

## July 2010

### Kids' Snacking - US

The kids' snacking market is coming under increased scrutiny in light of rising childhood obesity rates. Yet all kids snack and most snack frequently - whether at home, at school, or on the go. This report, based on exclusive research among kids aged 6-11, takes a closer look at the snacking ...

## June 2010

### Side Dishes: The Market - US

The recent recession has encouraged more people to eat at home more often. This has created an opportunity for consumer packaged goods companies to take advantage of the need for shoppers to stock their shelves and pantries with side dishes that are economical and add variety to mealtime. The question ...

### 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

### 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

### Side Dishes: The Consumer - US

Recent economic struggles have encouraged more people to eat at home more often, resulting in an opportunity for consumer packaged goods (CPG) companies to take advantage of shoppers' desire to stock up on side dishes that are both economical and add variety to a meal. The question is, how good ...

### Cheese - US

Cheese eaters are virtually everywhere and the vast majority of Americans eat cheese. However, high dairy commodity costs in 2007 and 2008 drove up retail prices, which in turn impacted the bottom line. Yet when pricing stabilized, consumer purchase behavior clearly did not reflect the trend towards eating and cooking ...

### Food Storage - US

This report takes a detailed look at the evolving food storage industry, which has grown modestly since 2004. In the most recent year, manufacturers have been faced

about everyone, including non-dairy products for those who are lactose intolerant or have milk allergies. Despite its overall popularity, the milk industry ...

with potentially game-changing challenges from all directions, ranging from consumer concerns over chemicals in plastics, to an entrenched recession that is affecting consumer ...

### April 2010

#### Attitudes Toward Fiber and Digestive Health - US

A number of factors suggest that products with added fiber or digestive claims should be well received by the American public. Mintel's review of the category, however, shows that only a handful of products were introduced in 2009, and few of them matched well with consumers' desires.

#### Private Label Salty Snacks - US

In this report, Mintel breaks the salty-snack category into eight segments: potato chips, tortilla chips, snack nuts and seeds, popcorn, pretzels, cheese snacks, corn snacks, and "other" salty snacks. The struggling economy has spurred interest in lower-priced private-label salty snacks, and consumers have discovered the quality and value makes it ...