

June 2010

Alcohol Consumption at Home - US

With total US sales of nearly \$80 billion in 2009, the market for alcoholic beverages for off-premise consumption has experienced tapering growth—up a minimal 1.2% from 2008-09. In this report, Mintel presents sales trends of the alcoholic beverage market, as well as by type of alcohol to provide context ...

The Influence of Labels on Consumer Choice - US

The proportion of the population watching their diet has risen dramatically in recent years. At present, about half of American adults are watching their diet in an effort to limit calories and avoid potentially harmful ingredients. Along with the increased interest in health and wellness has come a rise in ...

Baby Food and Drink - US

One of the primary responsibilities of parents is providing the proper nutrition during the first crucial years of their children's development. The overwhelming majority of parents look to baby food manufacturers to provide the right types of foods for their developing babies. This creates the opportunity to develop stronger ...

May 2010

Non-alcoholic Beverages: The Market - US

This report focuses on seven major segments within the non-alcoholic beverage market: milk, carbonated soft drinks, fruit and vegetable juice/drinks, bottled water, energy drinks and shots, sports drinks, coffee, and tea. Besides presenting sales data on a segment-by-segment basis, the report considers a range of topics, including the following:

Alcoholic Beverage Trends at Bars and Restaurants - US

Tea and RTD Teas - US

This report explores the tea and ready-to-drink (RTD) tea market. While 77% market penetration for regular (loose/bag) tea among US households (HHs) indicates maturity, the low 45% for RTD iced tea suggests continued opportunities to expand sales. As with other products in the food and beverage industry— value perceptions ...

Functional Beverages - US

The functional beverages market showed impressive gains during 2004-07 but, like many other categories, sales fell in response to recessionary pressures. Companies developed a variety of new products in 2008 and 2009, yet many consumers preferred brand familiarity and a value proposition during the recession. Given the fact that many ...

Milk - US

Few other consumer packaged goods products are as popular and versatile as milk. Consumers of all ages drink milk in part because there is a variety for just about everyone, including non-dairy products for those who are lactose intolerant or have milk allergies. Despite its overall popularity, the milk industry ...



Drink - USA

The restaurant recession continues, and when patrons do venture out of the house to drink they are drinking less. This has spawned pricing incentives from restaurants and bar operators alike in an effort to get customers in the door. However, while price promotions have been the most frequently used strategy ...