

## March 2010

### Consumer Attitudes Toward Natural and Organic Food and Beverage - US

While many sectors of the economy have been negatively impacted by the economic downturn, the natural/organic sectors of the food and beverage business (NOFB) have proven to be quite resilient. Most segments of the NOFB industry continued to experience growth throughout the economic downturn because many users have integrated ...

### Fruit Juice and Juice Drinks: The Market - US

In this two-part report on fruit juice and juice drinks, Mintel explores the fruit juice and juice drinks market with an in-depth look into market sales, segment performance, and brand performances among other market-centric factors. The consumer-centric view is covered in Mintel's Fruit Juice and Juice Drinks: The Consumer—U.S. ...

### Non-alcoholic Beverages: The Consumer - US

In this portion of a two-part report on non-alcoholic beverages, Mintel takes an in-depth view of the consumer. The market-centric view is covered in Mintel's Non-alcoholic Beverages: The Market - US - April 2010. This report allows non-alcoholic beverage (NAB) producers and marketers a glimpse into consumption trends, as well as consumer ...

## February 2010

### Beverage Packaging Trends - US

During these tough economic times, it's especially important to develop packaging that serves to maximize appeal among frugal and fickle consumers. It's also evident that some companies have made substantial changes to their packaging approach in recent years that can give them a competitive advantage. Therefore, an analysis of packaging ...

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In this two-part report on fruit juice and juice drinks, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Fruit Juice and Juice Drinks: The Market—U.S., February 2010. This report allows fruit juice/juice drinks manufacturers and marketers to get a glimpse ...