

October 2010

Savory and Sweet Spreads - US

The \$6.5 billion market for sweet and savory spreads faces significant limitations due to its near saturation, as over 90% of households use peanut butter or jam/jelly/preserves and over 80% use butter. Mintel's report both analyzes these challenges and identifies opportunities for growth. Report insights include:

Frozen Meals - US

With annual sales in the billions of dollars, frozen meals have come a long way from the so-called TV dinner era. They are no longer used solely by single white males and can now be found on many families' dinner tables. The category offers a variety of price points that ...

September 2010

Shelf-stable Meals and Meal Kits - US

This report explores the shelf stable meal and meal kits market. The three types of products in this report: complete packaged dinner mixes (53%), can/jar spaghetti/macaroni (53%) and shelf-to-microwave dinners (53%) have each maintained the same level of market penetration within 2 points during the period 2004-09 indicating ...

Sustainable Food and Drink - US

The sustainable food and drink market in many ways is still in its infancy. As a food movement that began decades ago simply to offer a small segment of consumers all natural and organic products, it has now developed into a multi-billion dollar platform that crosses many industries beyond agriculture.

In-store Bakeries - US

In-store bakeries (ISBs), or on-site bakeries located in grocery stores, mass merchandisers or other food stores, are an important channel for the sale of breads, cakes and other baked goods and are expected to generate more than \$11 billion in revenue in 2010. The ISB is well positioned to take ...

Seasonal Chocolate - US

During 2005-10, seasonal chocolate sales increased 16.3% to become a sweet and sizeable \$4.6 billion market (estimated 2010 sales figures). Positioned as a traditional indulgence, the category appears not to have been adversely affected by the wavering economy of the past few years.

Pet Food - US

The American Pet Products Association (APPA) estimates that U.S. pet owners spend \$48 billion annually on their companion animals. The largest percentage of this spending can be attributed to pet food. In addition to the large volume of sales, pet food companies are attracted to the category because it ...

August 2010

Attitudes Toward Sodium and High Fructose Corn Syrup Reduction - US

Recent research indicates that the majority of American adults are watching their diet. The health and wellness trend is driven by a variety of factors including an aging population and analysis suggests that as the economy improves, Americans are likely to gravitate more toward better-for-you (BFY) options such as those ...

July 2010

Condiments - US

One of the many ramifications of the recession has been an increase in meals consumed at home and prepared by the consumer. Condiments have benefited greatly. No wonder; condiments can be simply served with food or incorporated into from-scratch recipes, depending on the consumer's commitment to cooking or their need ...

Private Label Cereal - US

Despite recent evidence that the economy may slowly be coming out of a deep recession, consumers are still wary and have been more cautious with their spending. This has translated to opportunities for private label manufacturers, which offer products at lower prices than name-brand equivalents. In categories such as cereal ...

Specialty Foods - The NASFT State of the Industry Report - The Market - US

This report encompasses three years of sales data (2007-09) across 47 segments (though most often the tabulations discuss the primary 41 segments), and discusses the positive and negative factors that may have a bearing on each segment's future growth or decline. Also included in this report is a comprehensive look ...