

March 2012

Attitudes toward Beverage Sweeteners - US

Consumer health concerns are the top factor in shaping their attitudes toward sweeteners. Although obesity rates have nearly stabilized in the past five years at 68%, they still remain high. As a result, more than half of U.S. adults aged 18+ watch their diets and around 60% of these ...

Attitudes Toward Fiber and Digestive Health - US

Studies have consistently shown that most Americans do not eat the recommended daily allowance (RDA) of fiber. According to many studies, high-fiber diets can promote cardiovascular health and help one lose weight, both of which are important to millions of Americans. Indeed, it is becoming increasingly clear that fiber provides ...

Carbonated Soft Drinks - US

The carbonated soft drinks market suffered a sales decline in 2011, as two of the three segments that comprise the market exhibited a poor performance. During 2010-11, the largest segment, regular soda, declined by 2% while the second-biggest segment, diet soda, fell by 2.1%. Soda is the most-consumed nonalcoholic ...

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Fruit Juice and Juice Drinks - US

The fruit juice and juice drinks market grew by 1% in 2011, which is an improvement on the 1.7% decline witnessed in 2009 and no gain (0%) in 2010. Nevertheless, the market remains challenged with a number of issues, the foremost being juice and drinks' high calorie status, which ...

Beverage Packaging Trends - US

The Great Recession and a stuttering economy continue to influence consumer attitudes and behavior, and in turn, trends in the beverage market. According to Mintel GNPD, since the onset of the recession there has been significant new product launch activity in the beverage market driven by innovation in the alcoholic ...