

June 2012

Energy Drinks and Energy Shots - US

In 2011, Mintel estimates energy drinks and energy shots market sales at \$8.1 billion, which represented a dollar sales growth of 16% over 2010. The market has regained its growth after experiencing a dip in 2009, which could be attributed to the influence of the recession. As of June ...

Non-alcoholic Beverages at Restaurants - US

Mintel's proprietary research finds that overall usage of non-alcoholic beverages at restaurants is high, but health trends increasingly shape consumer choice in what they drink. Sugary, high-calorie beverages—particularly those sweetened with high-fructose corn syrup (like carbonated soft drinks)—have been targeted by media, government, and medical communities as a culprit ...

May 2012

Bottled Water - US

In 2011, bottled water sales are estimated at \$12.1 billion, which is 3.1% growth in dollar sales over 2010. The market is beleaguered with a number of issues including attrition from some of the key consumer groups such as blacks, Hispanics, and teens; growth of cheaper-priced private label ...

April 2012

Dairy and Non-dairy Milk - US

Milk processors face an uphill battle, including the dominance of private labels; consumer concerns over the presence of growth hormones in non-organic milk; fluctuations in commodity prices; supply shortages for organic milk; and growing consumer concern about the safety of animal products in general. With that long list of challenges ...

Baby Food and Drink - US

The \$5.4 billion baby food and drink category has been steadily declining during and after the recent recession, experiencing a dollar sales drop of 10.3% between 2007 and 2011. Consumer frugality has led many to breastfeeding and feeding their babies and toddlers adult food or made-from-scratch baby food ...

On-premise Alcohol Consumption Trends - US

The restaurant recession appears to be over and patrons are starting to venture out from their homes to visit restaurants and bars once again. Over the past few years, operators have ramped up their beverage programs in order draw consumers back using a variety of strategies, from new drinks, ingredients ...