

June 2017

Energy Drinks - US

"The energy drink category has shown strong growth from 2011-16, with sales forecast to increase through 2021. The segment has benefited from offering functional benefits with strong appeal to Millennials, parents, Hispanics, and men 18-34. Competition is growing however from sports drinks, BFY (better-for-you) beverages, RTD (ready-to-drink) coffees, and new ...

May 2017

Juice and Juice Drinks - US

"Total sales of juice have stalled as the category faces the continued decline of 100% juice and stagnant sales of juice drinks. Consumers are increasingly choosing competing beverages over juice due to concerns surrounding the sugar content of juices and because of the innovation occurring in other beverage categories. Juices ...

April 2017

Carbonated Soft Drinks - US

"The CSD (carbonated soft drink) market continued to struggle from 2015-16, with sales falling and effective stagnation forecast through 2021. While the vast majority of consumers use CSDs, the mature market is struggling to grow as users seeking more-healthy options cut back and turn instead to BFY (better for you) ...

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Nutrition and Performance Drinks - US

"Mintel forecasts the nutritional and performance drink category to continue modest growth into 2021. While the category benefits from consumers' focus on a healthy lifestyle, a wide array of food and drink categories are stepping up the pressure by adding similar functional and health elements. The category may benefit by ...