

## March 2011

### Soy Food and Beverages - US

The soy food and beverages market declined 14% during 2008-10 in FDMx and natural supermarkets combined, reaching an estimated \$2.6 billion in 2010. While some of this is due to the recession and consumers cutting back on somewhat premium-priced soy-based items, competition from other healthy foods is also challenging ...

## February 2011

### Beverage Packaging Trends - US

While 2009 was an off year for new product launches in the beverage sector, 2010 saw a significant uptick, demonstrating the variety of approaches companies are taking to re-engage the thirsty consumer.

### Juice and Juice Drinks: The Market - US

This report explores the fruit and vegetable juice and juice drink markets. The market is broken into three segments, 100% fruit juice (50.6% of sales), juice drinks (39.6%), and vegetable/tomato juice/drinks (9.7%). As with other products in the food and beverage industry, cost, convenience, taste ...

## January 2011

### Juice and Juice Drinks: The Consumer - US

Juice and juice drinks consumption has remained stable during 2008-10, and the market has struggled to gain consumers. In fact, the recession has dampened consumption in certain consumer groups and the market appears to remain stuck in traditional occasions of consumption, primarily as a morning breakfast drink and a drink ...

### Water Filtration - US

Despite the recession, over the past five years several factors have played an important role in the expansion of the water filtration market. Bad press around bottled water, alarming facts about tap water quality and rising economic and environmental concerns have made many consumers switch to filtered water. In addition ...