

December 2012

Beer - US

“Domestic and imported beer brands continue to dominate the U.S. beer market despite a tumultuous beer period brought on by the economic downturn. While some beer segments have adapted to appeal to consumers throughout the recession, the overall beer market has declined since 2008. In addition, some consumers exchanged ...

RTD Smoothies - US

“The RTD smoothie category is characterized by low market penetration, especially in comparison to that of made-to-order smoothies. The good news for RTD smoothie makers is that they can use the heightened consumer exposure to smoothie brought about by the popularity of fast-food smoothies to increase consumer awareness of RTD ...

November 2012

White Spirits and RTDs - US

“With volume sales of 6 million 9-liter cases, the RTDs segment is the smallest in the category. This can be attributed in part to the relatively new nature of these products, compared to the longstanding white spirits options. Declines seen in the segment are likely due to rising concerns over ...

Craft Beer - US

“Beer drinkers younger than 35 have come of legal drinking age during a time when craft and craft-style beers have become commonplace in the market. Yet, with another 1,200-plus breweries in planning, an already crowded landscape is at risk of becoming overpopulated. Even the most dominant craft and craft-style ...

October 2012

Coffee - US

“Tremendous potential lies in appealing to the 18-24 year old group of consumers who are more adventurous in their coffee drinking habits. Marketers should take inspiration from the nearly insatiable curiosity about new coffee types, beverages, brands, and flavors exhibited by younger consumers and translate that energy into new marketing ...

Wine - US

“Across the board, consumers aged 21-24 are more likely than average to consume wine, and are more likely to do so with high frequency. This is a plus for the category, which may see growth down the line, given that this group has the most years of buying ahead of ...

September 2012

Sports Drinks - US

The estimated \$6.3 billion 2012 sports drinks market was a casualty of the recession and its economic aftermath as consumers switched to lower-priced brands or left the market entirely. The advent of diet sports drinks has helped to drive sales since their introduction in 2009 and growth in this ...

Dark Spirits - US

The dark spirits category is expected to reach an all-time high of \$21.4 billion in total U.S. 2012 estimated sales. The fact that this was accomplished following one of the worst recessions in the country's history makes the accomplishment all the more impressive. However, growth was not all ...

Vending - US

In the coming years, growth in the U.S. vending industry will likely depend on manufacturers' and retailers' ability to develop technologically innovative machines and expand product offerings to include more novelty foods, as well as non-consumables. Cold beverages, candy and snacks continue to drive sales in the food and ...

August 2012

Convenience Stores - US

Mintel's proprietary research finds that overall usage of convenience stores is far-reaching, and frequency of visits is high. However, challenges exist for industry players to establish brand loyalty. A highly fragmented retail landscape and a potluck-style product mix contribute to the common consumer perception that convenience stores are "all pretty ...

July 2012

Tea and RTD Teas - US

Tea and RTD tea market sales are estimated at \$6.7 billion in 2012. While the market exhibited a healthy growth of 15% during 2007-12, the growth slowed considerably in 2011 and 2012 as the biggest market segment, shelf-stable ready-to-drink (RTD) canned/bottled tea showed signs of stagnation. Additionally, the ...

Alcohol Consumption at Home - US

With total U.S. sales of nearly \$86.3 billion in 2011, the market for alcoholic beverages for off-premise consumption has recorded relatively steady growth during the past five years, increasing 5.1% in 2011 compared to 2010's \$82 billion, a 3.2% increase from 2009.

June 2012

Energy Drinks and Energy Shots - US

Yogurt and Yogurt Drinks - US

While sales in a variety of CPG categories declined in response to the economic downturn, the yogurt category has proven to be quite resilient. U.S. retail sales of yogurt drinks reached nearly \$6.4 billion in 2011, up 31% from 2007.

Smoothies and Shakes: Made to Order - US

Consumers have begun to look towards smoothies, as well as functional smoothies with health add-ins, to fulfill their better-for-you dietary needs and support their on-the-go lifestyle. These items are being consumed as snacks, meal replacements, beverages and desserts, giving the item a great deal of flexibility. The item can also ...

Shopping for Groceries - US

Total retail sales of groceries sold through supermarkets and drug stores reached \$337.7 billion in 2011 and are expected to reach \$347 billion in 2012. The grocery market saw a slight slowdown in 2009 and 2010 as a result of the recession, yet is positioned to grow annually through ...

Baby Food and Drink - US

In 2011, Mintel estimates energy drinks and energy shots market sales at \$8.1 billion, which represented a dollar sales growth of 16% over 2010. The market has regained its growth after experiencing a dip in 2009, which could be attributed to the influence of the recession. As of June ...

The \$5.4 billion baby food and drink category has been steadily declining during and after the recent recession, experiencing a dollar sales drop of 10.3% between 2007 and 2011. Consumer frugality has led many to breastfeeding and feeding their babies and toddlers adult food or made-from-scratch baby food ...

Non-alcoholic Beverages at Restaurants - US

Mintel's proprietary research finds that overall usage of non-alcoholic beverages at restaurants is high, but health trends increasingly shape consumer choice in what they drink. Sugary, high-calorie beverages—particularly those sweetened with high-fructose corn syrup (like carbonated soft drinks)—have been targeted by media, government, and medical communities as a culprit ...

May 2012

Bottled Water - US

In 2011, bottled water sales are estimated at \$12.1 billion, which is 3.1% growth in dollar sales over 2010. The market is beleaguered with a number of issues including attrition from some of the key consumer groups such as blacks, Hispanics, and teens; growth of cheaper-priced private label ...

April 2012

Dairy and Non-dairy Milk - US

Milk processors face an uphill battle, including the dominance of private labels; consumer concerns over the presence of growth hormones in non-organic milk; fluctuations in commodity prices; supply shortages for organic milk; and growing consumer concern about the safety of animal products in general. With that long list of challenges ...

On-premise Alcohol Consumption Trends - US

The restaurant recession appears to be over and patrons are starting to venture out from their homes to visit restaurants and bars once again. Over the past few years, operators have ramped up their beverage programs in order draw consumers back using a variety of strategies, from new drinks, ingredients ...

March 2012

Attitudes toward Beverage Sweeteners - US

Attitudes Toward Fiber and Digestive Health - US

Drink - USA

Consumer health concerns are the top factor in shaping their attitudes toward sweeteners. Although obesity rates have nearly stabilized in the past five years at 68%, they still remain high. As a result, more than half of U.S. adults aged 18+ watch their diets and around 60% of these ...

Studies have consistently shown that most Americans do not eat the recommended daily allowance (RDA) of fiber. According to many studies, high-fiber diets can promote cardiovascular health and help one lose weight, both of which are important to millions of Americans. Indeed, it is becoming increasingly clear that fiber provides ...

Carbonated Soft Drinks - US

The carbonated soft drinks market suffered a sales decline in 2011, as two of the three segments that comprise the market exhibited a poor performance. During 2010-11, the largest segment, regular soda, declined by 2% while the second-biggest segment, diet soda, fell by 2.1%. Soda is the most-consumed nonalcoholic ...

January 2012

Fruit Juice and Juice Drinks - US

The fruit juice and juice drinks market grew by 1% in 2011, which is an improvement on the 1.7% decline witnessed in 2009 and no gain (0%) in 2010. Nevertheless, the market remains challenged with a number of issues, the foremost being juice and drinks' high calorie status, which ...

Beverage Packaging Trends - US

The Great Recession and a stuttering economy continue to influence consumer attitudes and behavior, and in turn, trends in the beverage market. According to Mintel GNPD, since the onset of the recession there has been significant new product launch activity in the beverage market driven by innovation in the alcoholic ...