

October 2010

Spirits: The Market - US

In this report, the second part of a two-part report on spirits, Mintel takes an in-depth market-centric view of the market. The consumer-centric view is covered in Mintel's Spirits: The Consumer—U.S., August 2010.

September 2010

Coffee - US

The incidence and frequency of coffee use in the U.S. has remained very steady in recent years, which has contributed to relatively stable, moderate market growth. Indeed, while sales in many categories declined between 2008 and 2010—as millions of Americans sought ways save money in the face of recessionary ...

Sustainable Food and Drink - US

The sustainable food and drink market in many ways is still in its infancy. As a food movement that began decades ago simply to offer a small segment of consumers all natural and organic products, it has now developed into a multi-billion dollar platform that crosses many industries beyond agriculture.

Spirits: The Consumer - US

In this two-part report on spirits, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Spirits: The Market—U.S., September 2010. This report provides spirit makers and marketers a glimpse into not only the consumption trends, but also consumer behavior and attitudes toward ...

August 2010

Carbonated Beverages - US

Overall, sales growth of carbonated soft drinks (CSDs) has been generally stagnant in recent years due to rising demand for bottled water, functional beverages (including energy drinks) and some better-for-you (BFY) alternatives. However, a few brands have reported impressive growth in the last year due in part to new distribution ...

July 2010

Energy Drinks and Shots - US

This report focuses on the energy drinks and shots market. While energy drinks have enjoyed significant



Drink - USA

popularity since their inception during the late 1990s, category growth appears to have cooled off during 2007-09. The current economic upheaval has negatively influenced the category, and a lack of universal appeal for energy ...