

## December 2011

### Yogurt and Yogurt Drinks - US

Total U.S. retail sales of yogurt and yogurt drinks have grown every year since 2006, and the market is expected to reach an estimated \$6.4 billion in 2011. Considering the state of the economy, this growth is quite impressive. The market still holds considerable opportunity, and this report ...

### Beer: The Market - US

This report provides a detailed look at the on- and off-premise segments of the U.S. beer market, including:

## November 2011

### Natural and Organic Food and Beverage: The Consumer - US

The \$18.9 billion natural and organic food and beverage (NOFB) market, which has shown strong growth through the economic downturn, offers great opportunities for producers and marketers who understand what the consumer wants from NOFB.

### Beer: The Consumer - US

Beer grew its consumer base during 2006-11, largely from the natural growth in the population of adults aged 21+. More importantly, the incidence of drinking beer remained stable during the recession. Craft beer emerged as a winner in terms of growing penetration, but has also remained a mystery to many ...

### Natural and Organic Food and Beverage: The Market - US

The \$18.9 billion natural and organic food and beverage (NOFB) market is one of the few bright spots in a generally dreary consumer economy. Strong opportunities for innovation and growth remain in this market, even as the food industry as a whole is struggling. This report examines how the ...

### Wine - US

In 2011, the wine market exhibited small growth of 0.9%. The market has experienced a slowdown in growth since 2006, which could be attributed to the recession where wine has suffered in on-premise channels. In contrast, domestic wine has fared well as the "buy local" trend becomes more popular ...

### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

## October 2011

### Coffee - US

While coffee faces stiff competition from other categories such as energy drinks and tea, sales continue

### Spirits: The Consumer - US

to grow. Some subcategories, such as the single cup segment, have shown truly impressive growth in recent years and clearly illustrate that manufacturers can make significant gains, despite a weak economy and low consumer ...

This report covers the spirits market, specifically the consumer, building on *Spirits: The Consumer—U.S., August 2010*.

### September 2011

#### Private Label Beverages - US

Private label beverages have performed relatively well in recent years as Americans turned to the category in search of value. However, it is also apparent that the category faces stiff competition from branded beverages and the global beverage giants that spend hundreds of millions a year to promote their brands ...

### August 2011

#### Energy Drinks and Energy Shots - US

This report explores the energy drinks and shots market. The market has recovered admirably from the throes of the recession and grew 15.4% from 2010-11, after slowing down to a growth rate of 4.8% from 2008-09. Energy drinks and shots continue to thrive for their functional positioning, particularly ...

### July 2011

#### Food and Drink Vending Trends - US

The vending industry roughly dates back to 215 B.C., when the first vending “machines” were located in Egyptian temples and dispensed holy water in exchange for coins. Since then, the industry has evolved considerably, of course, with many ups and downs along the way. Most recently, the food and ...

#### Tea and RTD Teas - US

This report explores the tea and ready-to-drink (RTD) tea market, which grew 31% from 2006-11, primarily on the strength of the RTD segment. The market continues to thrive on the pro-health perception of tea coupled with the fact that manufacturers have been savvy in bringing out consumer-preferred teas in innovative ...

### June 2011

#### Meal Replacement Food and Drink - US

#### Cream and Creamers - US

After a year of a recession-related market decline, sales of creams and creamers have almost returned to pre-

Sales of meal replacement food and drink totaled nearly \$2.3 billion in 2010-11 through FDMx, natural, and specialty supermarkets—with 13.6% growth in 2010-11 alone, and 34% growth since 2008-09. Mintel expects much of the same for the next few years with this blossoming market.

recession growth rates, led by a shift toward healthier products, a wide flavor selection and alternative non-dairy ingredients. The fate of creamers is tied closely to that of coffee and changes in coffee ...

### May 2011

#### Non-alcoholic Beverages: The Shopper - US

While the recent recession has impacted the way millions of Americans live and shop, most are creatures of habit who rarely make major changes to their beverage consumption routines.

#### Baby Food and Drink - US

The baby food and drink market stood at \$5.5 billion in 2010, yet this reflected a decline in sales as this category has been impacted by a declining birth rate and a continuing recession that has had an impact on consumer spend across numerous categories, including baby food and ...

### April 2011

#### Non-alcoholic Beverages: The Market - US

This report explores the non-alcoholic beverage market. Although the market exhibited signs of coming out the recession; sales in 2010 largely remained depressed—growing only 0.8% to \$50.5 billion during 2009-10 in FDMx. The top three segments in the market show signs of maturity and have been partially responsible ...

#### On-premise Alcohol Consumption Trends - US

The food and beverage industry struggled through the recession, and on-premise alcohol consumption was especially hard hit, with consumers regarding drinks out on the town as even more of a discretionary spend than food at a restaurant. The economy appears to be picking up and savvy operators have spent the ...

#### Attitudes Toward Convenience Store Shopping - US

The convenience store industry is becoming more complex, increasingly facing competition from a number of other types of retailers, fast food restaurants and even financial service providers. The vast majority of convenience stores (c-stores) rely on gasoline sales—and indeed many consumers cite in Mintel's custom consumer survey conducted for this ...

#### Non-alcoholic Beverages at Restaurants - US

Mintel's exclusive consumer research finds that more than half of respondents who order non-alcoholic restaurant beverages buy hot and cold non-alcoholic beverages without buying a meal at least once a month. This means that the beverage menu can be a significant draw for consumers and is an essential component in ...

### 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.

### 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 ...

#### 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 ...

#### 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 ...