

## 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 ...

### Fish and Seafood - US

The fish and seafood category generated more than \$15 billion in total U.S. sales for 2011. Such activity represents a stagnation of growth due to a range of factors, not the least of which is a prolonged period of economic uncertainty that has consumers cutting back on higher price ...

### Healthy Snacking Consumer (The) - US

According to Simmons NCS/NHCS, nearly two thirds of respondents often snack between meals; yet, only 27% report usually only snacking on healthy foods. Although this represents a small share of highly-committed healthy snackers, the incidence for occasional healthy snack consumption is far-reaching.

## 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.

### Pasta Sauces - US

Despite a struggling economy, the pasta sauces category has continued to grow virtually every year since 2006. This report examines factors behind this growth and future opportunities for pasta sauce manufacturers, including:

### Deli Consumer (The) - US

In recent years, delicatessen operators have diversified product selection, expanding far beyond lunch meat and cheeses, to include prepared meal solutions, in-store sandwich shops, beverage centers and other specialties. Consequently, a well-managed in-store delicatessen (ISD) can play an integral role in separating a retailer from the competition and making it ...

### Specialty Foods - The NASFT State of the Industry Report - The Consumer - US

### Mintel Oxygen – Quality market and consumer insight

### Bread - US

With 2011 total U.S. sales of \$21.6 billion, the bread market is clearly an important source of revenue for manufacturers and retailers alike. However, given the maturity of this market combined with the near universal usage of bread, manufacturers are challenged to develop new usage occasions among existing ...

### Private Label Food - US

While private label food sales and market share continue to rise, the pace of growth has slowed considerably since 2008 when a one-two punch of spiking inflation and deepening recession drove many consumers to less

### 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 ...

### 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.

## September 2011

### Dips and Spreads - US

Like other food markets, the \$7.2 billion U.S. retail market for dips and spreads has been challenged by the economic recession and subsequent slow recovery. Dips and spreads are further challenged by market saturation. However, growing consumer demand for more exotic savory and sweet flavors, and a focus ...

### Specialty Foods - The NASFT State of the Industry Report - The Market - US

Specialty foods are broadly defined for this report as products that have limited distribution and a reputation for high quality. These items continue to gain in popularity—and are easier to find in all kinds of outlets—as the American consumer has developed a more sophisticated and discerning palate.

## August 2011

### Cheese - US

The cheese market has not fared well in the economic downturn as consumers cut back and traded down. Total U.S. sales were down in 2009 and 2010, and a meager rebound in 2011 is likely due in part to price increases, more so than volume sales.

### Cooking Enthusiasts - US

An enduring impact of the recession and its aftermath, Americans continue to prioritize home cooking and other home-based activities as a means of economizing. But while the need to save money is a powerful and pervasive motivator for many, other factors are also at play. This report helps to clarify ...

### In-store Bakeries - US

This report focuses on retail in-store bakeries (ISBs) in U.S. supermarkets and supercenters. Mintel estimates that this market will reach a sizable \$12.4 billion by the end of 2011. To funnel consumers into stores, retailers are placing increasing emphasis on providing shoppers with a range of offerings. In ...

### Seasonal Chocolate - US

The seasonal chocolate market benefits from very favorable consumer perception, since products are typically bought to help celebrate holidays or special occasions. Consequently, it is somewhat immune to recessionary pressures as these products are bought on an occasional basis. This does not mean seasonal chocolate is entirely unaffected by economic ...

### Pet Food - US

The increasingly prevalent view among pet owners that dogs, cats and other pets are members of the family has helped to insulate the pet food industry from the full force of the recession and its aftermath. Indeed, pet owners' abiding concern for the health and well-being of their pets is ...

### Butter, Margarine and Spreads - US

Sales of butter and margarine/spreads/blends rose from \$4 billion in 2009, to an estimated \$4.2 billion in 2011. Although the rising price of butter was largely responsible for category and segment growth, changing consumer tastes have created numerous opportunities. Some of the topics covered in this report ...

## July 2011

### Ice Cream and Frozen Novelties - US

Recession-inspired frugality and increasing health consciousness have conspired to turn the overall \$10.2 billion FDMx ice cream and frozen novelties market's sales trend negative in recent years. But in spite of these constraints, consumers' love affair with frozen treats is as strong as ever, and opportunities exist across the ...

## June 2011

### Pizza at Retail - US

The retail pizza market continues to thrive and enjoy widespread acceptance. The market—which includes frozen pizza, refrigerated/frozen kits, crusts, and dough, and shelf-stable kits, pizza sauces, and crusts—reached \$5.3 billion in 2010 in total U.S. sales.

### Meal Replacement Food and Drink - US

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

### Stevia and Natural Sweeteners - US

The all-natural, zero-calorie sweetener market is still emerging in the U.S., as evidenced by the 105% growth the market experienced from 2009 through 2011 (estimated). Furthermore, consumer awareness of stevia and other natural sweeteners is also up considerably from two years ago (roughly 50% or more for all three ...

### 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 ...

### Prepared Cakes and Pies - US

The \$2.4 billion FDMx prepared cakes and pies market managed to find a silver lining in the economic recession as consumers looked for simple indulgences to treat themselves and find comfort. This report examines overall sales, as well as detailed segment sales, of prepared cakes and pies through FDMx ...

### Cream and Creamers - US

After a year of a recession-related market decline, sales of creams and creamers have almost returned to pre-recession growth rates, led by a shift toward healthier products, a wide flavor selection and alternative non-

alone, and 34% growth since 2008-09. Mintel expects much of the same for the next few years with this blossoming market.

### Restaurant to Retail - US

Restaurant patrons continue to spend cautiously on restaurant trips and grocery customers are watching how much they spend in the checkout line. Restaurant-branded products at retail essentially bridge the gap between dining out and eating in and create new occasions for consumers to interact with a restaurant brand.

## May 2011

### Lunch Meat - US

With \$8.1 billion in 2010 FDMx sales, the lunch meat category is a significant source of revenue for the grocery industry. While no category is entirely recession-proof, lunch meat has leveraged its relative affordability and variety to help it navigate through the prolonged economic difficulties the country has been ...

### Eggs - US

Between a historic 2010 egg recall related to product safety, and a recessionary economy, the egg industry faces dramatic challenges. Yet penetration is nearly universal and usage represents opportunity. For egg marketers, reinvention of the egg provides the answer. Egg marketers can capitalize on positive egg news regarding diet and ...

## April 2011

### Food Storage - US

The \$2.3 billion FDMx market for food storage products has been challenged by a struggling economy, coupled with a highly saturated market in most food storage segments, minimal innovation of product and packaging, and growing environmental awareness that eschews disposable products. Additionally, non-FDMx channels such as dollar stores have ...

### Attitudes Toward Convenience Store Shopping - US

dairy ingredients. The fate of creamers is tied closely to that of coffee and changes in coffee ...

### 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 ...

### Cooking Sauces and Marinades - US

The U.S. cooking sauces and marinades market gained 20% during 2005-10 in total U.S. sales, reaching an estimated \$3.7 billion. The market benefited from consumers' return to the kitchen to save money during the recession, as well as from price increases during 2008-10. However, lower red meat ...

### Salty Snacks: Popcorn, cheese, corn and meat snacks - 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 ...

## 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 ...

### Vegetables - US

In spite of the fluctuating economy, vegetables have shown impressive growth across fresh, frozen, and canned segments in the past five years, proving that dinner fare is recession-resistant, much to the pleasure of growers, manufacturers, marketers and retailers. Consumers still view vegetables as an important part of dining at home.

## February 2011

### Nutrition and Energy Bars - US

While sales in many food and drink categories declined or remained stagnant between 2008 and 2010, sales of nutrition and energy bars rose considerably during this period. Additionally, there is some indication that the category is positioned well for future growth due to strong demand for better-for-you snacks and increasing ...

## January 2011

### Grocery Store Retailing - US

The grocery industry generates billions of dollars in revenue for manufacturers and retailers every year. With so much at stake, it is easy to see why there is such a

Within the overall salty snacks category, popcorn, cheese snacks, meat snacks and corn snacks are among the smaller segments. Nonetheless, they still collectively generated nearly \$5 billion in total 2010 U.S. sales. Moreover, with the exception of corn snacks, annual sales for each of the other segments in the ...

### Crackers - US

Growth in the cracker market has slowed substantially since 2008, suffering from a fragile demand that is unlikely to endure any significant price increases. As the economy continues a slow, uncertain recovery, brands are under pressure to differentiate and fight off pricing pressure from private label. Marketers have turned to ...

### Salty Snacks: Chips, pretzels, snack nuts and seeds - US

The salty snacks category is one of the most diverse in the consumer packaged goods industry, as it has a wide range of segments that appeal to a diverse audience. Today, sales of potato chips, tortilla chips, snack nuts, other salted snacks and pretzels generate total U.S. sales of ...

### Mexican Food - US

Given the size of the growing Hispanic population in the U.S., it would appear that there would be a built-in audience for Mexican food. Indeed, this is the case as this group is among the largest users of these products. However, what has helped grow Mexican food into a ...

### Baking and Dessert Mixes - US

In FDMx outlets, the baking and dessert mixes market grew 5% during 2005-10, and when adjusted for inflation, yielded a 7% deficit. The plight of the market is

## Food - USA

competitive market for everyone involved. While some people consider the grocery market to be recession-proof, that concept is somewhat misleading ...

perhaps further exacerbated when considering the recession instigated an 11% sales boost from 2007-09. Ultimately, the market's maturity inhibits significant growth and ...

### Soup - US

After several years of modest gains, soup sales turned negative in 2009 and 2010. Increasing concern over the health risks of sodium and growing awareness of soup's generally high sodium content have robbed the category of its positive momentum and tarnished soup's longstanding reputation as hearty and wholesome "good food ...

### Nuts and Dried Fruit - US

At more than \$6 billion in 2009, the nuts and dried fruit market grew well despite the economic downturn. Increasingly health-conscious consumers are sincerely concerned with seeking out healthful snacks. Nuts and dried fruits have gained enduring respect for their nutritional value, and Americans are turning toward the market with ...

### Ethnic Foods - US

An increasingly diverse population, a resurgence in cooking thanks to consumer cost-cutting measures, and a growing interest in international foods due to travel and cooking shows, as well as increases in ethnic menu items helped the ethnic foods market grow in 2010. This report focuses on Mexican/Hispanic, Asian, and ...