canned dry beans are those that are sold in cans at the retail level, and include products such as refried beans and other products that have dry beans as a major ingredient.

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. Many trends work against the canned dry bean market.
- In the eyes of many consumers, canned dry beans are a commodity. This means that price is the overriding concern when making purchasing decisions.

New product trends

- There has not been a great deal of new product introductions in the area of canned dry bean products. Many introductions are Mexican food items.
- 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. This is particularly true for products that combine wellness with ethnicity.

Manufacturing and distribution issues

- The canned dry bean industry is a mature industry with a well established supply chain. There has been relatively little innovation.
- Canned 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 canned 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. The Mexican Food Market.

_____. Side Dishes.

_____. Global New Products Database.