

## April 2009

### Non-alcoholic Beverages: A Retail Perspective - US

After several years of slow but steady growth, non-alcoholic beverage category dollar sales slipped slightly in 2008. Non-alcoholic beverages have experienced an explosion of new products; new beverages delivering ever more narrowly targeted benefits in areas ranging from energy and performance to environmental sustainability. The breadth of choice available to ...

## March 2009

### Packaging Trends in Food and Drink - US

This report focuses on current trends in food and beverage packaging in the U.S., with an emphasis on sustainability, health and wellness, and convenience trends. Mintel explores how changing consumer preferences—including a renewed interest in valuedriven by the economic recession and growing concern about the environment—are impacting packaging design.

### America's Changing Drinking Habits - US

The non-alcoholic beverage market has been in a state of flux since the past decade, with a paradigm shift in consumer preferences for non-alcoholic beverages. While beverage manufacturers need to fine-tune their offerings to align with the changing trends in consumer preferences for different non-alcoholic beverages, marketers also need to ...

## February 2009

### Fruit Juice and Juice Drinks - US

The fruit juice and juice drinks market continues to face multi-pronged challenges: consumer perception of fruit juice and juice drinks as a high-carb beverage, competition from new age beverages such as enhanced water and ready-to-drink tea, and continued price escalation primarily due to natural disasters. This report not only provides ...

## January 2009

### Baby Food and Drink - US

With only a slight increase in the population of children aged three and under and slow but steady increases in the percentage of mothers who breastfeed their babies, the baby food and drink market has experienced only minimal dollar sales increases over the past five years. Economic pressures are likely ...